

The ToxFox campaign and it's impact on people's behavior



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What is ToxFox?



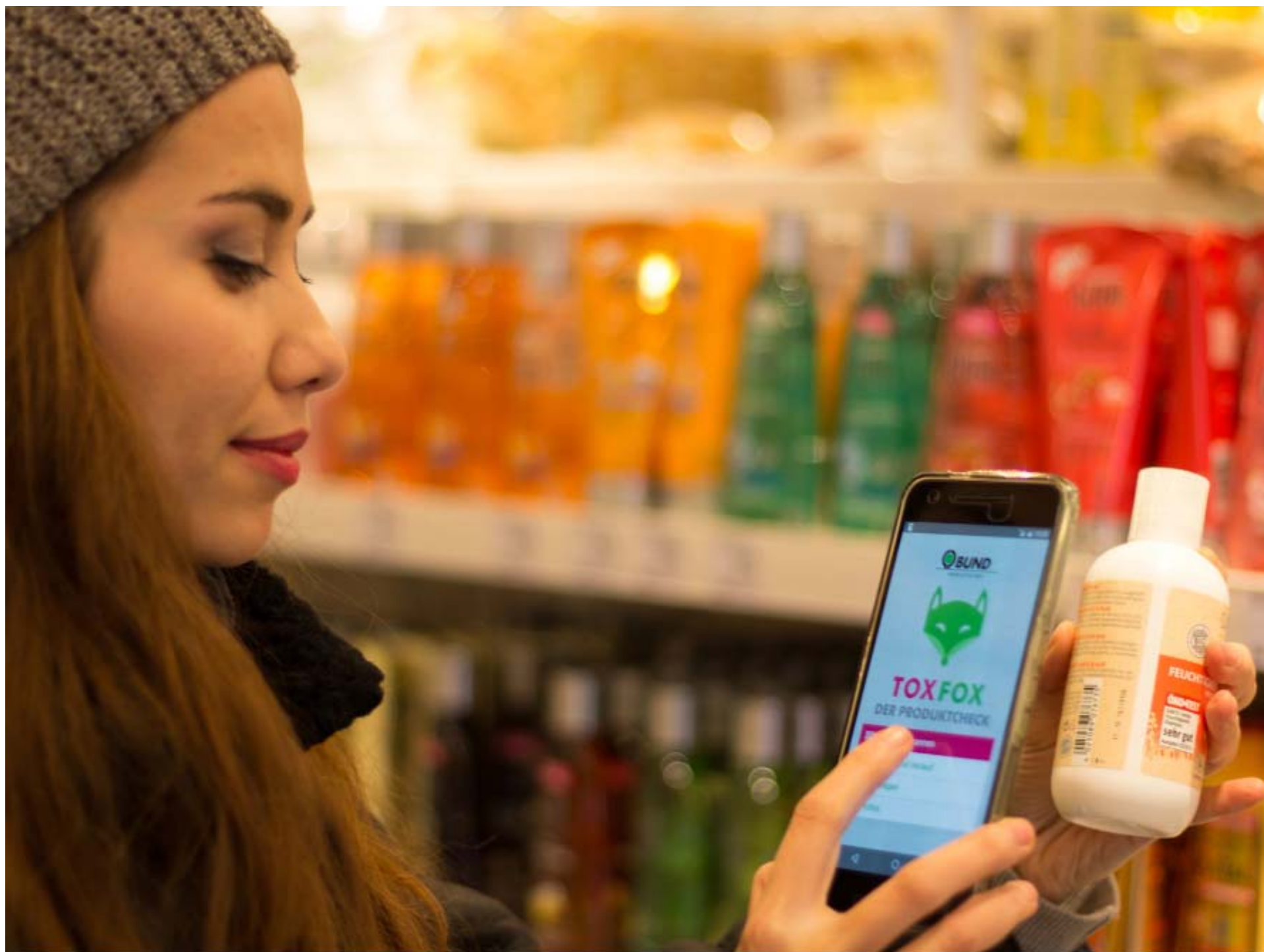
ToxFox-App helps consumers to identify Endocrine Disruptors in Body Care Products.

Customers get information for more than 80,000 personal care products

<http://www.bund.net/toxfox>



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Features of the app



- Scan barcode and receive immediate information about EDCs in the product
- Send protest mail to producer, if EDCs are in
- Subscribe to BUND newsletter
- Receive push messages
- Google analytics

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Why is BUND doing this?



- Raising awareness about endocrine disrupting chemicals (EDCs)
- Enabling consumers to make informed choices
- Show companies: Consumers don't want EDCs in their products
- Encourage companies to produce EDC-free products

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Who is using the app?



- More than 1.2 mio consumers use the ToxFox
- 80% women
75% between 25 and 55 years old
- 80% from Germany, 17% Austria, 2% Switzerland
- 20 Mio. Scans (17,000 per day)
- 20 Scans per User
- 143,000 Protest-Emails (120 per day)

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Is it affecting consumer behavior?

- 45% of ToxFox users were previously uninformed about EDC
- 70% of all ToxFox-User check all / nearly all their body care products with the ToxFox app
- Nearly 70% of ToxFox users no longer buy any products with EDC



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Why is it working?



- Labelling requirements for cosmetics = ingredients publically available (database!)
- Relevant for consumers:
Many people are concerned about chemicals in products
ToxFox works reliable and provides immediate information at the point of sale
Scanning products is fun :)
- Interesting for media
More than 50% of users after media coverage

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What are the challenges?



- **Ressources**
Cost intensive (setting up and managing app & database)
Labour intensive (binds ressources for several years)
- **Data quality**
E.g. companies change the products, but not the barcode
- **Technical issues**
E.g. constant IOS / Android updates required
No cellphone signal in some stores (jamming?)

October 2016: ToxFox – Product-check



Next steps



ToxFox can now also be used for other products, such as toys, textiles, electronics or furniture



- No labelling requirements : (
- No immediate information for consumers
- But consumer have a „right to know“

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Consumer Right to Know

REACH Art. 33 (2):

Consumer can ask any supplier if their products contain officially recognised Substances of Very High Concern (SVHC) that are listed on an official Candidate List ("right to know"). Suppliers are legally obliged to provide an answer within 45 days, free of charge.

The „right to know“ applies to many consumer articles, i.e. household goods, textiles, shoes, toys, furniture, electronic devices, packaging, ...

Idea

Consumers scan product barcode and send an automated „Right to Know“-Request via Email to producer / importer / retailer. Answers are stored in a database.

Aim

Enhance substitution of SVHC in articles by increasing market demand for SVHC free articles

To date:

Already 30,000 requests sent to more than 7,000 companies!

Key messages



- Consumers want toxic-free products
- New media tools such as BUND's ToxFox app make it easy and fun for consumer to make informed choices
- Only works, if reliable information about ingredients / hazardous chemicals is readily available

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Thank you



ANY QUESTIONS?

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