



## When Pure Earth took the TED2026 Mainstage

*Drew McCartor, President, Pure Earth, Thursday, April 23, 2026*



### *Reflecting on TED2026*



Last Tuesday, I stood on the TED2026 mainstage in Vancouver to explain the scope of lead poisoning globally, and describe Pure Earth's plans to solve this massive health problem at scale. The video of my TED Talk will take a few months to publish, and we will share when it is posted.

It was, without question, one of the highest-visibility moments in Pure Earth's history: more than 1,000 of

the world's most influential thinkers, philanthropists, and leaders were in the room. I closed the talk by describing the solutions Pure Earth is implementing today and the opportunity we have to protect generations to come. The audience responded with a standing ovation.

It was a rare and meaningful recognition of the collective impact Pure Earth teams are having through hard work, vision and dedication. In the days since, dozens of funders, scientists, policymakers, and advocates have approached me, expressing shock at the scale of this challenge and asking how they can help.

We are expanding our programs to protect more than 500 million children from lead poisoning by 2033, but we can't do it alone. Many of you have been following, supporting, and partnering with Pure Earth for months, years, and even decades. We look forward to embarking on this next chapter together.

[Explore Pure Earth's Audacious Project to Protect 500 Million Children](#)



## ***Pure Earth at the Skoll World Forum in Oxford***

Photo Credit: Fisher Studios

This week, I'm at the **Skoll World Forum** in Oxford as a delegate, with my colleagues Carol Sumkin, Jen Marraccino, and Dr. Chris Kinally. Yesterday, at [The Impact Lounge](#), Pure Earth joined leaders from the World Bank, UNDP, The Audacious Project, and the Storytelling Solutions Project to explore how visual storytelling drives social impact, including a screening of our award-winning documentary *One in 36 Million*.



Today, we're part of two events. The first, hosted by Pure Earth and Coefficient Giving and moderated by 3x Grammy winner and UN Goodwill Ambassador **Ricky Kej**, will bring together leaders from TED, the Center for Global Development, and more to discuss [scalable solutions to toxic lead exposure](#). The second event convenes Pure Earth, OpenAQ, the Center for Global Development, and the University of Oxford to chart a path from fragmented awareness to coordinated action on [children's environmental health](#), including lead poisoning, air pollution, and toxic exposures.

## ***Earth Day 2026: Miners Leading Reforestation in Peru***

This Earth Day, we're celebrating artisanal and small-scale gold miners in Madre de Dios, Peru, who are working with Pure Earth to use mercury-free methods to reforest land damaged by gold mining. So far this year, the miners we've trained with funding from



Brilliant Earth have planted over 1,800 trees, reforesting more than 16 hectares and helping bring degraded land back to life.

Victoria Condori, a member of the Women's Mining Network of Madre de Dios, is leading these reforestation efforts at her mining site. "Nature is wonderful," says Victoria. "And if I help it, it will be better, not for me, but for those who come after me."

[Read More on the Blog](#)

**OUR MISSION** - Pure Earth protects human health and the environment in low- and middle-income countries by collaborating to prevent exposure to the most harmful toxic pollutants sustainably and at scale.

Solve Pollution. Save Lives. Protect The Planet. [Donate to Support Our Work](#)

