Phase out Lead in paint in Tunisia
Paints contain:

- **Pigment(s)** - prime pigments to impart colour and opacity
- **Binder (Resin)** - often referred to as resin, forming a matrix to hold the pigment in place
- **Extender** - larger pigment particles added to improve adhesion, strengthen the film and save binder
- **Solvent** - either an organic solvent or water is used to reduce the viscosity of the paint for better application.
- **Additives** - used to modify the properties of the liquid paint or dry film
- Lead can also be unintentionally added through contaminated paint raw materials

Lead added unintentionally
Campaign in Tunisia

This is the first time that data on the lead content of Enamel Decorative paints for sale in Tunisia have been collected and released to the public.

30 samples of 16 different brands from market

Protocole to prepare samples for analysis

Lab analysis
<table>
<thead>
<tr>
<th>Nombre d'échantillons</th>
<th>Moyenne (ppm)</th>
<th>%&gt;90 ppm</th>
<th>%&gt;600 ppm</th>
<th>%&gt; 10,000 ppm</th>
<th>Maximum ppm</th>
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<td>33</td>
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<td>0</td>
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<tr>
<td>1(rouge)</td>
<td>910</td>
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<td>100</td>
<td>0</td>
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<td>100</td>
<td>100</td>
<td>79.000</td>
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<tr>
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<td>12.400</td>
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<td>100</td>
<td>67</td>
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<td>25</td>
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<td>0</td>
<td>25</td>
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<tr>
<td>1(bleue)</td>
<td>870</td>
<td>100</td>
<td>100</td>
<td>0</td>
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<tr>
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<td>170.000</td>
</tr>
<tr>
<td>1(jaune)</td>
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<td>100</td>
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<tr>
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<tr>
<td>1(vert)</td>
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<td>100</td>
<td>100</td>
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<td>35.000</td>
</tr>
<tr>
<td>1(vert)</td>
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<td>100</td>
<td>100</td>
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<td>17.600</td>
<td>70</td>
<td>57</td>
<td>27</td>
<td>170.000</td>
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</table>
A Market Based Approach to Lead Safe Paints
3-5 Year National Campaign

- Major brands shift to away from lead products to protect brand image
- Government starts regulatory process
- SMEs begin switching
- 3rd party certification schemes adopted

- Major Brand Awareness
- Public Allies Support
- Media & Consumer Awareness
- Paint testing and market data collection

Switch Med
Lead in paint conscience and moving forward.
Economic operators from industrial paint sector
Decision-makers from different Ministries
Research centers and universities
B2B dialogue
Media

- www.lapresse.tn/index.php?option=com_societe&task=article&id=138339
Results

Main results:

• Minister of Environment ordered to work on proposal for law to eliminate lead in paint

• Technical guide line
Reactions from paint manufacturers

- Support from Tunisia Industry Association
  - Raising awareness of the syndicate and they have expressed all their support

- Work with individual manufacturers

- Support for regulations
  - from both Ministries of Health and Environment
Obstacles to removing lead

• Access to advice on reformulation
• Lab access
• Access to alternatives
• Price considerations

Is it always more expensive to produce paint without added lead?
- No!

1. Cost of raw materials
2. Time for developing new formulation
3. Cost of new formulation vs
   – Total paint production
   – Profit margin
   – Workers protection
   – Hazardous waste handling
   – Societal costs
How to phase out lead in paint

Health and Environmental costs

Law on lead in paint increases competitiveness and creates markets outside the country
Lead paint laws provides a level playing field for all manufacturers
Promotion of safe alternatives from Ministry of Health and Ministry of Industry and their subsidiaries institutions
Cost example from one manufacturer

• 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
Key lessons learned from Tunisia

• IPEN created the changes through AEEFG about lead by starting analysis with scientific bases and serious results
• Good communication with arguments will lead to good changes on the ground
• Building very good national relationships with key person from government that pushed for a national survey and analysis (ANCSEP)
• Very good interactions and exchanges with Ministry of Environment as IPEN/AEEFG provided example of law (SAICM focal point)
• Extention of the activities on lead at the regional level with SwitchMed with very good success and impacts
إذاً التكلفة السنوية للتعرض للرصاص تمكن من بناء وتجهيز 68.000 فصل دراسي كامل منظمة الصحة العالمية

MINISTRY OF EDUCATION

IPEN
A toxics-free future

LEAD SAFE KIDS
Protect Children: Eliminate Lead Paint