



# The role of IPEN and its Participating Organizations

## Le rôle de l'IPEN et de ses Organisations Participantes (OP)



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# IPEN in SAICM project

## IPEN dans le projet SAICM



- IPEN Executing Partner of project, started its global campaign to eliminate lead paint in 2009
- IPEN Participating Organizations in most of the project focus countries
- Regional hubs
- International team of experts
- IPEN, le Partenaire d'Exécution du projet, a entamé sa campagne pour l'élimination des peintures au plomb en 2009
- Les OP de l'IPEN sont impliquées dans la plupart des pays cibles du projet
- IPEN met à contribution ses Hubs Régionaux
- IPEN dispose d'une équipe internationale d'experts

# Past and present projects

- EU-funded Asian 7-country project (2012-2015)
  - 6 countries enacted national regulations
  - Significant decline of lead paint on the market
- GEF funded African project (2014-2017)
  - East Africa Community regional paint standard (6 countries) + new laws in Cameroon and Ethiopia
  - Evaluation “For some specific projects, giving the lead to NGOs with the appropriate capacity and experience for project execution is an alternative approach to ensure success”
- National activities in around 30 additional countries since 2009

# IPEN approach: creating motivation for change

1. Data on lead in paint
2. Public awareness activities to create change in consumer behavior
3. Consumer behavior create change on the market and support for regulation
4. Manufacturers starting to reformulate and support regulations
5. Support for regulations makes it easier for policy makers to act

# Overall lessons learned

- Civil society engagement important to generate support for strong regulatory controls on lead paint
- Working with industry helps with enforcement
- National collaborations following the SAICM model including all stakeholders proven successful (e.g. through establishment of national working groups)

# The key role of Civil Society

- Highly competent partners with experience on lead paint and its elimination that can utilize earlier efforts
- Can help create support from stakeholders for adopting regulations on lead paint
- Ability to implement a wide range of activities in the project countries based on need and requests



# Consumer awareness activities

- Gathering and making data visibly and publicly available
  - Disseminate information on lead paint on the market
  - Working with consumer organizations
  - Creating consumer awareness and ability to choose safe paint
- ⇒ Consumer demands supports manufacturers to change

# Working with national paint industry

- Meeting with paint manufacturers to spread awareness of the hazard of lead paint
- Motivate paint manufacturers to change and become lead paint elimination champions
- Can help facilitate access to lead-free raw materials and advise on reformulation
- When manufacturers have started phasing out lead already at adoption of regulation, this helps with compliance

# Bringing stakeholders together

- Engaging with a wide range of stakeholders to create support for new or strengthened regulations
- Organizing broader stakeholder meetings to help strategize for successful national lead paint elimination
- Encourage stakeholders to become lead paint elimination champions

# Experiences from the CREPD Campaign in Cameroon

- ❖ Conducting a study of the paint market, collect representative samples, conduct lead analyzes, and publicize the results
- ❖ Track and encourage manufacturers to reformulate their paint products, and label them against lead levels, if any. **Avoid any situation of conflict**
- ❖ Pilot blood lead study to assess lead exposure of young children and publicize findings
- ❖ Bring the message to the highest authorities (Prime Ministry, Parliament, Presidency of the Republic)
- ❖ Proactive in contributing to the development of a regulatory project
- ❖ Produces audio-visual and written awareness materials on lead paint



# Thank You!

