



THE EARTHSHOT PRIZE

17 OCTOBER
LONDON
2021

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CEREMONY**

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The Earthshot Prize is a new global prize for the environment designed to incentivise change and help to repair our planet over the next ten years.

The science tells us this is the decisive decade for our planet. Whilst the urgency of environmental issues is felt by many, it is hard to ignore the pessimism and despondency which surrounds them. To overcome this great challenge, this equation needs to be changed. Pessimism and despondency must be turned into optimism and action.

In partnership with world leading philanthropists, environmental NGOs and high-profile leaders committed to environmental action, The Earthshot Prize was designed and globally launched by Prince William and The Royal Foundation.

The Prize has taken inspiration from President John F Kennedy's 'Moonshot' which united millions of people around an organising goal to put man on the moon within a decade – a seemingly impossible task but one that was made possible within ten years, highlighting that great things can be achieved when humanity works together. The Earthshot Prize's challenge to the world is based on five

'Earthshots' – simple but ambitious and universal goals for 2030 – Protect and Restore Nature, Clean Our Air, Revive Our Oceans, Build a Waste-free World, Fix Our Climate – which if achieved will improve life for us all.

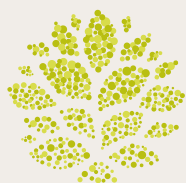
Every year between now and 2030, Prince William and a global Prize Council will award The Earthshot Prize to five winners, one per Earthshot, whose solutions make the most progress towards these goals.

What makes the Prize unique is that these winning solutions could come from anywhere; individuals, teams, companies, even cities and countries. And the solutions won't be limited to just science and technology; Prizes could be awarded for leadership or grassroots projects.

The Earthshot Prize is about much more than awarding achievement; it is a decade of action to convene the environmental world with funders, businesses and individuals to maximise impact and take solutions to scale; to celebrate the people and places driving change; and to inspire people around the world that we can work together to repair the planet.

URGENCY
+
OPTIMISM
=
ACTION

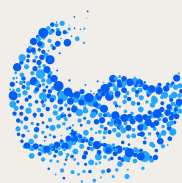
THE EARTHSHOTS



**PROTECT
AND RESTORE
NATURE**



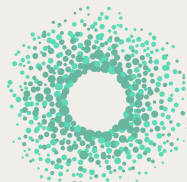
**CLEAN OUR
AIR**



**REVIVE OUR
OCEANS**



**BUILD A
WASTE-FREE
WORLD**

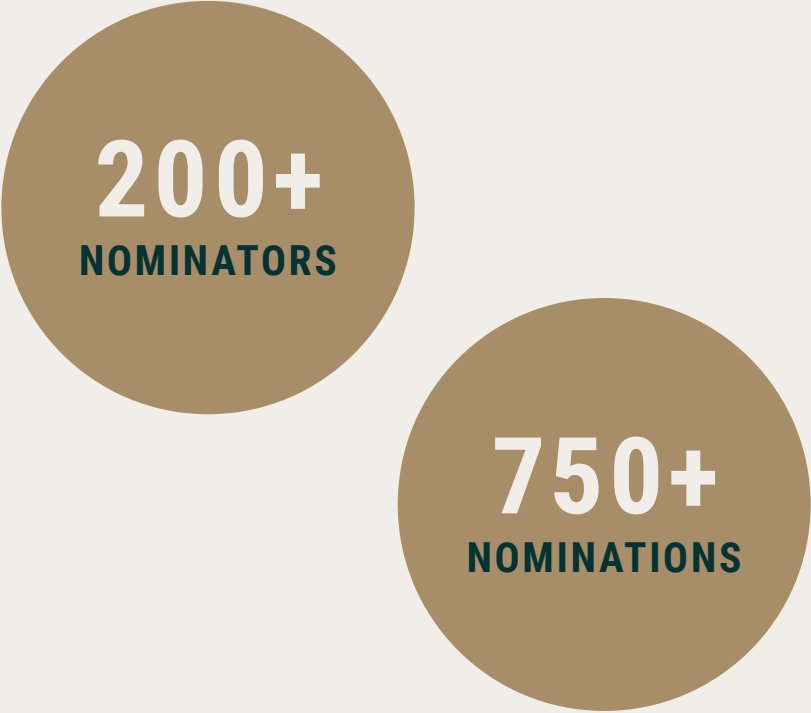


**FIX OUR
CLIMATE**

Each Earthshot is underpinned by scientifically agreed targets including the UN Sustainable Development Goals and other internationally recognised measures to help repair our planet.

Together, they form a unique set of challenges rooted in science, which aim to generate new ways of thinking, as well as new technologies, systems, policies and solutions. By bringing these five critical issues together, The Earthshot Prize recognises the interconnectivity between environmental challenges and the urgent need to tackle them together.

THE SEARCH FOR OUR WINNERS



200+
NOMINATORS

750+
NOMINATIONS

Over 200 Nominators representing thousands of organisations and offices around the world were invited to submit nominations. Nominators were selected for their ability to identify the most impactful solutions to the five Earthshots across all countries and sectors, from grassroots to businesses.

Nominations were screened as part of an independent assessment process run by Deloitte, our implementation partner.

Longlisted nominations were then assessed by a global Expert Advisory Panel – a crucial stage in the selection process that adds a further layer of independence and rigour, bringing together expertise from science, conservation, innovation, investment, economics, politics, communications and activism. This panel of experts supports the judging process, by making recommendations to The Earthshot Prize Council.

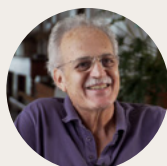
EXPERT ADVISORY PANEL



ANTHA WILLIAMS



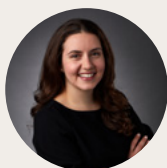
BRUNO POZZI



CARLOS NOBRE



DAVID BOOTH



ENKI TOTO



LI LIN



MALAIKA VAZ



MELATI WIJSEN



TOM RIVETT-CARNAC



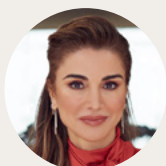
VERA SONGWE

THE EARTHSHOT PRIZE COUNCIL

The Earthshot Prize Council is a truly global team of influential individuals from a wide range of different sectors, all of whom are committed to championing positive action in the environmental space. Every year from 2021 until 2030, The Earthshot Prize Council will award The Earthshot Prize to five Winners, one per Earthshot.



**PRINCE
WILLIAM**



**HER MAJESTY
QUEEN RANIA
AL ABDULLAH**



**CATE
BLANCHETT**



**CHRISTIANA
FIGUERES**



**DANI
ALVES**



**SIR DAVID
ATTENBOROUGH**



**ERNEST
GIBSON**



**HINDOU OUMAROU
IBRAHIM**



**INDRA
NOOYI**



**JACK
MA**



**LUISA
NEUBAUER**



**NAOKO
YAMAZAKI**



**DR. NGOZI
OKONJO-IWEALA**



**SHAKIRA
MEBARAK**



**YAO
MING**

AWARDS CEREMONY LONDON 2021



The Awards Ceremony will celebrate the 15 Finalists for The Earthshot Prize 2021. Five of our Finalists will be announced during the show as Winners of £1m and all 15 will receive support to scale their solutions. The evening will feature musical guest performances from some of the biggest names on the planet, special guests, and incredible visual storytelling effects with live links to locations around the globe. You will leave with a reminder of the urgent threats facing the natural world. But you will also leave with optimism that, with the help of our Earthshot Prize Finalists, we can rise to the great challenges of our time.

"The Earthshot Prize: London 2021 is an unprecedented opportunity to inspire all Londoners and people around the world to be part of this global effort to repair our planet. I am thrilled that our city will be the inaugural host to award the first Earthshot Prizes for these ground-breaking solutions that can help improve all of our lives."

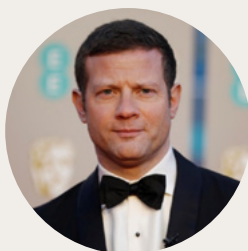
The Mayor of London, Sadiq Khan

AWARDS CEREMONY LONDON 2021

HOSTED BY



CLARA AMFO



DERMOT O'LEARY

WITH MUSICAL
PERFORMANCES FROM



GOLDPLAY



YEMI ALADE



ED SHEERAN

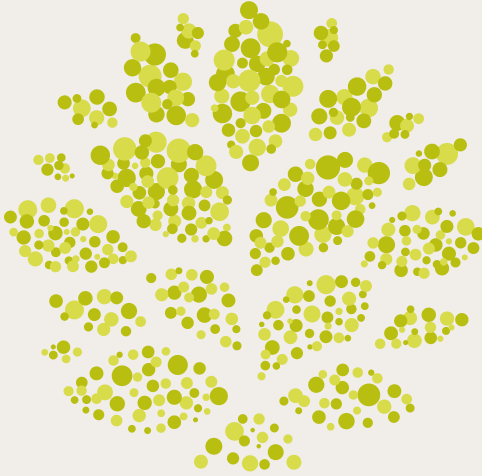


KSI



SHAWN MENDES

FINALISTS



PROTECT AND RESTORE NATURE



POLE POLE FOUNDATION DR CONGO

An inspiring community-led model of conservation that protects gorillas and local livelihoods.



THE REPUBLIC OF COSTA RICA

A pioneering scheme paying local citizens to restore natural ecosystems that has led to a revival of the rainforest.

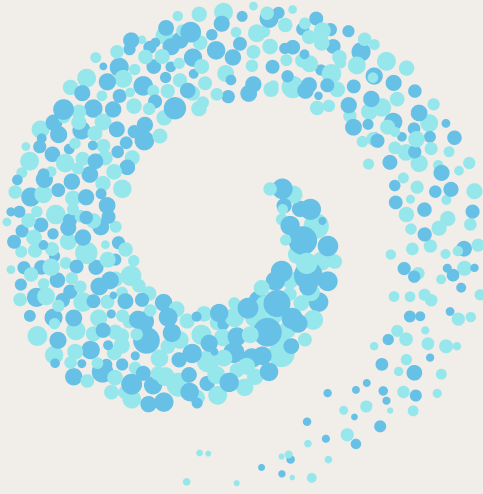


RESTOR SWITZERLAND

A ground-breaking online platform connecting and empowering local conservation projects.

[READ MORE](#)

FINALISTS



CLEAN OUR AIR



THE BLUE MAP APP CHINA

China's first public environmental database enabling citizens to hold polluters to account.



TAKACHAR INDIA

A pioneering technology to create profitable products from agricultural waste and put a stop to the burning of crops.



VINISHA UMASHANKAR INDIA

A 15-year-old innovator and activist who has designed a solar-powered ironing cart with the potential to improve air quality across India.

[READ MORE](#)

FINALISTS



REVIVE OUR OCEANS



CORAL VITA **BAHAMAS**

An innovative approach to coral farming that can help restore our world's dying coral reefs.



LIVING SEAWALLS **AUSTRALIA**

Innovative and replicable seawall panels bringing marine life back to coastal sea defences.



PRISTINE SEAS **USA**

An unprecedented global conservation programme protecting 6.5 million square km of the world's ocean.

[READ MORE](#)

FINALISTS



BUILD A WASTE-FREE WORLD



THE CITY OF MILAN FOOD WASTE HUBS ITALY

A city-wide initiative that has dramatically cut waste while tackling hunger.



SANERGY KENYA

A circular sanitation solution that converts human waste into safe products for local farmers.

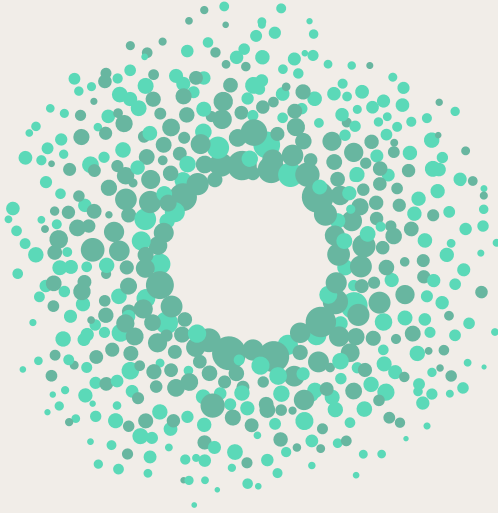


WOTA BOX JAPAN

A tiny water treatment plant that turns 98% of wastewater into clean water.

[READ MORE](#)

FINALISTS



FIX OUR CLIMATE



AEM ELECTROLYSER **THAILAND/GERMANY** **/ITALY**

An ingenious green hydrogen technology developed to transform how we power our homes and buildings.



REEDDI CAPSULES **NIGERIA**

Solar-powered energy capsules making electricity affordable and accessible in energy-poor communities.



SOLBAZAAR **BANGLADESH**

The world's first peer-to-peer energy exchange network in a country on the front-line of climate change.

[READ MORE](#)

EARTHSHOT: HOW TO SAVE OUR PLANET



'Earthshot: How to Save our Planet' was published by John Murray in the UK, Europe and the Commonwealth on 30th September and will be coming later this year in North America.

The definitive Earthshot Prize book has been co-authored by Colin Butfield, former executive director at the international conservation charity WWF, and multi-award-winning

producer/director Jonnie Hughes with an introduction from Earthshot Prize founder and Prize Council Member Prince William.

'Earthshot: How to Save Our Planet' highlights the urgency of the environmental challenges facing our world while also showcasing inspirational case studies of the incredible solutions happening globally to repair our planet.

[PURCHASE HERE](#)

THE EARTHSHOT PRIZE: REPAIRING OUR PLANET



The five-part television series 'The Earthshot Prize: Repairing our Planet' was aired on BBC One in early October, it is also available to view on BBC iPlayer in the UK and on Discovery+ for international audiences. The full series will premiere on 16th October on Discovery in the U.S. with a global rollout to follow.

Featuring Prince William, Sir David Attenborough and Members of The Earthshot Prize Council, each episode of the five-part series highlights one of the Prize's five "Earthshots" – showcasing the urgent challenges

we face and profiling the inspiring people around the world who are already finding incredible solutions – including those of the first-ever Finalists of The Earthshot Prize.

With filming in more than 70 locations, the series tells stories from locations including the Kenyan savannah, Brazilian rainforest, Australian outback and downtown Tokyo. The series has been developed and produced by Colin Butfield and Jonnie Hughes at Silverback Films.

WITH THANKS TO

The Earthshot Prize is supported by its Global Alliance, an unprecedented network of organisations worldwide which share the ambition of the Prize to incentivise change and help to repair our planet over the next ten years.



GLOBAL ALLIANCE FOUNDING PARTNERS

The Global Alliance Founding Partners are a group of leading global organisations and philanthropists which act as strategic funding partners to the Prize, including Aga Khan Development

Network, Bezos Earth Fund, Bloomberg Philanthropies, Breakthrough Energy Foundation, Coleman Family Ventures, DP World in partnership with Dubai EXPO 2020, Holch Povlsen Foundation, Jack Ma Foundation, Marc and Lynne Benioff, Paul G. Allen Family Foundation and Rob & Melani Walton Foundation.



AGA KHAN DEVELOPMENT NETWORK



Bloomberg
Philanthropies

Breakthrough Energy



[READ MORE](#)

GLOBAL ALLIANCE PARTNERS

Global Alliance Partners are non-profit and international organisations committed to the environment and sustainable development, who bring expertise, global reach and serve as nominating organisations each year.



GLOBAL ALLIANCE MEMBERS

Our Global Alliance Members are some of the world's largest and most influential companies and brands who support our Earthshots, implement ambitious changes within their businesses and accelerate our winning solutions.



THE ROYAL FOUNDATION OF THE DUKE AND DUCHESS OF CAMBRIDGE

The Royal Foundation mobilises leaders, businesses and people so that together we can address society's greatest challenges. Led by The Duke and Duchess of Cambridge, our work is built on world-class research, long-term partnerships, and measurable, scalable impact.



SOCIAL MEDIA AND MEDIA



@earthshotprize
@dukeandduchessofcambridge
#EarthshotPrize
#EarthshotLondon2021

For more information
about the Finalists and
The Earthshot Prize, visit:
earthshotprize.org
royalfoundation.com

For Media enquiries regarding
Finalists or The Earthshot Prize,
please contact:
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**ROYAL
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