

GLOBAL ALLIANCE TO ELIMINATE LEAD PAINT *BUSINESS PLAN*



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World Health
Organization


Global Alliance to Eliminate Lead Paint: Business Plan
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GLOBAL ALLIANCE TO ELIMINATE LEAD PAINT BUSINESS PLAN

I. INTRODUCTION

1. This Business Plan for the work of the Global Alliance to Eliminate Lead Paint has been developed in response to resolution II/4/B adopted by the second session of the International Conference on Chemicals Management (ICCM) in 2009. It provides a road map describing the strategies, milestones and means of achieving the goals and overall objective of the Global Alliance to Eliminate Lead Paint ('the Global Alliance'). It is addressed to all persons and organizations interested in contributing to the work of the Alliance.
2. Resolution II/4 of the International Conference on Chemicals Management recognises the need for attention to be given to issues relating to the sound management of chemicals that may not have been generally recognized or sufficiently addressed. In that context resolution II/4/B focuses attention on "lead in paint" as an emerging policy issue and:
 - (a) Endorses the establishment of a global partnership to phase out lead in paint, as a contribution to, among others, the call by the 2002 World Summit on Sustainable Development for the phase-out of lead in paint;
 - (b) Invites all interested stakeholders to become members of the global partnership and, where appropriate, commit themselves to contributing financial or in-kind resources;
 - (c) Requests the partnership develop a business plan giving clear milestones for progress in a global phase-out of lead in paint in a number of key areas, and to report back to the International Conference at its third meeting.
3. The Global Alliance held its first organizational meeting in Geneva from 26 to 28 May 2010 and was established following the completion of operational arrangements in 2011.

II. GOALS AND OBJECTIVES OF THE GLOBAL ALLIANCE

4. The primary goal of the Alliance is to prevent children's exposure to paints containing lead and to minimize occupational exposures to lead paint. In this context, the Alliance is committed to efforts that support primary prevention, seeking to reduce or eliminate the conditions that give rise to environmental lead exposure before such exposures can occur. Its broad objective is to achieve the phase-out of the manufacture and sale of paints containing lead and to eventually eliminate the risks that such paints pose.
5. The specific objectives of the Global Alliance are:
 - (a) To raise the awareness of government authorities and regulators, the private sector, manufacturers, consumers, workers, trade unions and health-care providers about the toxicity of lead in paints and the availability of technically superior and safer alternatives;
 - (b) To catalyse the design and implementation of appropriate prevention-based programmes to reduce and eliminate risks from the use of lead paints and products coated with lead paints;
 - (c) To help identify paint manufacturers and formulators that continue to produce and market paints containing lead so as to foster actions to phase out lead from their products;
 - (d) To promote the establishment of appropriate national regulatory frameworks to stop the manufacture, import, export, sale and use of lead paints and products coated with lead paints;
 - (e) As appropriate, to promote international third-party certification of new paint products to help consumers to recognize paint and coatings without added lead; and
 - (f) To share guidance and promote assistance to identify and reduce potential lead exposure in and around housing, childcare facilities and schools in which paint containing lead and paint dust is present and in industrial facilities producing or using paint containing lead to reduce workers' lead exposure.

6. The definition of 'lead paint' for the purposes of the Global Alliance is set out in the footnote below.¹ Broadly speaking, the term 'paint' includes varnishes, lacquers, stains, enamels, glazes, primers or coatings used for any purposes. Paint is typically a mixture of resins, pigments, fillers, solvents, and other additives. Lead is added to paint in the form of lead compounds but can also be present as a contaminant from other paint ingredients. Efforts are therefore needed to keep the total lead content as low as possible.
7. Paints containing lead pose risks both in their application phase (as new paint) and once applied, giving rise to legacy issues that extend beyond the lifetime of the painted surfaces due to chipping and deterioration or demolition of the painted surface. Health risks can therefore increase greatly during renovation and re-painting activities which involve surfaces that have previously been painted with lead paint. It is a particular concern that the continued use of decorative paints containing lead may still be found on toys and other products used by (or accessible) to children. The elimination of lead paint applied to surfaces in and around the home and schools (i.e. furniture, walls, doors and other structures) is therefore a priority focus for the efforts of the Global Alliance.



¹ The term "paint" includes: varnishes, lacquers, stains, enamels, glazes, primers or coatings used for any purposes. Paint is typically a mixture of resins, pigments, fillers, solvents, and other additives.

"Lead paint" is paint to which one or more lead compounds have been added. Lead compounds that are typically added to paint include, but are not limited to: Lead monoxide, Lead octanoate, Lead chromate, Lead 2-ethylhexanoate, Lead sulfate, Lead oxide, Leadmolybdate, Lead nitrate, Lead sulfo-chromate yellow, Lead naphthenate, Lead chromatemolybdate sulfate red, Lead peroxide, Lead carbonate (white lead), Lead chromate oxide and Tri lead - bis (carbonate) - dihydroxide¹. The total lead concentration is defined on a weight percentage of the total non-volatile portion of the product or in the weight of the dried paint film. Lead compounds may also be present in paint as a contaminant from other paint ingredients. Efforts should be made to keep the total lead content in paints as low as possible. Current data from a number of countries suggests that lead levels in many decorative paints, are less than 90 ppm and often below 45 ppm.

III. THE BUSINESS CASE

8. The case for elimination of lead paint and for effective measures for dealing with legacy issues of painted surfaces are compelling for all sectors of society, whether governmental, the private sector, or civil society² for a number of reasons:
- (a) **Human health.** Lead is a toxic metal and no safe exposure level has been identified for children. Lead can cause serious impacts on human health, including permanent brain and nervous system damage, problems with kidney function, and blood and reproductive damage. Children under 6 years of age, and pregnant women (whose developing fetus can be exposed) are especially vulnerable.
 - (b) **Economic.** There are both direct and indirect economic costs resulting from the use of lead paint. These include health care costs and productivity losses. The World Health Organization (WHO) has estimated that lead is responsible for 0.6% of the global burden of disease, with some 600,000 new cases of children with intellectual disability arising every year. By contrast, the economic cost of eliminating the use of lead in many paints is known to be low, with a number of manufacturers already successfully reformulating products that avoid the intentional addition of lead.
 - (c) **Environmental.** Lead is a highly stable (i.e. long-lived) naturally occurring element that is toxic to plants, animals and micro-organisms. It bio-accumulates in most organisms with environmental exposures occurring through multiple sources and pathways. The removal of lead from gasoline has produced dramatic reductions in airborne emissions and associated exposures and public health impacts. In contrast, the continued use of lead in paint remains an unaddressed source of exposure in many parts of the world.
 - (d) **Commercial.** Paints with no added lead have been on the market for many years and have demonstrated their suitability as commercial alternatives. Paint manufacturers and users can ensure their continued access to markets where lead paint is restricted and reduce potential commercial risks (including health risks to workers and customers, compliance and liability claims, and reputational damage) by producing paints with no added lead compounds.

² For the purposes of the Business Plan, the term 'civil society' includes workers' organisations, professional health care providers and associations, academic and non-government advocacy organisations.



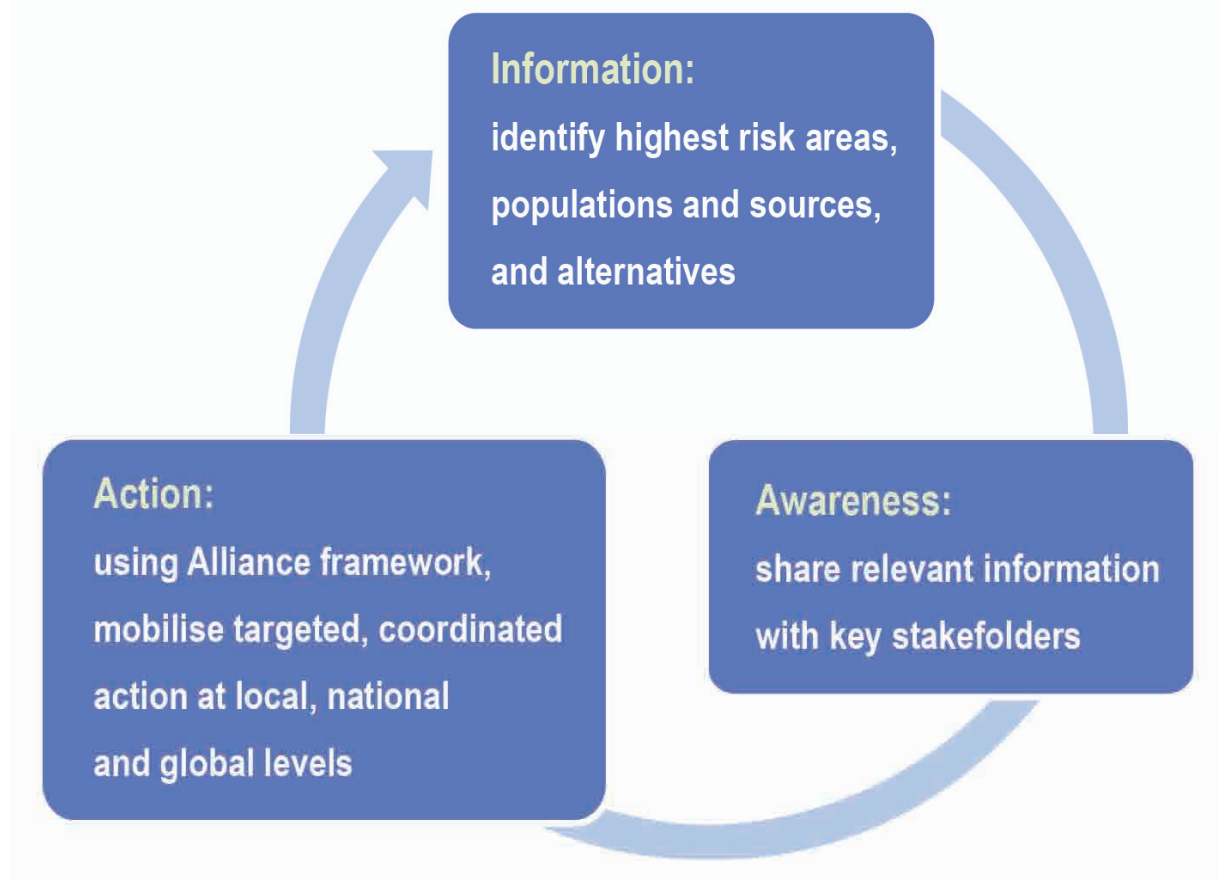
- (e) **Regulatory.** The use of lead paint has already been effectively controlled by regulations in several countries. Measurable reductions in blood-lead levels in children and the wider population have been recorded following the elimination of added lead from gasoline, which was also subject to concerted international focus and national regulation. At the intergovernmental level, there have been several high level calls for the phase out of lead-based paints.³
9. Despite that fact that the risks of lead exposure are clearly recognized there are three issues that remain of international concern:
- (a) **Rising production and use of paints and coatings.** The paint and coatings industry is an increasing global business with an estimated annual value of production and sales of 85 billion United States dollars. The growth of the paints and coatings industry is closely associated the economic development of countries and therefore unless the practice of using paints with added lead is eliminated the risks of lead exposure will also increase. Paints that are not formulated with lead compounds with similar colours, performance and commercial value are available.
- (b) **Limited information.** There is little known about what paints contain lead and in what concentrations as in many countries, products are not always clearly labelled. This makes it difficult for governments, paint manufacturers, architects, workers, health care providers, public health officials, environmentalists and consumers to take appropriate action to reduce exposure risks, such as by using safer alternatives.
- (c) **Lack of awareness:** There is also a low level of awareness in many countries and populations about the potential health and environmental risks of lead paint. Combined with the limited information about why lead paint continues to be used it can be difficult to identify individuals and populations at risk, and for stakeholders to mobilize political and consumer support for appropriate actions.

³ World Summit on Sustainable Development, Plan of Implementation, paragraph 57 ; Strategic Approach to International Chemical Management SAICM (2006); International Conference on Chemicals Management (ICCM 2), Resolution II/4 B (2009).

IV. BUSINESS STRATEGY

10. The underlying analysis of the business strategy is that gaps exist at two main levels: (1) gaps in information (e.g. the availability and accessibility of information about paints on the market that still contain added lead), and (2) gaps in stakeholder awareness (e.g. about risks and alternatives and actions that have been successfully undertaken). The essence of the Global Alliance business strategy is to address these issues in the following manner.

Figure 1: The Global Alliance business strategy of information, awareness and action.



- (a) **Information.** To compile, complete and maintain a global set of information in relation to workers), the adverse populations and to the s is essential to ensure iation to be monitored

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