

The Role of Third Party Certification

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Overview of Paint Certification

- Certification mark on the product label tells consumers and business that the paint meets lead content standard.
- The Global Alliance to Eliminate Lead Paint calls for the development of a framework for certification of paint.
- Encourages paint companies to reformulate in the absence of regulation.
- Not a substitute for <u>Mandatory Regulatory</u> <u>Frameworks</u> but it can help addresses lack of
- ² enforcement capacity.

Objectives of Paint Certification

- Promote alternatives to lead paint by providing recognition to paints without added lead and lead compounds.
- Provide information to consumers and painters about the lead content of paints to allow them to make informed purchasing decisions and to minimize exposures.

Advantages to Paint Companies

- Certification will help level the playing field among companies operating in a global market.
- Opens up export markets.
- Marketing opportunity to differentiate a brand.
- Environmental preferable products are commanding a premium in the market.
- Certification can help encourage companies to reformulate in advance of regulations.

Indian Study on Eco-friendly Purchasing Behavior

- Study results: a majority of respondents are aware of eco-friendly products and about environment-related issues;
- 95% were aware of the fact that purchasing eco-friendly products will contribute towards a sustainable future;
- 78% said that labeling a product as ecofriendly would change their purchasing choice;

Ishaswini et. al. "Pro-environmental Concern Influencing Green Buying: A Study on Indian Consumers" International Journal of Business and Management Vol. 6, No. 6; June 2011.

What is Third Party?

- First party verification is a manufacturer's own claim promoting an environmental attribute;
- Second party verification is where an affiliate or trade group certifies based on standards developed by its members;

Third party verification is done by an independent source (e.g. certification body) that awards labels to products based on certain environmental criteria or standards.

Company Self-Certifications



asianpaints LEAD FREE^{*}GUARANTEE

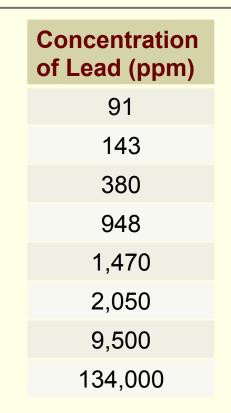
All Asian Paints products do not contain any added Lead, Mercury, Arsenic and Chromium from April 2008







Paints from Brazil and India labeled "no lead" or "no added lead"



25% of the paints indicating lead content were falsely labeled

Source: C.S. Clark et. al./Environmental Research 132 (2014) 233–243

Types of Certification

 Process Standard – certifies systems or processes in manufacturing which requires audits of factories.
Product Standard – certifies product attributes which

requires testing of products.

Development of Paint Certification Standard

- IPEN and network of Asian NGOs have worked with the paint industry and other stakeholders to develop an international certification standard;
- India stakeholder group chaired by the Quality Council of India with Toxics Link;

Philippines stakeholder group convened by the Philippines Association of Paint Manufacturers with Ecowaste Coalition;

Both efforts resulted in a standard of 90 ppm

Key Documents

Certification Standard vs. Certification Requirements:

- Certification Standard provides the criteria.
 - 90 ppm TOTAL lead
 - Label information
- Certification Requirements document describes the testing verification protocol.

Total or Soluble Lead?

- Total lead is recommended by GAELP.
- Total lead provides a more predictable test for manufacturers who have test results from ingredients.
- Lower lab cost for testing total lead.
- No scientific basis for soluble: no less risk or fewer health effects from less soluble lead.
- Total lead promotes harmonization for exports to countries with total lead standards for products.

Certification Requirements

- Definitions
- Initial Paint Analysis
- Ongoing Surveillance Testing Protocol
 - Periodic Testing
 - Testing in Response to a Material Change
 - Testing in Response to a Failure
 - Suspension of certification
- Sampling Strategy
- Sample Preparation
- Laboratory Testing Protocol/Qualifications
- Records and Reporting

Key Definition

<u>Paint</u> is a mixture of resins, pigments, fillers, solvents, and other additives that constitute a finished product including varnishes, lacquers, stains, enamels, glazes, primers or coatings used for any purposes.



Launch of Lead Safe Paint Certification

- Stakeholders have reached consensus on a certification standard;
- Program name is "Lead Safe Paint" Certification
- Major paint companies in the Philippines and Sri Lanka are participating;
- Formal launch of program is expected in December 2015.

Steps to Become Certified

- Company pledge (as initial step).
- Company's submit samples for testing to certification body.
- Accredited laboratories test lead content.
- Companies sign license agreement to place a certification mark on their products.
- Ongoing testing of samples from stores or other distribution points.

Brand Certification

A Brand is what is being certified – not a company or a single paint type/color.

"Brand is a trade name or logo or product label design, or a combination of these, employed in marketing a product or a family of products that may include a number of colors or various formulations to cover a range of surface applications for commercially available paints."

Testing Scenarios

- Initial testing to obtain certification (100%).
- Ongoing surveillance of all certified brands:
 - Sampling from distribution points based on production volume
 - Approximately 40/year per brand
- Whenever the certification body is notified of a material change in the formulation of a certified paint product.
- In response to a product that fails test.

Key Responsibilities

- Certification body: This must be an independent organization which has the systems in place needed to assess whether a product meets the requirements of the standard.
- Accreditation body: Ensures that the certification body does its job properly and is needed to 'certify the certifiers'.
- Scheme owner: Owns the standard and certification logo and is in charge of licensing.

Role of Certification Body (CB)

- Maintain integrity and impartiality in all certification activities;
- Make decisions relating to the granting, maintaining, extending, suspending and withdrawing of certification, and performing reevaluation and surveillance;
 - Arranges laboratory testing, evaluates results, and administers certification processes.



Role of Governments in Certification Programs

- Reference to third party certification in regulation with language to prohibit conflicts of interest in certification ("safeguarding against undue influence");
- Develop laboratory accreditation for environmental testing;
- Adopt preferred purchasing programs for certified paint products;

Government Role (continued)

- Certification schemes may be voluntary or mandatory by regulation and could be country specific or international.
- National Standards Bodies can reference Lead Safe Paint Standard.
- Accreditation of certification bodies;
- The certification bodies charged with assessing and certifying conformity could be public or private institutions.

Conclusion

- Certification is an important tool to encourage paint company's to reformulate.
- Certification provides a low-cost mechanism to verify compliance with regulations on lead paint and reinforce mandatory standards.
- Certification can help increase exports/ trade.
- Governments can actively encourage certification for paint products.





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