

NonHazCity Final Conference

NonHazCity (#R010)

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Report

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Attachments: Agenda, List of publications

MAJOR TOPICS – AGENDA – Day 1 (29/01/2019)

- 1. Looking back to the beginning: the idea and motivation for the project – and how it was implemented: main results of NonHazCity**
- 2. NonHazCity experiences: substances in use and their reduction potential**
- 3. Feedback Panel: Hazardous substance in urban environment – evidence of occurrence, potentials for reduction, what can the NonHazCity substance-related results contribute to future policy at regional and national level?**
- 4. NonHazCity experiences: strategic thinking at municipalities: Chemicals Action Plans & more**
- 5. Feedback Panel: How to get Chemicals an issue at strategic level of municipalities' policy**
- 6. NonHazCity experiences: chemicals substitution measures at businesses – a hard cookie**
- 7. Feedback Panel: Why is it so difficult? How can we better motivate business to act?**

1. Looking back to the beginning: the idea and motivation for the project – and how it was implemented: main results of NonHazCity

After the opening and introduction speech by Kristine Ermansone (deputy director, Housing and Environment Department, Riga City Council) and Heidrun Fammler (Moderator of the event, Deputy Project Manager, Baltic Environmental Forum), Arne Jamtrot (Project Manager, City of Stockholm) provided a brief overview about the NonHazCity project: ideas and motivation for the project, implementation and main results.

2. NonHazCity experiences: substances in use and their reduction potential

Articles are important sources, especially when it comes to human exposure (Martyn Futter, Swedish University of Agricultural Sciences)

Martyn Futter presented “Hazardous substances in articles: concentrations, consequences and the role of municipal procurement”. It was discussed why articles matter regarding to hazardous substances and what substances were found in articles. Especially Phthalates were highlighted and found in many articles like cosmetics, detergents, plastic toys and so on. Studies shown that hazardous substances can be found in household dust and in preschools items. Municipalities should also be considered as they are big purchasers and users of articles.

When it comes to the environment (Magda Caban, Gdansk University)

Magda Caban (Gdansk University) gave an overview about “Findings from screening and source tracking”.

- Two laboratories involved (University of Gdansk, Swedish University of Agricultural Sciences)
- 97 samples
- 6 municipalities (Kaunas, Silale, Gdansk, Riga, Turku, Parnu)
- 6 groups of HSs (metals, PFASs, pharmaceuticals, alkylphenols, bisphenol A, phthalates); 33 substances
- More than 3200 single results
- 7 types of samples (stormwater, wastewater from WWTP, SMEs residential areas, industrial areas, sludge from WWTP)
- Full report:
http://nonhazcity.eu/wp-content/uploads/2017/03/Report_D2.4_CC2018_final.pdf

3. Feedback Panel: Hazardous substance in urban environment – evidence of occurrence, potentials for reduction, what can the NonHazCity substance-related results contribute to future policy at regional and national level?

Panel participants:

- Magda Caban (Gdansk University)
- Arne Jamtrot (City of Stockholm, Project Manager)
- Martyn Futter (Swedish University of Agricultural Sciences)
- Maxi Nachtigall (EU SBSR PA Hazard – Swedish EPA)

A cooperation policy within the EU Strategy for the Baltic Sea Region includes, *inter alia*, a schedule to dealing with hazardous substances in environment. Since 2009, when the cooperation has started there are many discussions on priorities by looking for e.g., pharmaceuticals, PFAs, PFOs. NonHazCity project delivered the proof that these hazardous substances are a priority issue showing the work on aquatic environment in cross-countries setting. However, awareness still does not tackle these problems to reach out for those actors who can actually make the change. People talk for years about substances on EU, national and a municipality level, but an issue on hazardous substances is underrepresented as mostly talks are about eutrophication while the hazardous substances are not seen so much. With the current generation pollutants – plastics – we do not know so well on how to apply the precautionary principle in fact, there are no surprises about substances evidenced by the NonHazCity screening. Feedback results on national and EU level help to join forces for an action and there is a network that municipalities can join.

- What can the NHC substance-reduction results contribute to future policy?

NonHazCity substance screening has promoted gathering knowledge at management level, and moreover, it also showed the sources of appearance. Stockholm has analysed hazardous substances first and has given advices. The NonHazCity proved that in Finland, in the Baltic States the picture is the same and there is no difference, be it a big or small city. The project has tracked where the sources are, what are the pathways and what types of actors are involved. The EU SBSR PA Hazard will follow up the NonHazCity results to reflect in the Baltic Sea Strategy (due in 2019) in the area of non-toxic environment as a flagship.

- Do we need more information or is it sufficient?

The NonHazCity project has promoted information gathering on knowing the sources derived from water and dust screening. There was a big interest from people on results, especially from pre-schools engaged to make changes. For example, Stockholm city has been working to replace toys and there has been communication for years to raise awareness that this may be an issue. However, it has been questioned if it is a real problem. It was important to show results and evidence present from substance reduction practical pilot activities. Providing firm evidence helped to change the attitude and mind-setting of people (e.g. experience with attitude of Stockholm newspaper). Context factors to general debate on effects of hazardous substances plays an important role in translating the evidence at personal level, either on negative or positive reactions. An example shows a certain frustration when the test of phthalates in toys has showed bad results and parents wanted to change toys. It was related to additional expenses causing angry reflection from those involved. Moreover, this action did not result in influence on policy change. Another example from Stockholm reveals positive experience where a clear political will to replace toys containing HS was present and funds were available when new things needed to be bought.

In policy change vital is to find a good balance for a proof and a possibility for substantial change. Evidence has shown that new articles in pre-schools were good. Criteria for sustainable procurement are in place and the supplier has used public activities to look for suitable markets where to purchase. However, the regulation regarding hazardous substances, in general, is weak (exemption are toys which are rather regulated). On top, we have to read the evidence from another perspective by raising a question about second hand market promotion. Obviously, the policy for the second-hand market (utilization of old articles) on plastic toys/ articles has to be imposed with care to avoid re-circulation of hazardous substances. In many cases the REACH Art.33. (on consumers right to know) is not used efficiently.

4. NonHazCity experiences: strategic thinking at municipalities: Chemicals Action Plans & more

City of Riga: a big town (Larisa Abelite, Riga City Council)

Larisa Abelite talked about Riga as an example for the implementation of the Chemical Action Plan. The biggest achievement is the position of a chemical coordinator as additional staff (full-time-equivalent) in the City Council of Riga.

Kaunas district municipality: a surrounding area (Dovile Bartasiunaite, Kaunas district municipality)

Kaunas district municipality: a surrounding area was presented by Dovile Bartasiunaite. Chemicals Action Plan, pilot activities (trainings in municipalities, business; family visits; consultations for business) and a test procurement were done in Kaunas district. Ms Bartasiunaite informed that the chemicals-smart procurement rules at the end were NOT applied due to resistance of the decision makers. It remains a task for future procurements.

Evaluation of the efficiency of the Stockholm chemicals action plan's first phase of implementation (Maria Azzopardi, City of Stockholm)

Maria Azzopardi presented the implementation and evaluation of the Chemical Action Plan (CAP) in Stockholm. Stockholm already had a CAP before NonHazCity started and that gives the possibility to do more and share good examples. Stockholm will continue working on the development of a new Chemicals Action Plan in 2019. The result of the evaluation clearly shows that the chemical plan has been translated into operational work. Just over half of the measures have been implemented (51%) and a large part have been partially implemented (42%), while a minor part has not been implemented (7%). The evaluation also shows that respondents point out that the support from the Chemicals Centre has been instrumental for the implementation of the action plan.

5. Feedback Panel: How to get Chemicals an issue at strategic level of municipalities' policy

Panel participants:

- Rainer Aavik (Deputy Mayor, Pärnu municipality)
- Otto Huter (Consultant, former Association of cities and towns, Germany)
- Arne Jamtrot (City of Stockholm)

Pärnu deputy mayor Rainer Aavik shared that one of the influencing factors for being concerned about chemical pollution was a polluted beach that was deemed unswimmable from the soviet times. This concern translates into a strategic approach and now Pärnu municipality has a long-term environmental development plan up until 2035.

Pärnu deputy mayor's home was not visited by chemical experts throughout the projects' inhabitants' campaign, but he was closely involved in the process. He thinks this activity is important for creating awareness level about chemical pollution and that's what Pärnu municipality is currently engaging in but also tries to show a larger picture for preservation of the environment for the future.

After being asked how is chemical risk problem seen by municipalities and if it is an orphan issue, Otto Huter, a consultant and former environmental expert from German Association of cities and towns, replied that it's indeed a missing link. Waste, water, soil is important but regarding chemicals

there is little competence in the political level even in such advanced economies as Germany. German municipalities normally do not have a framework compared to the one of Stockholm and there are only a few instruments for local authorities to act, e.g. procurement. Otto's idea is to involve also the local politicians in the field of CAP and to discuss these issues directly for the local level. It is also important to have a broad approach and to work with schools, pre-schools, hospitality and catering sectors.

In Sweden, however, situation is different. Municipalities are responsible for enforcement of environmental law, thus high competence is present. Swedish municipalities started to evaluate their environmental performance and later got into chemical issues. It acts a good example where municipalities are not acting by legislation only but take it few steps further.

Pärnu´s deputy mayor replied that they have an overview of what issues need to be covered in their municipality today and near term. There is no intention to wait for relevant legislation to come out, but to act now. He shared that this mindset is not too common among Estonian municipalities, but it is not an exception. What is more, bottom up approach is also very important, not also action from politician´s side.

Some good examples from the audience were given about how chemical issues can be communicated. One of them was maps of pesticide free communities that are made publicly available by the NGO Friends of the Earth in Germany thus allowing inhabitants to make relevant decisions where to choose to live, what products to choose and to demand for cleaner environment. Maybe this idea could be expanded to city-scapes, thinking in terms of “space” and what it contains, is it clean or not and if it´s free from chemicals. How to get it to the level such as making a bicycle road is now completely understandable thing.

On option to show this, is what we find in wastewater and WWTPs should help to communicate that we want to reduce these substances. Politicians should be motivated and discuss not the issues but the solutions.

A great way of thinking as an addition to this is to think in terms of sources and sinks. To show how substances “travel” and to explain to politicians what happens at each and every step and that the sources of hazardous substances are not always obvious.

Representative from City of Stockholm replied that it´s hard to be very exact when talking about substance sources and paths, since everything is related. Lifestyle, activities – all connect to one chemical footprint, so a broad approach is needed. You cannot just make a grid of city´s contamination levels.

Perhaps some idea, so special information can be given by analysing contamination levels of the small lakes in the municipality. It gives idea about local contamination. What Stockholm does is to look at drainage areas and what is going on there, but the sources are very difficult to pin-point.

A final comment from PA Hazards representative Maxi Nachtigall is that spatial planning together with climate change modelling and storm-water issues (chemicals) – all need to be put together to model chemicals and other issues. This can be seen as opportunity to bridge the sectors and start overcoming the challenges.

6. NonHazCity experiences: chemicals substitution measures at businesses – a hard cookie

Businesses – specific actors that can do a lot avoiding products containing the target substances in their operations and production processes: who is concerned? (Audrone Alijosiute, BEF Lithuania)

Audrone Alijosiute talked about businesses and their potential to reduce HS. There is no awareness in business in Lithuania. Showing the link to the health impacts is the best way to get through. Activities such as trainings were implemented for businesses. Target groups were mainly hairdressers and the cleaning industry. Working with households also influence businesses (because people work).

Findings: smaller business make easier changes than big ones; Lack of compliance with legal requirements; Lack of resources; Low pressure from the state level and the consumer; Fear of changes and disclosure information; Lack of eco-friendly products on the markets to offer businesses a choice; Little awareness on HS and healthier and environmentally friendly products; Role of municipalities is very important: monitoring of hazardous substances, consultancy, green purchasing, impel changes; Professional business associations, educational institutions are good partners.

Recommendations:

- For municipalities – consult with the market
- For national authorities - control and advise
- For consumers - require
- For business – act responsibly, take a small step - it is beneficial

Hairdressers as specially concerned target group (Grazvydas Jegelevicius, BEF Lithuania)

- Hairdresser is an important sector
- Negative effects: skin diseases, asthma
- Lead to hormon dsyfunction
- Economic impacts: quit the job about 35 years (cost of society)
- Money to train hairdresser (so much money for health care) → a negative balance
- 2 seminars and 2 workshops (reach almost 40 hairdressers) → bring their products and check it
- 3 companies were checked on HS
- Alternatives: plant based compounds
- Preventive solutions: e.g. autoclaving tools, internet tools
- Findings: very few safer dyes; not so easy to obtain ingredient info of products in the market; Even elite products may contain hazardous ingredients;
- Feedback from hairdressers: Participants very satisfied with cooperation; Knowledge improved – started to analyse product labels and use recommended platforms; Some products substituted; Spreading the word both to customers and colleagues; Customers grateful for caring of their health; Interested in future activities.

Recreational boating – a sector with direct impact to the water bodies (Susanna Grystad, Västerås)

Susanna Grystad talked about recreational boating – a sector with direct impact to the water bodies. Paints of boats are very toxic to aquatic organisms with long-term effects. Water samples and boat paints were analysed on tbt, irgarol, copper and zinc. Paints with biocides are not allowed to use in lakes.

- Information campaigns: info letters (about 3000); info days (5 days), film/video on Facebook
- Some boat-clubs want to be toxic free

Car repair workshop (Hannamaria Yliruusi, Turku University of Applied Science)

- Example of one car business: Oili Jalonen Ltd.
- Inventory of their chemical products
- Some products were bought by staff directly from gas station or specialist
- Indicated appr. 40 products
- Suggestions for replacement: some new ones were more hazardous than the older ones
- Less product but the same quality
- Key learnings: suppliers don't have the knowledge; Having a centralized solution (i.e. one product supplier) helped the company to manage their products more efficiently
- Small companies need more sufficient information of their suppliers!

7. Feedback Panel: Why is it so difficult? How can we better motivate business to act?

Panel participants:

- Tonie Wickman (Swedish Centre for Substitution)
- Juhan Ruut (Consultant, Hendrikson&Co, LIFE Fit for REACH project)
- Oona Freudenthal (Luxemburg Institute for Science&Technology, LIFE AskREACH project)

The difficulties of companies to be an active part in chemical issues seemed to be the problem of lacking knowledge. Everyone of the panel participants agreed with this assessment. Some companies don't feel concerned about hazardous substances because they are not chemists. Responsibility is often transferred to the consumer. Companies need support and the knowledge of substitution (which products I can use instead). Information about chemicals need to be transformed in a language that companies can actually use and implement in their daily work. Support should appear as a constant training for companies. Another difficulty on the market is the supply chain. The longer it gets, the more complicated it becomes. The supply chain also depends on the respective actor within the chain and how information is passed on. The lack of knowledge can lead to "green washing". Products are used that are supposedly ecological because companies as well as consumers believe in the product declaration of the manufacturer. So, there is the question of trust in the manufacturer. For the further procedure it is important to improve the communication and the information and that should be considered at the international level.

MAJOR TOPICS – AGENDA – Day 2 (30/01/2019)

- 1. NonHazCity highlights: Procurement as key to success in limiting uses of products containing harmful substances**
- 2. Feedback Panel: from “best price offer” to “Green Public procurement” – will it work?**
- 3. NonHazCity highlights: visibility and replication**
- 4. NonHazCity highlights: Campaigns addressing the inhabitants**
- 5. Feedback Panel: How can we reach behaviour change in consumption and use of products containing hazardous substance – can we interfere in people’s lifestyle?**
- 6. Conclusions of the conference**

1. NonHazCity highlights: Procurement as key to success in limiting uses of products containing harmful substances

Tools and examples for chemical smart public procurement (Hannamaria Yliruusi, Turku University of Applied Science, Finland)

The session on procurement started with a presentation by Hannamaria on “Tools and examples for chemical smart public procurement” where she talked about.

- GPP and chemical smart procurement as a tool for HS reduction - during her presentation Ms Yliruusi pointed out that public sector has huge purchasing power and thus responsibility to look what they buy as they can have big influence on the market. She also suggested that municipalities should not try to tackle all sectors at once but start step-by-step by selecting some more relevant sectors.
- Turku’s attempts to include HS in the procurement agenda – guidelines for sustainable procurement that include HS are currently developed for the whole city TUAS has also developed a handbook for Turku called “Chemical smart procurer”. Turku is on top of that participating in the Baltic Sea Challenge network <http://www.itamerihaaste.net/en> This is an initiative that invites organizations to commit in protecting the Baltic Sea and their local waters, to building their own Baltic Sea Action Plan and to implementing it. In frame of the network Turku commits to reduce HS.
- examples of using market dialogue and ecolabels as a boost for GPP - furniture purchasing for kindergartens and schools in Turku and Hyvinkää ecolabelled pre-school. She emphasized the importance of market dialogue in GPP and said that it takes time - in case of Turku furniture purchase example it took 1,5 years. In case of Hyvinkää pre-school there was feedback from the winning company that the key was market dialogue – without it they would probably not have participated in the call at all.

- introduced NonHazCity guidelines for chemical smart procurement - the guide offers information about the reasons why municipalities should reduce hazardous substances in public procurement, gives tips for communication and strategy development, presents concrete substance reduction tools and demonstrates how to use them - market dialogue, premade procurement criteria (e.g. EU GPP criteria) and ecolabels.

The guide can be found here - http://nonhazcity.eu/wp-content/uploads/2019/01/TC-chemical-smart-procurement_181218_-_ilovepdf-compressed-ilovepdf-compressed.pdf

After the presentation there was short discussion about tackling ecolabelled and not ecolabelled products in procurement criteria. In procurement should be used – ecolabel or performance of substances. The new procurement directive allows the use of certain ecolabels, but you have to be sure that these products are available on the market. It was emphasised that you have to ask ecolabelled products, otherwise these will not come to the market (hen and egg situation).

Cleaning Service & Procurement (Heidrun Fammler, Moderator of the event, Deputy Project Manager, Baltic Environmental Forum)

Ms Heidrun Fammler presented procurement examples about cleaning services and office management – finding ecological cleaning service for Haus der Zukunft in Hamburg, ecological cleaning service company Krauss Gebäudemanagement GmbH and office check in the INTERREG Secretariat in Rostock. One of her findings was that outsourcing office cleaning to a service provider bears the risk of diluting the explicitness of demanding hazardous substance free cleaning – generic description like “the company should have an environmental certificate” or a “sustainability strategy” does not necessarily mean that cleaning agents containing hazardous substances are not used. It makes the communication between contractor and service provider more vague.

Barriers for implementation: assessment of Hamburg’s GPP guidelines and first implementation practices (Martin Krekeler, City of Hamburg, former BEF DE)

Martin Krekeler talked about barriers for implementation of GPP guidelines in city of Hamburg. The Green Procurement Guidelines of the Free and Hanseatic City of Hamburg can be found - <https://www.hamburg.de/contentblob/6789344/b75ca35ac5a3431b375ac5f4cd3e531d/data/d-umweltleitfaden-kurz-englisch.pdf>

Mr. Krekeler pointed out that there is a big gap between knowledge (guidelines) and action. Usually procurement officers are working with a broad range of products, so a lot of knowledge is needed. Outsourcing knowledge in one option but in that case, knowledge does not stay in the municipality procurement office. He also emphasized that market dialogue requires staff capacity, but market overview is needed as the consequence of weak market dialogue is unawareness on both sides. HS has to fight for political attention – so many substances, what to take first? He concluded that exchange between municipalities is needed - especially support from frontrunners.

2. Feedback Panel: from “best price offer” to “Green Public procurement” – will it work?

- Martin Krekeler, City of Hamburg, former BEF DE
- Maria Azzopardi, City of Stockholm – a long process even in Sweden
- Ugis Zanders, Strategy and Sustainable Development Division, Ministry of Environmental Protection and Regional Development of the Republic of Latvia – in charge of fostering GPP implementation in the country
- Hannamaria Yliruusi, Turku University of Applied Science, Finland

Ugis Zanders who is in charge of GPP implementation in national level in Latvia said that there is nothing different on national level compared to municipal level - same problems apply. In Latvia GPP strategy development started in 2014 that raised questions regarding market readiness, how to address ecolabels, what is the best way to press GPP nationally- voluntary or legally binding. The latter was solved by combining – Annex 1 has legally binding criteria and Annex 2 voluntary criteria. Latvia has also established a helpline about GPP, and it is very popular. Main wishes are to get conformation about drafted procurement documents and also clear templates are asked. However, templates are difficult to provide as each procurement is different and unique. Mr Zanders pointed out that seminars for procurers and market are required and especially exchanging good practice cases. He also said that chemical issues are playing big role and not only in cleaning sector (binding criteria) but also in furniture and construction sectors (voluntary criteria). Regarding implementation practice of the GPP strategy that has been in force just for 1 year he told that they plan to go through all chapters to amend the strategy as the situation changes – rules should be simplified, and new technical solutions have to be recognized. They also plan to have market discussions on all chapters. He concluded that rules for chemicals are too general – in case of products it is simple to set the criteria but when it comes to services then criteria are vague, and it has to be made more explicit.

Maria Azzopardi from City of Stockholm said that GPP is a complex issue. Her learning from working with GPP is that it is mainly an organizational question – to get in the procurement process in right place - and not so much about setting the best criteria. She wishes that procurement officers would include chemical experts earlier in the process so that for exemple proper market analysis can be done. Stockholm is a large city and different departments are spread around the city, so it is difficult to cooperate on a daily basis like for example in a small town where all departments are in a same building and people meet and interact more easily. However, now one of the Chemicals Centre employees works 20% of the time in procurement office thus they have better market dialogue and contacts.

Martin Krekeler said that there is still lack of advice to procurers, however, they are working with this issue at the moment – they are compiling ideal tenders for certain product groups. In Hamburg city GPP criteria should be used in all sectors but at the moment there is possibility to find excuses/reasons for not doing that (we took it into consideration but...) - this is a question of mandatory nature of the Hamburg GPP guidelines and political will and prioritization. For example, fair trade has been made a priority and thus it works (Hamburg is a Fairtrade-Town since 2011).

Ugis Zanders complemented that political influence is important, but you have to approach politicians from the right angle. One way is to highlight life-cycle cost (i.e. in case of light bulbs) and looking beyond purchasing price.

Hannamaria Yliruusi who has been working with GPP and HS issues in NonHazCity project in depth mentioned that in Turku they had a questionnaire for furniture companies where they asked if the price of ecolabelled/environmentally friendly products is more expensive and companies replied that prices of such products are in line with the “normal” products. This means that higher price may be sometimes a myth. Ms Kallee from Friends of the Earth Germany (Bund) asked how they selected this product group (furniture) and Ms Yliruusi explained that product groups for piloting were selected by Turku city, they only introduced the product groups having premade criteria. Furniture was selected as it is used by children in schools and preschools and at the moment a lot of new schools and preschools are being built.

Otto Huter from Germany posed a question to the panel about the process. He explained that sometimes in Germany some municipalities are outsourcing tendering. He also asked about joint procurement (bundling) which is not recommended in Germany if there is more than 5-10 municipalities. Ms Yliruusi replied that bundling is an option in Finland - She has currently the vision that e.g. several towns created common criteria for furniture, however, the tendering could still be made separately. Ms. Azzopardi explained that Stockholm makes its tenders usually itself, but sometimes they also cooperate with other larger cities and set common criteria, for example regarding construction tendering is still made separately. Regarding outsourcing of tenders, she said that in Stockholm/Sweden this is not an issue. Mr Zanders reflected that he wishes that municipalities would make common tenders in Latvia, but they are often not open for cooperation and do the tenders themselves as they are small. There have been some joint tenders in case of catering but there should be more. He also said that outsourcing the tenders is not a common practice in Latvia.

3. NonHazCity highlights: visibility and replication

Belarussian daughter project: how to create consumer awareness in Belarusian society (Alina Bushmovic, Ecopartnership, Belarus)

- Ecopartnership
- No ecolabelled products in our shops (in the past)
- Belarussian society never had ecological products
- Also, plastic free packaging is on their agenda
- Messages: Pay attention to product ingredients; Choose products with eco-labels; Request plastic free packaging; Green procurements make your environment safe
- Instruments: Visiting households; Meetings, workshops, round tables, info days; Publications with recommendation
- Findings: awareness low; cheaper the better; National priorities are crucially important; Tests in results are convincing

The outreach of NonHazCity - our outputs and our channels (Matthias Graetz, BEF Germany)

- Indirect advice: website, social media channels, brochures
- Direct advice: trainings for professionals, household visits, info days, visits to schools and companies
- Podcast following soon
- Conclusions: Information on complex issues is difficult if it remains only indirect: it probably raises awareness but beyond that?; Time (ressources) and the right knowledge is needed to advise people; Once people relate to the problem and understand how it effects them, they are open to change
- Some thoughts on future: „what“ but not so much on „how much“
- How much do we consume?!

4. NonHazCity highlights: Campaigns addressing the inhabitants

Target groups and campaigns in NonHaz-Cities (Kristine Senele, BEF Latvia)

- 9 cities involved
- Aim: raise awareness! Also show the solutions
- Target audiences: Residents of the cities, e.g. young families, young urban women, eco minded residents, children, teenagers, boat owners
- Most frequent elements of campaigns: 1st events, workshops, festivals; 2nd social media, 3rd place goes to printed materials; maintaining of websites; media relation (own TV shows or radio)
- Events: organized by ourself
- Entertainment is the god!
- Info days: exhibitions → e.g. smart homes
- Workshops: people need a ready recipe → cosmetics or cleaning agents (also for kids)
- Social media: creating profiles
- Printed materials: Green lifestyle magazines
- Videos: especially from the household checks

Gdansk – a city on DETOX, unlimited creativity (Monika Piotrowska-Szypryt, Gdansk Water Utilities)

- Thinking, planning and strategy: on the activities planned for all project partners and on the activities within our cyclic events organised by the company
- Slogan: catchy, tricky, contrary, easy to remember → decided “City on DETOX”
- FACE – every campaign should have the ambassador (decided to choose a famous journalist) → it was a good choice!
- Recruitment of volunteers → people from different city districts; different family model, kind of housing, age → received 24 applications (chosen 10 were invited for face to face meetings; final 9 took part in the project)
- Volunteers: how to keep them active? → by actions that are: attractive, helping, professional, easy, effective, giving confidence, assuring incentives, giving feedback → workshops, FB dedicated group assisted by experts, FB open profile

with advises and videos, acting together, urine and dust analyses, project gadgets

- Combining the project with ordinary duties → workshops at kindergartens; stands at municipal picnics
- Rap Songs Contest (7 Teams, 27 pupils from 5 schools, 2 winning songs recorded as video clips)
- Success of the campaign: acting according to all above mentioned rules, but also to be at the right place and the appropriate moment

“Check your body” – Analysis of substances in the body of volunteers (Aleksandra Rutkowska, DetoxED, Gdansk)

- DetoxED LTD analyses the concentration of endocrine disruptors (ED).
- Home is the main source of endocrine disruptors (EDs) → for babies, pregnant women as they spend indoor most their time.
- Common exposure to ED in everyday life → increased risk of side effects
- BPA can act in very low concentration → can interrupt/interact with receptors for hormones (progesterone, oestrogen, androgens)
- The mixture of different chemicals can interact and enhance the biological side effects
- Pregnant women are particularly at risk as ED can be transferred via placenta and impact of fetal development.
- 9 households, 26 volunteers enrolled to “City on DETOX” study → urine samples, dust samples (shelves, floors under the bed → to estimate difference between places of samples collection) were collected twice before and after intervention during the Campaign
- Questionnaires filled by volunteers → try to find individual the sources of ED exposure
- Concentrations of 6 endocrine disrupting compounds (bisphenols, phthalates and nonylphenol) were analysed in urine and dust samples
- Results: all compounds were detected in samples collected before intervention; after invention → half reduction of ED concentrations in samples
- No difference in ED concentrations between samples collected from shelves and floors was observed.
- The “City on DETOX” was successful – participants’ ED exposure measured by level of these compounds in dust and organisms decreased at the end of intervention.
- The results from urine samples pointed: what you have at home have the great impact on your body

Take home message: Composition of ED mixture, dose, time, length of exposure may have impact on increased risk of lifestyle diseases (breast and prostate cancer, obesity, diabetes, infertility); Lifestyle have a great impact on ED exposure, and proper actions can significantly decrease human exposure and may be helpful in health protection; Protection of pregnant women and young baby is of human benefit; Stay detoxED. Stay healthy.

“Check your household” – getting very close to the inhabitants, into their homes (Martin Krekeler, City of Hamburg)

- Most impressive of the household checks → possibility to dive in the daily life of people; certain procedures
- Why did we target private households? → emissions come from households (so many products); cocktail effects
- Household check and its findings → people have to had trusted us; keep in contact; a 2nd visit what is changed?
- What did we find? → a lot of sprays; many products; Hazard symbols; Green washing; Fragrances; Biocides; colouring agents
- Different approaches at different NHC municipalities
- Västerås: showing movies
- Pärnu: workshops between the 1st and 2nd workshop
- What had change when we came back? → cosmetics a lot of emotion (people like their products); households choose a stepwise approach
- From knowledge to action: no automatism that knowledge leads to action; social (peer group, front runner); infrastructural (availability; IT/technic); need strategy to connect all these parts
- From one to many → talk about a variety of people not only the mass
- Recommendations: tell about own experiences; no blaming; every step count; select multipliers; prioritise advice; link with other communication channels; link learning and action; give some proof that is works; DIY household check; videos; claims for stricter legislative measures; Clear labelling (ingredients and eco-labelling); Information on substances in articles for everyone / full material disclosure; Supply chain management; Capitalization of results – from pilot measures to general knowledge (and behaviour) (NHC II)

5. Feedback Panel: How can we reach behaviour change in consumption and use of products containing hazardous substance – can we interfere in people’s lifestyle?

- Susanne Stoll-Kleemann, University Greifswald – researching behavior change
- Ulrike Kallee, Friends of the Earth Germany – ToxFox App manager
- Aleksandra Rutkowska, DetoxED, medical researcher – concerned on human health
- Martin Krekeler, City of Hamburg, former BEF DE – after many household visits.

Susanne Stoll-Kleemann pointed out that the role of emotions is very important to consider (will the topic touch on your emotion?). Secondly, people learn from the behaviour of others, and if it is visible enough, the impact and the outreach are even greater. Especially younger people reach a wide range of people by social media channels. And it is also important that people get a direct feedback of their behaviours and actions. By testing blood and urine samples on HS you will receive the results immediately. So, people know that they are really affected, and it helps to change the behaviour.

Aleksandra Rutkowska’s team of DetoxED measured urine samples of household members (from the volunteer households) in Gdansk before and after the reduction of plastic products / harmful products. So, they made the invisible visible! She mentioned there is a choice of products at the peoples home but not at the office. It is difficult to know what is really needed in here and what

substances are hidden in all these office utensils. Moreover, she pointed the role of monitoring indoor environments of children such as kindergartens, nurseries and schools as ED protection of youngest is of human benefit.

The smartphone app ToxFox by the BUND (<https://www.bund.net/chemie/toxfox/>) is also an instrument to make the unseen visible. It allows to scan the barcodes of products like cosmetics and toys and check on substances which are associated with diseases such as cancer or infertility. Does it help to change behaviour? Ulrike Kallee (ToxFox App Manager) is convinced that the app can make a difference. The app has been downloaded more than 1 million times. It actually makes fun to use the app and it helps to use less harmful products (especially cosmetics).

Even though there is the app it is still difficult to detect a real change in behaviour – what is the problem? Susanne Stoll-Kleemann assumed that the advertisement of products is strongly fixed in people's brains and the trust is huge in it. Especially when people are in a hurry, they pick well-known products. Also, some people don't like "green" products otherwise they would admit that they did something wrong in the past (purchase of conventional products). They better denied the truth (if they are sick, don't want to deal with it) - don't fit in their ideology! The best thing would be to learn from our children.

Martin Krekeler added the significance of routines, sometimes people don't want to think about uncomfortable topics. Acting easier than thinking? Oona Freudenthal agreed with that and pointed out that people need time to set their minds. The SVHC list (Substances of Very High Concern) of REACH is updated every two years this development is too fast for people – people can't keep up!

Ulrike Kallee mentioned the perspective of health thus the topic becomes more important. Also, when it's linked to another common topic such as the plastic issue – a door opener for chemicals in plastic.

Eventually it was discussed about responsibility – who bears it? Definitely the manufacturer they determine what comes in a product. But it is also a question of policy, toxic substances should be more considered and forbidden. Quick changes happen by law! Furthermore, there is the opportunity of the new AskReach app to influence the market.


6. Conclusions of the conference

Reflections from the conference presented by Martin Futter (Swedish University of Agricultural Sciences).

1. When we started the project Stockholm as leading partner said that cities can do more than nations. International cooperation is the key of success of this project.
2. What we learned from substances screening? Scientists said that regarding the substances we found they didn't hear nothing that they didn't know before. But as Pärnu deputy major said information about the substances and sources was useful for towns. That's why we're satisfied with our results.
3. Four pillars are important– awareness, information, ownership and action. This is important for local authorities to remember when they act and implement the project results.

4. When we discussed the substance screening results Maxi Nachtigall (EU SBSR PA Hazard) said: why after 20 years we still talking about hazardous substances. It goes very slowly for the better. Maybe we need to talk the next 20 years about EDC-s (as it took in the case of DDT) before the actions will be taken.
5. We discussed at the beginning of project that sort of business we should target? We got some care repairs, hairdressers, cleaning services. Maybe we needed to think about hazardous substances as part of broader issue.
6. Work with businesses in the project: something worked, something not; but something was more successful as we thought and expected.
7. Substitution of hazardous chemicals during project actions: sometimes we didn't have a good quantification. We hoped to get it at the beginning, but the substitution is not so easy and fast process.
8. Regarding the implementation of green public procurement in local municipalities – it was made clear that we need to go beyond the bid. We got the international umbrella to go further. But as always - it is a question of awareness, information, ownership and action.
9. What we learned from professional market? Hazardous substances are complicated element for all market players. Information and awareness are needed for everyone.
10. It is clear that we need the political will to implement the project results like chemicals action plans or green public procurement in the municipalities. Stockholm is a good example in this area. We need awareness of politicians.
11. The continuation of project actions is really challenging. But as Alina Bushmovic (Ecopartnership) from Belarus said – in NonHazCity we played the roles, let's do it now together.

Annex n°1 - Agenda

Tuesday, January 29, 2019	
Venue: Riga City Council, Latvia	
11:30	<p><i>Coffee & Registration</i> </p>
12:00	<p>Opening of the event <i>Kristine Ermansone, deputy director, Housing and Environment Department, Riga City Council</i></p> <p>Introduction to Agenda and Event <i>Heidrun Fammler, Moderator of the event, Deputy Project Manager, Baltic Environmental Forum</i></p> <p>Looking back to the beginning: the idea and motivation for the project – and how it was implemented: main results of NonHazCity <i>Arne Jamtrot, City of Stockholm, Project Manager</i></p>
12:30	<p>NonHazCity experiences: substances in use and their reduction potential</p> <ul style="list-style-type: none"> • Findings from screening & source tracking of the target substances: <ul style="list-style-type: none"> ➤ Articles are important sources, especially when it comes to human exposure (Martyn Futter, Swedish University of Agricultural Sciences) ➤ When it comes to the environment (Magda Caban, Gdansk University) ➤ Quantification of use reduction by removing objects from pre-schools (Anne Lagerkvist, City of Stockholm)
13:30	<p>Feedback Panel: Hazardous substance in urban environment – evidence of occurrence, potentials for reduction, what can the NonHazCity substance-related results contribute to future policy at regional and national level?</p> <ul style="list-style-type: none"> ➤ Dmitry Frank-Kamenetsky HELCOM Secretariat ➤ Maxi Nachtigall (EU SBSR PA Hazard – Swedish EPA)
14:00 – 15:00	<i>Lunch break</i>
15:00 - 15:45	<p>NonHazCity experiences: strategic thinking at municipalities: Chemicals Action Plans & more</p> <ul style="list-style-type: none"> • Examples of newly developed chemicals action plans by partner municipalities <ul style="list-style-type: none"> ➤ City of Riga: a big town (Larisa Abelite, Riga City Council) ➤ Kaunas district municipality: a surrounding area (Dovile Bartasiunaite, Kaunas district municipality) • Evaluation of the efficiency of the Stockholm chemicals action plan's first phase of implementation (Maria Azzopardi, City of Stockholm)

15:45 – 16:30	Feedback Panel: How to get Chemicals an issue at strategic level of municipalities' policy <ul style="list-style-type: none"> ➤ Rainer Aavik, Deputy Mayor, Pärnu municipality ➤ Otto Huter, Consultant, former Association of cities and towns, Germany ➤ Arne Jamtrot, City of Stockholm
16:30	<i>Coffee</i>
17:00 – 17:45	NonHazCity experiences: chemicals substitution measures at businesses – a hard cookie <ul style="list-style-type: none"> • Businesses – specific actors that can do a lot avoiding products containing the target substances in their operations and production processes: who is concerned? (Audrone Alijosiute, BEF Lithuania) <ul style="list-style-type: none"> ➤ Hairdressers as specially concerned target group (Grazvydas Jegelevicius, BEF Lithuania) ➤ Recreational boating – a sector with direct impact to the water bodies (Susanna Grystad, Västerås) ➤ Car repair workshop – Hannamaria Yliruusi, Turku University of Applied Science)
17:45 – 18:30	Feedback Panel: Why is it so difficult? How can we better motivate business to act? <ul style="list-style-type: none"> ➤ Tonie Wickman, Swedish Centre for Substitution ➤ Juhan Ruut, Consultant, Hendrikson&Co, LIFE Fit for REACH project ➤ Oona Freudenthal, Luxemburg Institute for Science&Technology, LIFE AskREACH project
19:30	Reception

Wednesday, January 30, 2019 Venue: Riga City Council, Latvia	
9:00 – 10:00	NonHazCity highlights: Procurement as key to success in limiting uses of products containing harmful substances <ul style="list-style-type: none"> ➤ Tools and examples for chemical smart public procurement: <ul style="list-style-type: none"> ▪ The NonHazCity guidelines for chemical smart procurement, ▪ Turku's attempts to include HS on procurement agenda ▪ Examples for using market dialogue and ecolabel as a boost for GPP (Hannamaria Yliruusi, Turku University of Applied Science, Finland) ➤ Barriers for implementation: assessment of Hamburg's GPP guidelines and first implementation practices (Martin Krekeler, City of Hamburg, former BEF DE)
10:00 – 10:30	Feedback Panel: from "best price offer" to "Green Public procurement" – will it work? <ul style="list-style-type: none"> ➤ Janine Bex, Green Party, Austria, member of board of environment, City of Innsbruck ➤ Maria Azzopardi, City of Stockholm – a long process even in Sweden ➤ Ugis Zanders, Strategy and Sustainable Development Division, Ministry of Environmental Protection and Regional Development of the Republic of Latvia – in charge of fostering GPP implementation in the country
10:30-10:50	NonHazCity highlights: visibility and replication <ul style="list-style-type: none"> • The outreach of NonHazCity - our outputs and our channels (Matthias Graetz, BEF Germany) • Belarussian daughter project: how to create consumer awareness in Belarussian society (Alina Bushmovic, Ecopartnership, Belarus)
10:50 - 11:20	<i>Coffee</i>

11:20 - 12:20	<p>NonHazCity highlights: Campaigns addressing the inhabitants</p> <ul style="list-style-type: none"> • Target groups and campaigns in NonHaz-Cities (Kristine Senele, BEF Latvia) • Gdansk – a city on DETOX, unlimited creativity (Monika Piotrowska-Szypryt, Gdansk Water Utilities) • “Check your body” – Analysis of substances in the body of volunteers (Aleksandra Rutkowska, DetoxED, Gdansk) • “Check your household” – getting very close to the inhabitants, into their homes (Martin Krekeler, City of Hamburg)
12:20 - 13:20	<p>Feedback Panel: How can we reach behaviour change in consumption and use of products containing hazardous substance – can we interfere in people’s lifestyle?</p> <ul style="list-style-type: none"> ➤ Susanne Stoll-Kleemann, University Greifswald – researching behavior change ➤ Ulrike Kallee, Friends of the Earth Germany – ToxFox App manager ➤ Aleksandra Rutkowska, DetoxED, medical researcher – concerned on human health ➤ Martin Krekeler, City of Hamburg, former BEF DE – after many household visits.
13:20 - 13:50	<p>Conclusions of the conference</p> <p>Martyn Futter (Swedish University of Agricultural Sciences) & Plenary</p>
14:00	<i>Lunch and departure</i>
	<i>NonHazCity – Partners meeting (partners only, 30-31.01.2019)</i>

Annex n°2 – List of publications

Title of the publication (output)	Authors	Available at
Hazardous substances in articles and materials	Maria Pettersson, Maria Oldén, Anne Lagerqvist	https://drive.google.com/file/d/1_fzvhcE2sN_pAijGMI56HNdlW8x11uF4/view
Hazardous substance occurrence in Baltic Sea pilot municipalities	Jens Gercken, Magda Caban, Maria Pettersson, Tonie Wickman, Martyn Futter, Lutz Ahrens	http://nonhazcity.eu/wp-content/uploads/2017/03/Report_D2.4_CC2018_final.pdf
Hazardous substance reduction potentials in Baltic cities	Anne Lagerqvist	https://drive.google.com/file/d/1i194OUR8YfPbh68Bxky3Wbd-m7HClck/view
Hazardous substance reduction through phase out of old articles and materials in pre-schools	Anne Lagerqvist	http://nonhazcity.eu/wp-content/uploads/2018/12/Hazardous-substance-reduction-by-phase-out-of-old-articles-in-pre-schools-NHC-WP3-report_181210-1.pdf
Successful substitution of hazardous substances is possible for businesses	Audronė Alijošiutė, Jens Gercken	In progress
Indoor pollutants in dust from NonHazCity pilot families in Stockholm		http://nonhazcity.eu/wp-content/uploads/2019/02/Report-GoA5.4-ilovepdf-compressed.pdf
Reduction of hazardous substances in private households	Heidrun Fammler, Martyn Futter, Kai Klein, Aleksandra Konieczna, Martin Krekeler, Aleksandra Rutkowska, Fee Widderich	In progress
Guide for chemical smart procurement	Katja Kontturi, Sonja Lankiniemi, Hannamaria Yliruusi	http://nonhazcity.eu/wp-content/uploads/2019/01/TC-chemical-smart-procurement_181218_-ilovepdf-compressed-ilovepdf-compressed.pdf
The NonHazCity Project – Overview of the inhabitants’ campaigns in the cities and the most successful campaign elements	Kristine Senele	https://drive.google.com/file/d/1TsTasvfOa3wZqGmhtu_SQ662VNZu7vN-/view