

## PROJECT INFORMATION

### Supporting the implementation of REACH consumer rights on chemicals in articles in the Republic of Serbia



LIFE AskREACH-App

Source: pixaby.com

#### Background

In accordance with the EU REACH Regulation, Serbia has enshrined modern chemicals management in law since 2009. This also includes Article 33(2) of the Regulation (Right to Information). Serbia still needs support with the implementation: companies should communicate information about substances of very high concern (SVHCs) in their supply chains, consumers should develop an awareness of their right to information – and actively demand it.

#### Project details

The project directly connected to the AskREACH project, which was financed concurrently through the EU-LIFE program and involved 13 EU member states. It mirrored its activities in Serbia: its overall objective was to reduce the amount of SVHCs entering the environment. This was driven by a large-scale campaign informing the public about their right to information from manufacturers and distributors about SVHCs in consumer products. Consumers were encouraged to use the newly developed smartphone app [Scan4Chem](#) (German) to exercise their right to information before making purchases. Stakeholders informed companies about their duty to inform customers and the opportunity to share SVHC information on their products via the app's [database](#). Alongside the app and database, an IT tool for better communication within supply chains supported the campaign. In the long-term, involving Serbian stakeholders in the use of the IT tools will also reduce SVHCs in products in the Western Balkans. After the project ends, Scan4Chem will continue to be offered in Serbia, Montenegro and Bosnia-Herzegovina and the campaign will be continued on a smaller scale.

Updated: February 2022

**Project country:** Serbia and Bosnia and Herzegovina, Montenegro  
**Duration:** 10/2018 – 02/2022  
**Beneficiaries:** Public authorities, businesses, environmental and consumer protection organizations  
**Implementing organisations:** Baltic Environmental Forum Deutschland e.V. (BEF), "Safer Chemicals Alternative" Civil Society Organisation (ALHem)  
**Project number:** 112892

#### Thematic management:

German Environment Agency (UBA)  
 Eva Becker  
 Tel.: +49-340-2103-3170  
 eva.becker@uba.de

#### Project coordination:

AAP Project service unit  
 Dr. Sonja Otto  
 Tel.: +49-340-2103-2210  
 sonja.otto@uba.de

#### Advisory Assistance Programme (AAP)

for environmental protection in the countries of Central and Eastern Europe, the Caucasus and Central Asia and other countries neighbouring the European Union – a programme of the Federal Ministry for Environment, Nature Conservation, Nuclear Safety and Consumer Protection

#### AAP Project service unit:

AAP-info@uba.de

[www.uba.de/en/project-database-advisory-assistance-programme](http://www.uba.de/en/project-database-advisory-assistance-programme)  
[www.uba.de/en/advisory-assistance-programme](http://www.uba.de/en/advisory-assistance-programme)