

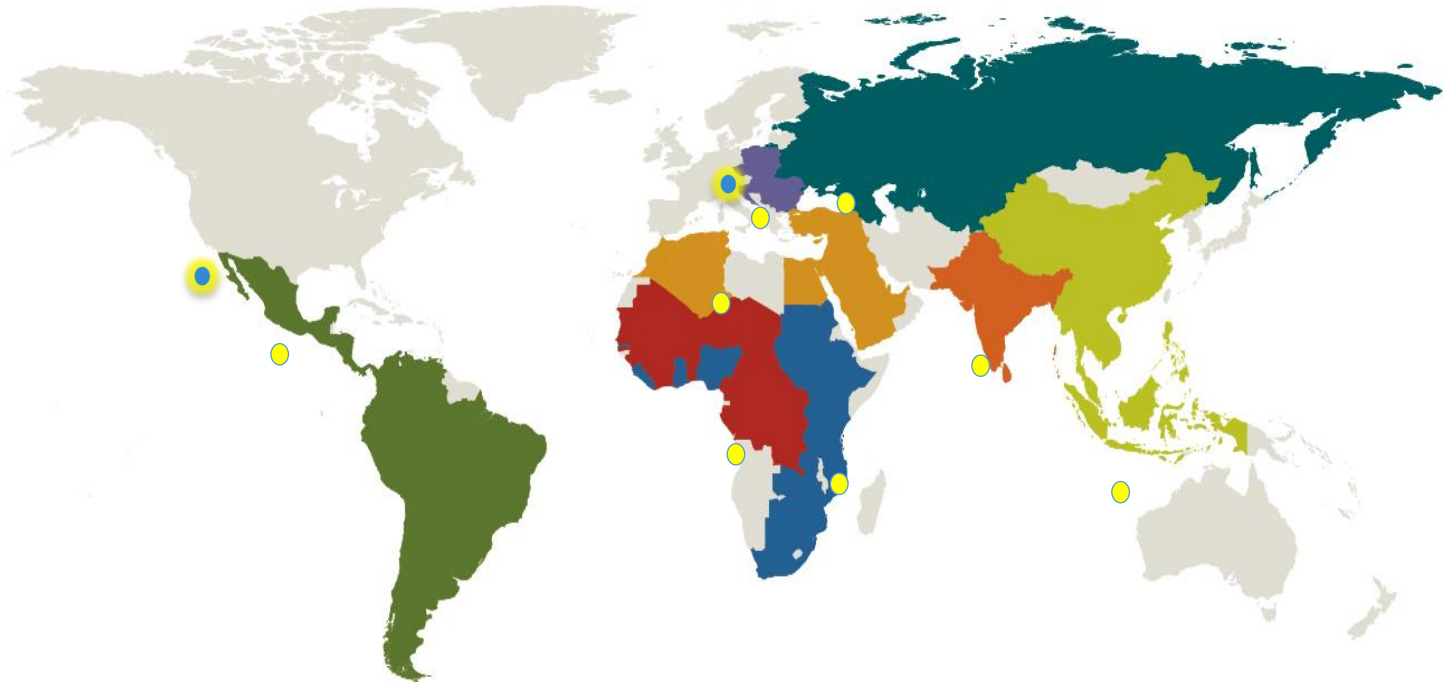


Working with paint manufacturers to phase out lead in paint



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A Global NGO Network



500 NGOs in more than 100 Countries working on

- ✓ **Persistent Organic Pollutants**
- ✓ **Toxic Metals: (e.g. Lead and Mercury)**
- ✓ **Chemical Safety (SAICM)**

Model

Globalizing Local Priorities

Identifying national issues of concern
and linking local constituencies to
the global process



Localizing Global Policies

Securing and leveraging global
policies and resources for on-the-
ground change

Global Campaign

- Launched in 2008
- IPEN paint studies done/ongoing in more than 55 countries
- National activities of varying scope undertaken in more than 45 countries
- In countries where IPEN campaigns have been undertaken, new lead paint standards and regulations have been enacted or pending in 13 countries in Asia, Africa and Latin America

SME Outreach Strategy

Background and approach

- In 2012, IPEN included SME outreach into its national lead paint elimination strategy
- First step: Data on lead in paint as base of discussion with the manufacturers
- Approach: Manufacturers of all sizes, both lead paint producers and non-lead paint producers
- Open dialogue

Aims

- build awareness around the hazard of lead paint
- understanding the process manufacturers must go through to remove lead from their paint production and any obstacles they face
- facilitate ways to overcome any obstacles
- building support for enactment of legally binding limits on lead content of paint

Conversation topics

- why they produce lead paint (or not)
- the hazard of lead exposure to children
- if they would consider reformulating their paints
- if they have access to lead-free raw materials and advice on how to reformulate
- any obstacles they may face
- how to overcome these obstacles

Information Received

Lead paint production

Why?

- lack of knowledge and understanding of the problem
- Old formulas and training not up to date
- Lack of incentive for changing

Incentives for change

- Doing the right thing
- Market pressure
- Regulatory reasons

Obstacles

- Access to advice on reformulation
 - Access to alternatives
 - Price considerations
 - Lead driers: no increased cost (raw material more expensive but less is needed)
 - Red decorative paint: Decrease in cost (70%)
 - Yellow decorative paint: Around 25% increase
 - Orange decorative paint: Around 50% increase
- ⇒ However, these types of paints typically small fraction of total paint production

Successful Approaches

Training approaches

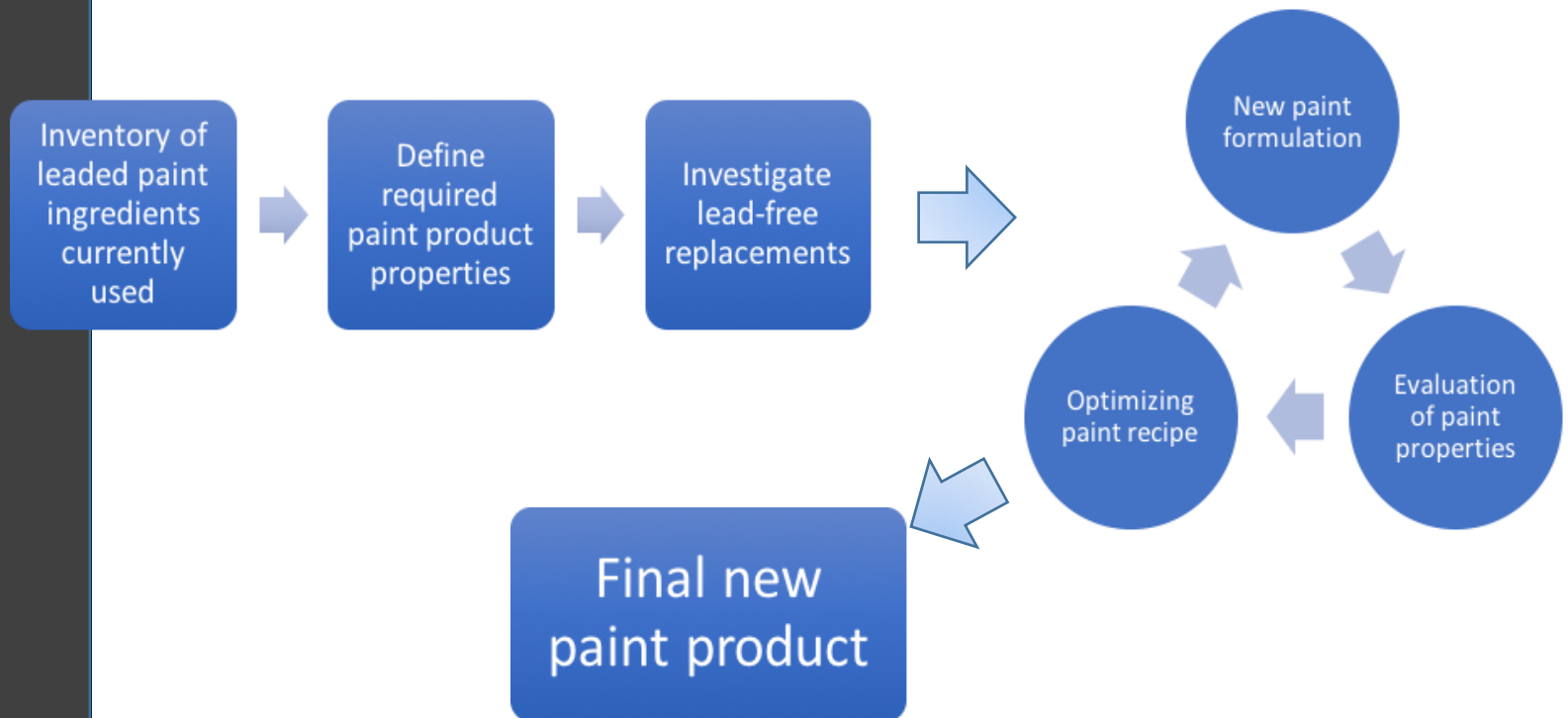
- ⇒ Most manufacturers look for advice tailored for their paints
- Paint Manufacturers Associations conducting trainings
- Lead-free raw material producer conducted trainings with individual manufacturers

Facilitation approaches

- Creating venues for manufacturers and suppliers to meet
- Setting up individual meetings between suppliers of lead-free raw materials and individual manufacturers

Technical Guidelines

Outline of paint production



Possible elements of technical guidelines

1. Check-list for inventory of leaded paint ingredients currently used
2. Paint ingredient properties, i.e. which component provide what property and prioritization of essential properties
3. Lead-free replacements, including strategies for the most cost-effective reformulation process and guidance on how to evaluate lead contamination of raw materials
4. Any process/equipment considerations related to the lead-free raw materials
5. Practical information on how to conduct the trial-and-error development, including when to stop
6. Problem solving of known issues

Status today

Purpose/ type of paint	Guidelines	Comment
Pigment replacement in decorative paint	Yes	Alternatives information also available online from alternative from raw material producers
Drier replacement in decorative paint	Yes	
Road markings	Yes, partly	Pigment guidance available from Clariant
Anti-corrosives	No	
Industrial applications	No	
Automotive paint	No	

Thank you!



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