

Communication with Stakeholders and Third Countries

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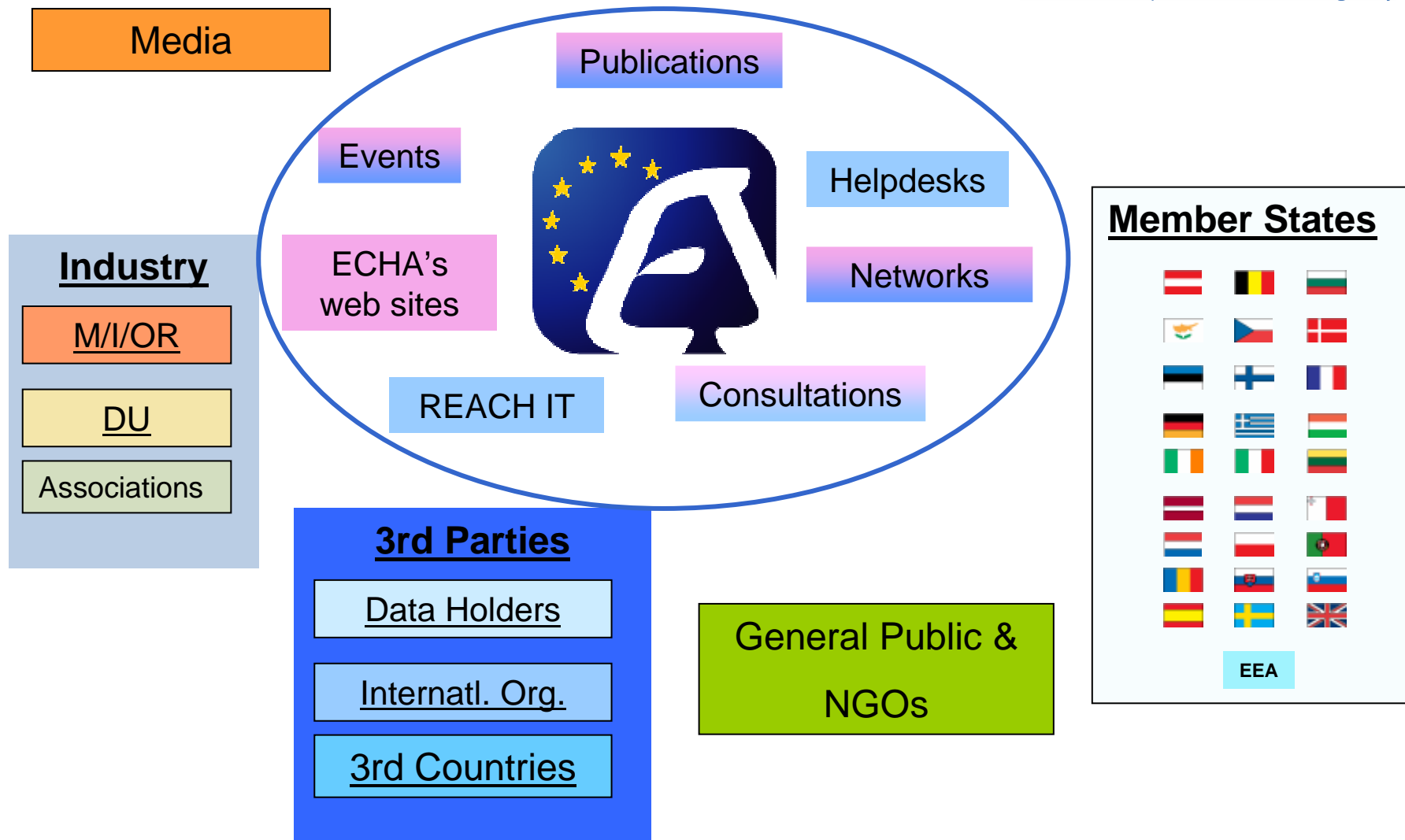
ECHA's First Stakeholders' Day
10 October 2008, Helsinki

Basic values



- ECHA's values are **transparency, impartiality, accountability and efficiency**; it will manage REACH operations in a secure, professional and science-based manner.
- The Agency's **communication strategy** will make this visible and understandable.
- **ECHA's communication principles**
 - Accuracy, consistency and timeliness of information
 - Clear, impartial and prompt reporting on the work of the Agency
 - Listening to feedback as a primary source of improvement
- **Communication is a two-way process!**

Communication landscape



External communication



- **Objectives**

- **Awareness building:** to raise awareness on important deadlines, events, and new developments
- **Knowledge building:** to provide information needed to fulfil duties under REACH. ECHA also needs to know what is happening in the ‘real world’.
- **Competence building:** to assist REACH ‘duty holders’ in the EU and third countries with guidance and IT tools
- **Image building:** to promote the Agency as a reliable partner and as an attractive work place

- **Target groups**

- EU industry, importers and exporters to the EU
- Member States authorities, other EU institutions
- NGOs, International Organisations, third Countries
- Media and general public

Stakeholder communication



- **ECHA is continually developing:**
 - Efficient forms of two-way communication with stakeholders
 - Dialogue, not only information: we value feedback
 - Engagement with stakeholders: we invite e.g. observers
 - Training of trainers: MS authorities, third countries preparing for REACH legislation

When and how?



- **REACH sets down specific points in time at which we inform and involve stakeholders**
 - e.g. open consultations on proposals for candidate and authorisation lists
- **Stakeholders regularly consulted on scientific, technical and other issues**
 - e.g. updating Guidance; comments via a webform
 - MAWP for public comments on web
- **Stakeholder days at least once a year**
 - Next one planned for 27 May 2009
- **Day-to-day communication**

Day-to-day communication



- ECHA web site one-stop shop for information on chemicals
 - guidance, tools for implementing REACH
 - next year: dissemination of data on chemical substances
- Press and Information service
 - Messages to the media (press@echa.europa.eu)
 - Requests for general information (info@echa.europa.eu)
- Speaking engagements
 - Send your request via info@echa.europa.eu
 - Specify the audience/target groups
 - Priority given to non-profit events aimed at SMEs
- Group visits (representatives of multiple audiences), personal contacts
 - Send inquiry to info@echa.europa.eu

Communication with Third Countries



- Who so far? Mainly industry associations, trade representatives and embassies
- ECHA Helpdesk service assists many non-EU companies and organisations
- Cooperation and exchange of information with equivalent national and international agencies has started
- Speaking engagements and training packages around the globe (ECHA staff, COM delegations with ECHA support)
- Since June 2008 more widely requested by European Commission

Thank you
for your attention