



## OUR TEAM



**20 ORGANISATIONS FROM  
13 EU COUNTRIES**



**605 000  
FB FOLLOWERS**



**4.7 MILLION  
MEMBERS**



## RESULTS

### 3 MILLION AND COUNTING

Our current vision is that over the next few years, approximately 3 million citizens will download the app. We anticipate around 30 million requests for SVHC information to be sent to suppliers. We also have high expectations regarding the number of companies that will be directly involved in providing information for the database.

MORE ON OUR WEBSITE:

**[WWW.ASKREACH.EU](http://WWW.ASKREACH.EU)**



**ENABLING REACH CONSUMER INFORMATION RIGHTS  
ON CHEMICALS IN ARTICLES BY IT-TOOLS**

09/2017 – 08/2022



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## WHY TO BE CONCERNED

There are thousands of substances used in the production of daily goods. Although many of them do not raise cause for concern, there are some substances which do because of their long term negative effects on our health or the environment. Disrupting the endocrine system, causing cancer, harming the reproductive system are just some of the harm they cause. These substances are called substances of very high concern (SVHC), and they can be found in everyday articles such as furniture, building materials, textiles etc.

## AIM

## SVHC FREE ARTICLES

Supply is driven by demand: this is a well-known fact. If consumers avoid buying articles that contain substances of very high concern (SVHC), this should encourage producers to assess how to remove them from their articles. Therefore, we aim to increase the demand for articles free from SVHC, thereby supporting the substitution of these substances.

In order to do so, we will raise consumer awareness of substances and remind them of their right to know. We will also facilitate communication between consumers and companies, as well as initiate and guide communication within the supply chain.

## RIGHT TO KNOW

Article 33 of the European Chemicals Regulation REACH stipulates that suppliers of articles containing SVHC in a concentration above 0.1% (weight by weight) must provide this information to the professional users and distributors, as well as information to allow the safe use of the article. It also determines the consumer's right to request and obtain this information from a supplier within 45 days, free of charge.

## WHAT WE DO

## HELPFUL APP FOR WATCHFUL CONSUMERS

To make the information on substances of very high concern (SVHC) in articles more easily available for customers, we will develop a Europe-wide smartphone app which will allow consumers to scan barcodes of articles to determine whether they contain SVHC.

The app will be connected to a database with information on SVHC in articles, thereby easing and speeding up the responses by the suppliers. Information will be entered or uploaded to the database by the article suppliers, together with information on the safe use of their articles.

If a consumer scans a barcode of an article for which SVHC information is not yet stored in the database, she or he can send an automatically generated request to the supplier.

We expect that the launch of the app will result in a sharp rise of the number of cases where people use their right to know.

The app can be easily adapted to all languages and will be available all over Europe.

In addition, a supply chain communication tool will be developed to provide assistance to companies to fulfil their obligations to provide information for other members of the supply chain and consumers.