



2019 GiveWell Grants for Global Health and Development in Southeast Asia and Bangladesh

Mon, Apr 1, 2019 at 5:47 PM

Dear GiveWell team,

Through this email, IPEN would like to submit its application for the 2019 GiveWell Grants for Global Health and Development in Southeast Asia and Bangladesh. Most of IPEN's supporting materials are available online and have therefore been provided as hyperlinks in the email. We hope this approach also helps provide context to each of the documents. We have also attached three supporting documents to this email, their context indicated in the text below.

1. What does the charity do?

IPEN is a global network of public interest NGOs working together for a world in which toxic chemicals are no longer produced or used in ways that harm human health and the environment. Today, the network includes over 500 Participating Organizations (POs) in more than 100 countries, primarily in countries with developing and transitional economies. Through its [eight hubs](#) and its international team, IPEN helps build the capacity of its member organizations to implement on-the-ground activities and learn from each other's work. In parallel, IPEN and its POs work at the international level to set priorities and achieve new policies. Experts at the IPEN secretariat provide scientific, technical, communications and campaign strategy support to IPEN POs. The IPEN secretariat also help secure funds for its POs to conduct work on a country level and for POs to participate in regional and international policy meetings.

In 2017, GiveWell and IPEN had a [conversation](#) about IPEN's [campaign to eliminate lead](#), initiated in 2008. Childhood lead exposure impairs the developing brain and the health effects are generally irreversible and can have a lifelong impact. Lead exposure in young children is e.g. linked to lowered IQ, poorer performance in school, increased rates of hyperactivity, conduct disorder and juvenile delinquency. Therefore, lead exposure has a long-term impact on a child's work performance, and —on average— are related to decreased economic success. Scientists have estimated that lead exposure cause a total [loss of lifetime economic productivity](#) of 1.20% of the world's GDP.

Lead paint is a major source of childhood lead exposure since it is often used in homes, schools, playgrounds and children's products. Children are exposed to lead from paint when surfaces painted with lead-containing paint begins to chip or deteriorate, since this causes lead to be released to dust and soil. Children playing indoors or outdoors get house dust or soil on their hands, and then ingest it through normal hand-to-mouth behavior. Lead paint tastes sweet, so children can also be exposed to lead in paint when mouthing articles painted with lead paint or eating paint chips. Today, 70% of the countries in the world lack protective regulations on lead paint, leading to more than 800 million children at risk of lead exposure. IPEN's global campaign to eliminate lead paint aims to protect these children.

IPEN has over the past ten years developed and demonstrated a successful approach that sets countries on the path towards lead paint elimination through adoption of lead paint regulations, described in IPEN's Case Statement (attached). A core element is facilitating collaboration between key stakeholders such as policy makers, industry and civil society to utilize the strength of all stakeholders working together towards the joint goal of banning lead paint. The approach also includes highlighting exposure to [lead in children's products](#) to further stress the need for urgent action.

The IPEN approach led to the Philippines adopting one of the first regulations in the world that banned use of lead in all types of paint. IPEN Advisor Manny Calonzo and former president of the Philippine NGO EcoWaste Coalition who was instrumental in designing and developing this approach was awarded the [2018 Goldman Environment Prize](#) for this effort, [saving millions of children](#) from lead exposure.

In 2010, in response to an [IPEN report](#) and awareness raising campaign showing that lead paint was still widely available in developing countries and countries in transition, the WHO and the United Nations Environment Programme (UNEP) established the [Global Alliance to Eliminate Lead Paint](#) (GAELP). IPEN is a member of the Advisory Council of GAELP together with e.g. the US EPA and the International Paint and Printing Ink Council and play a key role by working directly with groups on the ground to ban lead paint.

In 2019, a UNEP [project](#) funded by the Global Environment Facility (GEF) was initiated with the aim of having new or strengthened regulations on lead paint being adopted in 40 countries until 2021. IPEN played a key role in [developing the project](#) and is an Executing Partner of this project with specific responsibilities to organize NGO activities on the ground with an emphasis on outreach to SMEs in Indonesia and Nigeria. The project provides an excellent framework for conducting activities aimed at adoption of regulations to ban lead paint, but funding is extremely limited for country activities.

What is the evidence that the program works?

IPEN's approach has been proven to prevent childhood lead exposure by getting lead paint off the market and to restrictions on lead paint in many countries.

New regulations prohibiting lead paint adopted in more than 20 countries:

In countries where IPEN POs have received sustained funding for implementing campaigns over 2-3 years, manufacture, sale, use, import and export of lead paint has been prohibited. To date, thanks to projects funded by the EU Switch Asia program and the Global Environment Facility, regulations was adopted in six out of seven project focus countries in Asia and three out of four focus countries in Africa. In addition, IPEN's project in Africa led to a regional East African Community (EAC) standard, prohibiting production and export/import of lead paint in additional five member countries of the EAC.

Since 2009, new regulatory controls have been adopted in more than ten additional countries where IPEN POs have conducted advocacy. At the moment, IPEN POs are engaged in technical committees or in other ways supporting new or strengthened regulations on lead paint being drafted in more than ten countries. In addition to regulations on lead paint, regulatory controls of other sources of lead exposure to children have been included in several national regulations, e.g. in [Nepal](#) and the [Philippines](#).

The effectiveness of IPEN's work has also been recognized by others. IPEN's Asian project was selected as one of nine especially successful projects highlighted in the program's [ten-year anniversary publication](#). The external evaluation (attached) of IPEN's Africa-focused project funded by the Global Environment Facility concluded in a final evaluation conducted by an external evaluator that for some projects, "*giving the lead to NGOs with the appropriate capacity and experience for project execution is an alternative approach to ensure success*".

Paint manufacturers voluntarily phase out lead: A key component of IPEN's approach is to work with paint manufacturers to encourage voluntary action to phase out lead from their paint production and to become champions advocating for national regulatory controls of lead paint. Not only does this engagement make them understand that lead paint is of serious national concern, they benefit from the level playing field regulations provide since all manufacturers need to go through the same process. IPEN, together with POs, have conducted follow-up studies in several [Asian](#) and [African](#) countries (e.g. [Cameroon](#)), verifying claims of lead paint phase-out by showing decreasing amount of lead in paint on the market.

The largest paint company in the Philippines, Boysen Paint, was one of the first IPEN industry allies and an early champion for the effort to [eliminate lead paint in Asia](#). As the Chair of the Philippine Association of Paint Manufacturers (PAPM) at the time, the Boysen Vice President saw the need for both legal measures but also the business opportunity of a voluntary third-party certification program. Therefore, the PAPM was instrumental when developing IPEN's [Lead Safe Paint Certification](#)® program, which now certifies more than [80% of the Philippine paint market](#) as Lead Safe. Similar developments have been seen in many of the countries where IPEN POs are active. In Asia, paint companies in Sri Lanka and Bangladesh have been Lead Safe certified and manufacturers in an increasing number of countries have shown interest to be certified. The Malaysian Paint Manufacturers Association have signed a [pledge](#) that its members will to remove the use of lead-based ingredients in the manufacturing of paints by 2020.

Because of IPEN's experience to work with paint manufacturers, IPEN has specific responsibilities under the GEF SAICM project to work with manufacturers in Indonesia and Nigeria. IPEN was also contracted to produce a technical manual for [replacing lead in anticorrosive paint](#) in Tunisia in 2018.

Information and awareness raised in 50 countries: IPEN has conducted [studies of lead paint](#) on the market in more than 50 countries. The clear message is that in any country that does not have effective regulations to prohibit use of lead in paint, lead paint will be widely available to the public to use in homes, schools, playgrounds and other places where children spend their time. This information has been shared with policy makers, industry and consumers in these countries to raise awareness and generate momentum to eliminate lead paint. The wealth of data has also been used to [raise awareness internationally](#) and has greatly contributed to the engagement now seen globally to eliminate lead paint. This has been highlighted by several international publications such as the Economist (attached), [Environmental Health Perspectives](#) and [Huffington Post](#).

What is the program's budget?

More than 130 million children under the age of nine live in the grant countries. IPEN together with POs have conducted studies in four of these countries (Bangladesh, Philippines, Indonesia and Vietnam) showing that lead paint is sold in these countries. Lessons learned from all our studies show that it is very likely that lead paint is available in all these countries. Childhood lead exposure already incur significant costs to a country. In the grant countries, this cost is estimated to 3-6% of their GDP, or more than a total of 80 billion USD. As one of the most widespread sources of lead exposure and with a rapidly growing paint market in Asia, lead paint contribute to a significant amount of that cost and the cost is likely to increase if not prevented.

Much of the paint in the world is produced locally or regionally, and no effective, international mechanism exists to control the production of highly hazardous paint. Therefore, banning lead in paint must be won nation by nation. More than 140 countries still need new or strengthened regulatory controls to protect the children in their countries from lead paint. Support now for 50 national lead paint elimination campaigns in strategic countries would build on existing momentum and set the stage to virtually eliminate lead paint globally.

Once the lead paint is there, it is costly to remove it. The cost of abatement and remediation of lead painted houses is extensive even in highly industrialized countries. The US EPA estimate that the average cost of lead paint abatement in the US ranges from \$8 to \$15 per square foot, not including training of contractors and waste disposal. Safe lead paint abatement in the grant countries is likely to incur significantly higher costs since no programs or trained contractors exist in these countries today. In contrast, prevention of childhood lead exposure comes at a low cost. [Cost-effective alternatives to lead](#) have been used in paint for decades and even small manufacturers in least developed countries like Nepal and Bangladesh have been able to successfully transition to lead-free paint production without significant costs of investment.

IPEN estimates that a successful national NGO campaign to eliminate lead paint would need about 50,000 USD per year for 2-5 years. Based on that, we believe our approach can achieve lead paint regulatory controls in enough countries to reach a tipping point if we receive a commitment of \$2.5 million annually for five years — \$12.5 million total — After that, less-costly compliance monitoring and international supply chain interventions may still be needed for a time. These estimates include both costs at a national level (e.g. for conducting paint studies, organize stakeholder meetings, outreach activities to industry and policy makers, as well as NGO staff time) and at international level (e.g. IPEN's international and regional efforts and IPEN's expert team providing support to POs.)

To date, IPEN has been able to generate slightly under \$1 million per year on lead paint work, both cash and in kind. IPEN POs have also been able to generate additional resources of about \$1 million USD. Thus, there is a clear funding gap between the budget needed to reach a tipping point in legislation and the current available IPEN funding.

WHO, UNEP, the US EPA and the International Paint and Printing Council are major organizations that has been contributing to the global effort to eliminate lead paint for many years. Their support is mainly provided through funding staff and conducting regional workshops, and while vital for elevating the issue and increasing the global momentum, very little is allocated towards supporting country activities. It is therefore difficult to estimate how much funding is contributed by them. While the new GEF project lead by UNEP to reach lead paint regulations in 40 countries is around 3 million USD for four years, funding available for country efforts are very limited, on average 7,000 USD per country.

How would the charity use an additional \$250,000?

The funding would be used to improve possibilities for IPEN POs to continue their national lead poisoning prevention campaigns. As of today, IPEN does not have sufficient funding to support all IPEN POs interested in starting a national campaign.

IPEN POs in Indonesia and Vietnam already have ongoing campaigns but available funding is decidedly insufficient to reach the goal of eliminating lead paint. IPEN would therefore like to use the main portion of the funding to support these activities, with the aim of having regulations on all uses of lead paint (including for children's products) adopted within the next two- three years. Indonesia both have one of the largest paint markets in the region and is one of the biggest exporters of paint. A successful intervention there would mean positive impacts for the whole region, including small countries with little or no national paint production such as East Timor. Activities would include outreach to relevant stakeholders such as policy makers, industry, consumer organizations and others to form national working groups to eliminate lead paint; organizing stakeholder meetings; and conduct awareness raising activities by analyzing and releasing information about lead content of paint and children's products.

In addition, IPEN would like to allocate some of the funding towards activities in the Philippines and Bangladesh. Bangladesh just adopted a technical standard to limit use of lead in paint and the prohibition on use of lead in all types of paint has just come into force in the Philippines. In both countries the capacity for monitoring and enforcement is very weak so with additional funds, IPEN POs could conduct monitoring studies of lead content of paint and children's products on the market.

Finally, IPEN would like to use the remaining funding to explore opportunities to initiate lead paint elimination campaigns in Cambodia, Laos and Myanmar. The first steps after exploring interest of IPEN POs in these countries would be to conduct studies of lead content of paint and children's products on the market.


Best Regards,
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3 attachments

 **IPEN lead paint case statement.pdf**
2502K

 **5633_2018_te-unep_gef_regional_msp_spcw_eliminating_lead_paint_in_africa.docx**
4406K

 **nolead Economist The menace of lead poisoning.pdf**
571K