The background of the slide is a photograph of green plants with thin stems and small white flowers, possibly cornflowers, in a field. The image is slightly out of focus, creating a bokeh effect with soft green and white circles.

Experiences from Danish  
consumer campaigns  
targeting the chemicals in  
the consumers everyday  
products

**Christel Søgaard Kirkeby,**  
**Danish Consumer Council**

Forbrugerrådet  
Tænk  
**Kemi**

# Danish Consumer Council THINK Chemicals

Our aim is that consumers can buy products without worrying about their problematic chemicals

- Test chemicals in products
- Show good choices
- Advice to consumers
- Create knowledge that can be used by authorities, retailers and producers
- International cooperation

Forbrugerrådet  
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**Kemi**

Forbrugerrådet Tænk Kemi

Spring ud  
Biv klagerne  
Biv grønt

Forbrugerrådet Tænk Kemi  
Forbrugernes kemivagthund

Test og råd

Personlig pleje og skønhed  
Børn og gravide  
Mad og drikke  
Bølg og fritid

Test: Kemi i hånd sæbe

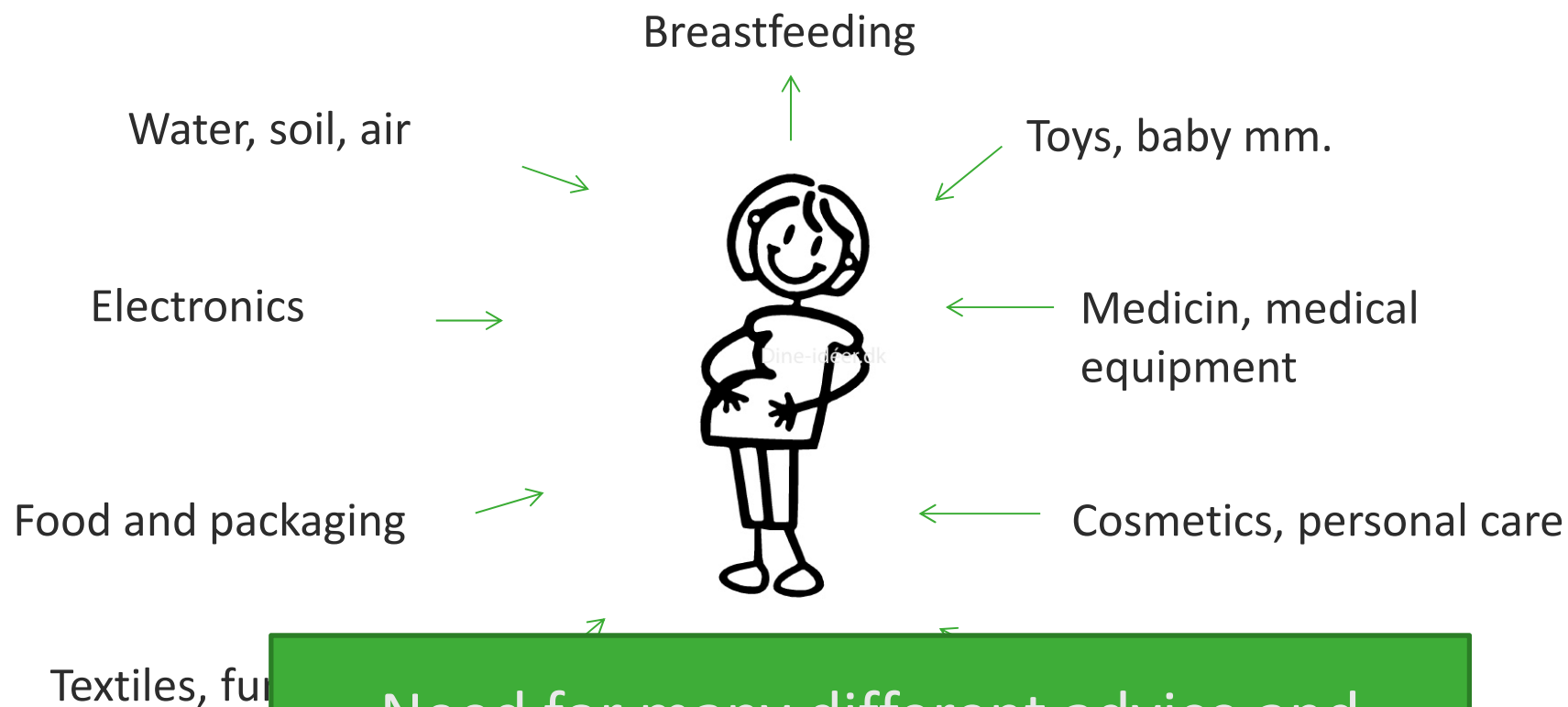
Produkt	Testresultat
Engelmark Hånd sæbe	+
Alles Hånd sæbe	+
Agnes Hånd sæbe	+
Clas Hånd sæbe	+
Clas Hånd sæbe	+
Clas Hånd sæbe	+
Clas Hånd sæbe	+
Clas Hånd sæbe	+

Se mere

Nyheder

Se mere

# Many sources feed the "Cocktaileffect"



Need for many different advice and  
general awareness on chemicals

# Empower the consumers

- Give the consumers knowledge
- Let them have a choice
- They can help protect themselves and the environment
- They can influence the market

## SPRAY

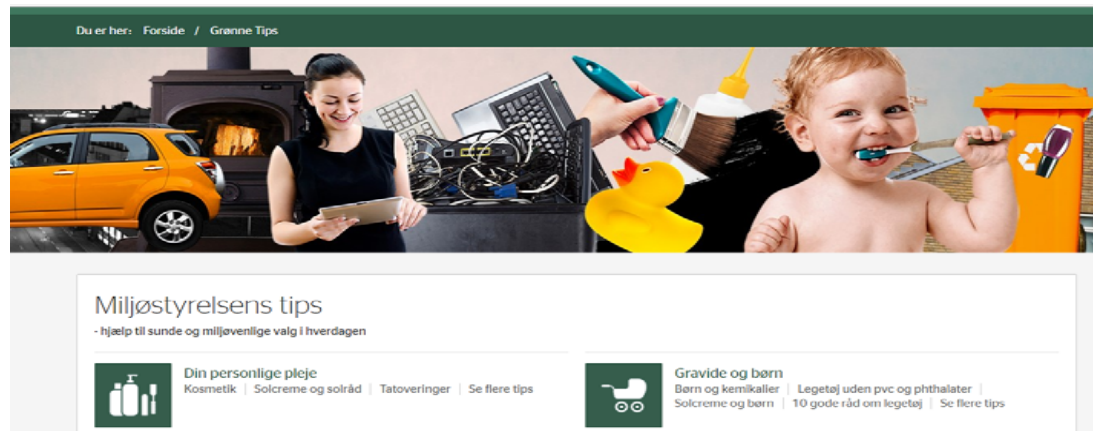
: ALCOHOL DENAT., BUTANE, PROPANE, AQUA  
FUM (FRAGRANCE), ISOBUTANE, PROPYLENE  
YLPHENYL METHYLPROPIONAL, **TRICLOSAN**,  
HEXYL 3-CYCLOHEXENE CARBOXALDEHYDE,  
ETHYL IONONE, COUMARIN, LINALOOL.

Т ПАРФЮМИРОВАННЫЙ  
НАТУРАТ, БУТАН, ПРОПАН, ВОДА, ОТДУЩКА,  
ЛИКОЛЬ, ТРИКЛОЗАН.



# Information from the Danish EPA

- Website – "[green advice](#)"
- Facebook – [everyday chemicals](#) / [Food with less chemicals](#)
- [Campaigns](#)
  - Children and pregnant women
  - Use of chemical products
  - Pesticides
  - Biocides
  - ...







Miljø- og Fødevareministeriet  
Miljøstyrelsen



#### Hvilken behandling byder du ubudne gæster?

Tag problemer med mus i opløbet ved at lukke husets smuthuller og sæt fælder op, når musene er i huset. Brug gift som sidste udvej. Giften kan sprede sig til andre dyr udenfor, og du kan selv stå med et nyt problem inden døre - stanken af rådden mus.



Gravid?  
Kend kemien



Gode råd til dig, der er gravid, eller ønsker at blive det

Tunometaller, allergener og mistænkte hormonforstyrrende stoffer er en del af vores hverdag. Vi kan ikke leve uden kemien, fordi



## Brug pæren – også når den er gået

TECHN

# Information from the Danish Consumer Council

Toxic Free  
Childhood  
campaign



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Website: kemi.taenk.dk

Facebook:  
ForbrugerrådetTænkKemi/



Good advice, news, links  
on Facebook

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# Examples of what THINK Chemicals have found in test



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# App "Tjek Kemien"

## Cooperation DK EPA and consumer council

- Ask for Substances of Very High Concern in furniture, toys, electronics etc.
- Answers within 45 days if SVHC
- Makes companies aware of consumer interest.
- EU version in a few years





# *Kemiluppen guides on cosmetics and care products*



+ 10.000  
products  
+200.000  
downloads  
+ 3.800.000  
scans

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## Produkt fundet



FAVORIT



SEND



DEL

Änglamark

**Hand soap**



06.11.2015 7340011437383



Änglamark hand soap er et godt valg. Den er fri for en række problematiske kemikalier.

### Indeholder ikke



Parfumestoffer



Planteekstrakter der kan give allergi



Andre allergifremkaldende stoffer



Mistænkt hormonforstyrrende stoffer



Vurdering



Se ingredienser



Se alternativer



Anmeld fejl

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## Lessons learned – communicating to consumers

- Think as a consumer, not as an authority
- Give guidance, make it relevant
- Make it easy
- More "how to", less "don't"
- Get feedback and use it





## Choosing a target group and what to communicate

- Choose target groups that are responsive
- Sensitive groups? – pregnant, children
- Get to know what they care about
- Use different messages for different target groups
- Keep the messages simple to act on
  - Specific actions - use waterbased paint etc.
  - General advice – ecolabels etc.
- Facebook shows what works

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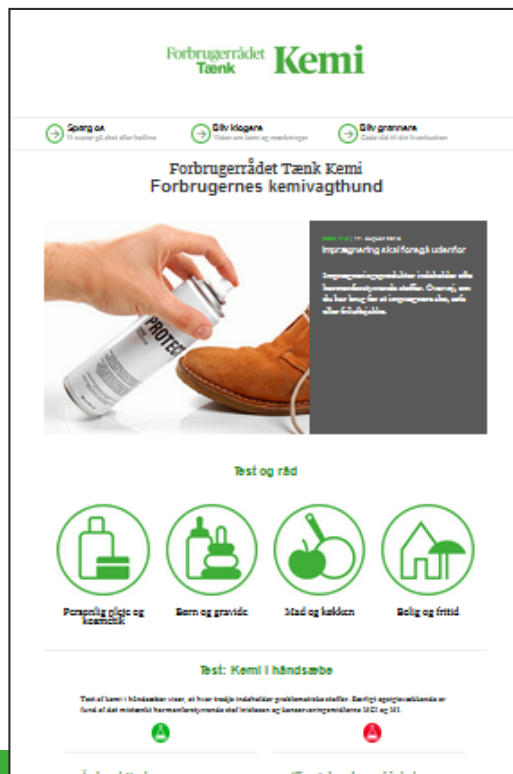
# Clear communication



**Forbrugerrådet**  
**Tænk**

# Follow and use our work

- English newsletter  
(write to [kemi@fbr.dk](mailto:kemi@fbr.dk))
- English articles:  
<http://kemi.taenk.dk/english>



## 2017

4. April 2017: Check your dishwashing soap for allergenic preserv

3. April 2017: Your lip balm may contain problematic oils.

29. March 2017: Test: Fluorinated substances found in impregna

29. March 2017: Test examines chemicals in laundry detergents f

9. March 2017: Fast food packaging contains unwanted fluorinat

13. February 2017: Test: Plastic products contained unwanted ph

18. January 2017: Unwanted chemicals are difficult to spot in nai

9. January 2017: Test examines the chemicals in soda cans.

4. January 2017: Test: Which chemicals are in children's highchai

## 2016

7. December 2016: Test: Chemicals in cans of coconut milk.

8. November 2016: Test: Unwanted perfume hides behind 'fresh' sanitary napkins.

November 2016: Test: Unwanted chemicals in chewing gum.

October 2016: Test: Chemicals in canned tuna.

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