ALTERNATIVES TO LEAD PAINT: APPROACHES FOR SMEs

Marcos Alegre. Grupo GEA

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Non gubernamental organization founded in 1992. Grupo GEA has been operating for 26 years.

National Cleaner Production Center (NCPC) since 2007

We are accelerators of change for a circular economy.

Business units:

**Sustainable industries:**
- Circular economy and green industry
- Efficiency and cleaner production
- Corporate social responsibility
- Green finance tools

**Sustainable Cities and Communities**
- Strategic planning
- Waste management
- Water and sanitation
- Sustainable tourism
Environmental sound chemical management and SMEs

- Toolkit for sound management of chemicals.
- Mission of Paint expert to identify challenges on lead paints.
- NCPC becomes partner of the Global Alliance to Eliminate Lead Paint.

- Technical Assistance
- Training in IAMC Toolkit for industries.
- Case Studies

Monitoring and collection of lessons learned in 20 companies.

Lead in Paint Project (Pe-Ec-Co)
CASES IN PAINT SECTOR

1. Reformulation of marine paint to eliminate TBTO

2. Sound technology for removal and application of traffic paint

3. Product-service business model for paint selling and application

4. Reduce lead paint in SMEs
Baseline of Paint Sector in Peru

• 145 companies. Micro: 51.7%, SMEs 45.5% and big 2.8%.

• Three large companies account for 72.3% of the national market share: Qroma, Anypsa and Pintura Aurora.

➢ 50% sell to the government (sample of 25 companies)

<table>
<thead>
<tr>
<th>Type of paint</th>
<th>Number of Company</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decorative Paints</td>
<td>65</td>
<td>44.8</td>
</tr>
<tr>
<td>Industrial Paints</td>
<td>49</td>
<td>33.8</td>
</tr>
<tr>
<td>Coatings</td>
<td>20</td>
<td>13.8</td>
</tr>
<tr>
<td>Rust and corrosion resistant paints</td>
<td>9</td>
<td>6.2</td>
</tr>
<tr>
<td>Glazes</td>
<td>1</td>
<td>0.7</td>
</tr>
<tr>
<td>Artist’s paint</td>
<td>1</td>
<td>0.7</td>
</tr>
<tr>
<td>Total</td>
<td>145</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Self elaboration by CER/Grupo GEA (2019)
SWOT Analysis for SMEs Paint Sector

**Strengths**
- Every day, more SMEs are informed of lead in paints.
- National Society of Industry indicates there are laboratory capacities to measure lead in paints.
- Consumers awareness and social media capacity to influence.

**Weaknesses**
- Inertia and concerns regarding “new product” and market answer.
- SMEs sector is atomized with low negotiation capacity.
- SMEs lack of technical capacities for research.

**Opportunities**
- “Green Building” certifications are growing in interest.
- i+D+I incentives at national level are available.
  - Innovation funds.

**Threats**
- Informal sector in Paint
- Costs of research and innovation
- Difficulties to enforce any regulation at SME level

Source: Grupo GEA/CER, 2019
Public-Private Technical Committee in Peru for Lead Paint

Technical Committee organization. President MINAM and MINSA, Technical Secretariat: Grupo GEA
Key actions in Perú

1. Baseline of the Paint sector
2. Awareness for final consumers and private sector
3. Facilitation among interested paint manufacturers and regional alternative providers
4. Articulation among Technical Committee (TC) members to support activities of Project
5. Elaboration of draft lead paint Law with the TC
6. Technical assistance for SMEs in paint sector
7. Promotion of technical, policy and awareness deliverables
Innovation and Lead Paint Agreement: Antonio Ruiz de Montoya University and Grupo GEA

4 CASES
Lead Paint
Innovation and Sustainable Chemistry. Cooperation Agreement
Thank you
Gracias

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