



PURE EARTH

BLACKSMITH INSTITUTE



Pollution Briefing

January 22, 2016, Allen & Overy

Pure Earth

PROJECTS overall

80
PROJECTS



20
COUNTRIES



4.2
MILLION PEOPLE



834K
CHILDREN



PROJECTS 2014

24
PROJECTS



SITE CLEANUPS
PILOT REMEDIATION
COMMUNITY HEALTH
EDUCATION



3
MILLION PEOPLE



The Problem



**Pollution is
the single largest
cause of death
in the developing
world.**

Seynabou's Story



This Morning's Panel

■ **Richard Fuller**

- President, Pure Earth

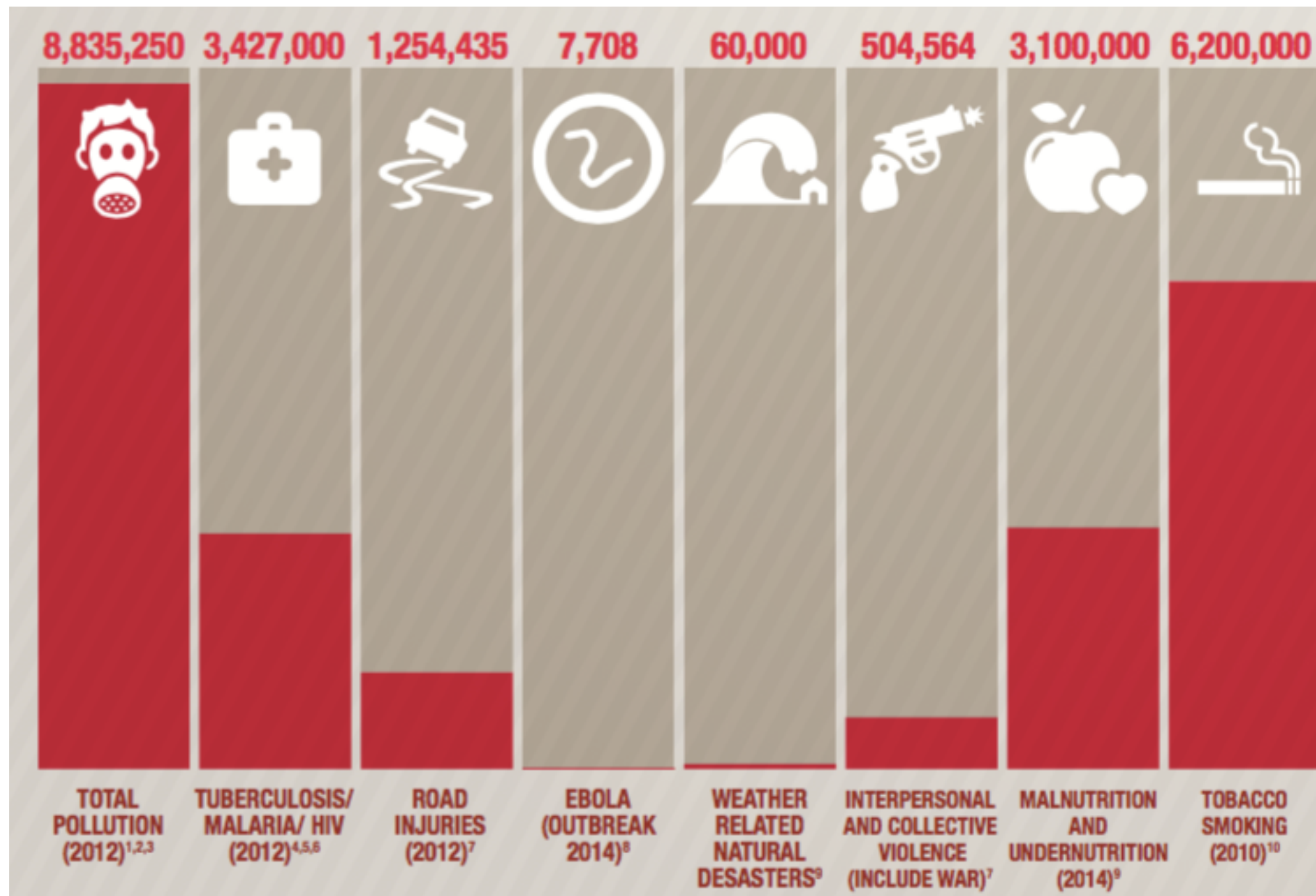
■ **Philip Landrigan, MD, M.Sc.**

- Professor of Preventive Medicine
Pediatrics and Dean for Global Health of the
Icahn School of Medicine at Mount Sinai.

■ **Karen Mathiasen**

- Senior Advisor of the Office of the U.S.
Executive Director of World Bank Group

Pollution Deaths vs. Other Major Causes



Source: WHO and GAHP databases

*1 ALRI: Acute lower respiratory disease

*2 COPD: Chronic obstructive pulmonary disease

*3 IHD: Ischemic heart disease

Pollution is...



Contaminated soil, water and air causing death and disease right now.

Children Suffer The Most



- Brain Damage
- Birth Defects
- Asthma and Respiratory Disease

Lead: The World's #1 Toxin



In their backyards, these villagers in Indonesia dig through lead slag piles from broken car batteries

Mercury: Global Threat



Critical Research – Global Burden of Disease



Pollution Extracts a High Economic Toll ...



Fighting Pollution Is Key To Achieving SDGs



Pure Earth's Purpose And Vision

- To identify and clean up toxic pollution in disadvantaged communities in developing countries.
- To achieve a world where everyone, especially our kids, are healthy and safe from pollution, in our lifetime.



Our Work To Date

Scope Of The Problem



TOXIC SITES IDENTIFIED
in low and middle income
countries.

3,241



**THE POPULATION
AFFECTED** by these sites
is over 54 million people.

54 MILLION
PEOPLE



...of those 54 million
**11 MILLION ARE
CHILDREN.**

11 MILLION
CHILDREN



Pregnant women and children are in
greater danger from toxic exposure.

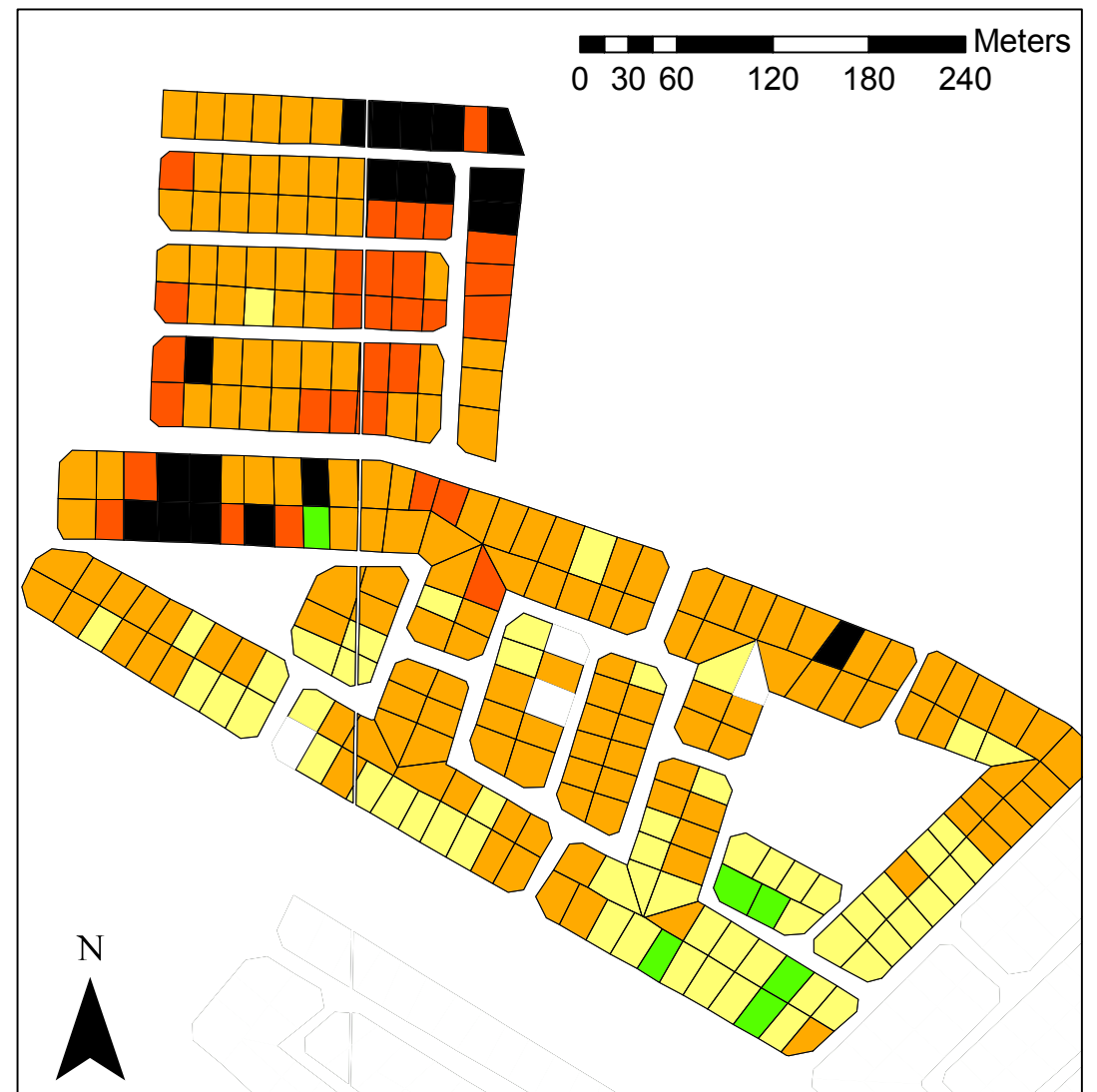
Kabwe, Zambia: Lead Case Study



Children Scavenging In Mountains Of Lead Mine Tailings

Pure Earth's Strategy

- Partner with Kabwe City Council
- Assess blood lead levels
- City-wide soil sampling
- Pilot cleanup project in Chowa neighborhood
- Re-assess blood lead levels



Chowa Soil Lead Levels
Septmeber 2015
Kabwe Municipal Council
Pure Earth (NY, NY, USA)
Environment Africa

Average Soil Lead Levels, mg/kg



Local Cleanup Teams



Leverage: \$40 Million From World Bank



Mongolia: Mercury Case Study



Mongolia: Mercury Case Study



Mongolia: Mercury Case Study



Campaign For 10 Million Lives (2016-2018)

- 35 Pilot Cleanup Projects
- Expand Research— Global Commission On Pollution, Health & Development
- Impact 10 Million People Including 3.2 Million Kids

Campaign For 10 Million Lives (2016-2018)

Raise \$10.4 million in non-governmental
sources

\$1 Impacts 1 Life

...and leverages an additional \$38.6
million in public grants

Questions?

