



**PROTECTING
EVERY CHILD'S POTENTIAL**
A FUTURE FREE FROM LEAD EXPOSURE

protectingeverychildspotential.org



PROTECTING EVERY CHILD'S POTENTIAL: OVERVIEW

Exposure to lead (Pb) is a global challenge affecting the health and intellectual development of more than 800 million children. The World Health Organization has concluded that there is no safe level of lead in a child's blood. Fortunately, there are scalable solutions to this challenge that can be implemented today.

The Initiative

Pure Earth, Clarios Foundation, and UNICEF have founded a new partnership initiative to prevent children's exposure to lead. The initiative, called Protecting Every Child's Potential (PECP), aims to grow its membership with the inclusion of new partners, and to collectively mobilize international action to prevent lead exposure from unsound lead-acid battery manufacturing and recycling, and other sources.

Guiding Principles

At the heart of PECP lie nine agreed-upon beliefs that provide the ‘why’ of the initiative.

1. We are grounded by the fundamental belief that every child has a right to ‘health and well-being’ and all children should achieve their full potential.
2. We acknowledge we all have a role to help educate governments and the public of the dangers of lead and how they can help protect their children.
3. We are confident solutions to protect children from lead exposure are well within reach and they need not compromise growth, prosperity, or equity.
4. We believe our efforts to protect children from lead exposure must be meaningful, measurable, equitable and ensure sustained progress towards improving the health and well-being of children.
5. We appreciate that inherent in these principles is the need for government action to implement legislation and set and enforce standards that properly regulate the safe manufacture, usage and, most importantly, smelting of lead-acid batteries.
6. We commit to a multi-stakeholder approach to work collaboratively with local and national governments, businesses, the United Nations system, academia and civil society to share best practices and model policies.
7. We recognize that the task of addressing this global crisis poses a formidable challenge that will not be met overnight. Actions and interventions may need to occur incrementally, and always with the awareness of local conditions and concern for livelihoods.
8. We have the tools to track and measure our progress towards improving the health and well-being of children.
9. It is time to do this.

Strategic Approaches

The partners of the PECP initiative aim to create a future free from lead exposure through these strategic approaches:

- A. By promoting national ownership and leadership to address childhood lead exposure. We support the development and implementation of national plan(s) of action to address lead exposure, institutional capacity development and community awareness, in collaboration with any existing initiatives working on preventing lead exposure.
- B. By providing technical support tools and best-practices, we work with national governments to support the development and adoption of policies, standards and enforcement mechanisms to address informal recycling and the illicit use of lead in products. We focus on children most affected and on the relevant sources of exposure.
- C. By identifying, prioritizing, and remediating contaminated sites, we eliminate specific exposures to children. We raise societal awareness of the harm caused by informal smelting and implement interventions to halt the illicit use of lead in consumer products.
- D. By working with businesses to create real and lasting change in lead-acid battery collection, smelting and recycling, we prepare them to install and enforce best practices and work with us to create a future free from lead exposure for children.

Initial Projects Launched in 2020

Under the PECP initiative, Pure Earth and UNICEF are collaborating on lead exposure reduction projects in Bangladesh, Georgia, Ghana and Indonesia. Pure Earth and Clarios Foundation are collaborating on an additional project in Mexico.

Joining PECP

Stakeholders that are interested in joining PECP can find details on how to join [here](#).

The Founding Partners

[Pure Earth](#) is an international non-profit organization focused on reducing children’s exposure to toxic chemicals in low- and middle-income countries.

[Clarios Foundation](#) is a non-profit foundation funded primarily by Clarios, LLC— a world leader in advanced energy storage, and the world’s largest maker and recycler of lead-acid batteries.

[UNICEF](#) works in some of the world’s toughest places, to reach the world’s most disadvantaged children. Across more than 190 countries and territories, UNICEF works for every child, everywhere, to build a better world for everyone.