

**Global Alliance to Eliminate Lead Paint/Lead Paint Alliance (LPA)
Advisory Council Meeting**

Wednesday 6 November 2019, 13:30 – 15:30 Geneva Time

Meeting documents

1. Agenda
2. Item 4.a: Updates on Output 1.1 Policy support and awareness raising generate support for lead phase out
3. Item 4.a: Update on Output 1.2 Policy support and awareness raising generate support for lead phase out
4. Item 4.b: Communication and Outreach

Document 1

Provisional Agenda

- 1. Opening of the meeting (UNEP, WHO)**
- 2. Organizational matters**
 - a) Adoption of the agenda (Chair)
 - b) Organization of work (Chair)
- 3. Review of progress in implementing the Business Plan of the Global Alliance**
 - a) Report out by Advisory Council members on progress under the 4 areas of action of the 2019–2020 Action Plan (Advisory Council members)
 - b) New partners in 2019
 - c) Report of ILPPW 2019 (WHO)
 - d) Status of pending laws
 - i. Updating the WHO Global Health Observatory (WHO)
 - ii. Overview / Global Status Report 2019 (Chair)
- 4. Projects and Activities**
 - a) SAICM GEF project lead paint component
 - i. Overall project progress to date (UNEP)
 - ii. Regional activities (UNEP, WHO)
 - iii. Central and Eastern Europe Sub-Regional workshop (USEPA)
 - iv. SME Support activities (UNEP, IPEN and IPPIC)
 - b) Communication and outreach
 - i. Website and newsletter (UNEP, WHO, EPA)
 - ii. Webinars (USEPA)
- 6. Any other business (All)**
- 7. Closure of the meeting (Chair)**

Document 2

Item 4.a of the provisional agenda

Global best practices on emerging chemical policy issue of concern under SAICM: Component 1: Promoting regulatory and voluntary action by government and industry to phase out lead in paint.

Updates on Output 1.1 Policy support and awareness raising generate support for lead phase out

1. The lead in paint component promotes regulatory and voluntary action by government and industry to phase out lead in paint. The project outcome is for at least 40 countries to legislate and implement legislation on lead paint; and for at least 35 small and medium paint manufacturing enterprises in seven countries to phase out lead from their production processes.
2. Under the guidance of the National Cleaner Production Centre (NCPC) of Serbia, small and medium enterprises (SMEs) are being selected in Peru, Ecuador, Colombia, Jordan, China, Nigeria and Indonesia for industrial pilot tests, using the draft technical guidelines on paint reformulation developed by NCPC Serbia. Launching workshops were organized to engage respective governments and paint industries in the project. NCPC launching workshops took place in:
 - Amman, Jordan; on 31 March -1 April. The launching workshop was organized by NCPC Jordan. The participants included 5 government representatives, 12 industry representatives, 4 academics, 4 NGOs representatives and 2 media envoys.
 - Lima, Peru, on 18-19 June. The launching workshop for the Andean NCOC was hosted by NCPC Peru. The participants included 5 government representatives, 19 industry representatives, 2 academia.
 - Beijing, China, on 17-18 October. The launching workshop was organized by NCPC China. The participants included 4 government representatives, 39 industry representatives, 9 academia

Project executing partner IPEN is tasked to deliver on output 1.1 in Indonesia and Nigeria.

3. Topics covered in the launching workshops are as follows.
 - The health, economic and environmental impacts of lead;
 - Overview of the status of global and national lead paint laws;
 - National lead paint situation;
 - Description of the SAICM GEF project lead in paint component and collaboration between output 1.1 and output 1.2; and
 - Presentation of the draft technical guidelines on paint reformulation.
4. Criteria for selection of SMEs include:
 - Size of the company
 - Production programme
 - Consumption of lead-containing raw materials (pigments, additives, driers)
 - Minimum technical capability for reformulation (basic laboratory equipment for samples preparation and testing)
 - Willingness to cooperate

The following table summarizes the types and numbers of selected SMEs per country.

| Partners | Numbers of SME already selected | Type of SMEs |
|---------------|---------------------------------|--|
| NCPC Jordan | 1 | Medium size comp:120 employees |
| NCPC Peru | 3 | Small Business: 16 employees Medium size comp company: 59 employees Medium size comp company: 100 employees |
| NCPC Ecuador | 3 | Medium size companies |
| NCPC Colombia | 1 | Medium size comp: 120 employees |
| NCPC China | 5 (expressed interest) | Medium size comp: 103 employees Medium size comp: 220 employees Medium size comp: 400 employees Medium size comp: 190 employees Medium size comp 100 employees |

The selection of SMEs has not started yet in Nigeria and Indonesia.

5. Project milestones achieved to date under this output include:

- Generic draft technical guidelines on paint reformulation provided to the NCPCs in March 2019, to be tailored to their national situation.
 - Translation of the draft guidelines in Spanish and Chinese completed.
- Three launching workshops conducted (Peru, Colombia, Ecuador Jordan and China)
- The training to SMEs provided by a technical expert in-person and online.
- Questionnaire for selection SMEs designed and distributed
- Selection of SMEs initiated in Jordan, China, Peru, Colombia and Ecuador.
- Market analysis template, awareness-raising materials, policy advice, support on paint reformulation) provided to China, Peru, Colombia, Ecuador and Jordan
 - Market analysis of Peru and Ecuador done at the end of summer 2019
- Contact with alternative suppliers (BASF and Clariant) and connection with the NCPCs.

6. The technical guidelines are developed to help SMEs address both capacity constraints and technical barriers they might face while undertaking paint reformulation to switch from lead compounds added in paints. Lead and lead compounds that are used in paints are extremely hazardous to human health and the environment. Therefore, SMEs should not use any raw materials containing lead and should seek to ensure low levels of lead. Lead-free paint alternatives should result in reduced overall risks to human health and the environment. To help companies choose less-hazardous alternatives the draft guidelines provide a step-by-step approach toward the substitution process.

The draft technical guidelines start with a short description of the hazardous properties of lead and lead compounds that are used in paint manufacturing.

Then, the chapters related to lead pigments and driers to be substituted contain a general part about lead compounds and specific technical requirements regarding production process, as well as the sections on alternative assessments and paint reformulation.

Properties of alternative pigments for topcoats formulations are also presented. The anticorrosion properties of alternative anticorrosive pigments are compared to lead oxide.

Brief information on colour theory is introduced. To provide orientation on shade functionality, transparency and pigment chroma, a colour comparison of alternatives with PY 34 and PR 104 is featured. Durability, dispersibility, heat stability, gloss retention, availability, economic feasibility and environmental, health and safety properties are compared as well.

The dispersion process and additives for dispersion are also briefly presented, as the colour and properties of the paint depend on it.

The draft technical guidelines provide information on the role and type of driers, as well as alternatives to lead driers.

The document is available [here](#).

7. The progress in output 1.1. could be described as moderate. The draft technical guidelines on paint reformulation was completed in March 2019 (as planned). The document was reviewed by the project executing partners and industry representatives with comments, included in the present draft. Andean NCPCs have translated the draft guidelines to Spanish, NCPC China to Chinese and NCPC Jordan is in in process to translate it in Arabic. (This work is expected to be done by the end of the year).

To assist with the collection of national baseline information and with the paint market survey, NCPC Serbia provided a questionnaire template to the NCPCs to assess paint SMEs. This document also provided criteria for company selection. The template is provided in appendix II. The NCPCs are currently consolidating the answers and are trying to involve more companies to join the pilot project.

In addition, NCPC Serbia shared with the NCPCs a template report for SMEs undertaking lead paint reformulation, that should be filled in during the project. This will guide the NCPCs on how to approach companies to reformulate lead in paint. A filled-in example is provided in Annex III. The NCPC launching workshop provided an opportunity to engage directly with the industry. Discussions about the project were carried on with the SMEs, resulting in more companies interested to join.

At the moment, the response rate from SMEs could be described as low. An administrative delay in signing the agreements resulted in a late start of activities: so far only a few paint SMEs are committed to joining the project. In addition, the NCPCs tend to approach this project as a cleaner production exercise and spent time gathering information about the companies that were not essential. Finally, there is a reluctance from the SMEs to share information about their products and their uses of lead compounds. It is believed that the paint companies did not understand properly the main goals of the paint reformulation and fear to be under additional scrutiny from relevant ministries. To overcome this issue, NCPC Jordan decided to keep Anonyme the name of the companies joining the project.

8. As of October 2019, both SRADev in Nigeria and Balifokus in Indonesia have started reaching out to SMEs to engage them in the project and have received positive feedback and interest from several manufacturers to engage further. In Indonesia, the SMEs have their own Paint Association and Balifokus is in dialogue with them about a collaboration. In Nigeria, it is primarily the larger manufacturers that are part of the Paint Association and SRADev is in dialogue with them about how to reach also smaller manufacturers and facilitate the advice they need to reformulate their paint.

The next steps include:

- IPEN's NGO partners are currently gathering baseline information and we expect SMEs to participate in the project to be selected before end of November

- Workshops are planned in both Nigeria and Indonesia in February to launch the technical guidelines as well as bring key stakeholder together to move forward on lead paint regulations.

9. Challenges encountered by the NCPCs

- Delayed signing of agreements
- Lack of technical expertise in paint industry
- Low response rate from industry
- Industry is reluctant to share information about use of lead compounds

10. Next steps towards the achievement of output 1.1 include:

- Increased efforts in contacting companies to join the pilot test
- Consolidation of the responses from SMEs and commitment letters signed to confirm their participation in the project.
- Selection of at least one lead-containing paint per company to be reformulated.
- Information-sharing with key technical expert about paints to be reformulated.
- Organization of skype calls/webinars with SMEs with the key technical expert to support discussion and facilitate reformulation process.
- Drafting of technical reports on paint reformulation.
- Sharing feedback, best practices and lessons learned about the pilot testing of the draft technical guidelines on paint reformulation with NCPC Serbia during the global face-to-face meeting of the NCPCs
- Finalization of the draft technical guidelines to be presented at the fifth Meeting of the International Conference on Chemicals Management (ICCM 5) in October 2020.

Appendix I: Questionnaire for SMEs

| QUESTION | ANSWER | |
|---|------------------------|-------------------|
| Size of the company – Number of employees | | |
| Production programme – type of paints (i.e. alkyd topcoat/basecoat, epoxy, PVA, ...) | | |
| Total company production capacities (t/year) | | |
| Which raw materials that could contain lead are in use in your company. Please specify trade names and attach MSDS, if possible | Possible Lead compound | Quantity per year |
| | Driers: | |
| | Orange pigments: | |
| | Yellow pigments: | |
| | Green pigments: | |
| Please, specify | | |
| Production equipment | | |
| Laboratory equipment for paint production | | |
| Laboratory equipment for application | | |
| Laboratory equipment for paint testing | | |

Appendix II: Template for Company Report on Lead Paint Reformulation

REPORT

Reformulation of lead paint (product)

Project: Global Environment Facility (GEF) 9771: Global best practices on emerging chemicals policy issues of concern under the Strategic Approach to International Chemicals Management (SAICM)

Component 1 of the project is concerned with the phasing out of lead paint. The project will work with governments to promote lead paint laws and with Small- and Medium-Size Enterprises (SMEs), working to promote the reformulation of lead paint.

Company decided to take part in this project because of

Law enforcement, competition, export, **environmental** issues, social responsibility, other (please specify)

| 1. COMPANY DATA | |
|---|--|
| Company, address, website | |
| Contact person(s), function | |
| Number of employees | |
| 2. PRODUCTION DATA | |
| Installed capacities (t/year) | |
| Production in 2018 (t) | |
| Type of paints currently produced | |
| Type of paints that contain lead | |
| Production of paints that contain lead in 2018 (t) | |
| Consumption of raw materials that contain lead in 2018 (t) | |
| 3. SELECTION OF PRODUCT(S) FOR REFORMULATION | |
| Product trade name | |
| Product type (base, use) | |
| Production of this paint in 2018 (t) | |
| % (weight) of this product production related to lead paint production in 2018 | |
| Product technical specification | |
| Reasons for this product selection | |
| 4. PRODUCT REFORMULATION | |
| 4.1 RAW MATERIAL(S) | |
| Lead compound to be substituted | |
| Content of lead compounds in the formulation of selected product (weight % calculated on total formulation) | |
| Total consumption of this lead compound 2018 (t) | |
| Lead compound technical specification/SDS | |

4.2 ALTERNATIVE(s) ASSESSMENT¹

| | |
|--|--|
| Possible alternatives that were assessed | |
| Selected alternative(s) | |
| Selected alternative(s) technical specifications/SDS | |
| Main reason(s) for selection of this (these) alternative(s) | |
| Potential for implementation of this (these) alternative(s) in other products (number of products and/or tons, if possible) ² | |

Raw material 1:

| Request | Raw material to be substituted | Alternative ³ |
|--|--------------------------------|--------------------------|
| Function | | |
| Production process | | |
| Environmental and human health hazard | | |
| Economic feasibility (assess difference in costs in %, if possible) | | |
| Availability | | |

Raw material 2:

| Request | Raw material to be substituted | Alternative |
|---------------------------------------|--------------------------------|-------------|
| Function | | |
| Production process | | |
| Environmental and human health hazard | | |

¹ PY 34 and PR 104 have to be substituted by more than one pigment. In that case assessment of each pigment should be presented

² For example, if driers are substituted, there is large number of products in which lead free alternative may be implemented without limitation. When PY 34 or PR 104 are substituted choice of alternative depends on requests as it is not possible to use the same alternatives for all paint purposes

³ If company agrees trade name may be used

| | | | |
|---|--|--|--|
| Economic feasibility (assess difference in costs in %, if possible) | | | |
| Availability | | | |

4.3 RESULTS OF PARALEL LAB TESTINGS

| Request (according to technical specifications) | Lead paint | Paint free of lead |
|---|------------|--------------------|
|---|------------|--------------------|

This depends on product. If it is about pigment substitution, comparison of shade should be also presented

| | | |
|-------------------------|--|--|
| Test method and a value | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

4.4 RESULTS OF SCALE-UP

| Request | Lead paint | Paint free of lead |
|---------|------------|--------------------|
| | | |
| | | |

NOTE:

5. CONCLUSION AND NEXT STEPS

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| |
|--|

Document 3

Item 4.a of the provisional agenda

Global best practices on emerging chemical policy issue of concern under the Strategic Approach to International Chemicals Management (SAICM) - Component 1 Promoting regulatory and voluntary action by government and industry to phase out lead in paint.

Update on Output 1.2 Policy support and awareness raising generate support for lead phase out

11. The Lead in Paint component promotes regulatory and voluntary action by government and industry to phase out lead in paint. The project outcome is for at least 40 countries to legislate and implement legislation on lead paint; and for at least 35 small and medium paint manufacturing enterprises, in seven countries, to phase out lead from their production processes.
12. The project aims to contribute to the goal of the Lead Paint Alliance, which is to prevent children's exposure to lead from paint containing lead and to minimize the occupational exposures to lead paint, through catalysing the efforts of diverse stakeholders. More specifically, the project will contribute to enable governments in countries where legal limits are not currently in place to establish and enforce national legal limits on lead paint to achieve the phase-out of the manufacture, import and sale of paint containing lead, as stated in the Alliance Action Plan for 2019-2020.
13. The SAICM GEF project inception workshop took place on 15-16 January 2019 in Geneva. The secretariat of the Strategic Approach to International Chemicals Management (SAICM) is the executing agency.
14. UN Environment Chemicals and Health Branch is the global coordinator of the lead paint component and the project executing partners, known as project advisors, who will assist the countries to adopt lead paint laws include The World Health Organization (WHO), the United States Environmental Protection Agency (US EPA), the International POPs Elimination Network (IPEN), the American Bar Association Rule of Law Initiative (ABA ROLI) and the World Coatings Council (formerly the International Paint and Printing Ink Council, or IPPIC).
15. Letters inviting 77 selected countries based on demonstrated progress or interest in lead paint to join the project and nominate a focal point were sent to both ministries of health and ministries of environment by WHO and UNEP respectively. Sixty-five countries indicated interest in joining the project (see Appendix I) and focal points from Health and Environment Ministries were then invited to participate in the regional workshops.
16. Four regional lead paint workshops took place between the months of March-August 2019, marking initiation of project activities in the regions. The workshops were aimed to:
 - Provide participants with an understanding of why the elimination of lead paint is important;
 - Provide an overview of the goal of the Lead Paint Alliance and how the SAICM Lead Paint project supports this goal;
 - Provide participants with an understanding of key actions to eliminate lead paint and advice available through the SAICM Lead Paint Project;

- Enable country participants to exchange ideas about how to eliminate lead paint in the Asia and the Pacific and West Asia Region; and
- Identify next steps toward lead paint elimination in specific countries.

17. Dates and venue of the regional workshops were

- Central and Eastern Europe: 19-20 March 2019, Almaty, Kazakhstan;
- Latin American & the Caribbean: 12-13 June 2019, Panama City, Panama;
- Africa: 28-29 May 2019, Abidjan, Côte d'Ivoire; and
- Asia Pacific: 21-22 August 2019, Bangkok, Thailand.

18. Workshop participants were mostly nominated government national focal points with some representatives from environment and health, together with industry and civil society representatives, as well as project advisors. Overall, representatives from 57 governments, 34 NGOs and 6 paint producers or associations attended the workshops.

The numbers of participating institutions are broken down by regions and sectors:

| Regional Workshop | Number of Government | Number of NGOs | Number of Industry representatives |
|---|-----------------------------|-----------------------|---|
| Central and Eastern Europe | 12 | 10 | 1 |
| Latin American & the Caribbean | 15 | 5 | 1 |
| Africa | 19 | 12 | 2 |
| Asia Pacific | 11 | 7 | 2 |
| Total | 57 | 34 | 6 |

19. The topics listed below were presented in all regional workshops and grouped into 3 sessions:

- Opening of the workshop and magnitude of the problem
 - Overview of global efforts to eliminate lead paint
 - Information about the SAICM GEF project lead in paint component
 - The health, economic and environmental impacts of lead
 - Summary of lead paint testing in the region
 - Overview of lead paint laws in the region
 - Presentation of the Model Law and the Guidance to Regulate Lead Paint
- How to eliminate lead paint – regulatory actions
 - Regional approaches to regulating lead paint
 - National communication activities to promote lead paint laws
 - The role of civil society to advocate for lead paint laws
 - The Alternatives to lead paint: approaches for SMEs
 - Case studies about collaboration and cooperation with the industry
 - Available advices and mechanisms for the provision of advices
- Successful element of a lead paint elimination strategy
 - Steps to develop a lead paint law
 - Discussion on the next steps and key outcome of the workshop

All presentations are available on the SAICM website at the following address:
<http://www.saicm.org/Implementation/GEFProject/LeadInPaintComponent/Output12/tabid/7975/language/en-US/Default.aspx>

20. The availability of project technical advice through the project advisors (UNEP, WHO, ABA, IPEN, USEPA, and World Coatings Council) was emphasized. UNEP and WHO can support the ministries responsible for regulating lead paint. ABA ROLI, UNEP (including the Law Division), WHO and US EPA can assist with legal review and drafting of lead paint laws. WHO and IPEN can support awareness-raising activities as feasible given their own capacity. Partners can assist in the technical information and stakeholder engagement.
21. At the workshops, global and regional coordination on project delivery were presented and discussed. The outcomes of the regional workshops were meaningful with the following common opportunities, barriers and next steps identified across the four regions.

Opportunities highlighted include:

- Connection with certification bodies and standard institutions;
- Leverage of existing inter-ministerial process;
- Momentum to eliminate lead paint has increased;
- Availability of advice under the project;
- Support from industries and NGOs;
- Existence of political will; and
- Good inter-sectoral communication in some countries.

Barriers identified include:

- Lack of collaboration between key ministries, industries and civil society;
- Competing priority and need to leverage resources;
- Need for baseline data and tools to enforce the limit;
- Issues related to the disposal of stocks;
- Change in the governments; and
- Resistance from paint manufacturers to shift to lead free paint, largely due to costs involved, and to disclose their data.

The common next steps identified are the following:

- Analysis of country situation on lead in paint;
- Involvement of stakeholder consultation in the process of drafting a lead paint law;
- Advocacy and public awareness campaign; Triggering of national level consultative process;
- Support to manufacturer to identify alternative to lead additives; and
- Drafting and adoption of lead paint laws, including through amending existing regulations.

22. Following the regional workshops, the governments were invited to submit a country approach document. This document outlines country status on lead paint, needs, and assistance requested for the country to adopt a lead paint law; a timeline for implementation was also proposed in most country approaches. As of today, 41 country approaches have been submitted to the project executing partners. In addition, several requests for assistance in reviewing draft lead paint laws were received.

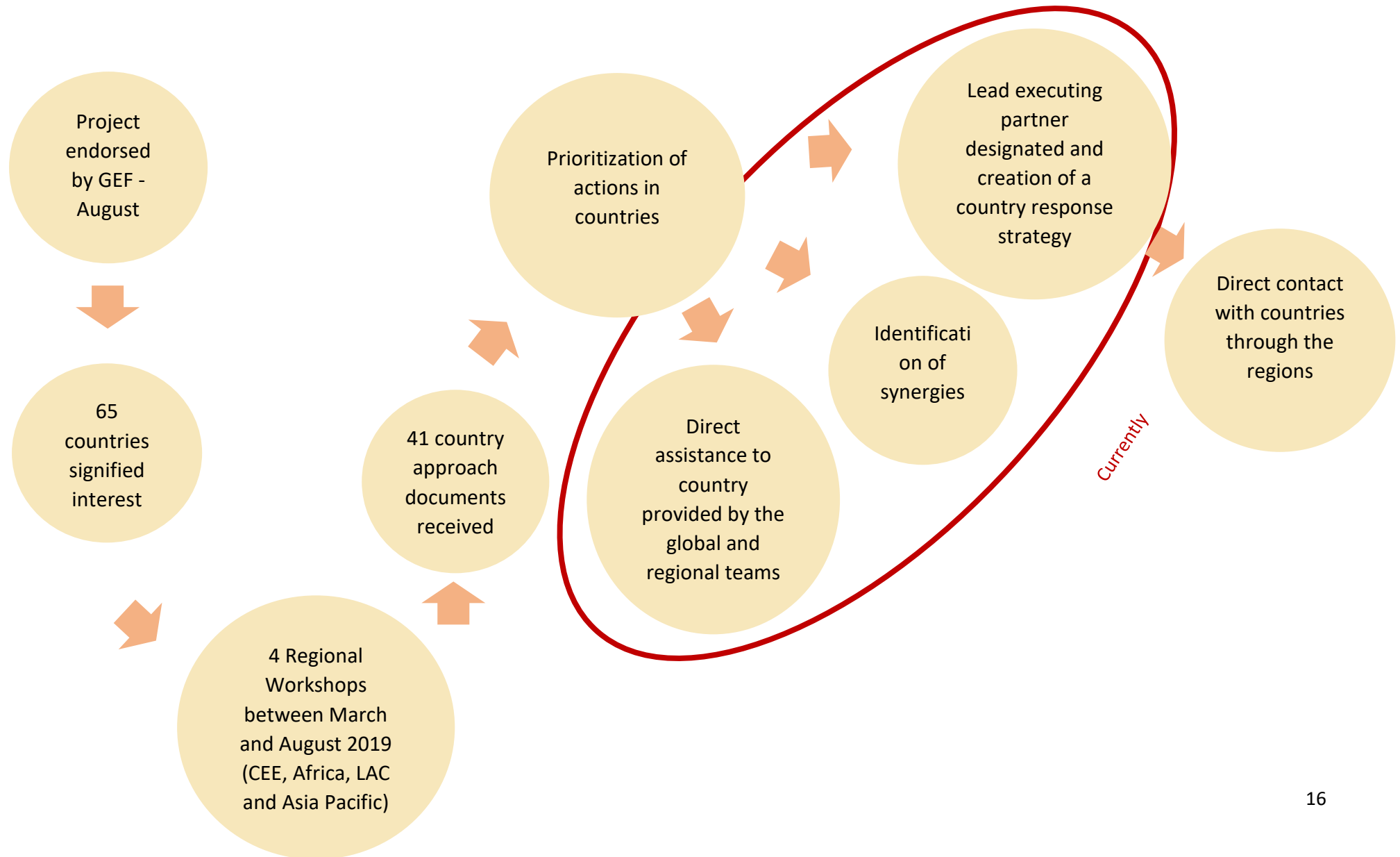
| Region | Central and Eastern Europe | Africa | Latin America and the Caribbean | Asia Pacific |
|--|----------------------------|--------|---------------------------------|--------------|
| Number of country approaches received | 9 | 22 | 6 | 4 |
| Requests for review of draft lead paint law | 1 | 3 | | |

23. The needs expressed in the country approach document include all aspects of requests for legal assistance, from review of a country's current regulations to legal drafting support, including questions on legal aspects. Awareness-raising needs were expressed and focus on identification of targeted audiences, provision of adequate awareness-raising tools and support to organize activities. In addition, some countries requested technical assistance such as testing of lead paint in the market, questions on labelling and compliance and industry support.
24. Based on the country approaches and requests for legal review received and in collaboration with the regional offices of UNEP and WHO, the project global team prioritized countries based on available resources and selection criteria, including submittal of country approach, progress to date on lead paint, engagement in project to date.
25. As of September 26, UNEP (including both the Chemicals and Health Branch and the Regional Offices) was designated the lead in 10 countries, WHO (including both the Headquarters and the Regional Offices), IPEN and the USEPA are each taking the lead in 6 countries each and ABA ROLI is leading in 5 countries.
26. Currently, synergies with other projects, both within and outside UNEP, are being identified to ensure coherence and avoid duplication of effort. Meanwhile, the project global team is providing direct assistance addressing industry's concerns in Belarus, reviewing the Eurasian Economic Union draft technical regulation and reviewing the draft lead paint regulation in Rwanda.
27. At a global level, the next steps include the development of webinars on lead paint sampling and testing, paint reformulation, the Model Law and how to conduct a paint study. All Project advisors will be engaged in their capacities and the involved NCPCs will be asked to support the development of specific content. In addition, small grants for pilot testing the development and implementation of a lead paint law in selected countries are also available, the global team will finalize the criteria for selection in the next month. The steps taken throughout the project are highlighted in the appendix II.

Appendix I: Countries that confirmed their interest in the lead in paint component of the project

1. Antigua and Barbuda
2. Armenia
3. Azerbaijan
4. Belarus
5. Belize
6. Benin
7. Plurinational State of Bolivia
8. Bosnia and Herzegovina
9. Brazil
10. Burkina Faso
11. Burundi
12. Cambodia
13. Cape Verde
14. China
15. Colombia
16. Côte d'Ivoire
17. Ecuador
18. El Salvador
19. Ethiopia
20. Eswatini
21. Fiji
22. Gabon
23. The Gambia
24. Georgia
25. Ghana
26. Guatemala
27. Guinea
28. Guinea-Bissau
29. Haiti
30. Honduras
31. Israel
32. Jamaica
33. Jordan
34. Kazakhstan
35. Kyrgyzstan
36. Lao People's Democratic Republic
37. Lebanon
38. Liberia
39. Madagascar
40. Malaysia
41. Mali
42. Mauritius
43. Mexico
44. Moldova
45. Mongolia
46. Mozambique
47. Niger
48. Nigeria
49. Pakistan
50. Republic of Palau
51. Panama
52. Peru
53. Rwanda
54. Senegal
55. Sierra Leone
56. St. Lucia
57. Tajikistan
58. Suriname
59. Togo
60. Tunisia
61. Uganda
62. Ukraine
63. Uzbekistan
64. Vietnam
65. Zambia

Appendix II: Project Summary and Steps taken



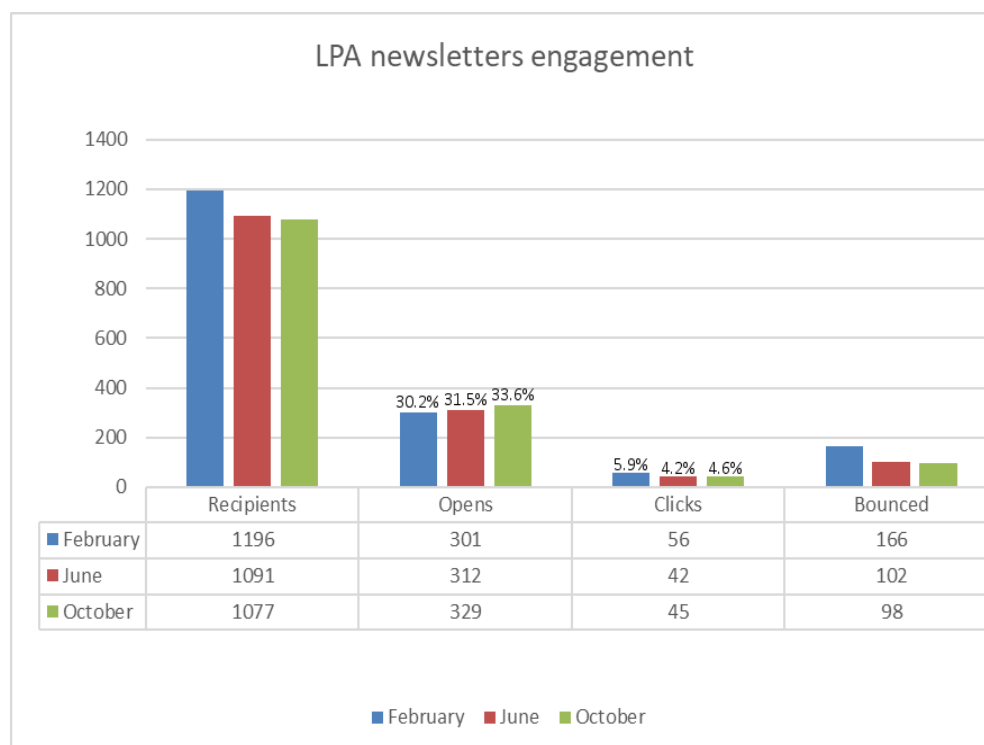
Document 4

Communication and Outreach

I. Newsletter

Since the last Advisory Council meeting in May 2019, two newsletters were sent for the Lead Paint Alliance.

- Full format: Eliminating lead paint matters! - World Environment Day Edition, June 2019 was sent on Tuesday 4th June to 1091 recipients.
- Short blast: Eliminating lead paint matters! International Lead Poisoning Prevention Week Edition, September 2019 was sent on Tuesday 1st October to 1077 recipients.



Open: number of distinct recipients who have open the email

Clicks: number of distinct recipients who have clicked one or more links inside the email

The decrease in the number of recipients comes from the fact that mailchimp removes (unsubscribes) the hard-bounced email addresses. There is a steady increase in the opening and clicking rates, also explained by the fact that the audience is reduced by removing not relevant recipients.

The LPA is having an average rate of opening similar to the industries one

- Government: Opens 15.2% Clicks 0.6 %
- Non-profit: Opens 20.4% Clicks 2.0%

Visitors countries of origin

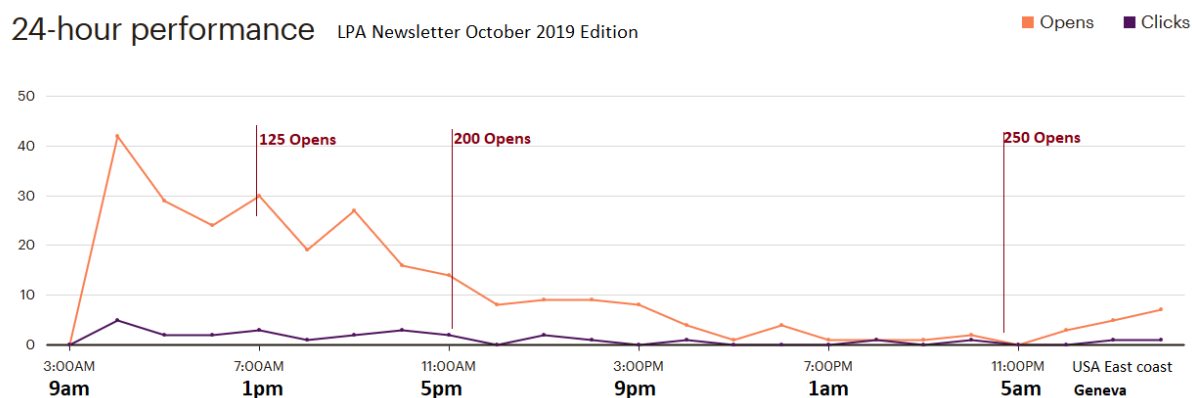
- Always: mainly opened in USA, Switzerland, France, Kenya, UK (the last three countries in alternate order)
- June: Japan, Luxembourg, Canada, Russia, Ukraine
- October: Thailand, Czech Republic, Panama, Russia, Singapore

It is important to note that the LPA newsletter is in English. This could be a factor for people originated from countries in region like Latin America and the Caribbean or Africa not open it.

The October Newsletter was “manually” forwarded to UNEnvironment-Economy-CH-Branch (98 contacts). In future editions, the email address unenvironment-economy-ch-branch@un.org has been added as a subscriber in mailchimp audience so it will be sent directly. If you have any other groups email addresses to add please send them to leadandcadmium@un.org to be added too.

20 new people subscribed to the newsletter since February 2019.

Openings happen mainly within the first day of sending the newsletter, hence it must be well chosen. On the graph below we see that around 200 opens happen within the first 8 hours of the campaign. But openings carry on afterwards. What really show interest and engagement of the audience are the clicks and the fact that people click links after the first day.



Top 5 links clicked

| June edition | Total clicks | Unique clicks |
|---|-----------------------------|--------------------------|
| Global Alliance to Eliminate Lead Paint ACTION PLAN for 2019–2020 (document) https://wedocs.unep.org/bitstream/handle/20.500.11822/28255/LPA2019.pdf?sequence=1&isAllowed=y | 18 (17%) | 12 (15%) |
| World Environment Day 2019 (event) https://www.unenvironment.org/events/un-environment-event/world-environment-day-2019 | 14 (13%) | 10 (13%) |
| Model Law and Guidance for Regulating Lead Paint (publication) https://www.unenvironment.org/resources/publication/model-law-and-guidance-regulating-lead-paint | 12 (11%) | 5 (6%) |

| June edition | Total clicks | Unique clicks |
|--|--------------------|-----------------|
| Global Alliance to Eliminate Lead Paint (page) http://www.unenvironment.org/noleadinpaint | <u>11</u> (10%) | <u>10 (13%)</u> |
| Central and Eastern Europe and Central Asia regional workshop (event) http://www.saicm.org/Implementation/GEFProject/LeadinPaintComponent/Ou tput12/tabid/7975/language/en-US/Default.aspx | <u>10 (9%)</u> | <u>5 (6%)</u> |

| October edition | Total clicks | Unique clicks |
|--|--------------------|-----------------|
| International lead poisoning prevention week of action (page) https://www.who.int/ipcs/lead_campaign/en/ | <u>31</u> (24%) | <u>19 (21%)</u> |
| Campaign resource package (document) https://apps.who.int/iris/bitstream/handle/10665/326646/WHO-CED-PHE-EPE-19.5-eng.pdf | <u>29</u> (23%) | <u>23 (25%)</u> |
| Model Law and Guidance for Regulating Lead Paint (publication) https://www.unenvironment.org/resources/publication/model-law-and-guidance-regulating-lead-paint | <u>9 (7%)</u> | <u>5 (5%)</u> |
| CEE and Central Asia Regional Meeting Supports Governments to Phase Out Lead in Paint (story) http://sdg.iisd.org/news/cee-and-central-asia-regional-meeting-supports-governments-to-phase-out-lead-in-paint/ | <u>8 (6%)</u> | <u>5 (5%)</u> |
| Global Alliance to Eliminate Lead Paint (page) http://www.unenvironment.org/noleadinpaint | <u>8 (6%)</u> | <u>6 (7%)</u> |

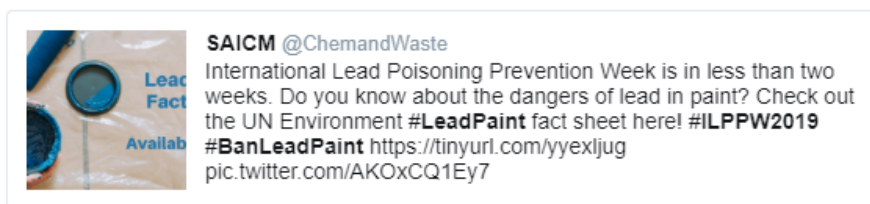
2. Twitter activities

In October, 10 tweets were published on the [SAICM Twitter account](#) (cf. Appendix II from more detailed statistics). Overall the tweets generated the following statistics:

- 7,928 impressions (number of time people saw the tweets)
- 230 engagements (number of time people reacted to it, including clicking on related link)
- 86 likes
- 36 retweets
- 28 link clicks (when people click on the link provided in the tweet)
- 13 media engagements (when people watch the video or open the photo attached)

SAICM twitter account is currently followed by 372 followers.

Appendix I. Tweet posted



Impressions 3,487
times people saw this Tweet on Twitter

Total engagements 58
times people interacted with this Tweet

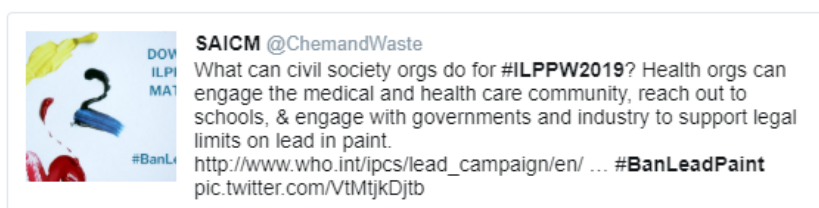
Detail expands 16
times people viewed the details about this Tweet

Profile clicks 11
number of clicks on your name, @handle, or profile photo

Likes 9
times people liked this Tweet

Link clicks 7
clicks on a URL or Card in this Tweet

Retweets 6
times people retweeted this Tweet



Impressions 585
times people saw this Tweet on Twitter

Total engagements 21
times people interacted with this Tweet

Likes 7
times people liked this Tweet

Link clicks 3
clicks on a URL or Card in this Tweet



SAICM @ChemandWaste

#Israel and #Bangladesh adopt legislation to limit lead in paint:
<https://bit.ly/2M2MgE6> <pic.twitter.com/rHBKs2RonA>

Impressions

624

times people saw this Tweet on Twitter

Total engagements

24

times people interacted with this Tweet

Likes

7

times people liked this Tweet

Link clicks

6

clicks on a URL or Card in this Tweet

Retweets

4

times people retweeted this Tweet

Media engagements

2

number of clicks on your media counted across videos, vines, gifs, and images

SAICM @ChemandWaste

Read about the workshop organised by the Global Alliance to Eliminate Lead in Paint,
@WHO, @UNEnvironment and SAICM.
https://twitter.com/IISD_SDGs/status/1182322395547176960 ...

Impressions

481

times people saw this Tweet on Twitter

Total engagements

9

times people interacted with this Tweet

Likes

7

times people liked this Tweet

Retweets

1

times people retweeted this Tweet

SAICM @ChemandWaste

What can industry do for #ILPPW2019? Stop the manufacture, import and sale of lead paint where legal limits are not yet in place, and show commitment to comply with a legal limit where it exists or is being established. <https://bit.ly/1aBmrEL>
#BanLeadPaint pic.twitter.com/K7lJc9u8Ct

Impressions 490
times people saw this Tweet on Twitter

Media views 61
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

Total engagements 10
times people interacted with this Tweet

Likes 4
times people liked this Tweet

Retweets 3
times people retweeted this Tweet

Media engagements 2
number of clicks on your media counted across videos, vines, gifs, and images



SAICM @ChemandWaste

Governments, industry, academia and civil society organizations are collaborating toward the goal of establishing lead paint laws worldwide. Learn more about the Global Alliance to Eliminate Lead Paint:

<https://www.unenvironment.org/noleadpaint> **#BanLeadPaint**
#ILPPW2019 pic.twitter.com/d8qAJwLzJN

Impressions 392
times people saw this Tweet on Twitter

Total engagements 14
times people interacted with this Tweet

Likes 7
times people liked this Tweet

Link clicks 3
clicks on a URL or Card in this Tweet

Retweets 2
times people retweeted this Tweet

Media engagements 1
number of clicks on your media counted across videos, vines, gifs, and images

SAICM @ChemandWaste

Even though most countries have banned leaded gasoline - more than 50% still allow the use of lead paint. International Lead Poisoning Prevention week began on 20th October to tackle this critical issue. It is time to **#BanLeadPaint**. **#ILPPW2019** <https://twitter.com/DrTedros/status/1185954565121859585> ...

| | |
|---|------------|
| Impressions times people saw this Tweet on Twitter | 330 |
| Total engagements times people interacted with this Tweet | 4 |
| Detail expands times people viewed the details about this Tweet | 2 |
| Retweets times people retweeted this Tweet | 1 |
| Likes times people liked this Tweet | 1 |



SAICM @ChemandWaste

It is international lead poisoning prevention week.

A major focus is to eliminate lead paint. There is no safe level of lead exposure, and its role in the development of intellectual disability is of particular concern. <https://bit.ly/2BC01U8> **#ILPPW2019** [pic.twitter.com/Z9Gzol0KxY](https://twitter.com/Z9Gzol0KxY)

| | |
|---|------------|
| Impressions times people saw this Tweet on Twitter | 414 |
| Total engagements times people interacted with this Tweet | 25 |
| Likes times people liked this Tweet | 17 |
| Retweets times people retweeted this Tweet | 7 |
| Media engagements number of clicks on your media counted across videos, vines, gifs, and images | 1 |



SAICM @ChemandWaste

We are more than half-way through International Lead Poisoning Prevention Week. Do you know about the dangers of lead exposure? Check out the UN Environment **#LeadPaint** fact sheet: <https://tinyurl.com/yyexljug> . **#ILPPW2019 #BanLeadPaint**
<pic.twitter.com/HC9MN1k3ta>

Impressions

732

times people saw this Tweet on Twitter

Total engagements

55

times people interacted with this Tweet

Likes

20

times people liked this Tweet

Retweets

10

times people retweeted this Tweet

Link clicks

9

clicks on a URL or Card in this Tweet

Media engagements

7

number of clicks on your media counted across videos, vines, gifs, and images

SAICM @ChemandWaste

Organized by @**UNEP** and @**WHO** through the Global Alliance to Eliminate Lead in Paint, International Lead Poisoning Prevention Week 2019 aims to raise awareness and promote actions to address the human health effects of lead exposure, especially in children. **#ILPPW2019**.
https://twitter.com/UNEP_Europe/status/1187647753767346177 ...

Impressions

393

times people saw this Tweet on Twitter

Total engagements

10

times people interacted with this Tweet

Likes

7

times people liked this Tweet

Retweets

2

times people retweeted this Tweet