



Mercury-Free Gold Mining Pure Earth and ARM

Our partnership with Pure Earth began in 2017. In 2022, we teamed up with Pure Earth and the Alliance for Responsible Mining (ARM) on a new **3-year \$300,000 grant** to create a program in the Amazon to reduce global mercury emissions. The Green Mining Project aims to train gold miners in **Madre de Dios, Peru**, in mercury-free mining techniques and certify them as the first Fairmined Ecological Gold miners in the region.

The Green Mining Project promotes the implementation of mercury-free technologies, mitigating the negative impacts of this toxic chemical on the environment and people's health and restoring the damage done to Amazon rainforests degraded by gold mining and mercury use. The Fairmined certification and Fairmined premium incentivizes miners to maintain mercury-free mining practices.

Learn more about [Pure Earth](#) and [Fairmined gold](#)



ESG Goal - Completed

Support new Fairmined certifications of artisanal or small-scale gold mines and increase purchases of Fairmined gold from these mines year over year.

Over the last year, our grant partnership with Pure Earth and the Alliance for Responsible Mining has supported the Fairmined certification of mining association AMATAF in Madre de Dios, Peru.

[Update on Goal Performance](#) →



27% increase

in Fairmined
gold purchases