



CHEMICALS AMBASSADORS IN EUROPE

a success story on consumption
behaviour change



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Arnika 2026



Co-funded by
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The project LIFE ChemBee (No. LIFE21/GIE/DE/101074245) is funded by the LIFE Programme of the European Union and the Ministry of Environment of the Czech Republic. Views and opinions expressed are however those of the project LIFE ChemBee only and do not necessarily reflect those of the European Union, the LIFE Programme or other donors. Neither the European Union nor the granting authority can be held responsible for them.

Graphic Design: Ondrej Petrlík, meondesign.cz

Photos: Arnika, BEF Germany, Buy Responsibly Foundation (FKO), ECOCITY, DETOXED, Global 2000, RES, Swedish Consumer Association, Yeşil Çember, ZERO

Infographics: NotebookLM

TABLE OF CONTENTS

EXECUTIVE SUMMARY	7
Key Achievements and Outreach	7
Trust-Based and Culturally Sensitive Engagement	7
Innovative Educational Models: Immersive and Digital Scaling	7
Strategic Multipliers and Institutional Alliances	8
Practical Tools for Real-Time Decision Making	8
INTRODUCTION – EMPOWERING CHANGE IN A CHEMICAL WORLD	9
Quantifiable Impact and Reach	11
Campaign Outreach, Enrollment Dynamics, and Engagement Analysis	11
The Limits of Consumer Power	11
Celebrating Success	11
SUCCESS STORIES FROM THE PARTNER ORGANIZATIONS	13
Yeşil Çember: Effective Community Engagement Models with Immigrant communities	13
Success Story: A Family Transformation in Berlin	13
BEF Germany: Overcoming Misconceptions	14
Success Story: The Tupperware Queen	14
The Kindergarten Framework: Engaging Families at the Root	14
FKO Poland: The Psychology of the Household Audit	14
The Power of Generational Influence	15
Reversing Ingrained Habits in Seniors	15
The Czech & Slovak Experience (Arnika): Targeted Influencers	15
The Young Father: Pop Culture as a Catalyst for Action	15
The Female Doctor: Medical Credibility & Creative Solutions	15
ECOCITY Greece: The Power of Interactive, In-Person Learning	16
Immersive Summer Schools: The Skyros Project	16
Scaling Up via Higher Education: University of West Attica	16
GLOBAL 2000 Austria: Blueprint for Household Transformation & Engagement	17
Sustaining Momentum through Follow-up meetings and educational excursion	17
RES France: Institutional Alliances & Youth Mobilization	19
Institutional Partnerships in Lyon	19
Youth Action: The “Super Green Brigades” of Paris	19
ZERO Portugal: Consumer Realities and Digital Communities	20
Hybrid Training Success	20
Swedish Consumer Association: Scaling Digital Education	20
Target-Group-Driven E-Learning	20
Expanding Reach Through Strategic Coalitions	20
FROM DATA TO ACTION: KEY LESSONS IN BEHAVIORAL CHANGE AND DIGITAL SCALING	21
MAJOR INTERNATIONAL AND SCIENTIFIC OUTREACH	23
Thematic and Regional Platforms	24
ENGAGING WITH INFLUENCERS AND SOCIAL MEDIA COLLABORATIONS	25
CONCLUSIONS	29



EXECUTIVE SUMMARY

The **LIFE ChemBee** project served as a pan-European blueprint for behavioral change, demonstrating that reducing exposure to hazardous chemicals – such as **Endocrine Disrupting Chemicals (EDCs)** and **Carcinogenic, Mutagenic, or toxic to Reproduction (CMR)** – is most effective when tailored to specific cultural and social contexts. Moving beyond the mere dissemination of facts, organizations from across Europe established several **regional best practices** for community engagement and institutional mobilization.

Key Achievements and Outreach

The project achieved significant scale through a combination of public campaigns, digital tools, and community-based education. Outreach efforts successfully broadcast chemical safety messaging to over **4.4 million EU citizens**. Nearly **25,000 individuals registered** for specialized courses, and over **3,600 volunteers** completed training to become **Chemical Ambassadors**, serving as frontline educators in their communities. And the **CheckED web tool** facilitated nearly **10,000 household checks**, helping families identify and replace problematic products. Approximately 1,500 users documented long-term behavioral shifts through follow-up assessments.

Trust-Based and Culturally Sensitive Engagement

A core best practice identified across several countries was the prioritization of **relatability and emotional intelligence** over formal academic instruction:

- **Germany (Yeşil Çember):** Validated a highly personal approach for reaching immigrant communities using **“tea salons” and informal home visits**. This model reduced the intimidation factor

of scientific topics and built trust through peer-to-peer formats, often paired with “Ask the Doctor” sessions to provide medical credibility.

- **Poland (FKO):** Focused on **“psychological diplomacy,”** training ambassadors to act as supportive partners rather than “chemical inspectors”. This approach successfully mitigated the fear of judgment that often prevents families from auditing their own homes.
- **Austria (GLOBAL 2000):** Addressed **“information fatigue”** by focusing on a **“Small Steps” strategy**, breaking complex toxicology into achievable actions like the **90% reduction challenge** for household chemicals.

Innovative Educational Models: Immersive and Digital Scaling

Partners utilized diverse learning environments to ensure long-term knowledge retention and broad reach:

- **Greece (ECOCITY):** Demonstrated the power of **immersive learning** through summer schools on Skyros Island. These sessions used hands-on exercises and peer discussions in a focused environment to create strong emotional connections to the material.
- **Sweden (Swedish Consumer Association):** Pioneered **data-driven scaling** by launching an interactive e-learning hub. By conducting a thorough target-group analysis before launch, they ensured the platform was highly navigable, resulting in over **15,800 unique visitors**.
- **Portugal (ZERO):** Sustained volunteer momentum through **digital community building**, using active **WhatsApp group chats** for real-time support and sharing “shopping victories” among ambassadors.

Meeting Communities Where They Are

Immigrant Communities (Germany)



Partner: Yeşil Çember

Strategy: “Tea Salons” & Trust

Bypassing intimidating academic settings, Ambassadors used informal home visits to help families gradually replace harsh cleaners, dramatically reducing severe childhood asthma symptoms in Berlin.

Youth Mobilization (France)



Partner: RES

Strategy: “Super Green Brigades”

Partnered with existing grassroots youth groups in Paris, transforming 40 young litter-pickers into active Chemical Ambassadors who educate their peers on avoiding hazardous plastics.

Influencers & Health Authorities (Czechia & Slovakia)



Partner: Arnika

Strategy: Pop Culture & Medical Trust

Leveraged documentaries, viral “in-house” staff influencers, and medical doctors who implemented creative hacks—like advising parents to only buy pet toys certified safe for children under 3.

Strategic Multipliers and Institutional Alliances

To expand the project’s impact beyond individual households, several partners focused on institutional and professional networks:

- **France (RES):** Mobilized youth through “**Super Green Brigades**,” transforming litter-cleanup crews into educated chemical safety advocates.
- **Czechia & Slovakia (Arnika):** Targeted “**high-impact**” demographics, such as medical professionals and progressive companies (e.g., Hewlett Packard and Generali). They also pioneered the “**in-house influencer**” model, where project staff used their personal social media platforms to achieve organic viral traction.
- **Early Childhood Framework (Hamburg):** The **KiTa Rasselbande** model integrated safety into kindergartens via **DIY workshops**, providing parents with practical recipes for non-toxic detergents and cosmetics.

Practical Tools for Real-Time Decision Making

The integration of digital transparency tools was consistently cited as a project highlight for empowering consumers in store aisles. The use of apps like **Checked, ToxFox, and INCI Beauty** allowed consumers to make informed decisions especially in case of cosmetics where the mandatory ingredients list enables consumers to assess the toxicity of used substances. Participants across all regions reported concrete shifts, such as replacing **plastic kitchenware** with wood or stainless steel and eliminating **canned goods** to avoid EDC-lined packaging.

The project concluded that while personal mitigation – such as improving ventilation and avoiding plastics – is vital, the ultimate solution must be a **top-down transition to a toxic-free market**. Safety must be a **default right** for all consumers rather than an individual research task.

INTRODUCTION – EMPOWERING CHANGE IN A CHEMICAL WORLD

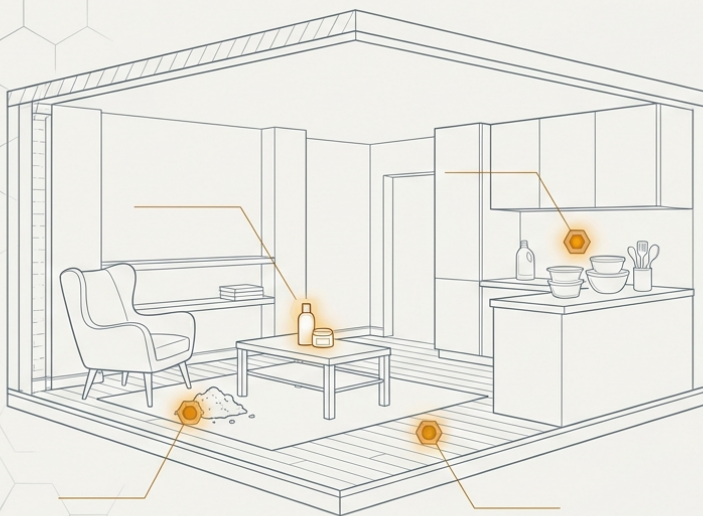
Modern consumer goods, particularly plastics, are manufactured using a vast array of potentially harmful chemicals. These substances frequently remain in the final products, leaching into the environment and human bodies during use or after disposal. Of particular concern are **Endocrine Disrupting Chemicals (EDCs)** and **CMR (Carcinogenic, Mutagenic, or Reprotoxic)** substances.

The health implications of EDC exposure are profound. By interfering with the body's hormonal systems, these chemicals are linked to life-threatening conditions, including various cancers, diabetes, and

disorders of the thyroid, kidney, and liver. Furthermore, they contribute to metabolic and neurological impairments, inflammation, and reproductive developmental issues. Crucially, the alteration of germ cells means these impacts can be passed down to future generations.

Implemented across eight EU countries, the project empowered over **3,600 “Chemical Ambassadors.”** These volunteers underwent comprehensive training to become frontline educators, motivated by a growing awareness of chemical safety to guide their families and communities toward healthier living environments.

The Invisible Crisis Inside Our Homes



80%

Time Europeans spend indoors, making the home environment the primary source of chemical exposure.

€163 Billion

Estimated annual cost of Endocrine Disrupting Chemical (EDC) exposure in Europe.

150 Million

Preterm births globally over the last decade. Evidence shows cutting plastics by half could cut this risk proportionally.

Systemic Damage

22

Cancer outcomes

18

Metabolic disorder outcomes













17

Cardiovascular disease outcomes













Impacts up to **15%** of European couples struggling with infertility.

Tailoring the intervention to bypass psychological friction

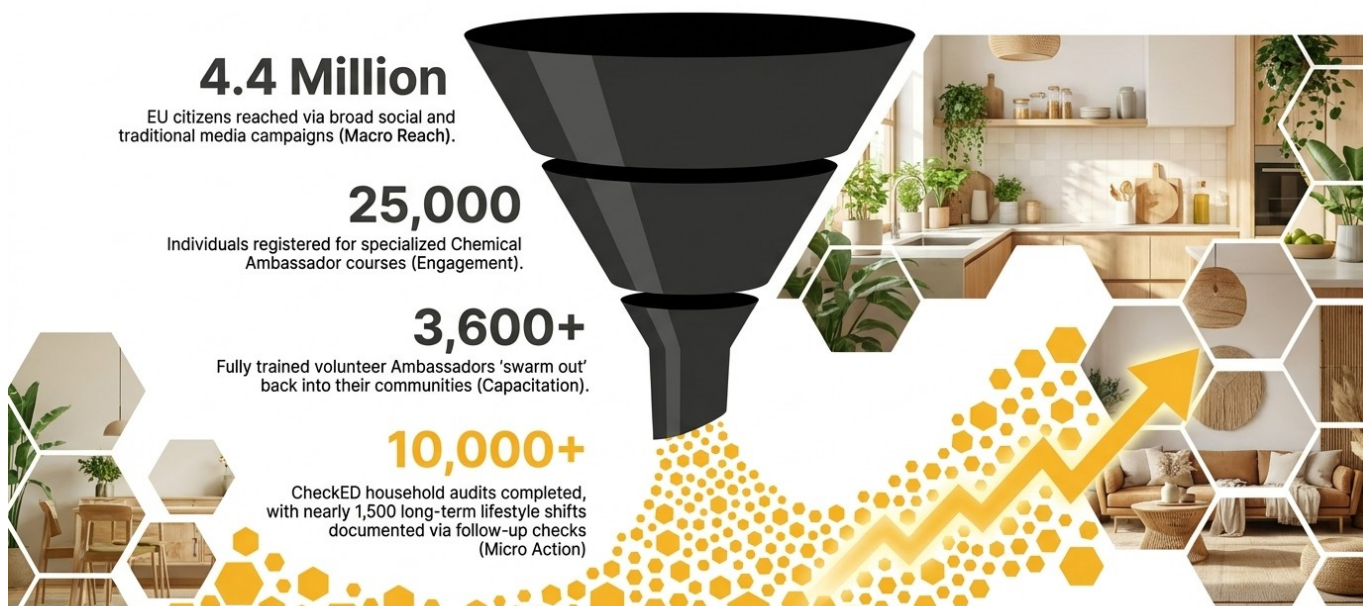
The Behavioral Architect Matrix

Demographic & Region	The Friction	The Method	The Result
Yeşil Çember (Turkey/Germany) - Immigrant Families in Berlin. 	Institutional intimidation and language barriers. 	Culturally sensitive Tea Salons and empathetic, non-judgmental home visits. 	High trust leading to immediate family health improvements, including dramatic allergy reduction. 
FKO (Poland) - Seniors and Parents. 	Fear of judgment from chemical inspectors and defensive triggers. 	Diplomatic partnership auditing focused on evidence-based, low-cost improvements. 	Reversing decades-long habits; grandmothers willingly overhauling entire kitchen environments. 
RES (France) & ECOCITY (Greece) - Students and Youth. 	Text-fatigue and abstract disconnect. 	Immersive Skyros Project summer schools and Super Green Brigades linking litter to advocacy. 	Youth transformed into vocal, active community leaders. 

Tangible Transformations: The Architecture of a Detoxified Home

Kitchen & Diet	Bathroom & Cosmetics	Cleaning & Utility
 <p>Eliminated canned goods (EDCs in linings)</p>	 <p>Decluttered greenwashed cosmetics</p>	 <p>Executed a 90% reduction in commercial cleaning brands</p>
 <p>Swapped exclusively to glass packaging</p>	 <p>Swapped to products verified by digital scanning tools</p>	 <p>Swapped to homemade mixtures of baking soda and citric acid</p>
 <p>Removed heated plastic spatulas</p>	 <p>Phased out commercial deodorants</p>	 <p>Downsized cheap plastic decor and toys</p>
 <p>Swapped to wood and stainless steel</p>	 <p>Swapped to DIY care using edible ingredients</p>	 <p>Swapped to high-quality, natural materials</p>

The Swarm Effect: Quantifying European Impact



Quantifiable Impact and Reach

The synergy between ambassador activities and a robust public outreach campaign resulted in nearly **10,000 household checks** conducted via the **CheckED web tool**. This digital assistant helped individuals identify problematic products and make informed purchasing decisions. Notably, nearly 1,500 users utilized the app to document their progress through follow-up checks, providing concrete evidence of long-term behavioral shifts.

Campaign Outreach, Enrollment Dynamics, and Engagement Analysis

The public outreach campaigns executed throughout the project lifecycle achieved exceptional scale, successfully broadcasting chemical safety messaging to **4.4 million EU citizens**.

This broad visibility translated into a massive wave of initial interest, resulting in nearly **25,000 participants registering** for the specialized Chemical Ambassador courses.

The Limits of Consumer Power

While LIFE ChemBee achieved significant personal transformations, the project highlighted a critical limitation: **lifestyle changes are only a partial solution**.

Even the most dedicated ambassadors faced an “information vacuum.” Without performing expen-

sive chemical analyses on every item, consumers cannot know the exact composition of their surroundings. While individuals can reduce their “toxic burden” by avoiding new exposures, persistent pollutants – such as **PFAS (“forever chemicals”)** – remain in the body and the environment long after a product is discarded.

As highlighted during the final conference in Brussels in November 2025, *“From Evidence to Policy – Toward Detoxifying our Living Environments,”* consumer choice is limited through lack of information about chemicals content and the complexity of the factors to be evaluated when doing a purchasing decision. While European consumers expect products to be inherently safe, the project’s findings reveal a systemic gap between market reality and public safety. The most effective measure remains a top-down transition to a **toxic-free market**, where safety is a default rather than a research task for the buyer.

Celebrating Success

Despite these systemic challenges, the project fostered countless success stories. By meeting people where they are – through in-person lectures, “tea salons,” yoga classes, weekend training retreats, and a sophisticated online presence – LIFE ChemBee successfully bridged the gap between scientific evidence and everyday action.



SUCCESS STORIES FROM THE PARTNER ORGANIZATIONS

Yeşil Çember: Effective Community Engagement Models with Immigrant communities

The project confirmed that behavioral change is rooted in **trust and relatability** rather than the mere dissemination of facts.

The partner organization **Yeşil Çember** validated a highly personal and culturally sensitive approach to behavioral change. They found that traditional academic or formal settings can often feel intimidating to families. Instead, they utilized peer-to-peer formats, such as **“tea salons”** and informal home visits, which proved highly effective for reaching culturally diverse communities.

Furthermore, engaging directly with medical doctors helped validate the course recommendations, giving families the confidence that these lifestyle changes were backed by science.

A powerful example from the Turkish community in Berlin illustrates how this trust-based intervention creates immediate, life-changing results.

Success Story: A Family Transformation in Berlin

During a tea salon course, a Yeşil Çember Ambassador connected with a family of four children, one of whom suffered from severe allergies and breathing difficulties.

With the mother’s permission, the Ambassador conducted a sensitive home visit and noticed a high concentration of conventional chemical cleaning and personal care products in the kitchen and bathroom. After the conversation with the mother, they made a plan to gradually replace these products with healthier alternatives, carefully taking the family’s budget and practical needs into account.

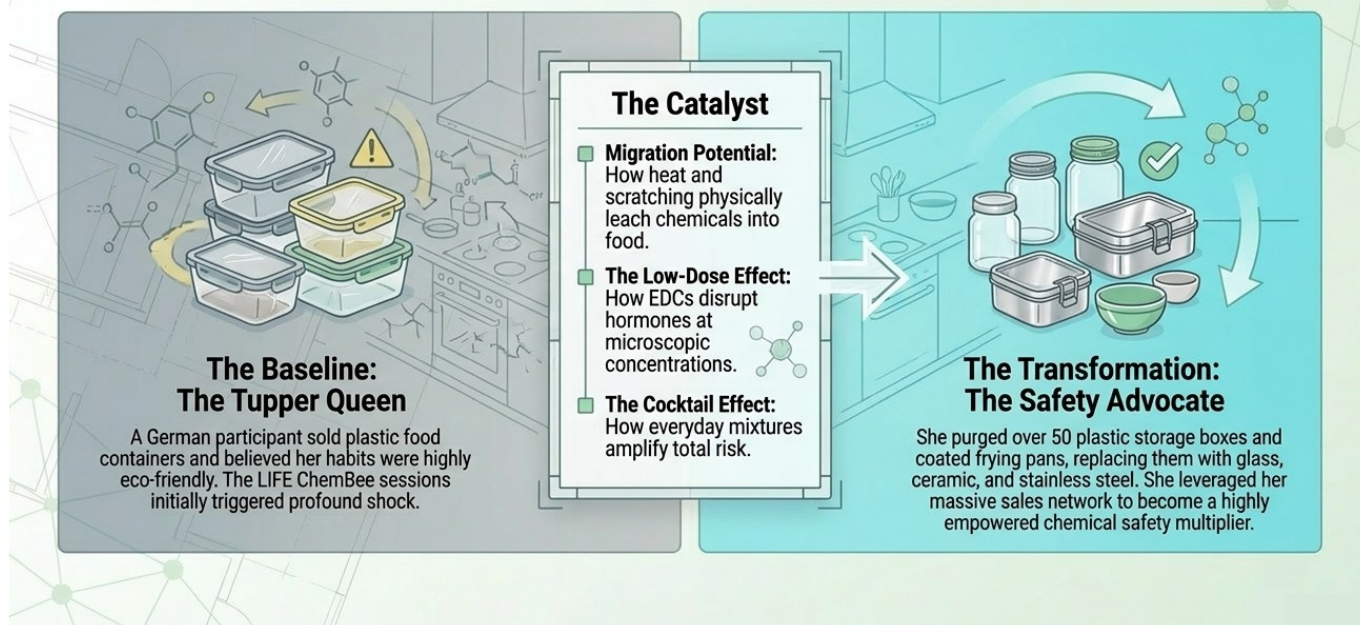
The family cleared out their plastic food containers and conventional cleaning products and cosmetics. To ensure long-term habits stuck, the Ambassador went shopping with the mother to help her select eco-friendly dish soap, laundry detergent, and natural skincare items.

Just one month later, the mother reported a dramatic improvement in her daughter’s allergy and breathing symptoms. She expressed deep gratitude to Yeşil Çember, noting that before this personal intervention, she had simply been unaware of how heavily everyday household products could impact her family’s health.



Yeşil Çember tea salon training of Turkish community in Berlin, 2024. Photo: Yeşil Çember

Overcoming cognitive dissonance through clear science



BEF Germany: Overcoming Misconceptions

This case study from Germany highlights a major success in overcoming cognitive dissonance – when a participant discovers that their long-held, eco-friendly habits might be problematic. It demonstrates how clear, evidence-based data can turn a skeptic into an active promoter of chemical safety.

Success Story: The Tupperware Queen

One of the project's most notable contacts was a woman who had spent years selling plastic food storage containers (locally referred to as a "Tupperware Queen"). Because she had always considered herself environmentally conscious, the technical information presented during the ChemBee session came as a profound shock to her.

However, rather than becoming defensive, she was deeply grateful for the insights. She specifically credited three core scientific concepts for changing her mindset. Learning how chemicals physically leach from plastic packaging into food, especially when heated or scratched and understanding that Endocrine Disruptors (EDCs) can disrupt human hormones at incredibly small, microscopic concentrations, she completely overhauled her kitchen. She removed over 50 plastic storage boxes and swapped them for glass jars and stainless-steel lunchboxes. Beyond her own home, her background as a salesperson and natural networker made her an incredibly empowered "multiplier." Armed

with her newfound knowledge, she now actively educates her own social and professional circles on how to transition away from household plastics.

The Kindergarten Framework: Engaging Families at the Root

The project demonstrated that one of the most effective ways to reach busy parents is to integrate chemical safety directly into early childhood education communities. A standout example occurred at the **KiTa Rasselbände in Hamburg**, where the training moved both families and childcare staff from basic awareness to long-term behavioral change through trust-based, local engagement. Instead of relying on dry lectures, the campaign hosted interactive, practical sessions where parents and teachers created their own eco-friendly detergents and childcare cosmetics. These physical workshops provided tangible proof that sustainable, non-toxic alternatives are completely realistic, highly affordable, and simple to make at home.

FKO Poland: The Psychology of the Household Audit

Data-driven tools like apps are incredibly useful, but the Polish team proved that the real catalyst for change is **emotional intelligence**. Early on, the project faced a major psychological hurdle: people were afraid of household checks. They worried about being judged for their lifestyles or feared discovering that

their homes were unsafe. This anxiety was especially high within families, where bringing up health risks can easily trigger defensiveness or conflict.

Ambassadors must have acted as diplomatic partners rather than “chemical inspectors.” The goal was to move the conversation away from guilt and fear, and shift it toward empowerment and realistic, step-by-step improvements.

Two family-based success stories from Poland illustrate the implementation of this approach in practice:

The Power of Generational Influence

It is often difficult for adult children to change their parents’ habits, but one 27-year-old participant managed to do just that. By avoiding a preachy tone and focusing on simple, low-cost, and high-impact changes, she successfully shifted her parents’ daily routines.

Reversing Ingrained Habits in Seniors

A similar success story was reported by a Polish Ambassador who tackled the challenge of changing her grandparent lifelong habits. She sat down with her grandmother to explain the specific, evidence-based health risks of plastic leaching into food. Armed with clear,

easy-to-understand facts rather than vague warnings, the grandmother felt motivated rather than attacked. She completely overhauled her kitchen environment, eliminating toxic plastics and proving that decades-long habits can be successfully reversed when the information comes from a trusted, supportive source.

The Czech & Slovak Experience (Arnika): Targeted Influencers

The partner organization **Arnika** demonstrated the value of engaging specific “high-impact” demographics: **young parents** who are highly motivated by the immediate health of their children, and **medical professionals** who serve as trusted health authorities in their communities. Additionally, the project attracted progressive companies who asked for Ambassador trainings for their employees. In 2024, over 30 employees of Hewlett Packard Czechia, took in-person or online streamed a shortened 3-lecture course. And at the end of the project, Arnika gave lectures to over 120 Czech and Slovak employees of Generali Insurance company.

Two distinct case studies illustrate how these individuals absorb training and act as powerful community advocates:

The Young Father: Pop Culture as a Catalyst for Action

This case study highlights a Slovak father with a young child who was already on a journey toward sustainability but used the ChemBee course to deepen his practical knowledge.

The participant explicitly noted that the Hollywood film *Dark Waters* (which exposes the real-world dangers of PFAS “forever chemicals”) was a massive source of personal inspiration. Motivated by the course and visual media, he became an immediate advocate, sharing his insights with his social circle and inspiring several friends to sign up for future training sessions.

The Female Doctor: Medical Credibility & Creative Solutions

A medical doctor from Brno, Czechia, who had already been making conscious personal care choices for over 20 years, used the course to expand her expertise into areas outside of traditional medicine.

While already highly knowledgeable about cosmetics, the course provided her with critical new insights into toxic hazards found in **building materials** and the current state of **EU chemical legislation**. This systemic overview made the chemical landscape much clearer for her.



Factsheet on plastics release from consumer products developed by Buy Responsibly Foundation (FKO), Poland.



DIY Guidebook for Ambassadors developed by Arnika

As a physician, she recognizes that health is the ultimate argument for most consumers. Rather than overwhelming people, she uses her unique position of trust to educate her patients gradually during regular consultations, turning her clinic into a hub for preventive chemical health.

In her own home, the course caused her to look closely at a frequently overlooked source of toxins: pet products. Realizing that dog toys are rarely regulated for chemical safety, she adopted a brilliant rule of thumb: **she now only buys dog toys that are explicitly certified as safe for human children under 3 years old.**

ECOCITY Greece: The Power of Interactive, In-Person Learning

While digital outreach provides excellent scale, **ECOCITY** in Greece demonstrated that face-to-face sessions remain the single most effective tool for building trust, encouraging deep dialogue, and ensuring long-term knowledge retention.

Participants consistently appreciated the personal approach, which allowed them to connect directly with the Ambassadors on an individual level. These sessions

moved past abstract theory by incorporating hands-on exercises, such as sorting through common household products and reading product labels on-site.

Immersive Summer Schools: The Skyros Project

Over two consecutive years (2024 and 2025), ECOCITY delivered intensive training modules during the **Skyros Project summer school** on Skyros Island.

Each year, these sessions brought together approximately 30 students in an immersive, community-focused environment. By stepping away from traditional classrooms, the program focused heavily on experiential learning, peer group discussions, and direct problem-solving using real-life examples. The combination of an isolated, focused environment and hands-on activities created a strong emotional connection among participants, vastly improving their understanding and memory of complex chemical safety issues.

Scaling Up via Higher Education: University of West Attica

To complement the smaller, immersive island sessions, ECOCITY scaled its impact by targeting young adults and future professionals within the formal education system:

ECOCITY conducted three large-scale training cycles at the **University of West Attica**, successful-



By ECOCITY trained ambassador from Greece. Photo: ECOCITY

The Micro Impact: Practical Household Detoxification



ly reaching more than 100 students in each round. These large university sessions proved that chemical safety can be effectively introduced to mainstream student audiences. By blending traditional face-to-face lectures with digital communication tools, the team managed to maximize engagement among a critical demographic of young adults who will soon be making independent purchasing decisions for their own future households.

GLOBAL 2000 Austria: Blueprint for Household Transformation & Engagement

The work of **GLOBAL 2000** in Austria serves as an excellent blueprint for how high-level chemical awareness translates into immediate household action and sustained volunteer momentum. Very active and enthusiastic ambassadors performed the greatest amounts of household checks. A young mother of 3 performed up to 40 household check emphasizing the following measures:

- **Kitchen & Food Upgrade:** Households replaced plastic kitchen utensils – especially heat-exposed items like spatulas – with wooden or stainless steel alternatives. Families also eliminated canned goods due to the risk of EDCs in internal linings, opting exclusively for glass packaging.
- **Conscious Shopping:** Participants aggressively decluttered their makeup collections and learned that even certified organic cosmetics can contain prob-

lematic ingredients. Consumers now systematically use scanning apps like **ToxFox** and **CodeCheck**, and can distinguish reputable, independent eco-labels from corporate “greenwashing.”

- **Radical Chemical Reduction:** Many households reduced their commercial cleaning products by 90% after discovering that simple, homemade mixtures of baking soda, citric acid, and washing soda often outperform conventional chemical brands. Consumers also shifted to making basic personal care items like deodorant from edible ingredients.
- **Minimalist Living:** Families heavily downsized plastic toys and cheap decorations, shifting toward high-quality, natural materials. They also adopted zero-waste shopping habits, such as sewing reusable textile bags for bakery items and fresh fruit.

Sustaining Momentum through Follow-up meetings and educational excursion

To keep volunteers motivated after the initial training, **GLOBAL 2000** designed a structured follow-up program focused on building continuous, long-term relationships with their Ambassadors.

The team hosted hands-on sessions to teach participants how to create non-toxic alternatives, carefully tailored to three distinct audiences:

- **Families:** Focused on creating safe, chemical-free personal care products designed specifically for children.



DIY follow-up workshop with trained ambassadors organized by Global 2000, Austria. Photo: Global 2000



A brochure with Christmas tips for Ambassadors developed by Global 2000, Austria

- **Immigrant Communities:** Delivered accessible, low-threshold workshops that bypassed language barriers through the shared experience of making household detergents.
- **Corporations:** Conducted targeted sessions for companies looking to reduce their workplace chemical footprint and engage employees in sustainability.

To bridge the gap between consumption and waste management, GLOBAL 2000 organized an educational excursion to a modern, high-tech plastics-sorting facility in Upper Austria. Seeing how different polymers are sorted – and learning which plastics must be incinerated due to hazardous additives – Ambassadors gained a deep, systemic understanding of the circular economy. This eye-opening experience directly renewed their motivation to advocate for plastic reduction at the source.

To ensure knowledge remains accessible, GLOBAL 2000 compiled their best recommendations, step-by-step recipes, and instructions into practical **DIY manuals and brochures**. These resources serve as a permanent toolkit, enabling Ambassadors and the general public to continue detoxifying their living spaces independently at home.

RES France: Institutional Alliances & Youth Mobilization

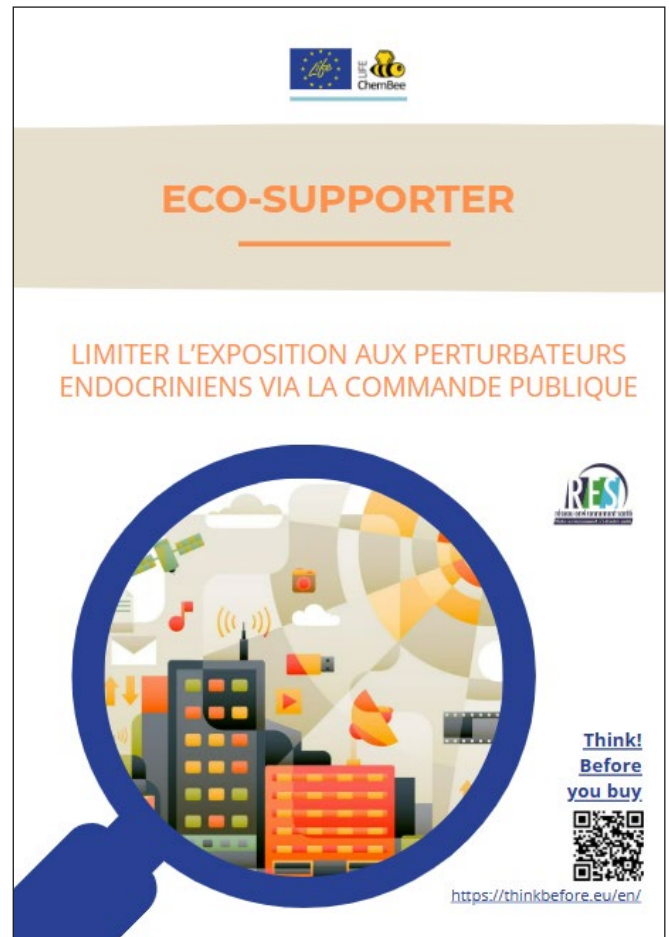
The partner organization **RES** (Réseau Environnement Santé) in France focused its efforts on creating strategic alliances with local government bodies and grassroots youth movements. Their approach successfully scaled impact by turning local staff and young volunteers into highly active community leaders.

Institutional Partnerships in Lyon

RES partnered with **local municipalities in Lyon** and worked directly with **employees of a private insurance fund**. These professionals were trained as Chemical Ambassadors, equipping them with a deep understanding of household chemical safety and consumer health risks. This institutional training model paid off rapidly; the newly empowered workers didn't just absorb the knowledge – **they took action by independently conducting up to 10 additional training cycles** within their own networks, multiplying the project's original reach.

Youth Action: The “Super Green Brigades” of Paris

In Paris, RES deployed an innovative peer-to-peer model by integrating chemical safety education into an existing grassroots community group. **The “Green Brigades” of Paris** are localized groups of residents who volunteer to protect the environment and raise public awareness about urban ecology. Operating in four priority neighborhoods across four distinct districts of Paris, the *Super Green Brigades* bring together approximately 40 youth (around 15 years of age).



A brochure on how to avoid endocrine disruptors through public procurement developed by Réseau Environnement Santé (RES), France

Meeting four times a month on Sunday afternoons, their primary activity was collecting discarded plastic waste from city streets.

In 2024, RES stepped into train these young leaders. Rather than just collecting litter, **the youth**



The “Green Brigades” of Paris training organized by Réseau Environnement Santé (RES), France in 2024. Photo: RES

learned about the hidden health risks of plastics and the importance of exposure reduction. This training transformed the group from a standard litter-cleanup crew into active Chemical Ambassadors who can now educate their families and peers on how to avoid hazardous plastic products entirely.

ZERO Portugal: Consumer Realities and Digital Communities

The project in Portugal revealed a major gap between public perception and market reality. Most consumers believed that the EU's strict regulations – and higher price tags – guaranteed that products were safe. The training quickly dismantled this myth.

To navigate this information gap, participants relied heavily on the **INCI Beauty app**, which scores cosmetics based on a quick barcode scan. This tool gave consumers immediate confidence in store aisles, though it also led ambassadors to demand similar transparency for other product categories and, ultimately, toxic reduction at the source.

Hybrid Training Success

While ZERO's two in-person sessions allowed for deep, personal dialogue, their online modules combined with an active **WhatsApp group chat** proved to be the real driver of team spirit. This continuous digital network kept ambassadors highly active, allowing them to share real-time shopping victories and support each other's habits over the long term.

Swedish Consumer Association: Scaling Digital Education

In the final year of the project, the **Swedish Consumer Association (Sveriges Konsumenter)** successfully addressed the challenge of scaling up consumer education by creating a highly accessible online learning hub.

Target-Group-Driven E-Learning

To reach consumers who could not attend in-person workshops, the team launched a dedicated, interactive webpage featuring a condensed, self-paced version of the Chemical Ambassador course.

Before building the platform, the association conducted a thorough target-group analysis. This data-driven approach ensured that the online material was exceptionally clear, highly relevant, and easy for the public to navigate.



A manual for Ambassadors developed by Swedish Consumer Association.

The platform achieved massive popularity, generating **15,800 unique visitors** by early March 2026. The streamlined design made it an organic outreach success, as users frequently shared the link across their own social networks.

Expanding Reach Through Strategic Coalitions

Another critical success factor in Sweden was building formal alliances with existing national organizations and NGOs. Rather than attempting to build an entirely new audience from scratch, the Swedish Consumer Association integrated the ChemBee curriculum directly into the established communication networks of their partner organizations.

This partnership-based approach served as a powerful dissemination multiplier. It allowed the project to deliver chemical safety training to diverse networks and demographics that would have otherwise been entirely inaccessible through traditional consumer safety campaigns.

FROM DATA TO ACTION: KEY LESSONS IN BEHAVIORAL CHANGE AND DIGITAL SCALING

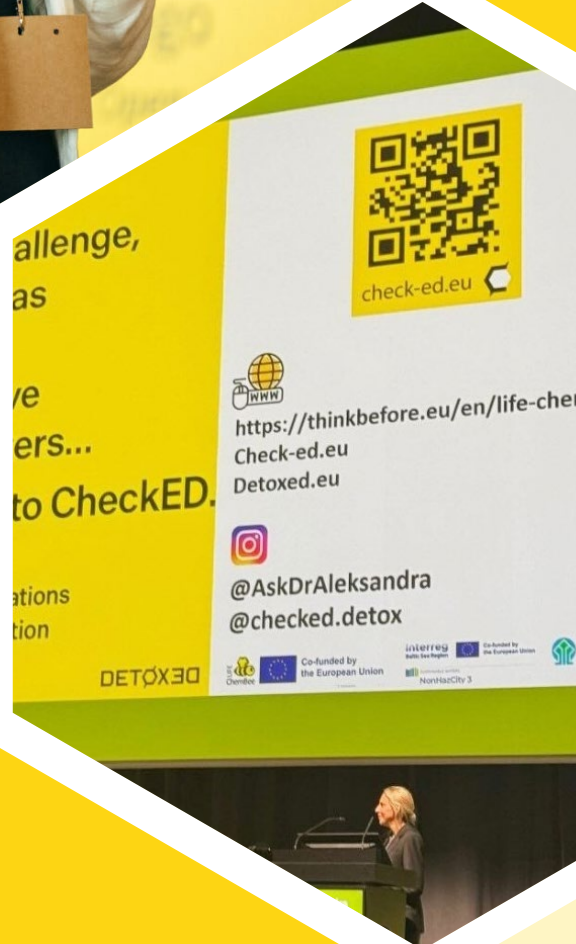
Majority of partners found that the **“step-by-step” approach was vital**. By breaking down the overwhelming complexity of hazardous chemicals into achievable actions, they built long-term consumer confidence and motivation. The CheckED app provided a comprehensive and manageable solution for ambassadors who felt overwhelmed and did not know where to start. Analyzing the data from CheckED app also proved that a vast number of small changes makes most impact on decreasing the levels of exposures to major EDCs in plastics.

Many participants initially felt shocked or overwhelmed by the widespread presence of hazardous substances like **PFAS and bisphenols**. Simplifying this information into practical, relatable examples (e.g., choosing safer bike lubricants or kitchenware) made the issues understandable and motivating.

Tools that facilitate quick decision-making were highly valued. Specifically, the **INCI Beauty app** was frequently cited as helpful for assessing cosmetic ingredients, while the **CheckED tool** and **Tox-fox app** helped families identify risks in their households.



CheckED web-based app to assess personal exposure to harmful chemicals, and receive personalised results and practical recommendations based on one’s lifestyle. Composite: Ondrej Petrlik / Mariah-Hewines



MAJOR INTERNATIONAL AND SCIENTIFIC OUTREACH



Health and Environment Alliance (HEAL) International Conference Poland, June 2025. Photo: HEAL

To ensure its grassroots findings achieved maximum systemic impact, the LIFE ChemBee project actively bridged the gap between community-level advocacy and high-level scientific and policy discourse. Throughout the duration of the entire project, the consortium presented its outcomes, tools, and methodologies at a series of prestigious international conferences, regional platforms, and medical congresses across Europe. By engaging directly with leading endocrinologists, pediatricians, future healthcare professionals, policy makers, and circular economy innovators, the project successfully elevated household chemical safety from a private

consumer issue to a recognized, critical priority for public health and European regulatory frameworks.

- **HEAL International Conference (Poland, June 2025):** The project had a significant presence at the “First International Conference: Disease Prevention through Reducing Exposure to Harmful Chemicals,” organized by the Health and Environment Alliance (HEAL). This event was held under the patronage of the **Polish Presidency of the Council of the EU** and the Polish Minister of Health. The Polish partner FKO was the only organization besides the organizers to have a dedicated stand, where they



The Conference “Green Modernization of Czechia 2024” organized under the auspices of the Czech President Petr Pavel at the Prague Castle. Photo: People in Need (PIN)

demonstrated the **CheckedED tool** and distributed over 120 practical guides to an audience of medical professionals, lecturers, and NGOs.

- **NGOs Conference (Brussels, November 2025):** Titled “**From Evidence to Policy: Toward a Tox-free Living Environment,**” this conference featured a poster exhibition detailing the project’s outcomes and the seven key stages used to broadcast LIFE ChemBee. Notably, influencers who completed the training, such as Aleksandra Włodarczyk, attended and shared the conference’s messages with their social media audiences.
- **45th European Congress of Student Pharmacists (France, April 2025):** A RES board member delivered a “**One Health**” presentation to 250 students from across Europe. This was followed by workshops that introduced the ChemBee program and the CheckedED tool, fostering engagement among future medical professionals.
- **European Society for Endocrinology Congress (Prague, May 2026):** During a gathering of leading endocrinologists, pediatricians, and scientists, the project received overwhelmingly positive feed-

back, with medical professionals emphasizing the urgent need to integrate education on Endocrine Disrupting Chemicals (EDCs) into medical and nursing curricula to drive preventive measures against harmful substances in plastics, cosmetics, cleaning products, and household items.

Thematic and Regional Platforms

- **Athens Reshape Circular Economy Event:** The project was presented during a dedicated workshop to professionals and innovators. This allowed the team to frame chemical safety within the context of **circular economy solutions** and innovation.
- **Austrian REACH Platform (ÖRP):** GLOBAL 2000 presented the project’s activities and outreach to 30 participants, who reported being “very impressed” by the campaign’s results.
- **Polish LIFE Program Meeting (May 2025):** This event focused on exchanging experiences with other NGOs. The team promoted chemical guides, distributed 180 copies, and provided live demonstrations of **household checks** using the CheckedED tool on laptops.

ENGAGING WITH INFLUENCERS AND SOCIAL MEDIA COLLABORATIONS

To maximize volunteer recruitment and scale the public outreach campaign, partner organizations across Europe deployed targeted social media strategies. A key element of this digital push was partnering with strategic content creators and lifestyle influencers to bridge the gap between complex chemical science and mainstream consumer awareness.

Several partners successfully leveraged established Instagram and TikTok audiences to drive immediate enrollment:

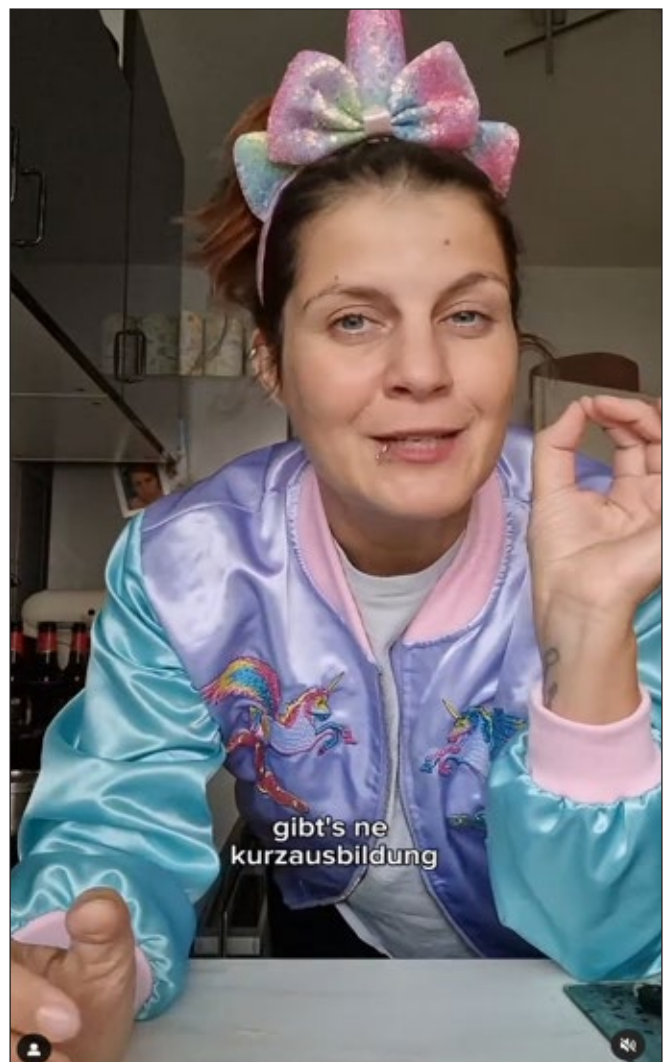
BEF Germany: Collaborated with a lifestyle influencer to share practical home-detoxification tips, successfully broadcasting the campaign messaging to an audience of over **20,000 followers**.

FKO (Poland): Partnered with prominent sustainability educator Aleksandra Jaskułowska (@ola.nowe.perspektywy). This targeted collaboration featured an educational video reel and a dedicated Instagram story sequence that focused on conscious consumption, directly engaging over **30,000 viewers**.

Swedish Consumer Association (SCA): Successfully explored newer demographics by running a targeted, paid collaboration campaign on **TikTok**, allowing the project to engage younger consumer groups who are historically difficult to reach through traditional environmental media channels.

In Czechia, **Arnika** pioneered a unique approach to digital outreach by turning their own internal project staff into digital advocates.

Organic Growth: While Arnika collaborated with high-profile external influencers – such as natural living advocate *Eva ze Svatojánu*, whose platform boasts an audience of over **156,000 followers** – their most sustainable success came from within the team.



Instagram collaboration between BEF Germany and @wasteless_hero in 2023

Sichere dir deinen Platz und melde dich für die Ausbildung zur Chemikalienbotschafter:in ab 09.01.24 an!

global2000.at/life-chemical-ambassadors-europe (Link in Bio)

global2000.at Ein Haushalt frei von schädlichen Substanzen? Ja, unbedingt!

Wenn du dazu beitragen möchtest, eine gesündere und schadstoffarme Umwelt zu schaffen, kannst du direkt in deinen eigenen vier Wänden anfangen. Egal, ob es um Shampoo, Konservendosen oder Plastikspielzeug geht - in unserem neuen Projekt "LIFE ChemBee" zeigen wir dir, wie du deinen Haushalt von schädlichen Stoffen befreien kannst.

Möchtest du mehr darüber erfahren, welche gefährlichen Chemikalien nicht nur in deinem Kleiderschrank, sondern im gesamten Haushalt lauern? Und wie du diese Substanzen vermeiden und deinen Haushalt entgiften kannst? Werde jetzt zum/r Chemikalienbotschafter:in! Sichere dir deinen Platz und melde dich für die Kurzausbildung ab dem 09.01.24 an!

Weitere Informationen findest du auf unserer Website. Link in der Bio.

#chembee #lifeproject #chemicalambassadors-europe #umweltschutz #gesunderhaushalt

117 Wo.

karinsulzbacher Ich hab die Ausbildung gemacht. War sehr interessant, informativ und sehr gut aufbereitet. Kann ich sehr empfehlen. Mein Haushalt ist inzwischen deutlich giftstoffärmer geworden

117 Wo. Antworten Übersetzung anzeigen

Gefällt 52 Mal
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Kommentieren ... Posten

Instagram outreach campaign for ambassador trainings by Global 2000 in 2023.

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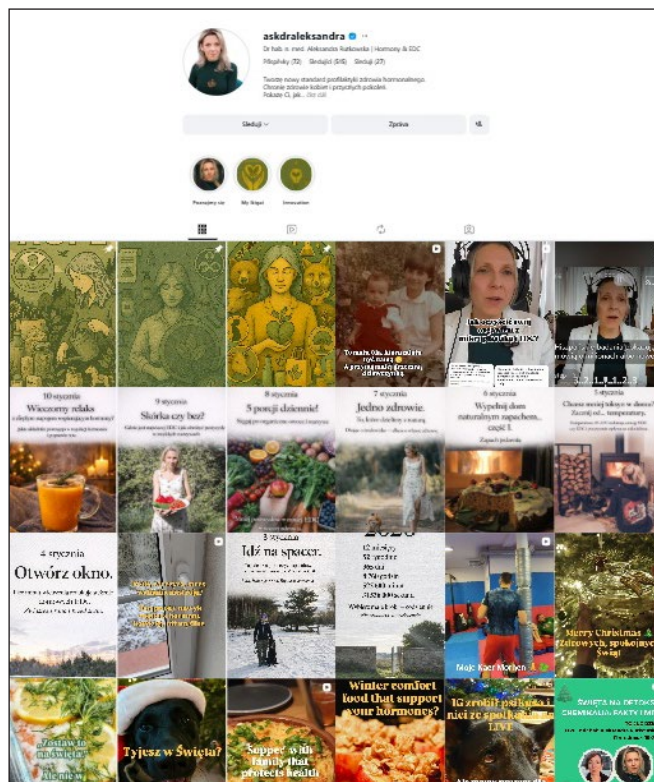
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Podcast developed by Arnika and Ekonecs.cz in 2025

Internal Advocates: An educational video posted by an Arnika team member on her personal Instagram account achieved organic viral traction, reaching over **20,000 viewers**. This “in-house influencer” model proved highly effective, ultimately recruiting the vast majority of Czech and Slovak ambassadors over the project’s main 2.5-year implementation window.

Additionally, Arnika collaborated with a professional journalist from **Ekonews.cz** to produce an innovative, seven-part online audio course. Each 20-minute episode was structured as an engaging, consumer-focused interview that took listeners on a virtual tour of a specific area of the home (e.g., the kitchen, bathroom, or nursery). The debut episode achieved massive mainstream traction, securing over **20,000 views and listens**. This series successfully translated dense toxicology into high-yield, accessible advice, creating a permanent digital educational asset that Arnika systematically utilizes in its ongoing public outreach.

An excellent addition to the project’s digital communication strategy is the **“Ask Dr. Aleksandra”** content series published on the *LIFE ChemBee* webpage platform. Written from the perspective of a scientist, this initiative serves as a model best practice for contextualizing chemical safety within seasonal consumer habits. For instance, in feature articles like *“Cozy Holiday Season, Clear Mind and Safe Hormones: A Scientist’s Guide to Low-Toxin Winter Living,”* the series directly bridges the gap between high-level toxicology and



“Ask Dr. Aleksandra” Instagram

daily lifestyle choices. By addressing the psychological and physical contrasts of the winter season, it offers consumers an empathetic, science-backed roadmap to protecting their endocrine systems during high-exposure periods like holiday shopping, perfectly illustrating how to make low-toxin living both actionable and relevant to everyday life.



Polish TV News Feature: The Ambassador Programme on the TVN channel. 2024

CONCLUSIONS

LIFE ChemBee project has conclusively demonstrated that while modern consumers face a pervasive “cocktail” of hidden chemical risks in their daily environments, targeted education can spark profound behavioral transformations. By leveraging the emotional intelligence and dedication of over 3,600 trained Chemical Ambassadors across Europe, the initiative successfully demystified complex scientific concepts like endocrine disruption, low-dose effects, and chemical migration. The project’s grassroots success stories – ranging from multi-generational household overhauls to the creation of independent digital screening tools – prove that providing individuals with clear, actionable, and compassionate guidance effectively breaks down psychological barriers and converts baseline chemical anxiety into personal agency.

A primary milestone of the LIFE ChemBee project was the significant enhancement of the internal capacities of the partner organizations themselves. By moving beyond traditional environmental advocacy, these groups transformed into specialized knowledge hubs,

mastering the ability to translate complex toxicology data into practical, community-focused guidance. This “science-to-action” translation became a fundamental cornerstone of the project’s success.

A critical best practice derived from the project is that sustainable lifestyle shifts are driven by trust, accessibility, and meeting people where they are. Whether through culturally sensitive, low-threshold “tea salons” in Berlin, immersive summer schools in Greece, or digital e-learning hubs in Sweden, the project flourished by adapting its delivery models to diverse demographics. Combining practical, hands-on experiences like DIY workshops with modern, real-time transparency tools – such as the CheckED and INCI Beauty apps – provided consumers with immediate confidence in the store aisle. Furthermore, the strategic use of social media influencers, podcasts, and continuous support networks like active WhatsApp groups proved indispensable for maintaining long-term volunteer momentum and turning regular citizens into passionate community multipliers.



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