

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.

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.

TRAINED OVER
500 INVESTIGATORS IN 50 COUNTRIES TO ASSESS TOXIC SITES AND CREATED A PUBLIC DATABASE TO RECORD OUR FINDINGS.

IDENTIFIED & DOCUMENTED OVER
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.



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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.

PURE EARTH'S TARGET COUNTRIES

- BANGLADESH
- COLOMBIA
- GHANA
- GEORGIA
- PERU
- INDIA
- INDONESIA
- MEXICO
- THE PHILIPPINES

OUR 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.

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.