



ANNUAL REPORT

2020–2021



GOLD PROCESSED WITHOUT MERCURY FROM THE PERUVIAN AMAZON

Photo: Andrea José

COVER: WORKERS AT A SUBSTANDARD BATTERY RECYCLING FACILITY BEING EXPOSED TO LEAD

Photo: Larry C. Price/Pulitzer Center on Crisis Reporting

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LETTER FROM PURE EARTH CEO RICHARD FULLER



I am heartened to report that, despite the lockdowns and hardships of a global pandemic, our team has made astonishing progress this past year.

Thanks to the support from the Clarios Foundation, we were able to launch the Protecting Every Child's Potential (PECP) initiative. As part of this initiative, Pure Earth will be focusing our resources to increase our impact. Shifting from a broad approach tackling multiple toxicants, we will focus our efforts in the next decade on reducing exposures and poisoning from lead and mercury, two of the most devastating heavy metal neurotoxins threatening children around the world.

We will target our efforts in fewer countries and strengthen country-driven leadership for greater and more measurable impact. We will broaden our expertise to address the systemic drivers of lead and mercury pollution, and continue to expand partnership efforts to bring more institutions and resources to invest in solutions.

The Pure Earth board of directors has also been busy launching a new effort—**Campaign: 2021–2025**. Campaign co-chairs Francois Guillon, Gloria Janata, and Alicia Ogawa and are leading the effort to raise \$40 million to support Pure Earth's goal for the next five years to scale up our efforts in 12 countries to reduce lead and mercury exposures for more than 290 million people, including 100 million children.

I want to share this excerpt from an op-ed by UNICEF Executive Director, Henrietta Fore and former US Secretary of State, Madeleine Albright, published in *Fortune* magazine, where they wrote in support of Pure Earth and the PECP initiative:

The initiative is based on a simple, unsurprising fact. Global progress on health issues depends on the shared efforts of the public and private sectors. We have seen this truth demonstrated repeatedly when countering polio, HIV/AIDS, malaria, Guinea worm, and now COVID-19. It is only common sense to combine the resources and know-how of government, business, and civil society. Together we can move rapidly to identify and correct the causes of suffering.

While COVID-19 is the most dramatic public health issue facing the world right now, it should not detract from our awareness and determination to confront other threats. Lead poisoning is affecting children on a massive scale, silently wreaking havoc on their health and development, with possibly fatal consequences.

We know what we must do to halt this insidious threat. Together, governments, businesses, and philanthropies can and should make a difference. The Protecting Every Child's Potential Initiative can help point us all in the right direction, but it cannot succeed alone. It will need, and it will deserve, the support and cooperation of us all.

“Our team has a long history of successfully remediating and restoring contaminated sites across the world. Working with the Clarios Foundation and UNICEF to scale these efforts is exciting, but our three organizations are just the beginning. We need others with a diverse set of expertise to join us in the effort to develop additional systemic solutions to this issue.”

—RICHARD FULLER

CEO, Pure Earth

I can't think of a better call to action than this eloquent statement, and I invite all readers to join us in making a very real, tangible and measurable improvement in the lives of millions of children for many generations to come.



Richard Fuller

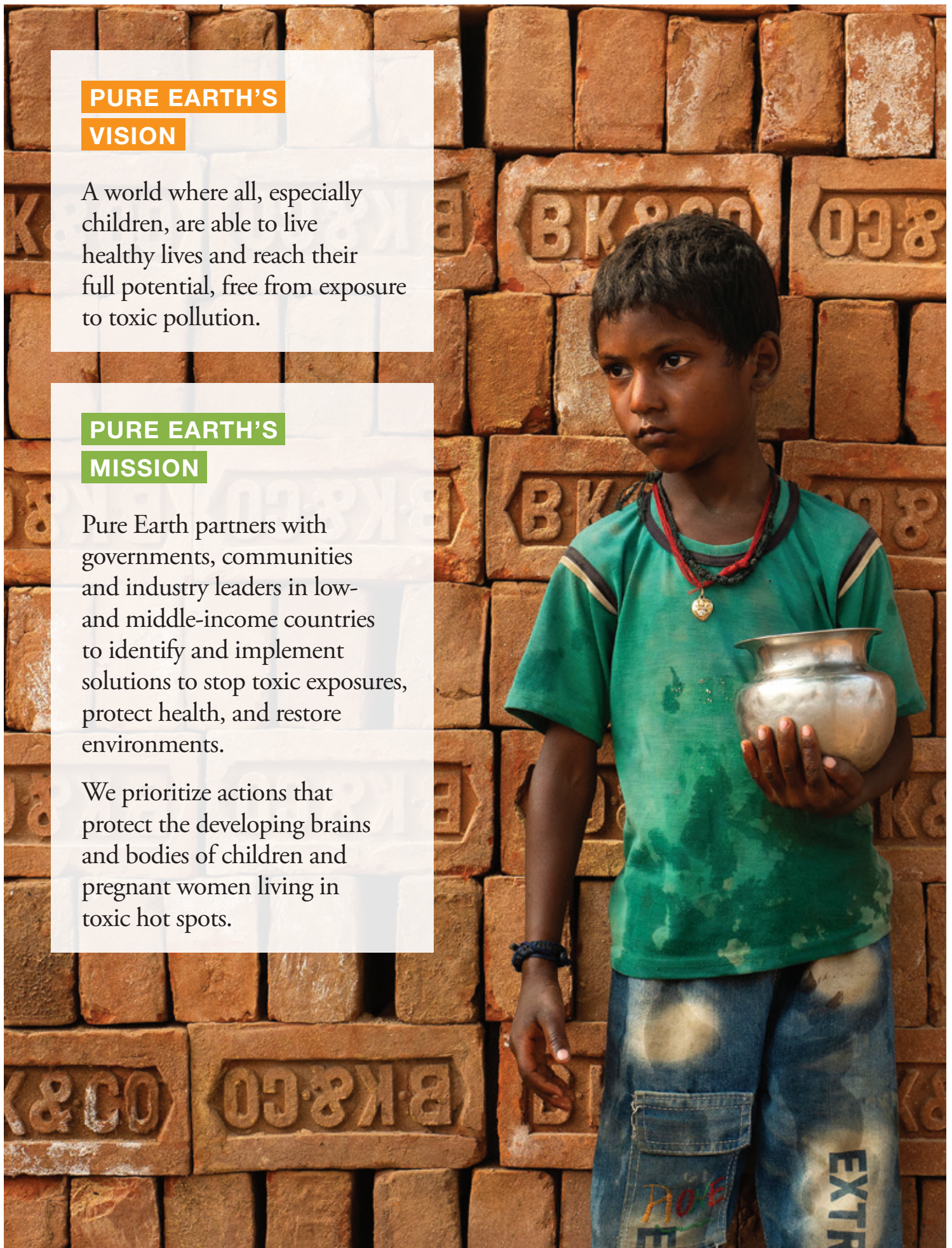
PURE EARTH'S VISION

A world where all, especially children, are able to live healthy lives and reach their full potential, free from exposure to toxic pollution.

PURE EARTH'S MISSION

Pure Earth partners with governments, communities and industry leaders in low- and middle-income countries to identify and implement solutions to stop toxic exposures, protect health, and restore environments.

We prioritize actions that protect the developing brains and bodies of children and pregnant women living in toxic hot spots.



A DECADE

OF TRANSFORMATION

PURE EARTH'S

STRATEGIC PLAN: 2021–2030

**WE BELIEVE THE
POLLUTION CRISIS
CAN BE SOLVED.**

The technology and know-how exists to implement large-scale changes at a global level. We have seen how community, industry and political will can lead to meaningful collaborations to achieve a cleaner and healthier future.

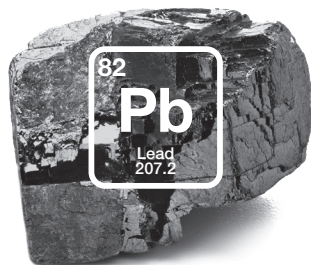
Pure Earth has adopted a new strategic direction to focus our resources and increase our Impact.

Since its inception in 1999, Pure Earth has completed **120+ environmental interventions and cleanups** in **over 25 countries** to address multiple types of toxic pollution. We have trained **over 500 investigators in 50 countries** to assess toxic sites and created a public database to record our findings. To date we have identified and documented **5,000 toxic sites** and their associated health impacts.

Our teams have piloted novel approaches, built extensive networks of pollution experts, and accumulated unparalleled experience in implementing and managing pollution cleanup projects and preventing further exposures to toxins in resource-constrained environments.

In 2020, Pure Earth's staff and Board completed a 10-year Strategic Plan to build upon our experience and successes with the goal of substantially increasing our impact on the most affected children and families.

THE STRATEGY



Focus on addressing lead and mercury pollution over the next decade.

We cast our net wide in the past two decades, addressing several types of toxic chemical pollutants. For the next decade, we will focus on two of the most prevalent and devastating heavy metal neurotoxins—lead and mercury.

In our extensive field work, we have found that lead and mercury are two of the most prevalent pollutants in low- and middle-income countries. These heavy metals are widely used in informal sector occupations, such as recycling of lead acid batteries and artisanal gold mining using mercury, which are often located near residential areas.

Both lead and mercury pollution travel globally through the air, water, and soil, as well as through global food supply chains reaching all corners of the earth.

Because of widespread exposure, these toxicants have a significant impact on the trajectory of entire societies causing disability, IQ loss, increased violence, and premature death, and have inhibited the futures of millions of poisoned children.



TARGET OUR EFFORTS

in fewer countries and strengthen country-driven leadership.

A key insight from 50 years of development work around the world, borne out by Pure Earth's own experience, is that the most successful projects—in terms of impact, sustainability, broader influence, and replicability—are those which involve genuine local leadership and meaningful community participation at all stages.

Pure Earth will expand the country-based teams, and headquarter's staff will provide more technical assistance to enable country directors to operationalize strategic goals and effectively expand.

In addition, our strategic planning process made clear that Pure Earth needs to concentrate organizational resources in a select group of countries based on national needs and our local experiences. As a result, we will focus our programmatic efforts, including management attention, technical assistance, advocacy and fundraising efforts, in the following countries: Bangladesh, Colombia, Ghana, Georgia, Peru, India, Indonesia, Mexico and the Philippines.



INDONESIA

YOUNG GIRL HELPING PAN FOR GOLD
AS HER FATHER ADDS MERCURY

Photo: Larry C. Price/Pulitzer Center on Crisis Reporting



PESAREAN, INDONESIA
CHILDREN MAKING MUD PIES
ON A LEAD SLAG DUMPSITE

PURE EARTH'S
TARGET COUNTRIES

BANGLADESH
COLOMBIA
GHANA
GEORGIA
PERU
INDIA
INDONESIA
MEXICO
THE PHILIPPINES



BROADEN OUR EXPERTISE

to address the systemic drivers of lead and mercury pollution, and develop sustainable solutions beyond interventions of toxic hot spots.

Pure Earth has a long history of assessing and remediating contaminated sites associated with point sources of pollution such as abandoned lead battery recycling sites. This work has improved the lives of tens of thousands of individuals living and working in surrounding communities worldwide.

More recently, we began expanding our networks and broadening our scope of work to include collaborations with national governments, multilateral stakeholders, and the international private sector to identify and target the systemic drivers of lead and mercury pollution and develop proactive strategies to prevent and reduce exposures from occurring in the first place.

This shift will involve significant investments in research and staff development to understand where and how lead and mercury exposure occurs. We will analyze global work practices and consumer products (including spices, pottery, cosmetics, and aluminum cookware), as well as governmental policies and regulatory frameworks.

In understanding products, processes, supply chains, and industries that use lead and mercury, as well as the regulatory, economic and social contexts surrounding these products and industries, we will be able to formulate sustainable systemic solutions that keep people safe.



EXPAND PARTNERSHIPS

with key stakeholders to maximize impact.

Local communities, governments, NGOs, academia and other partners have always been part of Pure Earth's work, and this strategy re-commits the organization to an approach that seeks to maximize the involvement of other organizations and institutions, especially those closest to the issues. Over the next ten years such partnerships will increasingly drive Pure Earth's work. Much of this work will be undertaken in partnership with the Global Alliance on Health and Pollution (GAHP).

Pure Earth will increase partner involvement in project design and evaluation and grant proposals. Additionally, we will actively support local partners in applying for funding, leading coalitions and events, and generating media attention of their own.

THE CAMPAIGN

2021–2025

A LETTER FROM THE NEW CAMPAIGN CO-CHAIRS

Dear Friends,

After successfully raising \$10 million and completing our Campaign for 10 Million Lives in 2020, Pure Earth's staff and Board took the opportunity to regroup and assess where we are, where we want to be, and how to get there.

We now have a 10-year Strategic Plan that is an evidenced-based road map, and we are poised to launch and implement Phase 1 from 2021–2025.

As Pure Earth's new co-chairs for the **Campaign 2021–2025**, we are excited to lead the effort to raise \$40 million to support Pure Earth's goal for the next five years:

SCALE UP



our comprehensive
pollution solutions in

12 COUNTRIES

to reduce toxic exposures for more than

290 MILLION PEOPLE



including

100 MILLION CHILDREN

PURE EARTH'S GOALS FOR THE NEXT FIVE YEARS

The campaign's success will have a profound impact:

- **Millions of households** will be free of food contaminated by heavy metals and toxic lead dust.
 - Mothers and fathers with artisanal livelihoods such as producing pottery and panning for gold will **transition into safe practices** and no longer expose themselves, their children and the environment to dangerous neurotoxins like lead and mercury.
 - Communities will **no longer be poisoned** by unsafe battery recycling facilities.
 - **Millions of children will have lower concentrations of lead in their blood**, enabling them and future generations to reach their full potential.
 - Our global food supply chain **will be safer**.
-

This ambitious yet feasible scope of work requires that Pure Earth double its annual budget by the end of 2025 and establish a \$5 million endowment to ensure financial stability and capacity to respond to unexpected opportunities and crises. If we can raise \$40 million from private sources, this is all possible, and we will be able to leverage an additional \$10 million from government and bilateral agencies!

We hope you will join us and be part of a solution that transforms lives and communities around the world.

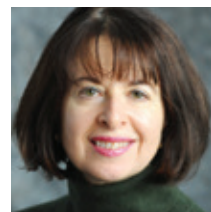
Sincerely,



Francois Guillon
Campaign Co-Chair



Gloria Janata
Campaign Co-Chair

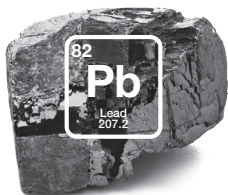


Alicia Ogawa
Campaign Co-Chair

TRANSFORMATION IN THE FIELD

We designed the strategic plan as a blueprint to capitalize on our strengths and expertise to spur and sustain meaningful change for improving the health of children and families.

Transformative change requires focused attention. In channeling our resources and activities to lead and mercury pollution, we are well positioned to galvanize policy makers and industry leaders to act on systemic interventions for two of the most damaging toxicants in the world.



GLOBAL LEAD PROGRAM

GOAL

Reduce by 50% the number of children with blood lead levels ≥ 5 ug/dL* in the regions where Pure Earth works.

Why Lead?

Nearly 1 in 3 children, ~800 million globally, have lead poisoning at a level known to result in permanent brain damage and a loss of 3 to 5 IQ points.

From an economic standpoint, childhood lead exposure and the resultant intellectual degradation costs the global economy more than \$1 trillion USD in GDP annually. In addition, lead exposures result in nearly 900,000 premature deaths annually, a toll approximately equal to that of HIV/AIDS and greater than malaria. Further, the primary sources of exposure in developing countries are not lead paint or pipes, but unsafe recycling of lead-acid batteries, contaminated spices and food products, and cookware containing lead.

These extraordinary data points were released for the first time in our July 2020 joint publication with UNICEF, “The Toxic Truth: Children’s Exposure to Lead Pollution Undermines a Generation of Future Potential.” The immensity of the findings served as a wakeup call to the global health community, academic institutions, and government and industry leaders everywhere.

*A blood lead level greater than or equal to 5 micrograms per deciliter (ug/dL) is the US CDC’s level that requires action.

At Pure Earth, the figures supported what two decades of field visits, toxic site mapping, community interventions, and government meetings had been telling us about the scope of this environmental health threat.

What Are We Doing About It?

Pure Earth has a 15-year track record addressing lead pollution. In collaboration with local partners, the organization has conducted more than 1,400 field assessments of lead contaminated sites and implemented more than 25 lead remediation and risk-reduction demonstration projects, impacting more than 1,000,000 people. In the year since the publication of *The Toxic Truth*, Pure Earth joined forces with UNICEF and the Clarios Foundation, the world's largest car

battery manufacturer, to launch a public-private initiative, Protecting Every Child's Potential (PECP). Together, the partners are scaling up lead poisoning prevention and exposure reduction programs in the following countries: Bangladesh, Ghana, Georgia, India, Indonesia, the Philippines and Mexico.

Pure Earth's strategic approach is based on **three components**, designed to ensure that our work is evidence-based and that activities to reduce exposure are replicable, sustainable, and result in measurable improvements in blood lead levels.

1. DATA COLLECTION

Collect information on the scope, severity, demographics, impacts and sources of lead exposure in selected geographies to increase the efficacy and



INDIA
TESTING SOIL FOR LEAD CONTAMINATION

efficiency of subsequent intervention design and implementation. This component includes conducting blood lead level assessments; conducting rapid baseline and endline marketplace surveys or home-based source analyses to identify main sources of lead exposure; conducting value or supply chain tracking of products containing lead; reviewing current regulatory frameworks and gaps; writing up case studies; and other activities to monitor progress and outcomes.

2. INFLUENCE/DISSEMINATION

Share data and case studies with local, national, and international stakeholders in order to develop educational materials for consumers; develop educational materials for producers; sensitize governments and industry leaders to potential intervention strategies and develop joint action plans; and increase the effectiveness of lead-exposure reduction programs.

3. INTERVENTION/IMPACT

Implement prevention and source control measures with local partners to reduce lead exposures from identified sources and decrease baseline blood lead levels; provide technical assistance to governments to enforce regulations; and roll out public/consumer education and producer training programs.

PROTECTING EVERY CHILD’S POTENTIAL (PECP)

Protecting Every Child’s Potential was a direct result of the urgent call to action presented in *The Toxic Truth* report. This public-private initiative was created to raise awareness of the impact lead exposures have on children’s health and to drive action for eliminating the dangerous practices that cause these exposures.

PECP draws on the complementary expertise of the three founding organizations’:

- **Pure Earth**—Assessing and addressing sources of lead exposures;
- **Clarios**—Safe manufacturing and responsible recycling of lead-acid batteries;
- **UNICEF**—Promotion of children’s health and rights.

Phase 1 of the PECP initiative aims to reduce sources of child lead exposure in seven countries: Bangladesh, Ghana, Indonesia, Mexico, and Georgia as the original targets, with India and the Philippines added in 2021. These countries were selected based on known significant lead exposure sources and high baseline blood lead levels in children.

GROWING THE PROTECTING EVERY CHILD’S POTENTIAL (PECP) INITIATIVE



Where We Started	Where We Are	Where We’re Going
Three partners and \$15M in seed grants to launch and sustain the PECP initiative and implement exposure reduction activities in five countries.	\$8.2M in new additional funding. Expansion to India and the Philippines. Two new implementation partners. Negotiating new corporate/philanthropic partners.	PECP is a catalyst and clearinghouse for lead exposure solutions, making it attractive and easy for corporations, foundations, and governments to support such work.

**INTERNATIONAL
LEAD POISONING
PREVENTION WEEK
OCTOBER 2021**

A global awareness-raising campaign run by the World Health Organization, with participation by national and regional health authorities around the world. Though traditionally focused on lead exposure from paint, this year PECP will promote awareness of the exposure risk from unsafe car battery recycling, lead-glazed pottery, cookware and adulterated spices.



INDONESIA
SUB-STANDARD LEAD BATTERY
RECYCLING FACILITY

Photo: Larry C. Price/Pulitzer Center on Crisis Reporting

WHO'S SOLVING THE PROBLEM?

MEET THE LEADERS

IN THE FIELD



BANGLADESH

Dr. Mahfuzar Rahman

"We've carried out over 300+ toxic site assessments, conducted the first known remediation that reduced children's blood lead levels by 35%, and much more. PECP has initiated the most crucial conversations around lead exposure in Bangladesh. Together, we can end lead pollution."



GEORGIA

Khatuna Akhalaia

"In Georgia, we are already seeing the impact of PECP. Our analysis of 264 spice samples revealed which producers were adding lead chromate for color, leading to regulations that have improved the safety of spices poisoning children."



GHANA

Elsie Appeadu

"Ghana lacks the awareness of the impact of lead exposure on children's long-term health and development, and the everyday harmful practices that cause this exposure. PECP is definitely crucial in Ghana!"



INDIA

Promila Sharma

"My country has the dubious distinction of having one of the largest number of lead-poisoned kids (275 million, as noted in The Toxic Truth report). Their lives and future potential depend on PECP."



INDONESIA

Budi Susilorini

"Every child matters. PECP provides an opportunity to find out the level of risk of lead exposure to children in Indonesia and shape strategic efforts to save their future potential."



MEXICO

Daniel Estrada

"PECP initiative in Mexico has enabled Pure Earth to continue and improve its program to eliminate lead from Mexican Pottery, getting us closer to the total elimination of the main exposure to lead among Mexicans."



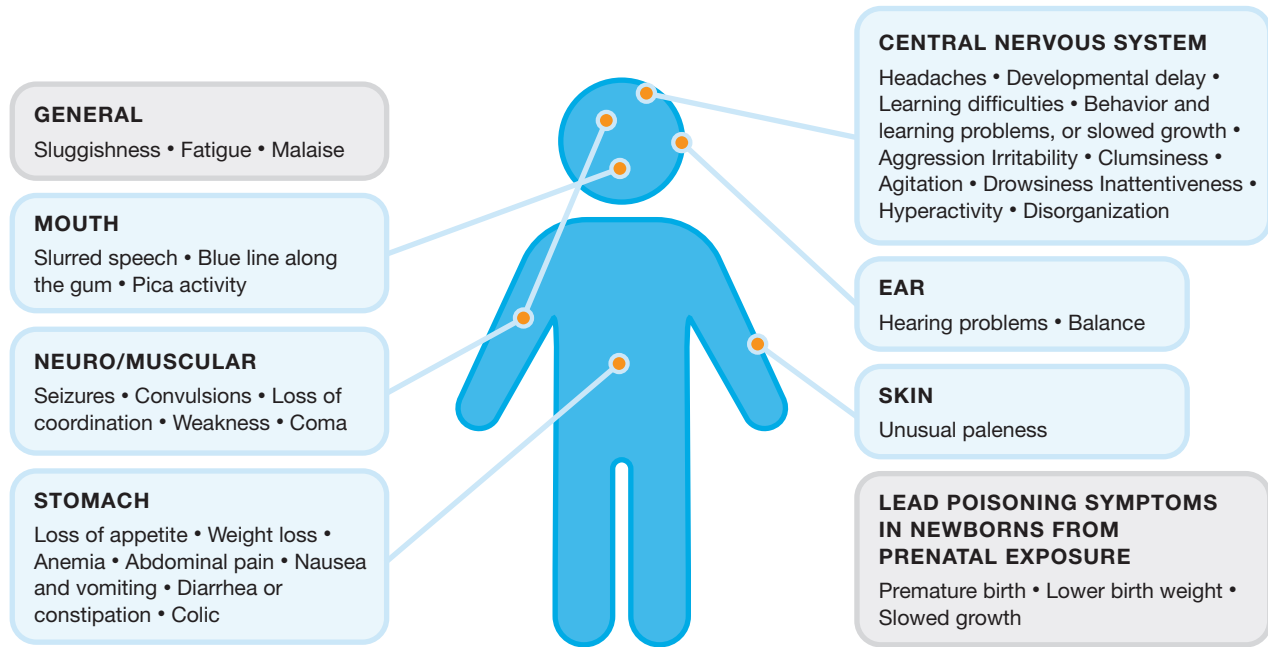
THE PHILIPPINES

Larah Ibanez

"PECP serves as a catalyst for the Philippines to address childhood lead poisoning head on. Including blood lead level screening in our National Nutrition Survey is a huge first step towards life-saving problem definition and then, solutions!"

DRILLING DOWN ON LEAD

Lead Poisoning Symptoms in Children



Lead is a potent neurological and cardiovascular toxicant, that at high levels of exposure, can cause death. Research shows that acute exposure to lead can result in a broad range of physical, psychological, and social damage over the lifespan including;

- Heart and kidney damage in adults;
- Permanent damage affecting the development of a child's brain development and central nervous system. This can lead to reduced intelligence, lower educational attainment, and autism;
- Anger management issues, and aggressive and violent behaviors in persons exposed early in life;
- Reduced lifetime earnings;
- Although other toxic chemicals and heavy metals have known human health impacts, none are as well studied as lead, and thus their impacts to death and disability have not been included in burden of disease analyses by the WHO and IHME. Lead is responsible for 900,000 deaths per year. No other toxins, including pesticides, PCBs, BFRs, PFAs, EDCs, asbestos and

chromium are currently known to have as large an impact on premature death and disability as lead.

- Historically, the primary sources of lead exposures were leaded gasoline and lead-based paint. Today, in low- and middle-income countries, key exposure sources include unsafe recycling of lead-acid batteries, adulterated spices, and ceramic and metal cookware.
- The largest use of lead is in lead-acid vehicle batteries; consuming 85% of the metal. Since 2000, low and middle-income countries have experienced a three-fold increase in the number of vehicles. Solar panels and wind turbines also store energy in lead-acid batteries. A massive influx of used lead-acid batteries from growth in alternative energy worldwide is projected. How this is handled will be critical to the health of communities where formal lead-acid battery recycling operations are limited.



COLOMBIA
COLLECTING WATER SAMPLES
TO TEST FOR MERCURY

GLOBAL MERCURY PROGRAM

GOAL

Reduce mercury exposures from Artisanal/Small-scale Gold Mining (ASGM) practices by 50% in the geographies where Pure Earth works.



Why Mercury?

Exposure to mercury can cause damage to the nervous, digestive and immune systems, as well as the lungs, kidneys, skin and eyes. It is particularly dangerous to young children, babies *in utero* or nursing, and pregnant women.

Pure Earth estimates that 19 million people are at risk for direct exposure to mercury in and around toxic hotspots like gold mines. Furthermore, as the mercury released from ASGM then travels the globe through the air and water, millions more of us are regularly exposed to this dangerous toxin.

The jewelry industry's support of and participation in the solution is critical to eliminating the use of mercury in ASGM, since this industry consumes 80% of all the gold produced annually in the world. Artisanal and small-scale gold mining is the leading source of mercury pollution globally, and 20% of the world's gold comes from ASGM, yet the average jewelry consumer is not aware of this toxic connection.

What Are We Doing About It?

Over the past 16 years, Pure Earth has been addressing mercury pollution caused by ASGM in Latin America, Southeast and Central Asia, and Africa. We've trained over 1,500 miners, including many women to go mercury-free so they can continue working safely; educated nearly 6,000 mining community members about the dangers of mercury poisoning and how to protect themselves, and reforested over 8 hectares of rainforest polluted and stripped by gold mining activities in the Peruvian Amazon.

Pure Earth's multidisciplinary strategy to reduce mercury emissions and land degradation includes:

- Training in mercury-free methods help miners safeguard their livelihoods and enable them to work safely while protecting their families and environment.
- Education to raise awareness about mercury poisoning with miners, their families, school children and others in the community.
- Reforestation to rehabilitate previously degraded ecosystems. Pure Earth is one of the few organizations working directly with miners to safely close out old mining sites through reforestation.
- Connecting miners to market solutions that value their commitment to health and the environment and connect jewelers to mercury-free miners.
- Working with governments to comply with the Minamata Convention.



INDONESIA
MERCURY-FREE WOMEN GOLD MINERS

Photo: YTS (Yayasan Tambuhak Sinta)

Activating the Jewelry Industry

For more than five years, Pure Earth has been engaging the jewelry industry in a variety of ways:

- Raising awareness among consumers and the industry through presentations at conferences and forums;
- Coordinating the “Pure Gold Jewelry Auction” engaging jewelers who are committed to designing responsibly sourced gold jewelry;
- Securing philanthropic support from industry leaders like The Tiffany & Co. Foundation and developing cause marketing programs with independent jewelers like Dana Bronfman that fund our comprehensive program in Madre de Dios, Peru.



PURE EARTH
HEAVY METAL
BENEFIT BASH
2017

AUCTION

The Heavy Metal Benefit Bash will include a live and silent auction. Items featured include:

- Responsibly sourced gold jewelry
- International trips
- One-of-a-kind experiences
- Golf foursomes
- And much more!

Auction donors receive promotional benefits for their donations, which could include:

- Company name and logo included on the Benefit Bash website
- Inclusion in pre- and post-event marketing and press releases
- Tickets to the Benefit Bash
- Customized promotional benefits

PURE EARTH
FOUNDATION FOR ENVIRONMENTAL JUSTICE

Pure Earth's mission is to identify and clean up the poorest communities throughout the developing world where high concentrations of toxins have devastating health effects. Pure Earth devises cleanup strategies, empowers local champions and secures support from national and international partnerships.

Cleaning up one community at a time brings us closer to a Pure Earth

www.pureearth.org

For additional information, please contact Jen Marrassino at 845-548-4769 or jen@pureearth.org



GROUNDBREAKING NEW TOOL: THE MERCURY INDEX

Although the pandemic limited Pure Earth's fieldwork, it did not prevent our experts from making an impact as they shifted their attention to developing tools, resources, and program plans. With funding from UNEP and GEF Gold, Pure Earth's Senior Technical Advisor John Keith and Colombia Country Director Alfonso Rodriguez revised the existing Blacksmith Index to be able to evaluate the relative risk of mercury exposure to humans from contaminated soil, water and air at ASGM sites in Colombia.

The MCI analyzes soil and water contamination levels and population demographics, including the number of pregnant women and children under 12, at individual sites. It also considers factors unique to mercury, such as the amount of vapor inhaled and whether or not mercury amalgam is burned indoors.

In ranking sites for their potential harm, the new index provides valuable strategic information to governments about where and how to intervene in order to mitigate mercury exposures in their countries.



INDONESIA
BIRTH DEFECTS RESULTING
FROM MERCURY POISONING

Photo: Larry C. Price/Pulitzer Center on Crisis Reporting

WHO'S SOLVING THE PROBLEM?

MEET THE LEADERS

IN THE FIELD



COLOMBIA

Alfonso Rodriguez

"In Colombia, Pure Earth has managed to positively impact vulnerable communities in mining areas through the identification of polluted sites and the recovery of mercury from abandoned mine tailings contaminating the environment."



PERU

France Cabanillas

"The key is collaboration. We have learned that we have to work with the miners directly to be able to move forward on this issue and unfortunately not many institutions do that."



PERU

PURE EARTH WORKING WITH MINERS TO
RESTORE THE DEGRADED LAND IN THE AMAZON

ENGAGING WOMEN TO SAFEGUARD MATERNAL AND CHILD HEALTH



“We have seen first-hand how motivated women stop pollution from poisoning their families and communities. Once educated, they take action!”

—CHARLOTTE TRIEFUS

Board Member and recipient of
Pure Earth’s Force of Nature Award

Exposures to dangerous chemicals have a multigenerational impact on women, families, and entire communities.

Toxicants such as lead, mercury, hexavalent chromium, and particulates in air pollution can cause damage to babies *in utero*, resulting in birth defects and neurological damage. These chemicals can also be transmitted to infants via breast milk. Exposures are particularly destructive to babies and children under the age of five as they interfere with brain development, leading to lifelong neurological, cognitive, and physical impairment.

Pollution, its health risks, and environmental degradation are closely linked with poverty, creating a vicious cycle that both hinders economic development and stymies poverty reduction efforts for women.

Millions of women are dependent on informal industries for their livelihoods. Mothers, often accompanied by their children, work long hours inhaling toxic particles that fill lungs and permeate hair and clothing. When provisions are not made for adequate personal protective equipment (PPE) and workplace shower facilities, toxic particles are brought back into the home where they contaminate the entire household.

As primary caregivers, women are often the most driven to make changes that improve the health of their communities, and projects that closely involve them are more likely to have positive, long-term impacts.

In reducing the risks and outcomes of toxic exposures, women can focus on what matters most and spark new opportunities for themselves and their families.



CIRCLE OF WOMEN, MEXICO
POTTERS SHOWCASING THEIR LEAD-FREE POTTERY

“To me life is about growing. About mission, vision, and ambition. I want to learn everything I can in life. I don’t want to stay with what I know. I want to be more innovative. This is what Pure Earth’s Circle of Women brings to our lives.”

—DOÑA EDELMIRA

Mexico

MEXICO

THE CIRCLE OF WOMEN/ EL CÍRCULO DE LAS MUJERES

THE VANGUARD OF TRADITION

In the fall of 2020, Pure Earth Mexico launched the **CIRCLE OF WOMEN** as part of our ongoing efforts to remove lead from pottery glaze. While our past workshops achieved a number of notable successes and milestones, the degree of full conversion to lead-free production periodically fell short of our goals. This program, which we co-designed with the community, is the first of its kind to center women as changemakers in the sector.



CIRCLE OF WOMEN, MEXICO
GENERATIONS OF POTTERS LEARN
HOW TO USE LEAD-FREE GLAZE

The program is based on several key observations from past workshops:

- As men continue to emigrate from the country in search of economic opportunities, more and more women are managing family pottery businesses.
- Despite the fact that almost half of all potters in the country are women, conventional work and wage-earning dynamics brought mostly male attendees to our lead-free training workshops.
- Women potters who participated in past trainings demonstrated a more heightened concern than their male counterparts about the health impacts of lead and an increased willingness to change behavior.
- A pollution-free pregnancy and childhood can prevent the developmental impairments from pollution which last a lifetime.

In addition to learning how to make and use lead-free glazes and build upgraded kilns (required for reaching the temperatures the new glazes require), the women learn how to market their pottery, ensure that their work spaces are safe, and build a support network among themselves.

100% OF THE PARTICIPANTS COMMITTED TO TRANSITIONING TO, AND UPHOLDING A LEAD-FREE PRACTICE.

Many of the women have stepped forward to lead new circles in new communities.



GHANA
MAN WITH CHILD AT TOXIC WASTE SITE
IN AGBOGBLOSHIE

As reflected in our strategic plan, Pure Earth has transformed its operational infrastructure to adopt emerging international development models and practices that emphasize local leadership and community engagement. We spent the past year equipping country-level offices with the resources they need to successfully design, implement, and manage their own projects.

Country teams hit the ground running and made remarkable progress developing projects sensitive to local contexts and needs.

PROTECTING EVERY CHILD'S POTENTIAL COUNTRY FOCAL POINTS

PECP Countries

The launch of the Protecting Every Child's Potential initiative (PECP), marked a turning point in our engagement in the selected countries. With committed, longer-term resources we are able to expand community projects to the national level, a shift that prompted a year-long period of strategic planning and visioning.

In each of the PECP countries we conducted:

- extensive reviews of the pollution landscape, including research on the scope and sources of contamination;
- key stakeholder mapping involving the ranking of interests and capacities for collaboration/partnerships;
- an assessment of government capacity to address pollution;
- a review of existing anti-pollution legislation and enforcement mechanisms.

In addition we identified gaps in data and the research needed to fill them.

With this information each team developed implementation plans towards addressing the lead pollution problem in their respective countries.

BANGLADESH

The average blood lead level among children in Bangladesh is among the highest in the world. Nearly 28.5 million children have blood lead levels above 5 µg/dL, and more than 21 million have blood lead levels above 10 µg/dL. The death rate from lead exposure exceeds that from unsafe water sources.

Our country assessment report found that the primary sources of lead in Bangladesh include the illegal and substandard recycling and unregistered manufacturing of used lead-acid batteries; informal gold ash recycling; pesticides; turmeric adulterated with lead chromate; and aluminum cookware containing lead, among others.

Where We Started	Where We Are	Where We're Going
<ul style="list-style-type: none"> • Evidence of elevated blood lead levels in 60% of the children; • Assessed 260+ informal ULAB recyclers; • No regular blood lead level testing; • Little coordination of lead work, and little governmental response. 	<ul style="list-style-type: none"> • New lead coordination groups; • The government has committed to prioritizing lead; • Source analyses, trainings, and remediation set for 2021/2022. 	<ul style="list-style-type: none"> • Blood lead levels and lead sources are well understood; • Governments will have a plan and good technical/enforcement capacities; • Remediations will have begun; • ULABs flow to sound recyclers.

MIZRAPUR, BANGLADESH

THIS VILLAGE WAS THE SITE OF INFORMAL BATTERY SMELTING AND HAS EXTREME LEVELS OF LEAD POLLUTION. A REMEDIATION IS PLANNED FOR LATE 2021.



GEORGIA

In 2018, the Georgian National Center for Disease Control and Public Health (NCDC) and UNICEF completed a Multiple Indicator Cluster Survey that found that 41% of children (ages 2–7 years) had blood lead levels equal to or exceeding 5 µg/dL, and that 16% of the children in the study had blood lead levels exceeding 10 µg/dL.

A subsequent study found that lead-adulterated spices were the main source of lead for children in the families that participated in the research. The study indicated that there was a need to reduce lead in spices and complete more comprehensive studies to better identify and control other sources of lead exposure in Georgia.

As one of the more recent additions to our country portfolio, the June 2020–June 2021 year included building relationships with local stakeholders, leading to a memorandum of understanding with Tegata Motors, the biggest auto/auto parts dealer in the Caucasus region.

The stakeholders we engaged with, as well as the findings from assessment work, were key to informing strategic directions for effective implementation of our lead exposure reduction plans.

Where We Started

- Children had extremely high blood lead levels;
- Lead-adulterated spices were a dominant exposure source, particularly in Western Georgia.

Where We Are

- Extensive analysis of 264 spice samples has shown which producers add lead chromate to improve color;
- Assessments of contaminated sites are under way.

Where We're Going

- Interventions to result in an end to spice adulteration nationally;
- Lead-contaminated sites are mapped and remediation projects are completed at priority sites.

GEORGIA
PURE EARTH TEAM
CONDUCTING AN
INVESTIGATION TO FIND
THE SOURCE OF HIGH
BLOOD LEAD LEVELS
OF CHILDREN IN THIS
COMMUNITY



Pure Earth has been in Ghana since 2010 when it began working alongside local partners to develop a formal e-waste recycling center in the Agbogbloshe dump site in the capital city of Accra. In a subsequent lead mapping project, teams of investigators divided tracts of land into grids, taking samples at regular intervals to uncover patterns of contamination.

This foundational work was a key determinant for Ghana's inclusion in the PECP partnership, and with the hiring of a new country director and technical project, we will be able to contribute significantly more to the reduction of lead exposure in the country.

Where We Started

- Very little concrete data on children's blood lead levels;
- No blood lead level testing;
- Some evidence that informal ULAB recycling was in decline;
- No data on other exposure sources.

Where We Are

- Completed a training on site assessments and remediation for health/environment agencies;
- Initiated site assessments;
- Designing a blood lead level testing program.

Where We're Going

- Government has a lead management plan;
- Licensed ULAB recyclers improve practices;
- Blood lead level testing is used to identify and mitigate non-ULAB exposure sources.

GHANA

CLOCKWISE, FROM LEFT: GIRLS WORKING IN E-WASTE DUMPSITE IN AGBOGBLOSHIE; TRAINING INVESTIGATORS TO ASSESS TOXIC HOTSPOTS AND PLANNING A REMEDIATION STRATEGY



INDONESIA

Pure Earth has been involved in Indonesia for over 10 years. The country was included in the initial phase of the PECP initiative based on our close ties with the government and communities, as well as the grave toll of lead poisoning in the country.

There are an estimated 8 million children in Indonesia with blood lead levels > 5 mg/dL, resulting in economic losses of an estimated \$37.9 billion.

Production capacity in the country of formal ULAB recyclers is 30% -50% of total supply. The rest is presumed to divert to the informal recycling stream. Despite these figures, there is no standard national plan for health monitoring on lead exposure.

Where We Started	Where We Are	Where We're Going
<ul style="list-style-type: none"> Government is interested in lead but lacked capacity and was not active; Insufficient data on lead exposure sources beyond ULAB recycling; No regular blood lead level testing. 	<ul style="list-style-type: none"> Analysis of existing data is complete; Partnerships with universities established; Some administrative delays; Site assessments and government trainings to begin in Q4 2021. 	<ul style="list-style-type: none"> Government will have a lead management plan and technical training/capacity for enforcement; Site remediations and other lead exposure reduction interventions will begin.

INDONESIA
 PESAREAN VILLAGE
 IN TEGAL REGENCY –
 DECADES OF INFORMAL
 BATTERY RECYCLING
 AND LEAD SMELTING HAS
 CAUSED DANGEROUS
 LEVELS OF LEAD
 POLLUTION



MEXICO

Less than 1% of traditional artisanal glazed pottery in Mexico is lead-free. Eating from lead-glazed pottery is the primary exposure source for the country's 13 million children with elevated blood-lead levels.

Pure Earth Mexico teaches and promotes lead-free glazing techniques not only as a measure to improve health, but just as importantly, as a means to uphold a vital tradition and livelihood.

In the latter half of 2020 we significantly reinforced local staffing to accomplish our goal under PECP of transforming an entire national industry, from producers, to consumers to government regulators. The new staff immediately set to work, accomplishing an extraordinary amount in just a few short months.

Where We Started	Where We Are	Where We're Going
<ul style="list-style-type: none"> • Good understanding of blood lead levels and exposure sources, but only minor actions taken to date due to low funding; • Government interest is high, but action is low. 	<ul style="list-style-type: none"> • Launching Circle of Women to train more potters in lead-free production; • Raising public awareness around lead poisoning caused by lead glazed pottery; • Establishing lead-free pottery neighborhoods; • Conducting lead-free glaze research. 	<p>National transition to lead-free pottery:</p> <ul style="list-style-type: none"> • Increase supply by training potters; • Increase demand through public education and partnerships with stores and restaurants.

MEXICO LEAD-FREE POTTERY



INDIA

Pure Earth has been working in India for over 15 years, addressing public health issues stemming from chemical and heavy metal pollutants, especially lead. With India having the most lead-poisoned children in the world—more than 275 million children with blood lead levels above 5 µg/dl— Pure Earth has committed to significantly expanding our footprint and impact in the country.

Where We Started

- Assessed more than 500 toxic sites; 80% were contaminated with heavy metals, and the majority were substandard battery recycling operations;
- Launched multi-pronged strategy including educating policy makers and statewide lead reduction programs in Bihar and Tamil Nadu.

Where We Are

- Conducting a pilot lead cleanup project in Tamil Nadu;
- Researching the scale and supply chain of lead contaminated spices throughout India;
- Establishing a National Lead Advisory Group to develop and implement a plan addressing the key sources of lead exposure.

Where We're Going

- Implementing sustainable action plans that engage the public and private sectors, which will reduce the number of children with blood lead levels above 5 µg/dl by 50% in four states;
- Establishing a health monitoring system to track progress.

INDIA

CLOCKWISE, FROM TOP LEFT: WOMEN WORKING IN SUB-STANDARD BATTERY RECYCLING FACTORY; CHILDREN AT LEAD EDUCATION AND AWARENESS COMMUNITY EVENT IN PATNA; ASSESSING SMELTER OPERATIONS



PHILIPPINES

Since 2008, Pure Earth has been identifying and tackling toxic pollutants in the Philippines through assessments of contaminated sites; pilot remediations, multi-stakeholder coordination, education, and industrial process reviews. To date, over 150 toxic sites have been assessed, and more than 25% were lead-contaminated.

As revealed in *The Toxic Truth* report, 20 million children in the Philippines (50%) have blood lead levels above 5 ug/dL, ranking the country in the world's top 20 in the number of children poisoned by lead.

The Philippine's lead problem has been grossly under-estimated and under-recognized and requires targeted study so that effective interventions based on source and severity are developed, financed and implemented.

Where We Started	Where We Are	Where We're Going
<ul style="list-style-type: none"> • High estimated BLLs; • Little understanding of major exposure sources; • Little action by environmental agencies, but good interest among health agencies. 	<ul style="list-style-type: none"> • Persuaded government to conduct first large-scale blood lead level testing (supported by USAID and Clarios Foundation); • Data will allow follow-up actions. 	<ul style="list-style-type: none"> • Greater knowledge of exposure levels and sources spurs increased interest and resources; • Source-specific interventions begin to reduce children's BLLs.

PHILIPPINES
PURE EARTH TEAM
PRESENTING COMMUNITY
EDUCATION PROGRAM ON
LEAD EXPOSURE



ADDITIONAL PROGRAMS

PERU

Madre de Dios, Peru, is one of the most biodiverse yet ecologically devastated regions of the world. Artisanal gold mining is responsible for releasing mercury into the environment and deforesting wide swaths of the Amazon rainforest—two of the most urgent public health and environmental issues of the day. Currently, more than 45,000 miners work in the region without formal approval. Thanks to recent government pressure on illegal mining, around 220 small-scale mining concessions have successfully been formalized. Unfortunately, these miners have seen little reward for their efforts and have received almost no guidelines on how to eventually close their mines in an ecological fashion as is required by law.

Pure Earth is one of the only organizations in the world that has implemented successful interventions in this region to address these two important issues.

Where We Started	Where We Are	Where We're Going
<ul style="list-style-type: none">• In 2014, Pure Earth initiated a multi-faceted program in Madre de Dios funded by the US State Department, entailing training miners in mercury-free techniques, raising community awareness on dangers of mercury contamination; and reforesting Amazonian rainforest degraded by ASGM.	<ul style="list-style-type: none">• Training more miners in mercury-free mining techniques and how to re-forest the degraded land;• Identifying new mining communities to participate in the program;• Connecting miners to market solutions that value their commitment to health and the environment and improve profitability.	<ul style="list-style-type: none">• Scaling up our comprehensive strategy that engages miners, policymakers, and the private sector (especially the jewelry industry) resulting in a 50% reduction in mercury exposures from ASGM practices and an increased dependable supply of mercury-free ASGM gold.

PERU
PLANTING SEEDLINGS
IN MADRE DE DIOS AND
MONITORING THE GROWTH



COLOMBIA

Mercury pollution in Colombia ranks amongst the highest in the world. Between 50 to 100 tons are released into the environment every year, in large part from ASGM activities. Lead pollution from unsafe battery recycling is also a source of toxic exposure for children and families. Over the past 12 years, Pure Earth has received funding from the US Department of State, USAID and Planet Gold to identify key pollutants and develop strategies and interventions.

Where We Started

- Assessed more than 80 toxic sites, about half were contaminated by mercury;
- Remediated a lead-contaminated site serving as a cost-effective pilot project;
- In collaboration with various ministries, developed the first national Health and Pollution Action Plan (HPAP).

Where We Are

- Currently testing cost-effective technologies for separating mercury from tailings, and assessing 30 contaminated areas and 30 tailings (mining waste) piles, to determine which sites pose the most health risk;
- Building grassroots support to implement the HPAP.

Where We're Going

- Secure resources to build upon past and current field work and implement public-private initiatives that comprehensively address mercury pollution caused by ASGM as well as lead poisoning caused by unsafe battery recycling and other sources.

COLOMBIA MONITORING AIR AND WATER FOR LEVELS OF MERCURY POLLUTION



BURKINA FASO AND TANZANIA

With financial support from UNEP, Pure Earth developed a set of recommendations for the government in Burkina Faso and Tanzania on the environmentally sound management of waste lead acid batteries (WLABs). Pure Earth created working groups in both countries to discuss tools and policy development to advance discussion on the management of WLABs.

As part of the same project, Pure Earth is working with a technical expert to develop a guidance manual on improving the management of waste lead acid batteries in Africa.

TRANSFORMATION AROUND THE GLOBE

Pure Earth partners with governments, communities, industry, and academic centers to understand and reverse one of the most pressing global challenges of the millennia.

We consider the bigger picture in all of our efforts, collecting and analyzing relevant data on the scope, severity, and health and economic impacts of contamination, and sharing our findings broadly with national and international stakeholders. Our aim is to inform structural changes through replicable, sustainable, and scalable interventions.

RESEARCH AND PUBLICATIONS

As a data-driven organization we are committed to conducting innovative, rigorous research that directly influences project design and practice as well as policy recommendations and strategies.

Over the past year our research brought to bear extraordinary opportunities to elevate our stature as an authoritative voice for advancing the pollution agenda.

THE LANCET Planetary Health

The Lancet Planetary Health—Blood lead levels in low-income and middle-income countries: a systematic review

Published in March 2021, this study corroborated the groundbreaking findings of Pure Earth and UNICEF's *Toxic Truth* report that estimated 800 million children a year were poisoned by lead.

Though leaded gasoline has been eliminated and lead paint restrictions have been implemented, the study makes clear that there are ongoing sources of contamination, particularly in low- and middle-income countries.

“What makes this especially urgent is that this problem is growing, and the cycle will continue for generations until the sources of lead exposure are removed and no longer poisoning children. The good news is that an initiative to solve this problem at scale has been established,” says Richard Fuller, Pure Earth Director.



Lead on the Table

Published as a follow up to Pure Earth’s *Toxic Truth* report, *Lead on the Table* focuses on the impact of lead exposures in Mexico, where lead-glazed pottery has been identified as the country’s main source of chronic lead poisoning for the 13 million children estimated to have elevated blood lead levels.

Cost-effective and viable strategies for reducing exposures can generate economic benefits. The WHO confirms that the “economic benefits of successful interventions against lead poisoning have also proven to be enormous. These benefits far outweigh the costs of creating a national screening program, surveillance, and primary prevention of lead poisoning.”



Consequences of a Mobile Future: Creating an Environmentally Conscious Life Cycle for Lead— World Economic Forum White Paper

This white paper, written in collaboration with Pure Earth, the International Lead Association and Responsible Battery Coalition, provides a series of recommendations for policy-makers for the safe management of lead battery recycling. In highlighting the economic and health benefits of adopting these practices on a global scale, the paper advances our efforts in advocating for systemic changes in how lead is handled around the world.

POLICY



Pure Earth engaged the Global Alliance on Health and Pollution (GAHP) to educate and activate decision makers in international agencies and key governmental ministries to prioritize reducing lead exposures from informal and illegal ULAB recycling and other sources. One notable result of GAHP's advocacy is that the European Parliament's new Zero Pollution Action Plan highlights health impacts of lead exposure for children and calls for the EU to create a global initiative to eliminate informal and illegal used lead-acid battery (ULAB) recycling. GAHP has also noticeably increased interest in reducing lead exposure within the G20, UN family, and among key bilateral donors. Notably, GAHP continues to expand the focus of these organizations beyond lead-based paints to include informal and illegal ULAB recycling.

GAHP is currently preparing three regional workshops to raise awareness of lead exposure challenges with the WHO in Latin America, Africa, and South Asia during International Lead Poisoning Prevention Week in late October 2021.

In addition to the work carried out by GAHP, Pure Earth has conducted extensive PECP communications activities, including the production of videos, fact sheets, press releases, and social media and blog posts. Pure Earth has also facilitated media coverage, not only around the PECP launch, but throughout the year from a variety of notable news outlets.



Advising the US House of Representatives on Heavy Metal Contamination of Baby Foods

In February 2021, U.S. House Subcommittee on Economic and Consumer Policy Committee on Oversight and Reform published a report titled, "*Baby Foods Are Tainted with Dangerous Levels of Arsenic, Lead, Cadmium, and Mercury*" presenting evidence that baby food manufacturers knowingly sell food products containing high levels of toxic heavy metals.

Pure Earth reached out to the subcommittee report authors and set up a series of meetings to share knowledge on how heavy metal pollution travels through the global food production system. Richard Fuller convened the meetings and invited experts from the Clean Label Project, The Lactation Lab, Stanford University and the New York City Department of Health, with expertise on various aspects of heavy metal contamination in baby food and other products, to further expand the scope of the Subcommittee's awareness.

GLOBAL COMMUNICATIONS AND AWARENESS

Where We Started	Where We Are	Where We're Going
<ul style="list-style-type: none">• Little international understanding of lead exposure or key lead sources in mid- and lower-income countries;• Only minor initiatives/ funding focused mainly on lead paints.	<ul style="list-style-type: none">• Increased attention to children's exposures and related health/economic impacts;• UN and governments increasingly highlight illegal ULAB recycling, spices, and cookware.	<ul style="list-style-type: none">• Reducing lead exposure is a development priority for donors, governments, UN groups, and civil society organizations;• New initiatives and funding partners emerging.



INDIA
CHILDREN IN KARMALICHAK WHERE PURE EARTH
CONDUCTED A LEAD CLEAN UP PROJECT



PECP VIRTUAL LAUNCH EVENT
CLOCKWISE, FROM TOP LEFT: UNICEF
EXECUTIVE DIRECTOR HENRIETTA FORE;
FORMER SECRETARY OF STATE
MADELEINE ALBRIGHT; UNICEF OFFICE
OF RESEARCH-INNOCENTI PUBLIC AFFAIRS
MANAGER SARAH CROWE



Launch of Protecting Every Child's Potential (PECP) Initiative

The day after the report release, a UNICEF USA press release announced the PECP partnership. The formal launch event for the PECP partnership took place on October 14, 2020:

Pure Earth, the Clarios Foundation and UNICEF today launched the Protecting Every Child's Potential (PECP), an awareness raising movement and knowledge platform created to tackle the urgent challenge of children's exposure to lead which is on a massive and previously unrecognized scale.



The virtual event featured UNICEF Executive Director Henrietta Fore and former Secretary of State, Madeleine Albright expressing strong support for the initiative with Albright referring to the founding partners as “the magic trio.”
www.youtube.be/OUyzeEZ_Nxl



PECP PANEL DISCUSSION

CLOCKWISE, FROM TOP LEFT:
UNICEF DEPUTY DIRECTOR, HEALTH
SECTION LUWEI PEARSON; PURE
EARTH CEO RICHARD FULLER; CLARIOS
CHIEF SUSTAINABILITY OFFICER
ADAM MUELLERWEISS; FORMER US
ENVIRONMENTAL PROTECTION AGENCY
ADMINISTRATOR CAROL BROWNER

A partnership panel discussion with the founding organizations followed, facilitated by former US EPA Administrator Carol Browner.
www.youtube.com/watch?v=OUyzeEZ_NxI

“Our team has a long history of successfully remediating and restoring contaminated sites across the world,” said Richard Fuller, CEO and founder of Pure Earth. “Working with the Clarios Foundation and UNICEF to scale these efforts is exciting, but our three organizations are just the beginning. We need others with a diverse set of expertise to join us in the effort to develop additional systemic solutions to this issue.”

“Children who are exposed to lead risk not fulfilling their potential in life, and with this partnership, we have an opportunity to make a real difference in the lives of children and young people around the world,” said Ava Volandes, Vice President of Corporate Partnerships, UNICEF USA. “We believe our efforts to protect children from lead exposure must be meaningful, measurable, equitable and ensure sustained progress towards improving the health and well-being of children everywhere.”

“The data is clear, and the solutions to this issue are known,” said Adam Muellerweiss, Chief Sustainability Officer, Clarios. “Everyday batteries around the world are safely collected, transported and recycled. This is what we do, and we invite others to join us to help protect the health and potential of every child.”

“Lead poisoning is affecting children on a massive scale, silently wreaking havoc on their health and development, with possibly fatal consequences.”

—MADELEINE ALBRIGHT
AND HENRIETTA FORE

Former US Secretary of State
and UNICEF Executive Director

Following the launch event, Fore and Albright published an op-ed in *Fortune* urging global action:

“While COVID-19 is the most dramatic public health issue facing the world right now, it should not detract from our awareness and determination to confront other threats. Lead poisoning is affecting children on a massive scale, silently wreaking havoc on their health and development, with possibly fatal consequences.

We know what we must do to halt this insidious threat. Together, governments, businesses, and philanthropies can and should make a difference. The Protecting Every Child’s Potential Initiative can help point us all in the right direction, but it cannot succeed alone. It will need, and it will deserve, the support and cooperation of us all.”

The Protecting Every Child’s Potential website serves as a hub for all information related to the initiative.

www.protectingeverychildspotential.org/

FORTUNE

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COMMENTARY • PUBLIC HEALTH

**Lead poisoning affects 1 in 3 kids worldwide—
but it’s not too late to act**

BY MADELEINE ALBRIGHT AND HENRIETTA FORE

October 23, 2020 2:07 PM EDT



A child stands before a fire fed by waste and rubber materials at an abattoir in Yenagoa, Nigeria, in 2016. Lead poisoning has negative health effects on children worldwide, write Madeleine Albright and Henrietta Fore.

TANYA BINDRA—UNICEF/UN37170



Press Coverage

Following the publication of *The Toxic Truth* and the launch of PECP, several media outlets contacted Pure Earth with an interest in covering this emerging global public health story in more depth. Perhaps the most notable of these was an 18-minute radio piece by the BBC.

Online and radio publications

- The Dirty Business of Old Car Batteries, *BBC Business Daily Podcast*, May 12th, 2021.
- Dangerous spices: Why India's cooking powders pose a risk of lead poisoning, *The Guardian*, Dec. 23rd, 2020.
- There's Lead In Your Turmeric, *Vox, The Weeds, Podcast*, May 4th, 2021.
- Report says 815 million children have high blood lead levels, *The Lancet*, Aug. 8th, 2020.

Endorsements by Think Tanks

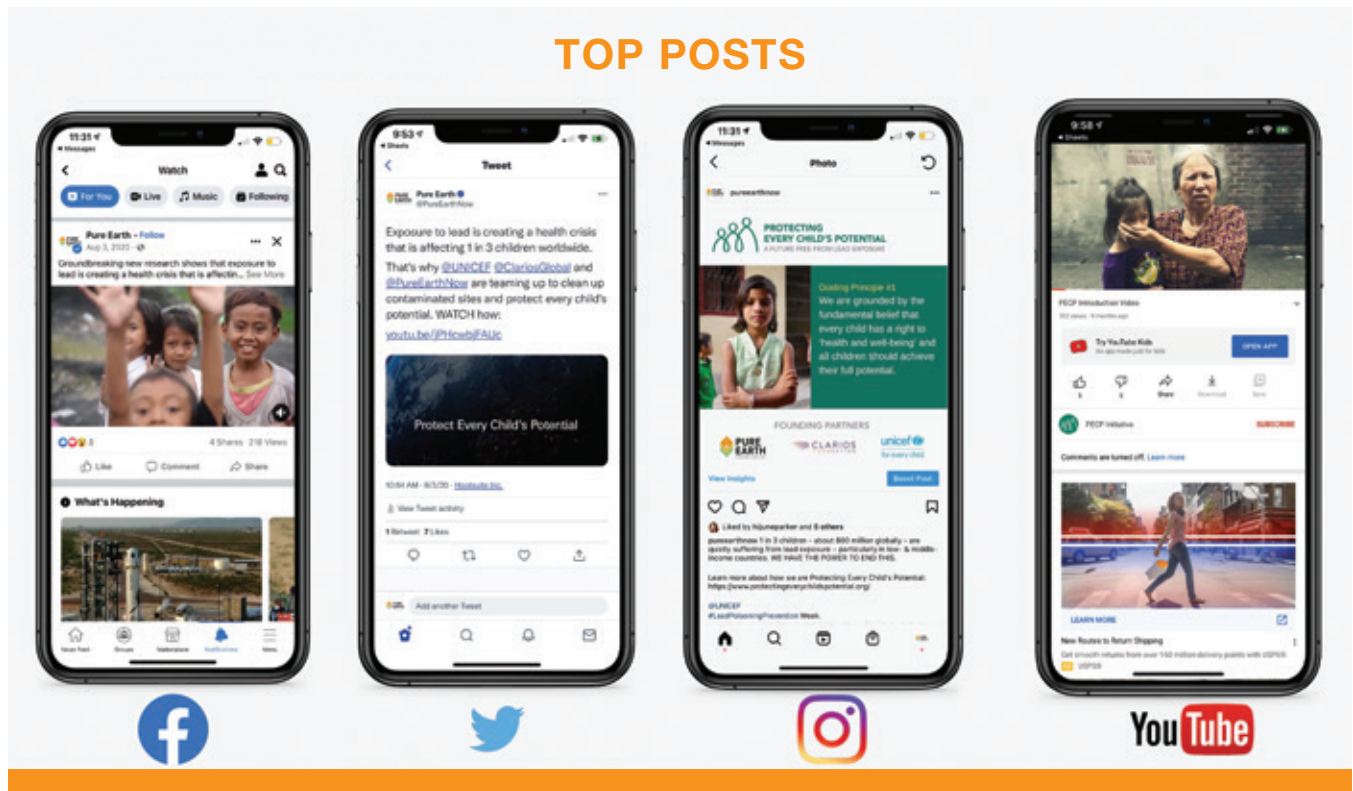
Two prominent organizations issued strong statements of support, recognizing the urgency of the lead exposure issue, calling for investments in solutions, and acknowledging the leadership of Clarios, Pure Earth, and UNICEF.

In a new report released in May 2021, the think tank Rethink Priorities highlights the PECP partnership and the urgency of reducing lead exposures. The report acknowledges Pure Earth as the “largest organization working on lead exposure,” saying “They appear to be the only organization that both (a) specializes primarily in reducing lead exposure and (b) takes a comprehensive approach to the issue...”

An April 2021 position paper by the Center for Global Development draws on *The Toxic Truth* report and Pure Earth’s work, urging the Biden Administration to make lead exposure reduction a priority in overseas development aid.

Social Media

Pure Earth was active on all social channels reaching out and bringing visibility to the efforts of our teams around the world as well as the PECP initiative.





VIRTUAL BASH

Pure Earth's annual benefit bash went virtual and was a big success with over 300 guests attending on June 29th. As many non-profits, we needed to adapt our in-person dinner and auction into a live stream event. We are truly grateful to our partners at Clarios, who quickly identified a production company and underwrote the production costs, enabling nearly all proceeds to directly support life-saving pollution solutions. The virtual program was packed with visits from Pure Earth experts out in the field, prizes and even a cooking demonstration on lead-free pottery from Chef Adrián Herrera of Master Chef Mexico. Most importantly we recognized three individuals dedicated to Pure Earth's mission and work:

Impact Award

Ana Margarita Garza
Director Legal Environmental
& Corporate Affairs,
Latin America Clarios

Green Benefactor Award

Michael Doherty
President,
Building Maintenance Services

Pure Earth Guardian

Dr. Gordon Binkhorst
VP of Global Programs
and former Technical
Advisory Board Member

FIRST INTERNATIONAL WOMEN'S DAY LUNCHEON

Pure Earth held its inaugural International Women's Day Virtual Luncheon on March 8, 2021, to spotlight pollution's significant impact on maternal and child health and the critical role women play in implementing and advocating for solutions. Pure Earth recognized three incredible women leaders with its **"FORCE OF NATURE"** award: Charlotte Triefus, Pure Earth Board Member; Larah Ortega Ibanez, Pure Earth Philippines Director; Mary Collene Daet, HSBC Volunteer. Leader. Featured speakers included Dr. Pamela Das, Senior Executive Editor of *The Lancet*, Louise Blais, Ambassador and Deputy Permanent Representative of the Permanent Mission of Canada to the United Nations, and Bobbie Lloyd, Chief Baking Officer at Magnolia Bakery. Thanks to our generous donors and sponsor, Force of Nature, we raised critical funds to support Pure Earth's work helping families around the world.



PURE EARTH GOLF EVENT



GOLF OUTING 2020

ON SEPTEMBER 21, WE HELD OUR ANNUAL PURE EARTH GOLF OUTING AT FENWAY GOLF CLUB IN SCARSDALE, NY

“Going on Pure Earth’s virtual field trip was a very meaningful and creative way for our employees to celebrate Earth Day, learn about an important environmental issue and give back.”

—ROBERT RUTKOFF

Head of Corporate Social Responsibility,
Guggenheim Partners



PURE EARTH DAY 2021

Nearly 400 people celebrated Earth Day with us.

On April 22nd, we hosted Pure Earth Day Virtual Field Trips to Peru where we highlighted our mercury pollution work in the Amazon and Bangladesh where we featured our efforts to tackle lead pollution. Participants met our pollution experts in the field and attended a live Q & A.

Ten companies, including Clarios, Guggenheim Partners, Roux Associates and Tiffany & Co., offered this interactive learning opportunity to their employees. In addition, 10 retail companies donated a percent of sales to Pure Earth.

All funds raised were matched, dollar for dollar, by a generous anonymous donor.

For more information on how your company or organization can participate in Pure Earth Day, contact development@pureearth.org. It’s never too early to plan for Earth Day.





FRESHFIELDS BRUCKHAUS DERINGER HOSTS EARTH DAY PANEL

Long-time supporter—**FRESHFIELDS BRUCKHAUS DERINGER**—celebrated Earth Day by hosting a conversation on how the private and public sector are teaming up to find sustainable solutions to the

devastating environmental and health impacts of batteries and the lead-based components.

Panelists included: Pure Earth CEO Richard Fuller, Pure Earth Board member Alicia Ogawa, Clarios Chief Sustainability Officer Adam Muellerweiss, and Global Battery Alliance Public Policy Director Mathy Stanislaus.



**CORPORATIONS AND
FOUNDATIONS**

ABM Building Maintenance
and Facility Services
 Alexandra Hart Jewelry
 Ani Fine Jewelry
 Barbara Hope Foundation
 Bario Neal
 Boston Properties
 Brilliant Earth
 Building Maintenance Services, LLC
 Casa Collab
 Chandally
 Christina Malle Jewelry
 Clarios Foundation
 Classic Recycling
 Clean Air Fund
 Commodore Constuction
 ConservationXLabs
 Dana Bronfman Jewelry
 Emily Chelsea Jewelry
 ExxonMobil
 Facebook
 FreshTrends LLC
 Futura
 Gardens of the Sun
 Greenberg Traurig, LLP
 Grove North Ventures
 Gullabi Gulbenkian Foundation
 Hi June Parker Fine Jewelry
 Honeywell International Inc.
 Imperial Dade
 JL Local LLC

KBH Jewels
 Made Line Jewelry
 Martha Cristina Jewelry
 Melissa Joy Manning Jewelry
 Merzatta
 Meyer Family Fund
 Mina Stones
 Mociun
 Oak Foundation
 Pacific Market International, LLC
 Pfizer
 Poets Corners LTD
 PVH
 R&R Scaffolding
 Richline Group
 Roux Associates
 Roy A. Hunt Foundation
 Royal Waste Services, Inc.
 Shahala Karimi Jewelry
 Siemens Industry
 Steven Jacob
 Stop Pest
 TEI Group
 The Durst Organization
 The Tiffany & Co. Foundation
 Toby Pomeroy Jewelry
 TogoRun
 Trafigura Foundation
 UHY Advisors
 Vale Jewelry
 Vornado Office Management
 Wells Fargo
 Wend Jewelry
 WWake

GOVERNMENT/ BILATERAL DONORS

European Commission (EC)
Global Environment Facility (GEF)
 Swedish International
Development Agency (SIDA)
Swedish Ministry of the Environment
and Energy
Swiss Agency for Development
and Cooperation (SDC)
United Nations Environment
Programme (UNEP)
United Nations Development
Programme (UNDP)
U.S. Agency for International
Development (USAID)
 U.S. Department of State (DoS)

INDIVIDUALS

Behzad Aghazadeh
and Golnaz Sepahpour
Dominic Amato
Aprajita Anand
Armand Aponte
Ashkan Asgari
Michael Balick
Catherine Barlow
Michelle Barone
Serda and Hagop Belekdanian
Bruce Bennett
Brian Berger
Angela Bernhardt
Douglas Biggs
Sara Binkhorst
Jessica Blanchard
Nadya Boyadjian
Kersten Brinkworth
Dana Bronfman
Paul Brooke
William Brosh
Timothy Brutus

Michael Burke
Chris Burke
Abigail Burke
Kathie Campbell
Jack Caravanos
Lance Carlile
Elisabeth Carlson
Yona Chandally
Jennifer Chartoff
Robin Cherwinka
Eugene Choi
Charles Copeland
Lara Crampe
Rick Crane
David D'Amico
Darryl Dahlheimer
Kevin Davis
Alena Derby
Philip C. Dinan
Braden Dodds
Michael Doherty
Spiro and Gena Dongaris
Stephen Doyle
Joseph Dunleavy
David Ellovich
Lois Ellovich
Jeff Elmer and Patricia Burns
Diane Englander
Bret Ericson
Bobbe Evans
Bobbe Evans
Sarah and Robert Fairbairn
Eric Fecci
Kevin Fell
Nazareth and Nila Festekjian
Ana Frago
Richard Fuller
Val Galella
Jodi Ganz
Michael Garibaldi
Meri Geraldine
Josh Ginsberg
Jeff Gitlin

Lesley-Anne Gliedman	Christina Maher
and Eytan Shapiro	Bared Maronian
Hinako Gojima	Chris Marraccino
Katherine Gould-Martin	Samantha Marsh
Kevin Gray	Camille Massey
Robert Guarnaccia	Dana Massie
Andrew Harley	Ira May
Mark Hassam	Matthew McAvoy
Susan Hecht	John McClave
Steven Heim	Lance and Karl McGinnis
Andrew Heinegg	David and
John Hendrix	Katherine Bruce Mechner
Richard Higger	Kevin Melson
Ross Hipple	Jenny A. Mendez
Susan Horwitz	Conrad and Sarah Meyer
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Glo Janata	Seth Miller
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2020

FINANCIAL STATEMENT

Consolidated Statement of Financial Position

Years Ended December 31, 2019–2020

	2020 Consolidated	2019 Consolidated
CURRENT ASSETS		
Cash and cash equivalents	\$ 899,878	\$ 75,049
Grants receivable	8,099,063	3,966,590
Pledges receivable	243,584	397,612
Prepaid expenses and other current assets	831,751	167,598
Total current assets	\$10,074,276	\$4,606,849
Property and equipment, net	353,620	407,659
Security deposit	25,000	25,000
Total assets	\$ 10,452,896	\$ 5,039,508
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	777,519	647,968
Accrued expenses	150,978	111,167
Line of credit	—	170,924
Long-term debt, current portion	—	43,508
Total current liabilities	\$ 928,497	\$ 973,567
NET ASSETS		
Without donor restrictions	355,615	193,426
With donor restrictions	9,168,784	3,872,515
Total net assets	9,524,399	4,065,941
Total liabilities and net assets	\$10,452,896	\$ 5,039,508

Consolidated Statement of Activities

Years Ended December 31, 2019–2020

	December 31, 2020 Pure Earth Consolidated			December 31, 2019 Pure Earth Consolidated		
SUPPORT AND REVENUE	Unrestricted	Donor Restriction	Total	Unrestricted	Donor Restriction	Total
Grants	\$ —	\$9,724,141	\$9,724,141	\$ —	\$2,966,452	\$2,966,452
Fundraising income	145,946	—	145,946	651,198	—	651,198
Contributions	287,757	—	287,757	373,023	—	373,023
In-kind contributions	55,856	—	55,856	325,575	—	325,575
Net assets released from restrictions	4,427,872	(4,427,872)	—	3,787,393	(3,787,393)	—
Total support and revenue	\$4,917,431	(\$5,296,269)	\$10,213,700	\$5,137,189	(\$ 820,941)	\$4,316,248
FUNCTIONAL EXPENSES						
Program	3,645,532	—	3,645,532	3,864,062	—	3,864,062
Administration	950,031	—	950,031	769,052	—	769,052
Fundraising	392,423	—	392,423	461,164	—	461,164
Total functional expenses	\$4,987,986	\$ —	\$4,987,986	\$5,094,278	\$ —	\$5,094,278
Excess (Deficiency) of support and revenue over functional expenses	(70,555)	5,296,269	5,225,714	42,911	(820,941)	(778,030)
Interest expense	(5,013)	—	(5,013)	(24,341)	—	(24,341)
Forgiveness of Loan	273,900	—	273,900	—	—	—
Realized (loss) gain on investments	(623)	—	(623)	—	—	—
Foreign currency translation adjustment	(35,520)	—	(35,520)	1,756	—	1,756
Change in net assets	\$ 162,189	\$5,296,269	\$5,458,458	\$ 20,326	(\$ 820,941)	(\$ 800,615)
NET ASSETS, Beginning	193,426	3,872,515	4,065,941	173,100	4,693,456	4,866,556
NET ASSETS, End	\$ 355,615	\$9,168,784	\$9,524,399	\$ 193,426	\$3,872,515	\$4,065,941

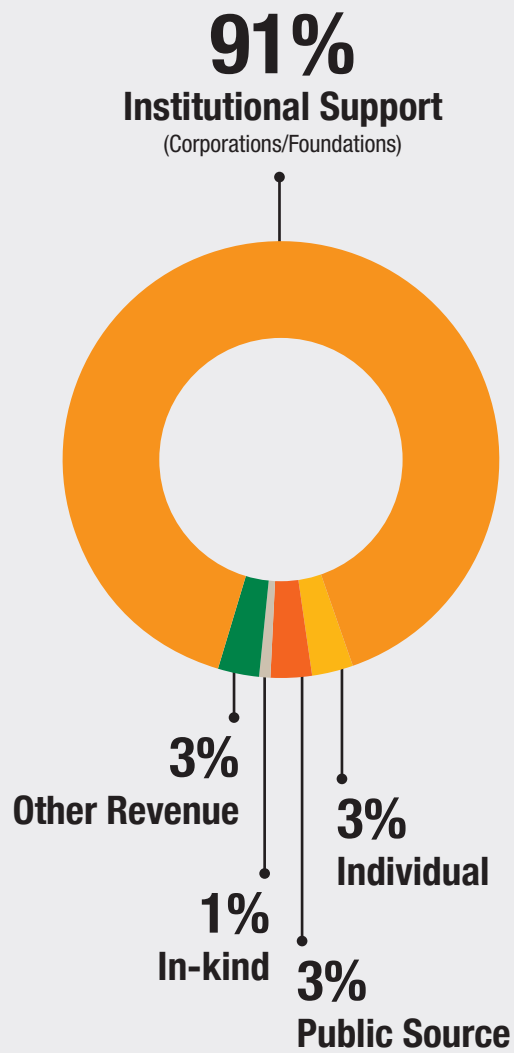
Consolidated Statement of Cash Flows

Years Ended December 31, 2019–2020

	2020	2019
OPERATING ACTIVITIES		
Change in net assets	\$5,458,458	\$ (800,615)
Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities:		
Depreciation	58,255	87,261
Forgiveness of Payroll Protection Program	(273,900)	—
In-kind contribution of investments	623	—
Realized loss (gain) on investments		
Changes in:		
Grants receivable	(4,132,473)	433,313
Pledges receivable	154,028	(268,036)
Prepaid expenses and other current assets	(664,153)	(53,698)
Accounts payable	129,551	146,675
Accrued expense	39,811	(264)
Net cash provided by (used in) operating activities	\$ (770,200)	\$ (455,364)
INVESTING ACTIVITIES		
Proceeds from sale of investments	(623)	—
Fixed asset purchases	(4,216)	—
Fixed asset disposals	—	1,040
Net cash (used in) provided by investing activities	\$ (4,839)	\$ 1,040
FINANCING ACTIVITIES		
Proceeds from line of credit	—	170,924
Repayments on line of credit	(170,924)	(75,000)
Proceeds from Payroll Protection Program	273,900	—
Repayments of long-term debt	(43,508)	(175,166)
Net cash provided by (used in) financing activities	(\$ 59,468)	(\$ 79,242)
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	(\$ 824,829)	(\$ 533,566)
CASH AND CASH EQUIVALENTS, Beginning	\$ 75,049	\$ 608,615
CASH AND CASH EQUIVALENTS, Ending	\$ 899,878	\$ 75,049
SUPPLEMENTAL INFORMATION		
Interest paid	\$ 5,013	\$ 24,341

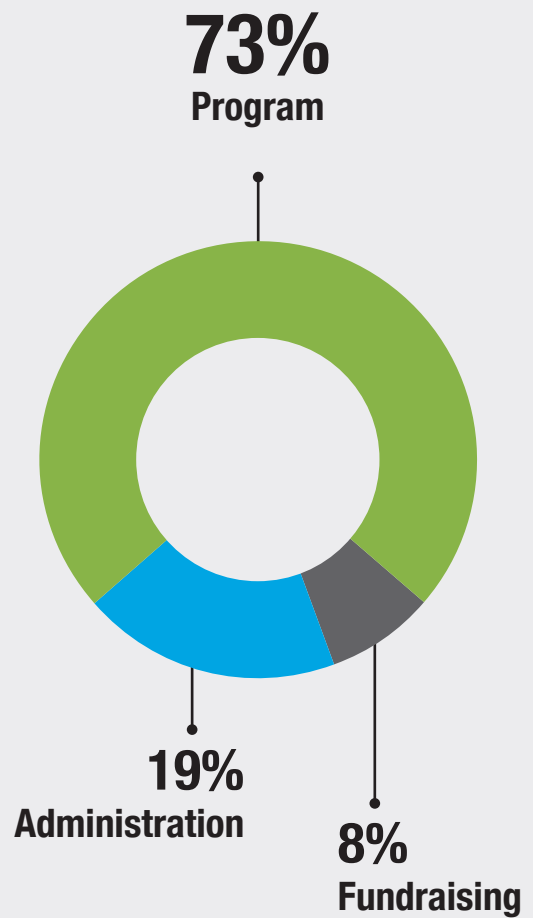
SOURCES OF FUNDS


IN 2020



UTILIZATION OF FUNDS

IN 2020





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