

# Zero Mercury Mission

## “Get on the batteries with batteries”



**ZERO POLLUTION ALLIANCE**  
**PANAMA, REP. OF PANAMA**  
**MARCH 8TH. , 2010**  
**TOKYO, JAPAN**

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# Introduction



- The Zero Mercury Mission and “Get on the batteries with the batteries” pilot program were approved last year in the first face to face meeting of the Management of product with mercury waste area of the Global Mercury Partnership of the UNEP.
- The Zero Mercury Mission is a civil/Private/public sectors initiative to inform and create conscience about products containing mercury, mercury and health issues and implement ways to manage mercury containing waste.
- The “Get on the batteries with the batteries” campaign started in June 5<sup>th</sup>, 2009 and will be initially run until June 5<sup>th</sup>. 2010.
- Include activities at schools, universities, private sector, local and national governments , general public, traditional and new media at national and regional levels.



# Objectives accomplished (March 2009-2010)



- Recognition from national media, the national environmental agency (ANAM), local governments, the U.N. Global Compact Initiative represented in Panama, the UNEP/ORLAC office, the part of the private sector and some part of the general population.
- 300 + kids and 600 + visitors, 500,000 readers informed about the mercury in consumer products and ways to managed batteries.
- 60+ business executives, 4 national interviews (3 radio & 1 TV), 5 published articles at both newspapers and magazines about the Zero Mercury Alliance and the “Get on the batteries with batteries” programs.
- Internet blog [www.mercuriocero.blogspot.com](http://www.mercuriocero.blogspot.com) up & running.









# Objectives accomplished



- The first 6 batteries' segregation units installed at 2 private companies as part of their Corporate social and environmental responsibility programs and 1 at the UNEP/ORLAC offices.
- The Panama Canal Authority handled us a contract for 2 more and several companies signed to received both the segregation units and the info & art workshop on mercury and mercury related effects on human and environmental health.
- A total of 12-15 segregation units will add up to the initial batteries' segregation system. Representing 25% of the initial target.
- More media outlets are preparing stories about our programs and a documental on mercury and products containing it will be film in coming week for national broadcasting.
- Colombia, Guatemala and Costa Rica private, university & health care sectors, respectively, are interest it in run the program.





# What we had learn (March 2009-2010)



- In a recent survey (not scientific) response to us:
- Did You Know mercury effects on human health and the environment
  - Yes 54% No 46%
- You know which of the following products contains mercury?
  - Thermometers 92%
  - Dry Batteries 69%
  - Fluorescent Lamps 62%
  - Cellular phones 54%
  - Dental Amalgam 46%
  - Watches 38%
  - Computers 38%
  - CFL's 31%
  - Sphygmomanometers 15%
  - Plastic bottles 8%
  - Sodium lamps 8%
  - Other 8%
- The mercury cycle, mercury containing products and waste containing mercury, the mercury effects on human health and the environment are not in the knowledge of the general public.

## What we had learn (March 2009-2010)



- Neither the National Environmental Agency nor the UNEP/ORLAC have immediate plans to address the mercury issues.
- The National Assembly is working in the first law regarding toxic waste management, including mercury, but only at private and public healthcare facilities.
- Both the media and the general public are interest it in these information and schools are very participant in activities relate it to general recycling and toxic product´s waste management.
- Corporate are interest it in free recollection programs and no batteries manufacture or distribution company had shown interest to participate.
- Even Japanese manufacture Panasonic dodged the bullet and avoid any participation in the program, making reference to their green policy and the mercury & cadmium free batteries they manufacture.
- Only responsible companies are shown support because it is online with their environmental policies.



# Next year Plans (March 2010-March 2011)



- Start an aggressive educational program at public and private school to reach at least 1,000 (9-17 years) kids.
- Continue visits to universities to promote zero mercury initiatives.
- Continue to address the mercury issue at congresses, seminars, talk shows, print media and internet, reaching more local and international support.
- Grow the batteries segregation system to 60 units including the National Environmental Agency as a partner.
- Promote laws to regulate the import, distribution and waste management of mercury containing products at consumer and healthcare sectors.

# “Get on the batteries with batteries”

## print campaign material



Las pilas usadas, no se deben tirar a la basura común, son residuos tóxicos que afectan la salud humana y contaminan nuestro medio ambiente.

**Sépalas y deposítalas en los recopiladores para este fin.**



**RECOPILADOR ANARANJADO**

Cuando los productos emiten el mercurio contenido en ellos, éste va al aire, al suelo y a los ríos, arroyos, lagos y a la desembocadura de los ríos y finalmente al mar, convertido en metilmercurio. Este es consumido por los organismos marinos costeros y llegan a nuestro sistema a través del consumo de pescados y mariscos en exceso.

**PROMUEVEN:**



Info: 399-0401 • pilas@recimax.com  
www.mercuriocero.blogspot.com

**PILAS QUE DEBEMOS SEPARAR**

**Pilas tipo botón ▶**

El mercurio tóxico o metilmercurio, es absorbido por algas, peces y mariscos, y entra en nuestro organismo al consumirlos.

**Pilas para equipos inalámbricos**

El metilmercurio es dañino para el cerebro en desarrollo y puede causar problemas de aprendizaje, afecta el cerebro humano, la médula espinal, los riñones y el hígado. También afecta el sentido del gusto, la vista, la habilidad de sentir y de movimiento.

**Pilas comunes ▶ (D, AA, AAA)**

En las mujeres embarazadas el metilmercurio, afecta el desarrollo normal del feto, haciendo que su cerebro y el sistema nervioso no se desarrollen correctamente.

**Pilas recargables**

En los niños y niñas intoxicados se evidencia disminución de la inteligencia, dificultad para leer y una coordinación muscular inadecuada; necesitan más tiempo para desarrollar sus habilidades verbales y motrices.



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## Next year Plans (cont.)



- Eliminate 1 tone of mercury containing products in Panama by June 5, 2010.
- Encapsulate the first batch of batteries and build the first cemented plaza/monument to address the mercury issue in the Latin-American region.
- Produce a BEP document for mercury containing product's reduction & elimination in Spanish and English to distribute via UNEP to the Latin America and Caribbean countries.
- Convert businesses models based on mercury containing products into sustainable business models.
- Promote responsible mercury containing waste management and laws against products containing mercury in Panama as well as the region.
- Promote Mercury free health care facilities in Panama as part of Healthcare without harm, ONG based in USA.
- Convert the first mercury free municipality in Latin America.



# Resources Need it (March 2010-March 2011)



- More informative material, health and environmental data, national inventories, documental edited, published and printed it in Spanish to share on the Latin America and Caribbean region.
- More interest and support from Japanese manufacture companies (Sony, Panasonic, Toshiba, Sanyo, Fuji, Fujitsu, Akai, and their representative companies and distributors in Latin-America and the Caribbean (many of them established their regional headquarters in Panama) to support the program at regional basis. As well of other multinational companies.
- Support from the IFIS and multilateral banks, foreign governments and developing agencies, as well as from UN divisions for funds orient it to prevent and manage waste containing mercury to reach the environment and endanger the public health.
- Financial resources to produce data and information on national and regional basis and for public campaigns to create awareness and critical mass to contribute to cultural and behavioral changes in Latin American and Caribbean societies.
- Next year I will be needing at least US\$ 60,000 to achieve my goals both national and regional.

Thank You very much!!!!  
Muchas Gracias!!!!  
Dankeshen!!!!  
Arigato!!!!



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