



PRODUCT SAFETY

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- 1** International cooperation
- 2** Coordinated market surveillance activities
- 3** Product Safety Award
- 4** RAPEX report 2018 – main results
- 5** Recall effectiveness

6th International Product Safety Week: "Connecting Safety"

- 12- 16 November 2018
- Record number (400+) and diversity of participants
- Synergies with other international organisations (OECD, ICPHSO)



Arrangement for information exchange with Canada – November 2018

- ✓ **Legal basis:** CETA Agreement
- ✓ **Rationale:** Similar markets / challenges.

Information exchange can help:

- ✓ Better target enforcement activities
- ✓ Identify emerging risks and trends



Other areas of possible cooperation

- ✓ Regular updates to discuss current and emerging issues
- ✓ Possible coordinated market surveillance activities
- ✓ Awareness raising: Button Batteries campaign
 - ✓ Major hazard in both jurisdictions
 - ✓ Two phases: ahead of International Children Day (20 Nov 2019) and before Christmas.



Coordinated market surveillance



CASP projects:

Coordinated Activities on the Safety of Products

- Changes implemented from 2019 on have helped increase interest and participation
- Online challenges can be tackled in a joint manner and using the latest technologies
- Dissemination of outcomes of all activities rely on an ambitious communication outreach plan
- Member States have full ownership of the choices of priorities (Commission implements priorities and can suggest activities)
- Essential to the proper functioning of the RAPEX system and network

CASP 2019

Budget: EUR 2,3M – Testing budget: EUR 750,000
38 participating countries

PROJECT SCOPE:

- 5 product-specific activities
- 3 horizontal activities



Online market surveillance



Risk Assessment



Knowledge sharing



Soft-filled toys



Chargers



Batteries



Child Bicycle seats



Personal transporters

CASP Slime 2019 – June 2019



PROJECT SCOPE:

- 29 EU/EEA countries
- Common testing in a single lab for the migration of boron
- EU-wide communication campaign on results with tips and advice for consumers
- By Christmas 2019

EU Product Safety Award

- Pilot project
- To reward and disseminate good business practices
- Repeated every 2 years, if successful

Celebrating businesses
that go the extra mile for consumers



Award categories

Thematic priorities

Online sales



Childcare products



Categories of beneficiaries

SMEs

Large-scale companies

Key steps

- Application period: 25 February – 17 April
- Screening by national market surveillance authorities: May
- High-level EU jury: 12 June
- CSR screening: 2nd half June
- Award ceremony and networking workshop:
26 September



RAPEX report 2018



EU Rapid Alert System for dangerous non-food products 2018 results per country

ALERTS AND FOLLOW UP ACTIONS PER COUNTRY IN 2018

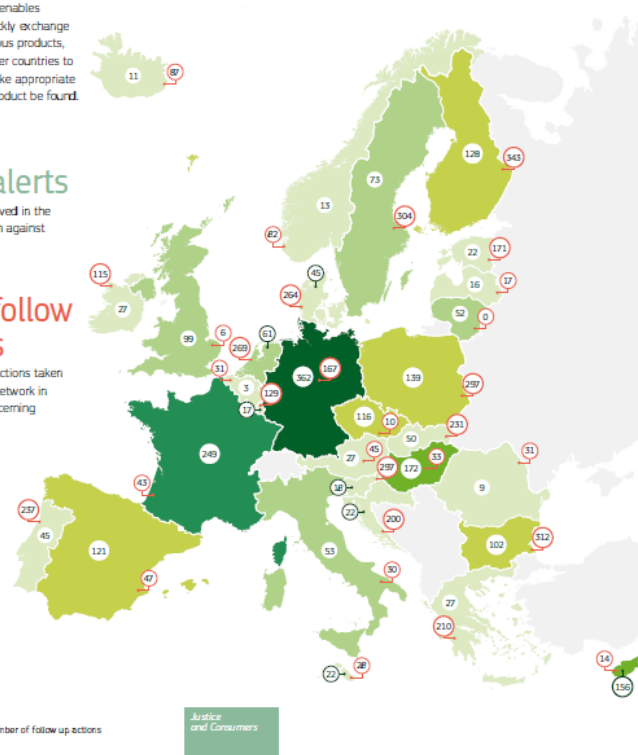
The Rapid Alert System enables national authorities to quickly exchange information about dangerous products, thus allowing other member countries to screen their market and take appropriate action should the same product be found.

2257 alerts

The number of alerts received in the system on measures taken against dangerous products.

4050 follow up actions

The number of follow up actions taken by other members in the network in response to the alerts concerning dangerous products.



Consumer survey on recall effectiveness

Background

- 1 The first EU large survey
- 2 Identify drivers of consumer behaviour during the process
- 3 Compare product recall effectiveness across the EU and identify vulnerable consumer groups

Survey methodology

- ✓ 28 Member States + Iceland and Norway
- ✓ Aged +18
- ✓ 1000 interviews per country
- ✓ Nationally representative in terms of age, gender, and telephone ownership
- ✓ Method: CATI (Computer Assisted Telephone Interviewing)
- ✓ Timing fieldwork: August – September 2018

Recall effectiveness

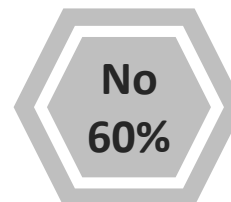
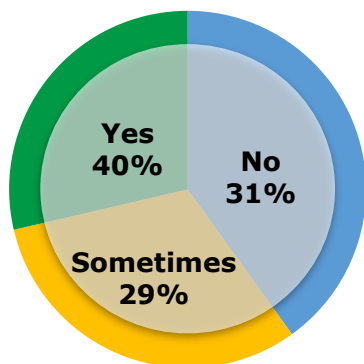
Consumers' journey with product recalls



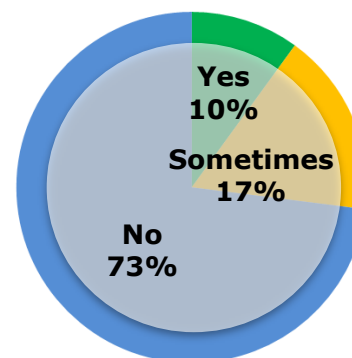
Did you know that by registering a product you can be contacted in case there is a problem with that product?



Do you usually register the product so you can be contacted in case of problems with that product?



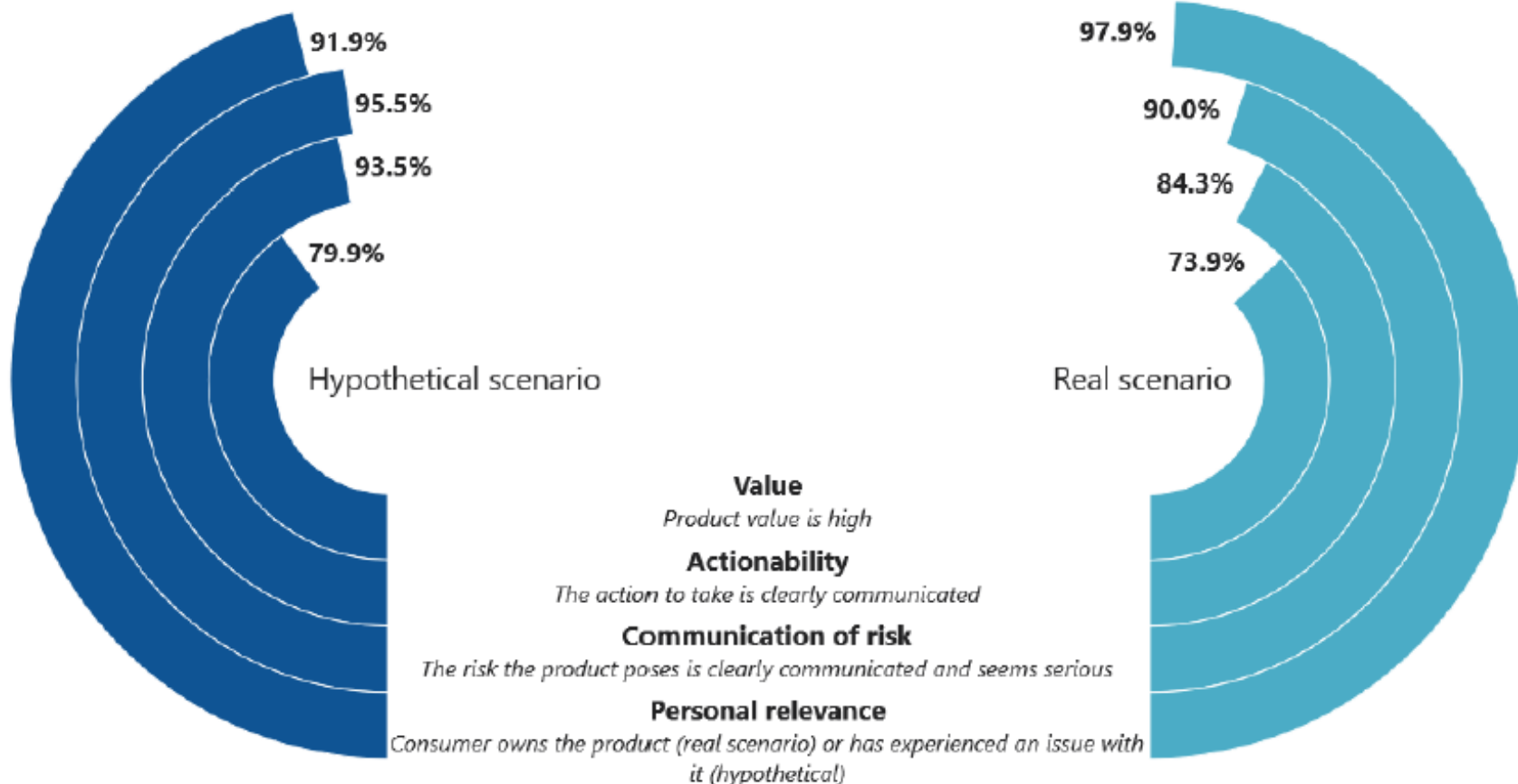
Did you register the product for any other reason?



Consumers' responses to personally relevant recall notices



Drivers of consumer action



Outcomes of recall experiences

Became more
distrustful
30%

Trust in the brand/seller/shop decreased for
36% of consumers

Increased
confidence
54%

Consumer confidence in the
brand/seller/shop increased in 54%
of the cases

Increased
attention
63%

63% of consumers started paying more
attention to information about product
recalls

Conclusions and recommendations

1

Targeted awareness-raising:

- In collaboration between public authorities, manufacturers & sellers
- Based on behavioural insights

2

Increase consumer willingness to register products

- Foster trust in data protection
- Simplify the procedure

3

Encourage consumer response (based on behavioural insights)

- Activate word of mouth
- Communicate risk transparently
- Make product recalls actionable
- Offer incentives, where relevant

4

Communicate through the right channels:

- Align strategy to specific sector and consumer group
- Direct communication first
- Mix of communication channels

Thank you!