



**AN OPPORTUNITY TO BE A LEADER IN SOLVING
THE GLOBAL ISSUE OF MERCURY POLLUTION FROM
ARTISANAL & SMALL-SCALE GOLD MINING (ASGM)**

Artisanal and Small-Scale Gold Mining (ASGM) is the Leading Source of Mercury Pollution

Why is mercury from ASGM a top global environmental health threat?

- > **19 million people are at risk** for exposure to mercury globally;
- > ASGM is **responsible for about 30%** of the world's mercury releases;
- > **Infants are most at risk** with developmental problems from mercury exposure;
- > Consumption of contaminated fish by **pregnant women** also contributes to neurodevelopmental problems in developing fetuses.

It is estimated that up to 15 million people in at least 80 countries are active in artisanal and small-scale gold mining and a further 100 million people depend on the sector for their livelihood.

Women make up as much as a third of the global ASGM workforce.

Up to 20% of the world's gold comes from ASGM, with an estimated annual value of \$28 billion.

Sustainable, affordable, and scalable solutions exist to transition to clean technologies.

There is a lack of demand for responsibly sourced artisanal gold. Businesses following due diligence guidelines frequently do not include any gold from the ASGM community as part of their supply chains for some leading reasons:

- **The risks are too high**
- **The cost is too high**
- **Lack of information**



MINERS BURNING GOLD AMALGAM, RELEASING MERCURY VAPORS WITH A BABY NEARBY



AERIAL VIEW OF POLLUTED, DEFORESTED AREA DUE TO MINING

Why Should the Jewelry Industry Care?

1. Supply chain and reputational risk

- > Without a commitment to mercury-free practices there will always be “dirty” gold that can tarnish the reputation of the industry;
- > Even best practices cannot ensure that supply chains are completely free of gold from ASGM sources using mercury.

2. Consumers, Investors and Employees Care

- > Consumers expect companies to have purpose and societal impact;
- > Investors are looking for companies that incorporate ESG criteria – profits and purpose are linked;
- > Employees want to work for companies that care.

3. It's the right thing to do

- > Being a truly responsible business means going beyond the norm. It means supporting disadvantaged communities and reducing toxic releases. This is true sustainability;
- > We have a moral imperative to make the world a better place..

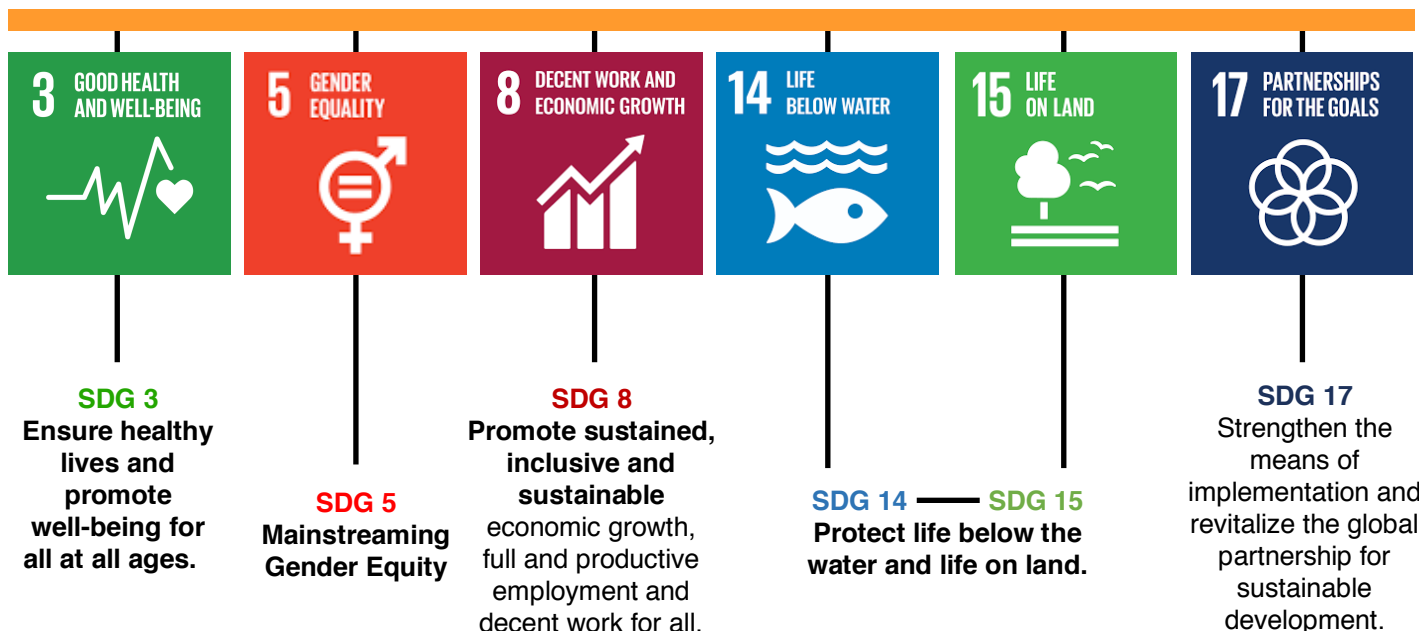


REFORESTATION OF PERUVIAN RAINFOREST DEGRADED BY ASGM



WOMEN GOLD MINERS IN INDONESIA ARE BEING EMPOWERED TO MAKE MORE MONEY WITH MERCURY-FREE GOLD

Addressing Mercury Pollution in ASGM contributes towards accomplishing the SDG's





*Reduce Pollution.
Save Lives.
Protect the Planet.*

A global NGO **dedicated to solving pollution problems** in low- and middle-income countries where human health is at risk.

Since its inception in 1999, Pure Earth has completed more than **120 projects in 27 countries with a focus on women and children.**

Pure Earth's field work, combined with our groundbreaking research and advocacy, **elevates pollution as a global priority.**

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

Environmental monitoring and assessment activities

Training for miners in effective mercury-free mining methods

Health education on mercury risks among miners, families, school children and others in the community

Restoring forests and land decimated by gold mining

Connecting miners to market options

Working with governments to comply with the Minamata Convention

Remediation of contaminated sites

Pure Earth is looking forward to working with you!

Explore ways to support projects in the field including:

- > Cause Marketing Programs
- > Employee Engagement Opportunities
- > Pure Earth Day Virtual Field Trips to ASGM Projects
- > Annual Pure Gold Jewelry Auction
- > Integrating "tackling mercury pollution" as a pillar in Corporate Social Responsibility and Philanthropy Programs



PERUVIAN JEWELER ANDREA JOSE CASTRO IN THE FIELD WITH MERCURY-FREE MINER TRAINED BY PURE EARTH

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