

# Asian Lead Paint Elimination Project Partner Newsletter



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## MARKET LEADERS REDUCE LEAD IN PAINT IN SEVEN ASIAN COUNTRIES

When IPEN launched its Asian Lead Paint Elimination Project in mid-2012, a majority of the solvent-based, decorative enamel paints from leading brands analyzed in all seven participating countries contained high lead levels.

By the conclusion of the Project in June 2015, the market-leading brands in all seven countries had eliminated lead from their decorative paints and many smaller manufacturers had as well.

Two Project countries (Nepal and Philippines) established mandatory limits on lead in paint of 90 parts per million (ppm) total lead (dry weight) — as protective as any regulatory control in force anywhere in the world.

The Nepal lead standard requires information on paint

can labels about lead concentrations and a precautionary message about avoiding lead exposure hazards during repainting and building renovation.

The Philippine paint regulation covers both industrial and decorative paints, making it the most rigorous regulation in the world. (It enters into force in 2016 for decorative paints and in 2019 for industrial paint).

Major paint producers in the Philippines also are participating in the world's first, third party, Lead Safe Paint Certification Program — a program developed under the Project that will independently verify and certify that the lead content of their paints is below 90 ppm.

In Sri Lanka, many paint brands did not initially com-



ply with a mandatory lead paint standard enacted just before the Project began and that came into force January 2013. Now 90% of the brands on the market comply with the 600 ppm lead limit.

Proposed mandatory regulations to control lead in paint are in development in the other four countries (India, Indonesia, Thailand and Bangladesh). In each of these countries, high level public officials have indicated support for lead paint regulation, and IPEN expects their formal adoption soon.

## Latest News

### Four New African Lead Paint Studies

IPEN's African Lead Paint Elimination Project will release national reports soon that report on lead levels in decorative paints in four countries: Cameroon, Côte d'Ivoire, Ethiopia and Tanzania.

Though results from the paint analysis differ from country to country, an early review of the results suggests that high levels of lead in paint remain a problem in these four countries.

### International Lead Poisoning Week of Action, 25-31 October 2015

NGOs are encouraged to engage in activities that increase awareness of lead paint hazards to children.

Please see [World Health Organization](http://www.who.int/ipcs/lead_campaign/campaign2015/en/) [http://www.who.int/ipcs/lead\\_campaign/campaign2015/en/](http://www.who.int/ipcs/lead_campaign/campaign2015/en/)

IPEN is making a limited number of small grants for activities. Contact [manny@ipen.org](mailto:manny@ipen.org) for more information



The Asian Lead Paint Elimination Project is a project of [IPEN](http://www.ipen.org) and funded by the European Union.

## ASIAN LEAD PAINT ELIMINATION PROJECT ACHIEVEMENTS

### ***Nepal: One of the Strictest Lead Paint Standards in the World***

Today, Nepal has one of the strictest lead paint standards in the world – a limit of 90 parts per million (ppm). The regulation, which took effect on 20<sup>th</sup> June 2015, also requires information on paint can labels about lead concentrations and a precautionary message about avoiding lead exposure hazards during repainting and building renovation.

- Paint companies with 70% of market share in Nepal are already compliant with the new standard.
- The Department of Education requires all public and private schools to use paints that are compliant with the 90 ppm standard.
- Many paint companies, including the multi-national companies, have endorsed the standard and committed to comply with the standard.
- Government agencies, for example, the Ministry of Health and its departments, as well as a research council, have started investigating blood lead levels in children with the goal of further protection.
- When CEPHED released its 2015 lead paint report, representatives of Berger Paints, Kansai Paints, and the Federation of National Chambers of Commerce and Industries, actively participated in CEPHED's report launching event, supporting the standard and committing to comply with it.



### ***Sri Lanka: 90% of Market Meets Mandatory 600 ppm Standard***

In 2011, CEJ initiated a lawsuit seeking a mandatory lead paint standard. As a result, a new, mandatory, 600 parts per million (ppm) lead standard for enamel paint and floor paint was gazetted on August 2011 and became law on 1 January 2013.

The law also made 90 ppm a mandatory lead standard for emulsion paint and paint used on toys. However, a 2013 CEJ study, conducted immediately after the regulation took effect, found that only half of the country's leading paint brands met the new Sri Lankan standard.

To increase compliance with the new law, CEJ conducted information and training sessions with manufacturers and visited companies individually at their facilities to discuss paint reformulation. That campaign has paid off:

- Paint brands with 90% of market share are now compliant with the 600 ppm mandatory standard, and most would meet a 90 ppm standard – the strictest standard now in force anywhere in the world.
- All paint manufacturers and traders of paints used in the building industry are now required by law to put the total content of lead in paint in mg/ kg on paint containers.
- One major paint company, Multilac, with 20% market share, has agreed to participate in the third-party Lead Safe Paint Certification program to independently verify its lead content claims.





### **Philippines: A World Class Lead Paint Regulation & the World's First, Lead Safe Paint Certification Program**

The Philippines has one of the strongest lead paint regulations in the world. Adopted in 2013, the Chemical Control Order prohibits the use of lead in paints in excess of 90 parts per million (ppm) and restricts lead in other products. The CCO applies to industrial as well as decorative paints, and it imposes a ban on the use of lead in the production of toys, school supplies, cosmetics, food and drink packaging, water pipes and fuel additives.

In addition, Philippines' major paint producers are participating in the world's first, third party, Lead Safe Paint Certification Program – a program established under the Project that will independently verify and certify that the total lead is below 90 ppm

Other achievements include:

- Lead in paints in excess of 90 parts per million (ppm) is prohibited in both industrial and decorative paints.
- Lead is banned in the production of toys, school supplies, cosmetics, food and drink packaging, water pipes and fuel additives.
- Paint cans must carry labels with warnings that lead dust is hazardous for children, pregnant women and the elderly people.
- Paint companies with majority market share no longer produce paints with more than 90 ppm lead.
- De La Salle University – Dasmariñas through its Environmental Resource Management Center adopted a procurement policy stating that “paints should be lead-safe certified.”
- The EcoWaste Coalition published the first Filipino children's storybook on lead poisoning prevention entitled “Ang Makulay na Bahay” (The Colorful House) .

### **India: Market Leaders Have Reduced Lead in Paint; Third Party Certification Program Developed**

Many people were surprised when studies conducted by the Indian NGO Toxics Link (TL) in 2007, 2008, 2009, and 2011 revealed that paints sold in India and many other countries continued to have extremely high levels of lead, despite bans for nearly forty years in most industrialized countries.

TL's studies drew international attention to the problem of lead in paint, and played an important role in the establishment of the Global Alliance to Eliminate Lead in Paint (GAELP), an initiative of the World Health Organization and United Nations Environment Programme,

TLs campaign to eliminate lead in paint in India has also had real results:

- Major paint companies with 70% market share sell no decorative paints with more than 90 parts per million (ppm) lead.
- The Bureau of Indian Standards' voluntary standard for lead in paint was reduced from 1,000 ppm to 90 ppm.
- A third party paint certification program has been established in a collaboration between Quality Council of India and Toxics Link
- The planning commission has included mandatory use of lead-free pigments and coatings in its five-year plan.
- The Ministry of Health and the Ministry of Environment, Forest and Climate Change have indicated their support for mandatory standards
- The Indian Paint Association, India's largest paint association, publicly supports mandatory standards.



## ASIAN LEAD PAINT ELIMINATION PROJECT PARTNER NEWSLETTER

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#### ***Indonesia: A New Voluntary Standard with an Opportunity for Mandatory Regulation in Two Years***

In November 2014, the Indonesian standards agency, Badan Standardisasi Nasional (BSN) Indonesia, proposed a new voluntary SNI (Standar Nasional Indonesia) establishing a maximum limit of 600 ppm lead content for decorative paints manufactured and sold in Indonesia.

Although this new standard has not yet (September 2015) been officially released, the voluntary standard, once it is adopted, could become the first step toward a mandatory standard. In Indonesia, voluntary standards can be considered for mandatory regulation after two years. Other positive developments include:

- In 2013, only one market leading company was compliant with a 600 ppm standard. In 2015 two more market leading companies were compliant.
- The Ministry of Industry's Directorate of Industry Basis and Manufacturing has indicated that it welcomes Bali-Fokus' advocacy for a mandatory standard and that it will follow up the voluntary standard with a mandatory regulation to achieve its target/goal to phase out harmful chemicals by 2020.
- The Ministry of Environment and Forestry has indicated it sees lead paint elimination as a "quick-win" under the Indonesia's 10YP Sustainable Consumption and Production (SCP) program.
- A government procurement policy agency has agreed to include lead-free paint criteria in public procurement requirements and to further support through its Sustainable Public Procurement Program.



#### ***Thailand: Commitment to a Mandatory 100 ppm Lead Paint Standard***

In 2009, EARTH released a study of paints sold in Thailand, which revealed that nearly 80% of the analyzed enamel decorative paints exceeded Thailand's voluntary standard of 600 ppm. Half of these paints contained lead levels in excess of 10,000 ppm. An aggressive campaign by EARTH to reduce lead in paint and establish mandatory lead paint standards has resulted in significant progress.

- In 2015, the Director of the Ministry of Industry made an official commitment to issue a mandatory 100 ppm enamel paint regulation.
- In 2013, the Thai Cabinet issued a resolution in favor of making voluntary standards for lead content in oil-based (enamel) household paints mandatory. The resolution also advised public schools to require the use of paint with lead levels below 90 ppm.
- A draft labeling regulation for lead-containing paint products has been approved by a sub-committee of the Consumer Protection Board and is pending final approval. It would require labels to say "Lead is dangerous for brain and red blood cells. Prohibited for use in homes or buildings."
- High ranking officials from both the Ministry of Health and the Ministry of Industry attended a 2014 International Lead Poisoning Prevention event organized by EARTH – the first time these ministries have both attended such an event.
- Beginning in 2013, some local governments began to issue legally-binding municipal notices requiring that publicly-funded child-care centers purchase only paints that comply with lead content standards.



## **Bangladesh: Major Producers Below 90 ppm; Mandatory Standard Expected Soon**

Though the Bangladesh government has not yet established a mandatory standard and the 2015 study shows that a number of paint companies have reduced lead levels in their paint. Other promising developments that suggest regulation is coming soon:

- Paint companies comprising nearly 90% of the paint market now sell paint with lead levels below 600 ppm; paint brands representing 85% of market share contain paint with lead levels below 90 ppm.
- All relevant government ministries have discussed and reviewed Draft Guidelines for a 50 ppm Lead Paint Standard and complete lead paint elimination.
- In 2015, the Director General of Bangladesh Standards and Testing Institution (BSTI) told ESDO in a meeting that it would enforce 50 ppm mandatory standard for lead in household enamel paints.
- The General Secretary of the Bangladesh Paint Manufacturers has said publicly that “manufacturers have agreed to eliminate the use of lead in paints by 2016 and set up the immediate standard of 50 ppm by 2015.”
- The Ministry of Environment and Forest has indicated support for a lead in paint phase-out.
- The Minister of Primary Mass Education has informally said it would enact a Government Order to ban the further use of leaded paint in all primary schools in Bangladesh; a formal announcement is now awaited.



## **PROGRESS IN REDUCING LEAD CONTENT IN PAINT SINCE 2013 MORE STILL NEEDS TO BE DONE**

Asian Lead Paint Elimination Project NGO partners published national reports in 2015 summarizing the status of lead paint elimination in each country. The reports included the results of a new analysis of paint samples — mostly from smaller paint companies — that were found to have high lead levels in 2013.

Overall, the reports confirmed that the majority of market leaders in each country have eliminated lead in decorative paints and are producing paints within recognized national standards of 90 parts per million (ppm) and 600 ppm lead.

However, the reports also show the need for continued work with governments and paint manufacturers to reduce lead in paint. Though many small companies have reduced the lead in their product lines over the last three years, decorative paints with high levels of lead produced by these manufacturers continue to be widely available.

And paints with alarming levels of lead in paint — above 10,000 ppm — persist in every country.

Smaller companies often don't have the resources, experience or technical expertise to shift to lead safe products on their own. Because they are not producing large quantities of paint, they may also lack access to vendors that offer lead free ingredients and that would help them reformulate.

New lead standards now in force in Nepal, Sri Lanka and the Philippines, along with regulation currently under consideration in Bangladesh, Indonesia, Thailand and India is helping to stimulate the market forces that can drive change. And greater consumer awareness — another product of the Project — is forcing even small companies to consider the switch to lead safe products.

Nevertheless, reports in all seven countries make it clear that complete elimination of lead in paint continues to require three critical actions: 1) regulation and independent monitoring for lead in paint; 2) greater consumer awareness of health hazards due to lead paint exposure; 3) voluntary advocacy shift to lead safe products by the paint industry.



**IPEN Asian Lead Paint Elimination Project Partners**

**Bangladesh**

[Environment and Social Development Organization](#)



**India**

[Toxics Link](#)



**Indonesia**

[Balifokus](#)



**Nepal**

[Center for Public Health and Environmental Development \(CEPHED\)](#)



**Philippines**

**EcoWaste Coalition**

[EcoWaste Coalition](#)

**Sri Lanka**

[Center for Environmental Justice \(CEJ\)](#)



**Thailand**

Ecological Alert and Recovery Thailand — EARTH



**IPEN Asian Lead Paint Elimination Project**

The Asian Lead Paint Elimination Project has been established to eliminate lead in paint and raise widespread awareness among business entrepreneurs and consumers about the adverse human health impacts of lead-based decorative paints, particularly on the health of children under six years old.

The project is being implemented by IPEN over a period of three years in seven countries (Bangladesh, India, Indonesia, Nepal, Philippines, Sri Lanka, and Thailand) with a total EU funding of EUR 1.4 million.

The project includes

- Periodic analyses of lead content in household paints
- Information for small and medium paint manufacturer, dealers, and retailers to help them to shift from lead-based to no-added lead paints
- Third party certification and labeling that includes information on lead
- Help to government institutions to enact a lead paint standard
- Awareness raising programs about lead paint and its impact, especially on children’s health and the environment.



The Asia Lead Paint Elimination Project is a project of IPEN. IPEN is an international organization promoting safe chemical policies and practices that protect human health and the environment.



This project is funded by the European Union.

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development, while maintaining cultural diversity, tolerance and individual freedom. The European Union is committed to sharing its achievements and its values with countries and people beyond its borders.