



Strategies for effective outreach to consumers and business to promote product safety

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What we do

General Product Safety Directive



EU Rapid alert system (Safety Gate / RAPEX)



Support national enforcement



International cooperation



Make it accessible and easy to use

- Website in 23 languages
- Possibility to customise information

The screenshot shows the 'Safety Gate: the EU rapid alert system for dangerous non-food products' website. The navigation bar includes 'Home', 'Alerts', 'Contacts', 'Legislation and Enforcement', 'Product safety online', 'International cooperation', and 'Awareness raising and events'. The 'Alerts' menu is open, showing options like 'Most recent alerts', 'Weekly reports', 'Search for alerts', 'Make a subscription', 'Business Gateway', 'Annual reports', and 'Statistical tool'. A red arrow points from the 'Search for alerts' option to the search bar. Below the search bar, it says 'Search results 744' and 'Showing results 1 to 9'. There are filters for 'Product category', 'Notifying country', 'Country of origin', and 'Risk type'. Three product alerts are displayed as cards with images and details like 'Alert number', 'Brand', and 'Risks'. Buttons for 'Export to Excel' and 'Export to XML' are visible.

Subscription to receive weekly reports by email

Email address *

Language *

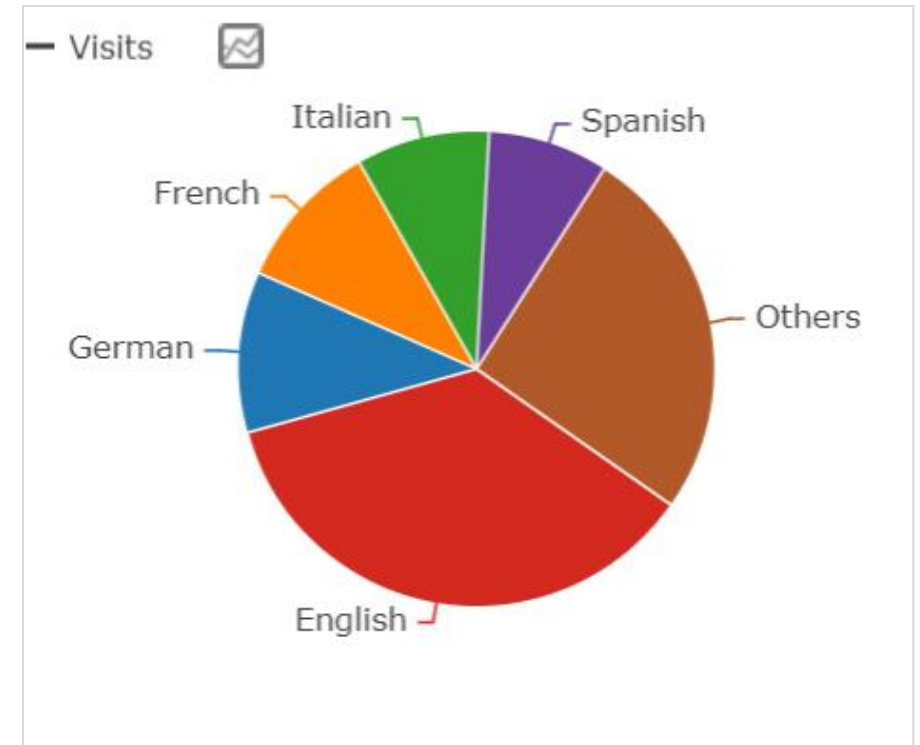
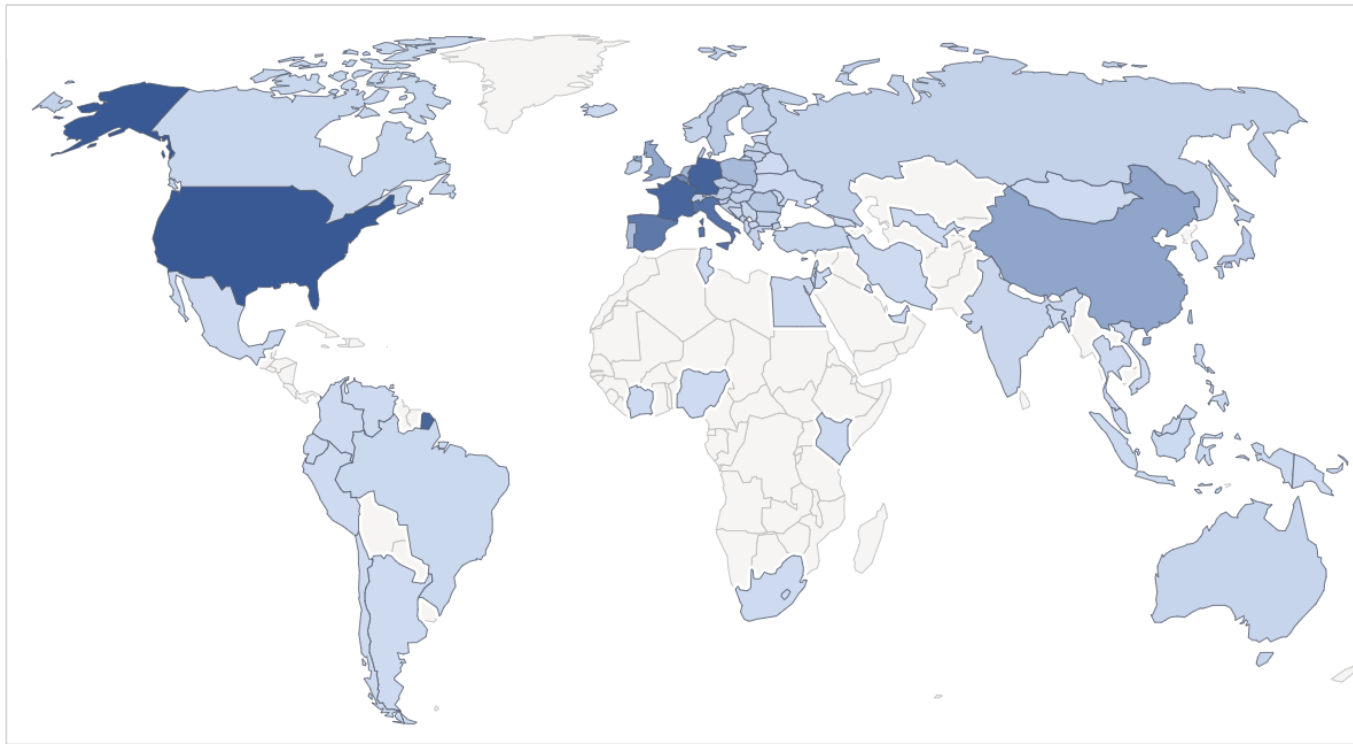
Choose your language

Personalise

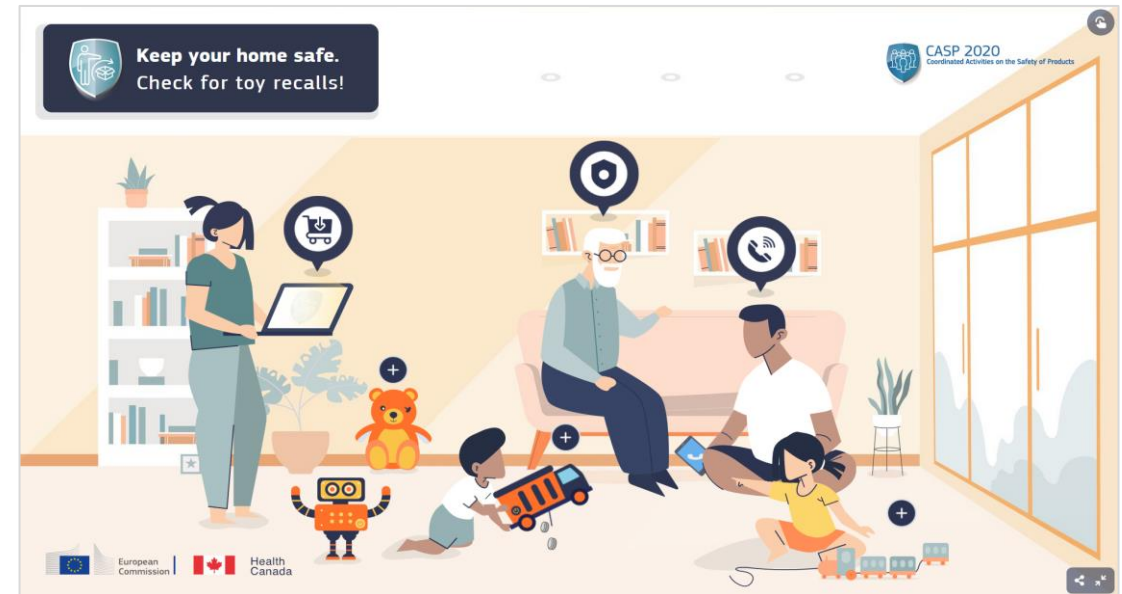
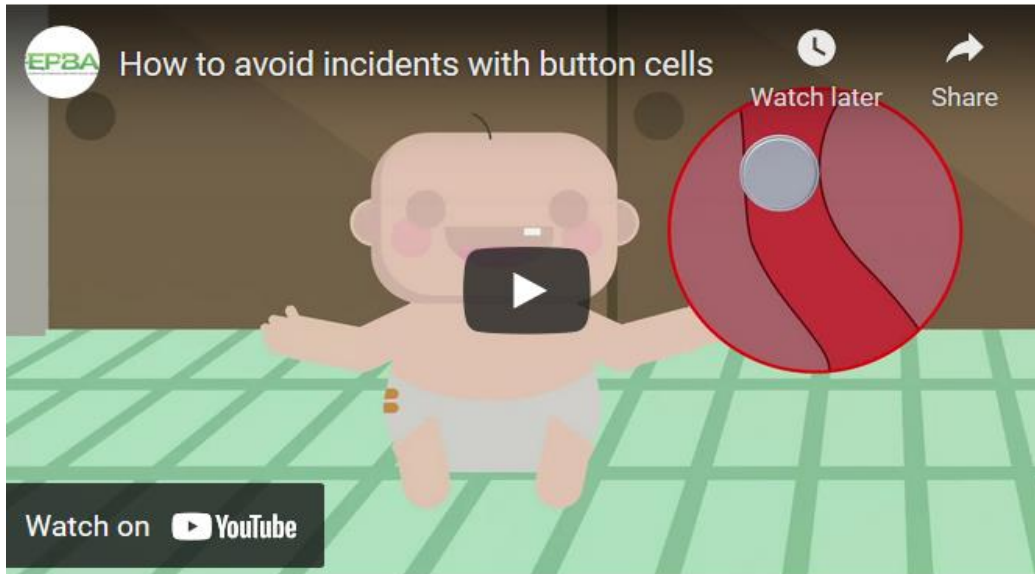
Submit

Make it accessible and easy to use

Monthly visits to Safety Gate website (May 2021)



Raise the profile of product safety



Raise the profile of product safety

Product Safety Pledge



- ✓ **Currently 11 signatories**
- ✓ **12 voluntary commitments beyond 'notice-and take-down' procedure**
- ✓ **Monitoring reports every 6 months**

Product Safety Award



- ✓ **Biennial event**
- ✓ **To reward and disseminate best business practices**
- ✓ **To raise consumers' awareness**