




# 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



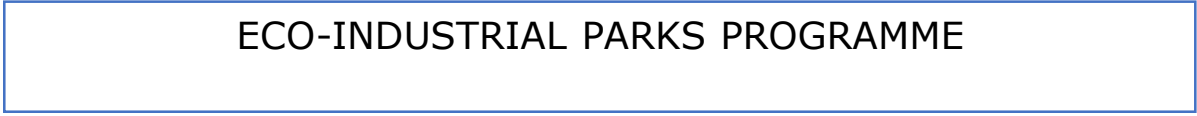
# Environmental sound chemical management and SMEs



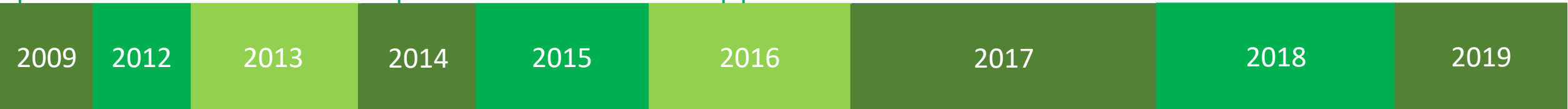
- National Strategy for Sound Management of Chemicals.
- Toolkit for sound management of chemicals.



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



- Training of public entities on sound managements of chemical products.

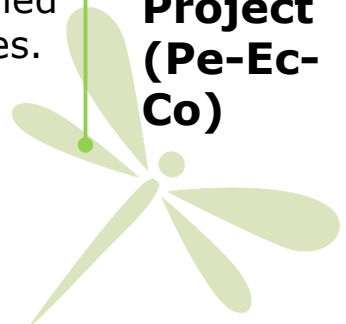


“Innovative Approaches to the Sound Management of Chemicals and Chemical Waste (IAMC)” (UNIDO-CER).

- 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)

Type of paint	Number of Company	%
Decorative Paints	65	44.8
Industrial Paints	49	33.8
Coatings	20	13.8
Rust and corrosion resistant paints	9	6.2
Glazes	1	0.7
Artist's paint	1	0.7
Total	145	100

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

## Opportunities

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



## 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.

## 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 MINSAL, Technical Secretariat: Grupo GEA

## PUBLIC SECTOR



## PRIVATE SECTOR



Ingenieros Químicos



CAPECO



ASOCIACIÓN DE EXPORTADORES



## ACADEMY



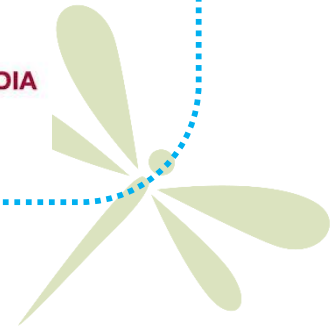
UNIVERSIDAD ANTONIO RUIZ DE MONTOYA  
LA UNIVERSIDAD JESUITA DEL PERÚ



PUCP



UNIVERSIDAD PERUANA  
CAYETANO HEREDIA



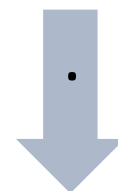
# Key actions in Perú

- 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

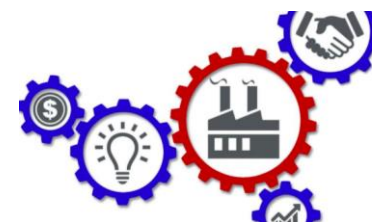
## Agreement: Antonio Ruiz de Montoya University and Grupo GEA



4 CASES  
Lead Paint



Centro de Ecoeficiencia  
y Responsabilidad Social



# Innovation on Sustainable Chemistry. Cooperation Agreement



ISC3  
International Sustainable Chemistry Collaborative  
Centre  
We transform chemistry



**Innovation and  
Sustainable Chemistry**



# Thank you Gracias

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