

***“How will we communicate the results of the BE nanoregistry?”***



Jona De Leye - communications expert  
FPS Health and Environment



## 2 Communication BE nanoregistry

- Goals
- Procedures, channels
- Target groups
- Timing

Nano   
registry



## 3 Goals (1)

- Raising awareness about the registry and the helpdesk
- Improve quality of data for registry next years
- Improve knowledge on nanomaterials in general
- More accurate view on nanomaterials on the Belgian market



4

## Goals (2)

- Better targeted communications with stakeholders
- Acknowledge the work of the companies who have registered



*Protecting the well-being  
of workers, general public  
and the environment*



## 5 Procedures and channels

- Publication of the annual report on [www.health.belgium.be](http://www.health.belgium.be) and [www.nanoregistration.be](http://www.nanoregistration.be)
- Press release or web news (main conclusions/data of the annual report)
- Questions answered by our spokesperson (after consultation of experts)

***= general procedure for communications on the results of our work***



## 6 Content of news/press release

Main conclusions and numbers of the annual report, e.g.:

Number of registrations  
Number of companies  
How many + which substances  
...

*Confidentiality of the individual data will be protected.*



7

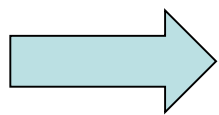
## Target groups

- Industry, companies
- Universities, research
- NGO's
- Belgian authorities
- Other member states, ECHA
- Press
- General public
- ...



## 8 Timing: different phases - 2017

1. Analysis and first evaluation of the data
2. Drafting of the annual report + news
3. Consultation of the nano taskforce
4. Publication of the annual report + news
5. Follow-up on (press) questions



*last trimester of 2017*

