



TEMPLATE

Task outline in retailers “Your shelves and your clients”

You are a retailer selling articles on the European market, and the communication obligation described in Article 33 REACH also concerns you and the articles found on your shelves.

Retailer shops are an important place to communicate with article producers/ suppliers in making of purchase decisions for articles you place on your shelves. Retailers also have to be prepared to respond to the needs of customers concerning SVHC content or safe use of articles you sell.

We would be very pleased if your **organization** could participate in implementation of the three tasks in cooperation with Luxembourg Institute of Science and Technology (LIST) or a local AskREACH partner from your country. Please find below the three tasks for this action. The participation in these tasks is completely free of charge for your organisation. The implementation of these tasks would be conducted between the time period of February 2021 until March 2022. Due to the current situation concerning the global pandemic, the activities can also be completed online.

Task 1: Article assortment assessment

Good knowledge of the composition of the articles you sell should be of paramount importance. Not being directly involved in the article manufacturing process, makes the communication with your supplier the key feature to ensure that you have enough information about the substances your articles may contain.

Implementation of the article assortment assessment shall highlight issues:

- The existence and efficiency of the system and procedures for obtaining information from suppliers of articles (e.g., concerning SVHC);
- The assessment of articles for which SVHC information is requested from suppliers by asking more specific questions about SVHCs and their content in the supplied articles;
- The possibility to gather article information and enter to the system by the retailer (if not done by the supplier directly);
- The feed-back on obtaining article SVHC information from producers/suppliers.

Implementation timeline

Activity implementation steps	Implementers	Time line
Filling the pre-assessment questionnaire (with a manager/ purchasing department level)	Retailer Partner	country specific
Awareness raising of managers/purchasing department (one or several sessions, up to needs)	Partner	Country specific
Selection of articles to be assessed (SVHC information to be asked from suppliers)	Retailer	Country specific
Contacting suppliers of selected articles for SVHC information	Retailer	Country specific





Filling the post-assessment questionnaire (with a manager/ purchasing department level)	Retailer Partner	Country specific
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Task 2: Training of shop assistants/customer service

At the retailers shop their customers will most likely address requests concerning SVHC content or safe use of articles to the shop assistants. It can be considered good practice that the shop assistants are prepared to provide to consumers some basic information on why substances can cause concern or their function in the article. The staff should be prepared to respond to requests from consumers concerning SVHC in articles.

Implementation of the training of shop assistants shall highlight issues:

- Increased preparedness of your staff to communicate with consumers on their right to request information on substances (in particular, SVHC);
- The feed-back on customer communication and on SVHC issues asked more frequently by the customers.

Implementation timeline

Activity implementation steps	Implementers	Time line
Agreeing on support from the top management to the trainings	Retailer Partner	country specific
Design of the shop assistant training needs and format (according to the agreements and specifics)	Retailer Partner	Country specific
Implementation of the training sessions at retailers (up to the specific design)	Retailer Partner	Country specific
Collecting the feedback on customer communication on SVHC information	Retailer	Country specific

Task 3: On-spot information for consumers

Providing the materials (e.g., info board, roll-up, leaflets) which tell about SVHC in articles at the shops may be a good solution to distribute information to consumers.

Implementation of the on-spot information to consumers shall highlight issues:

- Involve interested consumers and guide them to make a responsible purchasing decision;
- Call to action from consumers to download the IT tool (application) on spot

Implementation timeline

Activity implementation steps	Implementers	Time line
Agreeing on support from the top management to placing the on-spot information	Retailer Partner	country specific
Selection the scope of information material and format (according to the agreements and specifics)	Retailer Partner	Country specific
Setting and operating the info-stand (up to the	Retailer	Country specific





specific design)	Partner	
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