

THE
EARTHSHOT
PRIZE

2021

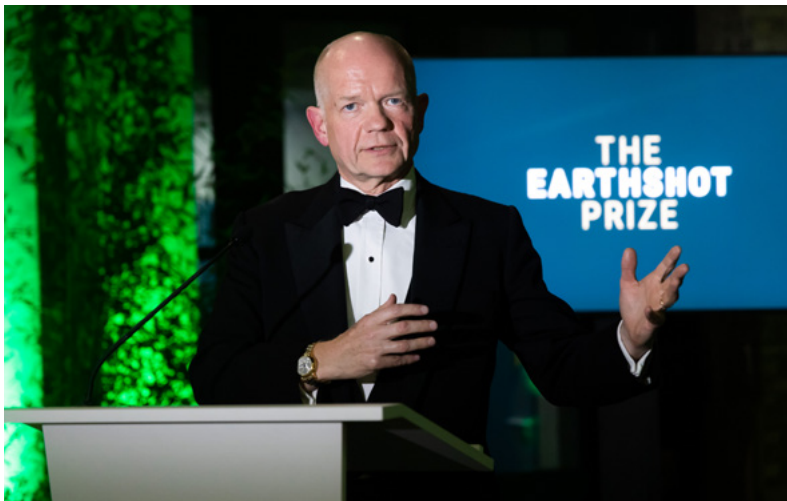
IMPACT REPORT

2021 IMPACT REVIEW

INTRODUCTION

THE
EARTHSHOT
PRIZE

INTRODUCTION



“...the goal to repair the planet we all share is still within reach.”

— Lord Hague of Richmond, Chair of The Royal Foundation

As we close 2021 and step forwards into a new year, we can reflect with pride on the incredible impact of The Earthshot Prize. Launched amidst the uncertainty of a global pandemic, the support of our Global Alliance of likeminded organisations and individuals has meant that the power of collective optimism and action has not been diminished, and the goal to repair the planet we all share is still within reach.

It is with this support that we have been able to award our first five Winners at a spectacular, carbon negative awards ceremony at Alexandra Palace, mobilise tangible support to help scale the impact of fifteen extraordinary Finalists, create powerful stories in film and media and inspire people all around the world to feel more hopeful about the challenges we face.

As Chair of the Royal Foundation, I was proud to have played my part by presiding over the inaugural judging session, where the Prize Council selected one Winner for each of the five Earthshots. The energy and enthusiasm for these remarkable initiatives was as infectious then as it is now that they have been embraced by citizens, leaders and organisations around the world.

Under the leadership of Prince William, The Royal Foundation has incubated this remarkable initiative from a simple, optimistic idea to a fully-fledged, global platform that has rapidly earned a place on the international stage. The Earthshot Prize is one of the most ambitious and significant projects we have ever undertaken and demonstrates the spirit and talent of our people as well as the passion and unique convening power of Their Royal Highnesses.

I hope that this, and the pages that follow, will be a great source of pride for our partners and supporters, as well as bringing hope for the future. On behalf of The Duke and Duchess and our brilliant team, I thank you for the part you have played in this most important mission.

A handwritten signature in black ink that reads "William Hague".

— William Hague



INTRODUCTION

Regenerating and repairing the planet while creating equitable and sustainable livelihoods is the largest transformation that our civilization might ever go through. It requires system changes touching every level of society – political, economic, financial, cultural, legal. It upends mindsets, assumptions, norms, and institutions. It requires innovation at every level of our systems, from microbial to global. And it all needs to happen at an unprecedented speed and scale.

As we look back on the first incredible year of The Earthshot Prize, we can begin to see this innovation in diverse sectors of society – from young innovators and grassroots movements to whole countries. These innovators are already creating impact, and The Earthshot Prize is already catalysing the support required to scale that impact and make it global. We can take hope from this. We are optimists, and this impact report should give us hope in the plausible pathways to an era of regeneration and abundance and positive tipping points within reach.

We all know that this is the decisive decade. And we are also realists: change

is not yet happening fast enough or at the scale we need. Climate anxiety and despondency are at an all-time high, and political systems are moving with far too much slow incrementalism. We are in a race against time.

Going into 2022, our mission is to search, select, accelerate, award and scale innovative solutions to repair and regenerate our planet. In doing this, we will spark global urgent optimism and action amongst millennials through the power of storytelling. As we reflect on our first year, we are using the impact we have created as a platform for even greater acceleration and scale. We are also a learning organisation, and will build on the gaps as well as the positives to ensure our eco-innovators create real change worldwide. The best is yet to come.



– Hannah Jones, Chief Executive Officer of The Earthshot Prize



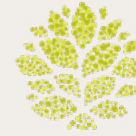
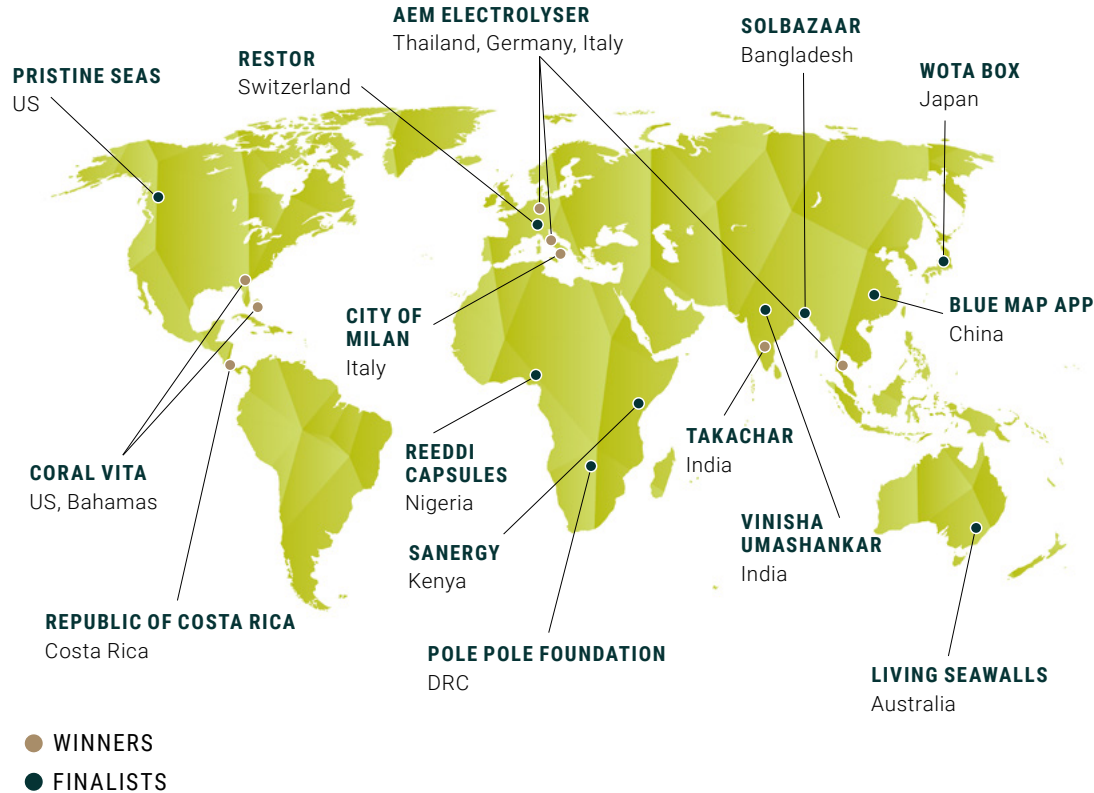
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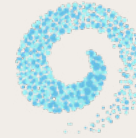
EXECUTIVE SUMMARY OF IMPACT

The Earthshot Prize is centred on five Earthshot goals for the next decade, and on the 17th October 2021 we announced the five inaugural Winners – one for each Earthshot – selected by our Prize Council from hundreds of nominations from around the world.



PROTECT AND RESTORE NATURE

Costa Rica has preserved or restored 1.8 million hectares of forest in partnership with citizens. The Prize will enable them to share their success with other countries, while also expanding to protect marine ecosystems.



CLEAN OUR AIR

Takachar can eliminate 98% of particulates emitted as a result of burning agricultural waste, while also improving crop yields by 27%. The Prize will help them buy more machines, enabling them to scale their impact globally.



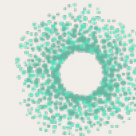
REVIVE OUR OCEANS

Coral Vita has demonstrated that they can grow 24 species of coral 50 times faster. Winning has already introduced them to new potential sites to scale their coral restoration.



BUILD A WASTE-FREE WORLD

The City of Milan is already saving 260,000 meals per day, and winning the Prize has given them the platform to expand and inspire other cities.



FIX OUR CLIMATE

AEM Electrolyser has an ambition to save 1.5 billion tonnes CO2e. The Prize will accelerate their path to mass production of their compact electrolyser that turns renewable electricity and water into green hydrogen.



EXECUTIVE SUMMARY OF IMPACT



“The natural world on which we entirely depend is declining at a rate faster than at any time since the end of the dinosaurs. We know where this story is heading, and we must now write a different ending. This is what The Earthshot Prize was created to achieve.”

– Sir David Attenborough

Across the Winners and Finalists, we can demonstrate the current and potential impact on our Earthshots and the Sustainable Development Goals associated with each of them. Just a few months after the Awards Ceremony, many report a demonstrable impact on their visibility and credibility as a result of being short-listed, leading to new and improved conversations with potential partners and funders. We therefore have high hopes that by the end of 2022 their solutions will have a significantly greater reach and impact.

But the ambitions for the Prize go beyond our innovators. Specifically, we are aiming to build a sense of urgency and optimism that will spark action around the world. Through the televised Awards Ceremony, documentary series, book, radio programmes, media and social media, we have reached a much wider audience – millions of people have tuned in, engaged and shared our messages. Since the Prize was launched, optimism has increase by 9 percentage points and concern has increased by 5 percentage

points.¹ Additionally, 35% of people tell us they are more hopeful after discussing The Earthshot Prize, 84% say they find the prize inspiring and two thirds say they have or will take action as a result.

¹Data taken from Ipsos MORI surveys commissioned by TEP – see appendix for details



THE ORIGINS OF THE EARTHSHOT PRIZE

2020 MARKED THE BEGINNING OF A DECISIVE DECADE FOR THE HEALTH OF OUR PLANET.



2020 marked the beginning of a decisive decade for the health of our planet. We know that these 10 years are crucial, the science tells us this. However, despite this urgency, many around the world don't feel optimistic about our ability to rise to the challenges we face.

Research has demonstrated that prizes are a unique and powerful tool that should be in the basic toolkit of many of today's philanthropists.² Prizes can produce change not only by identifying new levels of excellence and encouraging specific innovations, but also by changing wider perceptions, improving the performance of communities of problem-solvers, building the skills of individuals, and mobilising new talent or capital. Consequently, we launched The Earthshot Prize: **a global initiative to change the narrative around the challenges we face.** Using the Foundation's unique role and position we aim to inspire a decade of action and help deliver real change by 2030.

Our launch in 2020 reached 616 million people and we have built on this strong foundation of interest and support. At the

start of 2021 we set out to discover and award the first five Winners of the Prize, celebrate the people and places driving change, and build a unique platform through the Prize to generate optimism and action. As we conclude this year, the achievements have been truly astounding. We have created a Prize and platform that is changing the way people feel about the future of our planet, generating action and innovation all around the world.

Following an in-depth and rigorous assessment of 759 nominations from every corner of the globe, 15 Finalists were named, each selected for their potential to create game-changing impact worldwide. In October 2021, during a spectacular inaugural Awards Ceremony, broadcast to millions worldwide, the first-ever Winners of The Earthshot Prize were announced.

Each Winner represents an extraordinary solution to our greatest environmental challenges. The 15 Finalists have been given an incredible platform to showcase their work and will receive bespoke support to help them scale.

²<https://www.mckinsey.com/industries/public-and-social-sector/our-insights/and-the-winner-is-philanthropists-and-governments-make-prizes-count>



THE ORIGINS OF THE EARTHSHOT PRIZE

A GLOBAL CAMPAIGN TO SPARK OPTIMISM AND INSPIRE CHANGE

In the build-up to the Awards, The Earthshot Prize ran a global integrated media campaign to increase awareness and build the brand of the Prize and our first-ever Finalists. Activity included:

- The release of the **definitive book** for the Prize;
- Creation of a **five-part landmark television series** that tells the story of The Earthshot Prize and introduces the ground-breaking work of our extraordinary Finalists;
- A **three-part radio series** on BBC World Service and BBC Radio 4 to profile the Finalists and their solutions; and
- Opportunity to **showcase the work of our Finalists on a global stage at COP26**, amplifying their voices, introducing them to global leaders, creating extraordinary networking opportunities with our Global Alliance, and injecting much needed optimism into the critical discussions.

THE GLOBAL ALLIANCE

We have been supported by an unprecedented network of organisations and individuals who share the ambition of the Prize to incentivise change and help to repair our planet over the next ten years – our Global Alliance. This year has seen the Alliance grow stronger than ever with:

- 14 influential global companies and brands becoming Global Alliance Members, each committed to supporting and scaling the Finalists' work;
- New Founding Partners coming on board, with the group now totalling 12;
- Two youth climate activists, Luisa Neubauer and Ernest Gibson, joining as Prize Council Members

From the moment the Finalists were identified, The Earthshot Prize began working closely with our Global Alliance to define bespoke support packages to ensure that their extraordinary work to repair our planet is supported, accelerated, replicated and scaled over the coming years.

LOOKING AHEAD

The first year of The Earthshot Prize has been extraordinary, sparking hope and innovation around the world. It has laid the foundations on which the Prize can realise its potential and ambition over this critical decade. Next year will see The Earthshot Prize transition out of The Royal Foundation to become an independent organisation, although both will continue to work together closely.



'THE FIRST YEAR OF THE EARTHSHOT PRIZE HAS BEEN EXTRAORDINARY, SPARKING HOPE AND INNOVATION AROUND THE WORLD.'



2021 IMPACT REVIEW

**SUPPORTING OUR
INNOVATORS TO
DELIVER IMPACT**

THE
EARTHSHOT
PRIZE

NOMINATIONS AND SELECTION HIGHLIGHTS

“It was personally inspirational and uplifting to have a platform to share positive, impactful, hopeful solutions that are already out there, ready to bloom and evolve with a boost”

– Nominator

“A thrilling experience to identify new existing solutions bringing optimism to meet our 2030 deadline”

– Nominator

“This was an exciting exercise and candidates are really of very high value.”

– Expert Advisory Panelist member

**759 NOMINATIONS SUBMITTED
BY 156 NOMINATORS**

**86 COUNTRIES REPRESENTED,
INCLUDING 55 DEVELOPING COUNTRIES**

The success of The Earthshot Prize is dependent on the quality of the nominations. To ensure success we set up a network of Nominators around the world who were able to identify a wide range of inspiring and exciting projects for us to consider.

In our inaugural year we received over 750 nominations from over 80 countries. The diversity we saw in the submissions demonstrates the resonance of the five Earthshots, and the potential for the Prize to stimulate action. With over 100 nominations in every category, and over 370 in the popular Protect and Restore Nature category, the team had a great selection of projects to assess.

We are particularly proud that we had a significant number of high-quality nominations from countries in the Global South, as it is important to us that the Prize stimulates activity across the globe.

Diversity in applicants is also important to us, to demonstrate that action is needed from all parts of society – this year our Finalists included a schoolgirl, a grassroots non-profit, tech-driven start-ups, global data monitoring systems, a city and a country.

The nominations were of a very high quality, and while not all could make it to the shortlist we hope that the process itself will have inspired and energised the teams working on these projects. Completing the nomination form encourages them to think about their impact, their story, and how they could scale and grow. We expect to see some return in future years, having made progress and gained inspiration from seeing the progress of the Winners.

We are incredibly grateful to our Nominators who worked tirelessly to search for the first winners of

The Earthshot Prize. Feedback from Nominators suggested there was a high level of engagement, with many organisations expressing interest in being nominated. The promotion of the Prize was even more successful than we anticipated in some regions, resulting in high volumes of applications, and we plan to nurture and grow this enthusiasm in future years.

The 15 Finalists were announced in September 2021. We achieved 1,599 pieces of coverage across 6 continents and 60 countries, building interest and support in the Prize before the October Award Ceremony.

The nominations for the 2022 prize are already underway and as an organisation committed to learning we have made a number of improvements to our approach. This includes: developing robust selection priorities in consultation with more than 40 experts across our Earthshots; giving Nominators clear guidance on our areas of focus for 2022; simplifying the nomination form and amplifying our communications about the valuable role our Nominators play; and building an ecosystem for Nominees and Nominators to encourage collaboration, and to enable Nominators to connect more easily with Nominees who are not shortlisted.



THE CONTRIBUTIONS OF OUR GLOBAL ALLIANCE

“The extraordinary publicity The Earthshot Prize garnered for trailblazing environmental action by cities, communities, businesses and countries has been a massive shot in the arm for everyone dedicated to stopping climate breakdown... C40 values the spirit of collaboration of the Earthshot team and we look forward to building on efforts in place to reduce food waste and hunger in many more cities.”

– Mark Watts, Executive Director, C40 Cities

“The Earthshot Prize has made the once unimaginable real: global sustainability is now respectable, attainable, and even glamorous. It is catalysing innovation to tackle our greatest environmental challenges. As an enthusiastic Earthshot Nominator, the Commonwealth Blue Charter team will continue to seek the brightest and best in ocean solutions.”

– Commonwealth Blue Charter, Commonwealth Secretariat

“Engaging with The Earthshot Prize in 2021 was fascinating and inspiring. We felt privileged to be able to interact with a wide range of potential nominees, and to hear about some really exciting and novel ideas they are generating; we have met a number of exciting new contacts as a result and are exploring other collaborations with them. The Earthshot Prize team were a delight to work with – not just highly informed and super professional, but highly collaborative, open and friendly. The whole experience has been positive and a great way to extend our understanding and horizons to some of the great new work going on internationally. We are looking forward to finding ways to engage with this year’s Finalists and to amplify their stories and ideas.”

– Dr Abigail Entwistle, Acting Senior Director, Conservation Science and Design, Fauna and Flora International

“The Prize will play an important part in the urgent work ahead of us all, which COP26 made so abundantly clear. It has been a pleasure to work with the highly motivated team behind The Earthshot Prize, and we all at WRAP look forward to the next year’s Prize.”

– Marcus Gover, CEO WRAP

The Prize is supported by a series of partnerships with influential organisations and individuals committed to achieving our five Earthshots. Our Global Alliance help us by providing expertise, nominating projects, promoting the Prize, collaborating on joint projects and by supporting the Finalists and Winners. At the end of 2021, our alliance consists of:

- **19 Global Alliance Partners** who represent world leading organisations focussed on wide-ranging yet cross-cutting issues within the environment and sustainability world;
- **12 Founding Partners:** leading global organisations and philanthropists which act as strategic funding partners to the Prize; and
- **14 Global Alliance Members:** some of the world’s largest and most influential companies and brands.

Our partners bring credibility through their respected track records and come from around the world and from all walks of life. Their contributions ensure our Finalists and Winners maintain momentum and have the best possible chance of achieving global impact.



THE CONTRIBUTIONS OF OUR GLOBAL ALLIANCE

SHAPING THE PROCESS

Our Global Alliance have contributed to the design and delivery of the Prize, sharing their subject matter expertise, knowledge and experience, inputting into our search and selection process and priorities for the Prize. This expert input is invaluable for ensuring we build on best practice. Some partners provided advice on topics as diverse as future host cities, our ethical policies, and the Earthshots themselves.

Many partners submitted nominations, helping us ensure a diverse range of solutions from around the world. For example, Global Alliance nominations represent 20% of the total 759 nominations received, 19% of the top 100, 20% of the top 30, three of the 15 Finalists and one of the five Winners.

SUPPORTING OUR FINALISTS

Our Global Alliance are offering extensive tailored support to our Finalists and Winners. This support ranges from providing advice and support on scale-up, through to making introductions and establishing pilots to use technologies on a wider scale. They have also supported

promotion of the work of our Finalists, helping them build credibility in their sectors and receive worldwide recognition. Specific examples are included in the Finalist and Winner sections below.

GENERATING COVERAGE

We have worked with a number of our partners on social media and in print. They have supported and amplified our communications at key moments from the launch and content development to the Finalist's announcement and ceremony. For example, we used the first half of 2021 to explain each five of the Earthshots on social media and in traditional press by profiling the work of our Global Alliance such as spotlighting the coral reef work of Paul G. Allen Family Foundation for our oceans focus or working with WRAP to explain the importance of building a waste-free world. We have also brokered unique collaborations such as an op-ed with our Founding Partners Rob and Melani Walton, co-authored with Hindou Ibrahim, which focuses on biodiversity and indigenous voices. Similarly, Aga Khan Development Network took part in the UN's Farms.Food.Futures. podcast, representing The Earthshot Prize.



Global Alliance Reception at COP26

Mike Bloomberg hosted a Global Alliance assembly reception at COP26 which brought together, for the first time, some of our Prize Council Members, Global Alliance, Winners, Finalists, and Prince William. This reception provided the important opportunity for the Winners and Finalists to meet the leaders and experts who will help to scale their innovations.



THE CONTRIBUTIONS OF OUR PARTNERS

GENERATION EARTHSHOT



Generation Earthshot is The Earthshot Prize's flagship education programme. Designed and developed in collaboration with World's Largest Lesson, Generation Earthshot aims to inspire young people around the world and nurture their innate creativity towards solving our biggest environmental challenges. By learning to generate ideas and respond to real world problems, young people are given the tools for creative problem solving and the optimism and passion for repairing the planet; they may even be inspired to become future nominees of The Earthshot Prize.

The programme was launched on 6th June, with a video narrated by Prize Council Member Ernest Gibson, and reached an audience of over 800,000 globally. Activities have included creating a teacher toolkit, developing a dedicated website, delivery of digital learning, creating storytelling content and building relationships with educators across five continents, from countries including the UK, India, Kenya, US, Brazil, Ecuador and Australia.

The campaign was a great success, with over 15,000 new website users from around the world from four continents (Europe, North America, Asia and Australasia), and over 11,000 unique views of our Teacher Toolkit.

A particular highlight includes World's Largest Lesson's partnership with Climate Action Project (CAP). CAP involves a 6-week learning programme with students and teachers from around the world to solve climate problems, share findings and take action, with one specific week dedicated to Generation Earthshot. During the 6 weeks, over 2.7m students from 147 countries took part in the programme, which also include a special virtual session with Ernest Gibson and Luisa Neubauer, from our Prize Council. This project is a great example of how we can work with our partners to support the core objectives of the Prize and maximise our collective impact.

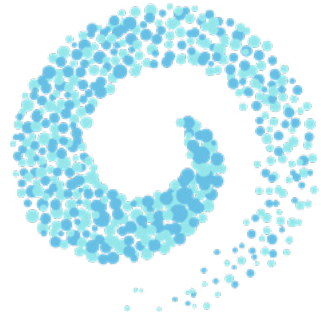


FINALISTS AND WINNERS

THERE WERE THREE FINALISTS FOR EACH OF OUR EARTHSHOTS. AS NOTED ABOVE, EACH WINNER RECEIVES A £1 MILLION GRANT, BUT ALL FINALISTS ARE GIVEN TAILORED SUPPORT TO HELP ACHIEVE THEIR AMBITIONS.



**PROTECT
AND RESTORE
NATURE**



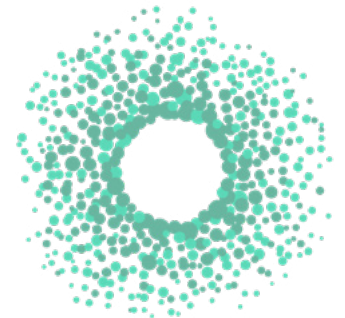
**CLEAN OUR
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FINALISTS AND WINNERS

PROTECT AND RESTORE NATURE

THE
EARTHSHOT
PRIZE

PROTECT AND RESTORE NATURE

WINNER COSTA RICA: PAYMENT FOR CITIZENS PROTECTING ECOSYSTEMS

- **Ambition:** demonstrate the ability for developing nations to take a lead on environmental issues and achieve transformational change through relying on its own public resources.
- **77% say this solution makes them optimistic / is inspiring**
- **1.8 million hectares preserved/ restored**
- **20,000 families involved**
- **Plans underway to establish income from marine areas.**



Protect and Restore Nature Winners
– Costa Rica

The Costa Rican government offers a Payment for Ecosystem Services to participants who contribute to forest restoration through four defined ecosystem services: mitigation of greenhouse gases; hydrological services; biodiversity protection; and provision of scenic beauty. This is paid for by a 3.5% tax on fossil fuel products sold in the country. Payments are made to landowners (individuals or communities) on a flat rate basis per hectare conserved or restored.

The solution has preserved primary (undisturbed) forests as well as simulated restoration of secondary forests with native species. They have effectively reversed deforestation by creating 160 protected areas and combining them into a single entity covering 1.8 million hectares of protected land, equivalent to 26.21% of the national continental territory and 0.85% of the national sea surface. This has boosted the forested area of the country to over 50% (compared to a low of circa 20% during 1980s). This has resulted in the conservation of 5-6% of global biodiversity. To date, the solution has

engaged nearly 20,000 families in forest protection and restoration, stimulating economic growth.

Next the ministry is exploring schemes to extend the approach to other habitats. For example, it is piloting a scheme to support enhancement of soil quality, and is investigating opportunities for support of coastline and mangrove restoration, as well as options for a similar approach to be applied to support urban ecosystems. There is also an opportunity to support replication of the policy in other countries. The £1 million grant will support Costa Rica in its mission to extend the programme to restoring Costa Rica's oceans.

- The money will go towards establishing partnerships to build policies that will enable Costa Rica's nature restoration approach to succeed in restoring oceans.

Costa Rica's Ministry for Environment and Energy will measure ocean protection progress and biodiversity increases.

PROGRESS SINCE WINNING:

- **Expansion:** Costa Rica signed an extension of its marine reserves into law in December 2021, increasing its protected marine area from 3% of its ocean territory to the High Ambition Coalition target of 30%.
- **Finance:** The Global Alliance will assist Costa Rica in identifying ways to unlock finance when protecting oceans which will make ocean protections work for people's livelihoods as well as nature restoration. Finding a way to establish this income has been the major barrier to replicating Costa Rica's reforestation approach in the world's first transboundary marine protection area (with Panama, Colombia and Ecuador).
- **Visibility:** Costa Rica's winning of The Earthshot Prize resulted in 64 pieces of coverage in Costa Rica alone including La Nacion (several features in print and online), Forbes Central America and El Herald. They have also secured global profiles including an interview on BBC News and in the UK's Guardian, which called the country 'a green leader'.



PROTECT AND RESTORE NATURE

FINALISTS:

RESTOR: MAPPING NATURE RESTORATION ACROSS THE WORLD

Restor is an online platform that accelerates ecosystem restoration by providing free and open access to ecological data and insights, high-resolution satellite imagery, and a network that connects restoration experts, scientists, funders, and supporters.

The platform launched in June 2021 and is already home to 76,500 restoration sites and counting, from more than 500 organizations in 110 countries. Restor has established relationships with 200 leading international conservation and restoration organisations, including WWF, Life Terra, and 1t.org, with new collaborations in development.

Today, Restor is making it easier for anyone to get involved in nature restoration – by donating, volunteering, or even restoring their own backyard. In the future, Restor will make it possible for everyone to see the broader impacts their choices have on the land, including how products contribute to biodiversity and livelihood benefits.

Being selected as a Finalist for the Prize gave increased visibility for those wanting to join the platform, strengthening the impact of its launch. Since Restor became a Finalist, the Earthshot Prize team and the Global Alliance have begun working on partnerships to radically increase the number of projects using the Restor platform and the potential to monitor and report on the progress of major reforestation pledges made at country-level.

THE POLE POLE FOUNDATION: TACKLING MALNOURISHMENT TO REDUCE POACHING

The Pole Pole Foundation (POPOF) is a plant-based food movement aimed at delivering food security, behaviour change and a forest buffer zone to help human populations, endangered gorillas and their forest habitat. The Foundation works with communities to produce spirulina and mushrooms, which are proven to be as effective as World Health Organization protocols for treating severe malnutrition.

After a small-scale pilot, the Foundation, together with Africa 2030, have established a substantially larger spirulina cultivation centre. They have gone from

being able to feed 20 children to being able to feed 148 children every day. By doing so they have reduced the need for poaching and the consumption of bush meat, preventing a decline in gorilla numbers. The Foundation have also planted four million new trees, creating a buffer between people and the natural world. The team hope to scale up to have a commercial branch and become self-funding, for example by having sufficient mushroom surplus to sell to local restaurants and hotels, or potentially to export.

Since becoming a Finalist, POPOF have been put forward for potential sources of funding and further awards, and a leading publisher has begun to review John Kahekwa's memoir, with the potential book-deal providing income and profile to POPOF. The Global Alliance will also look to help POPOF to design, finance and build the John Kahekwa Conservation Centre in the DRC. Being associated with the Prize has led to validation and increased credibility. Interest in visiting the projects has increased, including from local authorities who are proud of the positive work of the project in DRC. They are using

this additional validation to speak with potential partners or funders, and say it makes people more open to listening and has increased their confidence as a team. Their announcement as a Finalist of the Prize resulted 11 articles across the DRC as well as being featured in a number of global Finalists profiles including National Geographic, The Mirror and the Daily Mail. They also believe their social media following has increased by at least 300% since being announced as a Finalist.



John Kahekwa, The Pole Pole Foundation



FINALISTS AND WINNERS

CLEAN OUR AIR

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EARTHSHOT
PRIZE

CLEAN OUR AIR

WINNER TAKACHAR: CONVERTING CROP RESIDUES TO BIOPRODUCTS

Crop residues are difficult to dispose of and so they are often burned, resulting in poor air quality and high emissions. Takachar develops small-scale, low-cost, portable systems that can be latched onto the back of tractors and deployed to remote, hard-to-access communities to convert crop residues into higher-value bioproducts directly in the farm. This enables farmers to increase their net income by 30% while reducing emissions from burning.

Takachar equipment processes biomass as opposed to open burning which eliminates 98% PM2.5, NOx and SOx etc. This increases air quality by reducing emissions and pollutant levels that contribute to urban smog. Takachar already has 5,000 paying customers, with systems deployed in the field through a Kenyan fertiliser pilot. Pilots are also scheduled in India and in the Himalayas. Farmers report achieving a 27% yield increase from this use of the fertiliser generated. Transportation and logistics costs are reduced by up to 80 times compared to large scale biomass plants as biomass is processed locally.

With the support of the Prize the team hope to scale up their pilots in Kenya and India and around the world. The £1 million grant will help scale Takachar's technology so that it is used by more farmers and preventing more crop and forest residue from burning in the following ways:

- Building a product development team
- Designing and developing a commercial version of the technology
- Developing capacity for product manufacturing
- Building key partnerships to enable scaling across India
- Increasing awareness of Takachar amongst India's farmers

The above steps will enable Takachar to reach their goal of processing 125,000 tons/year of crop and forest residue by 2023 and impact will also be measured in terms of smoke pollution prevented.

PROGRESS SINCE WINNING:

- **Expansion:** The team has doubled in

size in a month with the Prize team providing HR guidance. The additional team members will be able to support the planned pilots.

- **Partnerships:** The team has started discussions with new potential funders, including some introduced by The Earthshot Prize. They report that government departments, companies and potential customs have reached out as a result of the visibility achieved by the Prize.
- **Visibility:** Their announcement of winning resulted in over 1,000 pieces of coverage across India, including front cover profiles of Takachar in the Hindustan Times and the Times of India as well as global media attention with interviews on BBC World News and BBC Radio 5 Live. With 414 articles in India alone, they also received strong coverage at COP26 including interviews in the Hindu, Times of India, India Today and Indian Press Trust. Since winning, Takachar believe their social media following across LinkedIn, Facebook and Twitter has increased by about 5 times and customer enquiries have tripled.

- **Ambition:** By 2030 Takachar have a target of selling 200,000 units, working with 30 million farmers to process 120 million tonnes per year of crop residues. This would mitigate 2 million tons/year of smoke emissions (CO, PM 2.5 and black carbon) and create \$2 billion/year of value from rural communities worldwide. Reduced burning will also save 200 million people from the severe effects of air pollution.
- **89% say this solution makes them optimistic / is inspiring**
- **98% PM2.5, NOx and Sox eliminated using processes**
- **27% yield increase from this use of fertiliser**



Clean Our Air Winner – Takachar



FINALISTS:

VINISHA UMASHANKAR: SOLAR IRONING CART

India is estimated to have 10 million ironing carts, fuelled by charcoal which is often illegally obtained, leading to deforestation. Vinisha has designed an ironing cart which uses solar panels, eliminating the need for charcoal. The ironing cart can also be fitted with a coin operated telephone, USB charging points and mobile recharging services. The cart is currently a prototype. It aims to not only reduce air pollution and carbon emissions due to ironing, but also lift people out of poverty by providing a longer-term, more sustainable business opportunity for the cart owner. Overall, the ironing cart helps towards 13 of the 15 UN Sustainable Development Goals.



Vinisha Umashankar

Each charcoal ironing cart burns an average of 5kg of charcoal per day which means around 50 million kg of charcoal is used for ironing every day in India alone. Vinisha has applied for a patent and is in the final stage of getting this approved (expected in early 2022). Once approved, she hopes it can be brought to market for manufacture. Vinisha has also created a YouTube channel to showcase her videos and help to spread the message. She hopes that her example of innovation will empower people (especially women and children who do not always have equal access to education).

Media interest in Vinisha has been incredible. Her appearance at COP26 resulted in over 5,000 articles across 6 continents and 93 global markets including profiles in NPR, The Times, the New Indian and National Geographic. She also personally took part in a number of media interviews including Associated Press, ITV News, Sky News, BBC Newsround and BBC World Service.

Since being announced as a Finalist we have started a search for a long-term life coach for Vinisha to support her to

achieve her ambitions. We have also started the search for an incubator organisation to host the fledgling solar ironing cart business.

BLUE MAP APP: ENVIRONMENTAL DATABASE FOR ACCOUNTABILITY AND CHANGE

The Blue Map App is a solution for collecting, collating, and analysing government and corporate environmental information about air pollution, industrial impacts on climate change, water pollution and waste. It processes environmental data to serve green procurement, green finance, and government enforcement of regulatory breaches across China. More than 8 million companies can be colour-coded and mapped based on their performance. The app tracks real-time pollution data from more than 40,000 companies, and provides access to environmental non-compliance records for more than 1.3 million factories.

The app has been downloaded 10 million times and is being used by over 600 domestic Chinese and international brands such as Apple, Marks & Spencer and Primark to improve their environmental footprint. At a local level, more than 20,000

Chinese companies have either openly addressed their violations or disclosed emissions data on the Blue Map. The app has already contributed to vastly improved air and surface water quality in areas across China. For example, Beijing's PM2.5 concentration decreased from 86 µg/m³ in 2014, when the app was first launched, to 38 µg/m³ in 2020; and the proportion of water bodies below Grade V has dropped from 6.7% in 2018 to 0.6% in 2020.

The team are exploring the potential to expand into other countries including Vietnam and India. As an Earthshot Finalist, the British Embassy has committed to continuing to support and promote the Blue Map App in its events. The new digital carbon platform being developed is targeting companies including Chinese state-owned enterprises to help drive carbon reduction and promote Science Based Targets. The Global Alliance will seek to increase the number of multinational corporations and financial institutions that utilise the Blue Map App to better understand the environmental performance of Chinese manufacturers.



FINALISTS AND WINNERS

REVIVE OUR OCEANS

THE
EARTHSHOT
PRIZE

REVIVE OUR OCEANS

WINNER CORAL VITA: GROWING NEW CORAL REEFS



Revive Our Oceans Winner – Coral Vita

- **Ambition:** to use innovative farming techniques to grow new coral reefs, replacing those being lost due to global warming.
- **79% say this solution makes them optimistic / is inspiring**
- **50x faster than natural reproduction of reefs**
- **24 species of coral can be grown**
- **Since winning, several new potential locations identified around the world**

Using ground-breaking, innovative coral farming, Coral Vita accelerates coral growth while enhancing its resilience to warming and acidifying oceans. Using this innovative commercial model, a single land-based coral farm can supply an entire nation's reefs with diverse and resilient coral – in a bid to reverse a trend that will see us lose 90% of our coral reefs by 2050.

The team can grow up to 24 species of coral, 50 times faster than they would in nature, in order to accelerate restoration of coral reefs. For example, they can grow

a dinner-plate sized piece in 2-3 years instead of 20 years and their current farms have the capacity to grow well over 1,000 corals a year. The team are already working in the Bahamas and have just signed a restoration contract with the Bahamian government.

With the support of the Prize, the team envision building a network of farms to support every nation with coral reefs. The £1 million grant will be spent scaling Coral Vita's mission by:

- Launching new R&D projects at their Grand Bahama facility that can help improve their operation.
- Increasing farm capacity and number of corals planted.
- Increasing their operational capacity to unlock further funding.
- Creating new digital assets to educate the local community.

These steps will enable Coral Vita to increase the amount of corals they are able to outplant, and enable them to start scaling their solution beyond Grand Bahama.

PROGRESS SINCE WINNING:

- **New sites:** Interest in bringing coral farms to various countries has accelerated. The team are discussing potential coral farms with potential host countries and potential funders, assisted by the Global Alliance.
- **Scaling:** Deloitte is advising on long term growth and income strategy.
- **Visibility:** Since winning the Prize, they have seen their social media following grow by around 5,000 on Instagram and 1,000 on Twitter. Coral Vita have been heavily covered in the Bahamas in outlets like Bahamas Chronicle and Eyewitness News Bahamas but in the US, their announcement as winner was covered in almost 800 news articles including USA Today, New York Times and the Washington Post. Following their win, they were interviewed by BBC World News as well as BBC Radio 4. They were also featured widely at COP26, with interviews for Times Radio, ABC News and CBS News.



REVIVE OUR OCEANS

FINALISTS:

LIVING SEAWALLS: CONVERTING MANMADE SEA DEFENCES INTO HABITATS

Man-made, hardened shorelines, which now account for up to 50% of coastal areas in major coastal cities, are causing devastating damage to the biodiversity and coastal ecosystems that support ocean life. Living Seawalls are panels added onto coastal infrastructure that replicate features found in natural habitats such as rocky shores or mangroves. This solution is both adaptable and scalable, the panels can be integrated into new or old built structures.

The team have already established good coverage around Australia's coastal structures and are trialling their approach at 27 of the World Harbour Project's sites.



Dr Maria Vozzo from the Living Seawalls team.

Outside Australia, they have 15 sites in locations including Wales, Gibraltar and Singapore. The team have measured 36% more species living on Living Seawalls than non-Living Seawalls structures after only two years and fish communities were more diverse and abundant. The panels prevent invasive species from colonising the seawall, while organisms that are introduced like mussels and oysters can act as a filtration mechanism to improve local water quality.

Becoming a Finalist is already helping the team to expand to more sites and build awareness. Discussions with port authorities could lead to arrangements to install Living Seawalls in ports around the world in the coming months. Since becoming a Finalist, organisations have reached out looking to collaborate in research, installations, education and fundraising. They have seen an increase in product enquiries and existing private donors have renewed their support. We are helping them to establish a new legal entity to enable rapid sales growth. Living Seawalls has been featured in three major media profiles including Reuters. Their teams' appearance at COP26 garnered

103 pieces of coverage across Australia including the Daily Telegraph Australia. The team have nearly doubled their followers on Instagram (950 to 1700) and have increased their Twitter followers by around 25%.

PRISTINE SEAS: ESTABLISHING PROTECTED AREAS OF OCEAN

Pristine Seas is a global initiative to restore our vital oceans and maintain ecosystems for the benefit of humanity. Partnerships with country leaders, business leaders, NGOs and local governments and communities contribute to conservation efforts by funding expeditions, raising awareness, using storytelling and film, pressuring policymakers and promoting change, ultimately leading to the creation of protected areas of ocean.

To date, Pristine Seas has carried out expeditions in 35 places, 26 of which have since been protected, covering a total area of more than 6.5 million square kilometres (an area over twice the size of India). They have produced over 200 peer-reviewed publications and 30 documentary films. Since it was

founded, the scale of oceans protected has increased from 1% to 7%, and the number of protected waters in Chile has increased from just 1% to 24%. Protected oceans mean ocean habitats and fish populations can be restored: the team believe there is potential to quadruple fish stocks, which also improves the productivity of fisheries.

Being named a Finalist of The Earthshot Prize resulted in four major profile articles across the US including People magazine and National Geographic. Enric Sala was also interviewed by CBS News at COP26.

The team hope to increase their protected areas by 40 more locations and expanding their visibility and reach to inspire governments and society to adopt their initiative.



Enric Sala, of Pristine Seas, Finalist 2021



FINALISTS AND WINNERS

BUILD A WASTE-FREE WORLD

THE
EARTHSHOT
PRIZE

BUILD A WASTE-FREE WORLD

WINNER CITY OF MILAN: MINIMISING FOOD WASTE AND TACKLING POVERTY

Food systems are a huge driver of emissions and waste within cities, while millions of people suffer from food insecurity. Milan have created a systemic shift across the whole urban area; city-wide, agile Food Waste Hubs to recover food from retailers and restaurants and redistribute it to those in need through a network of NGOs.

Utilising three Hubs, Milan is already recovering about 130 tonnes of food per Hub per year; an estimated 260,000 meals equivalent per each hub. Building on the transition from animal-based to plant-based ingredients, the project has estimated that as much as 50,000 tonnes of CO2 per year has been saved. The team are working to support other cities, and the Milan Urban Food Policy Pact, the first international mayors' pact on urban food policy, has been signed by over 215 cities around the world, with the Milan solution already adopted in several other C40 cities.

With the support of the Prize the team plan to expand their outreach in Milan and develop the efficiency of their model to also disseminate it to other cities. With

the profile afforded by the Prize they expect to be able to demonstrate the importance of shifting diets and reduction of food waste. The £1 million grant will be spent scaling and increasing the efficacy of the network within Milan, and supporting other cities around the world to develop their own similar systems. Specifically, the money will be spent on:

- Improving and expanding the existing Food Waste Hubs, including hiring a specific Food Policy Officer to lead this work.
- Introducing open street markets to the scheme.
- Building a communications campaign and education materials to increase awareness of the scheme.
- Training representatives from other cities through the Milan Urban Food Policy Pact, including seminars and field visits.

PROGRESS SINCE WINNING

- **Taskforce:** Since winning the Prize, we have begun work to set up a taskforce to support hundreds of cities to

replicate the model. The taskforce will include organisations well placed to support expansion.

- **Visibility:** The team say that winning the Prize has already increased local and international visibility of the existing Food Waste Hubs, has made the local partners even more cohesive. The Prize has also had a demonstrable impact on their social media following, increasing their Instagram followers by over 25% (now just under 10,000). Winning the Prize resulted in nearly 500 pieces of coverage across Italy including major outlets like Corriere Della Sora, La Repubblica, Forbes Italia, Vanity Fair Italia and Vogue Italia as well as interviews on BBC World News.
- **Partnerships:** They have also found it easier to speak with potential partners and funders, and have also received approaches from organisations including the FAO. C40 and MUFPP are promoting the opportunity to their membership, and retailers and wholesalers are showing increased interest in participating in the scheme.

- **Ambition:** to grow a global network of cities to build an urban food system, bringing together the public and private sector to minimise food waste while supporting families in need.
- **73% say this solution makes them optimistic / is inspiring**
- **260,000 meals saved per site per day (potential to scale substantially)**
- **Replication task-force being established**
- **Partnership opportunities developing as result of Prize**



Build a Waste-Free World Winner – City of Milan



BUILD A WASTE-FREE WORLD

FINALISTS:

WOTA: TURNING WASTEWATER INTO CLEAN WATER

According to the OECD, by 2050, 40% of the global population will be under severe water stress. WOTA BOX is a small, portable and easily installable recirculating water treatment system which is 1/100,000th the size of a large-scale water treatment plant. A WOTA BOX turns domestic wastewater into drinking water, which prevents wastewater from polluting freshwater ecosystems, and also reduces water scarcity in vulnerable communities.



Yosuke Maeda, CEO of WOTA CORP, checking WOTA BOX, a portable recycled water treatment plant at the company's head office.

The team have developed a product that is able to recycle and reuse more than 98% of domestic wastewater on site, which means even in areas without water infrastructure, households can have showers, wash clothes and use water conveniently. One unit can filter out 10 tonnes of water per day, which is enough to supply water for 10 households. The product has already demonstrated its value during relief efforts in Japan following earthquakes and flooding. They have already sold thousands of units.

Becoming a Finalist will support the team to present their product to global experts in the water R&D market, to identify partners who can help distribute their product worldwide and ultimately provide water to everyone globally. As a result of the Prize discussions are underway for the first deployment of WOTA Box to a low-lying island nation following the introduction of the WOTA team to a Government Minister and the involvement of a Global Alliance Member. Being named a Finalists of the Prize has resulted in a major profile of WOTA in Nikkei and Japan Today as well as a series of Japanese media interviews at COP26.

SANERGY: CONVERTING WASTE TO FEED, FERTILISER AND FUEL

In the Global South, waste is typically left in the natural environment, often ending up in water courses or being burnt, releasing a range of air emissions. Sanergy uses black soldier fly larvae to consume organic and sanitation waste. The larvae are then sold as high-protein feed for livestock. All by-products are then converted into organic fertiliser and biomass fuel bricks.

Sanergy already serves 140,000 residents daily and removes 20,000 tonnes of waste per year. Initial estimates indicate that Sanergy's products may be contributing to the sequestration of circa 50,000 tonnes of CO₂e in soils per year. The agricultural products are sold in approximately 300 stores across Kenya, with an estimated 1,200 farms using them. The high-protein feed is a direct replacement for fishmeal which can reduce pressure on global fish stocks. Farmers are reporting the fertiliser increases crop yields by up to 30%.

Once the company reaches its scale-up objectives, their analysis indicates they

could contribute to the sequestration of circa 1 million tonnes of CO₂e per year by 2030. The team say they achieved great publicity through the Earthshot Prize documentary series and have appreciated the networking opportunities at bespoke COP26 events. Sanergy has been covered in Kenyan media including Business Daily and The Standard. Consequently, they say they have found it easier to approach potential partners and funders. They have also increased their exposure on LinkedIn. Several Global Alliance Members are exploring how they can promote Sanergy's solution and make introductions to potential investors for the expansion to further countries in Africa.



Sanergy, 2021 Finalist in the category Build a Waste-Free World



FINALISTS AND WINNERS

FIX OUR CLIMATE

THE
EARTHSHOT
PRIZE

FIX OUR CLIMATE

WINNER AEM ELECTROLYSER: CREATING EMISSION-FREE HYDROGEN

While the ramp up of renewables and the electrification of large swathes of the economy will contribute to significant near-term emissions reduction, green hydrogen is likely to be a critical solution for hard to decarbonise sectors. The AEM Electrolyser solution is a scalable 'plug & play' compact electrolyser that turns renewable electricity and water into green hydrogen. The team have prioritised the ease of use of the device, so that anyone can use it to make their own fuel.

Enapter is currently a team of 150 with a commercial product on the market producing green hydrogen in over 30 countries. The team claim it is already the leading product within the small-scale electrolyser segment. The ambition is now to go into mass production and reduce costs, building a 'universal product' that can suit small companies or individual families.

The main benefit they see of the Prize is recognition by The Earthshot Prize of green hydrogen as crucial to the energy transition. Winning the Prize demonstrates to the world that green hydrogen is coming and positions the

AEM Electrolyser as crucial to that transition. The £1 million grant will be spent accelerating the production of AEM Electrolysers, which includes:

- Engineering the core AEM stack from serial fabrication to semi-automation.
- Setting up a new production line.
- Purchasing a stack robot to enable mass production.

These steps will help Enapter rapidly and sustainably scale the production of AEM Electrolysers and support them on their mission to make green hydrogen low-cost and accessible.

PROGRESS SINCE WINNING:

- **Scaling support:** Valuable coaching and partnership conversations have already begun with Arup, Hitachi, Microsoft and Deloitte. The Global Alliance will also seek opportunities to pilot the AEM Electrolyser, producing valuable use cases of green hydrogen reducing the carbon footprints of multinational corporations.

- **Credibility:** Vital recognition that the solution is worth scaling and raised awareness 'beyond the hydrogen bubble', including with World Leaders at COP26.

- **Visibility:** The AEM Electrolyser and the Enapter team have been heavily covered in global media including interviews with CNN, Sky News, multiple BBC channels and programmes as well as widespread coverage across Germany including Bild, Deutsche Welle, Der Spiegel and Gala and in Thailand with 43 articles including the Bangkok Post. Enapter was also featured prominently at COP26 with interviews with the Washington Post and CBS News and have grown social media following by an average of 31%. Several funders and partners have been in touch to find out more since they were announced as Winners. Partners have also expressed appreciation and support at the recognition.

- **Ambition:** Enapter aim to provide 10% of total global hydrogen generation capacities by 2050 replacing 14 billion tonnes of CO2 equivalent GHG emissions by 2050.
- **78% say this solution makes them optimistic / is inspiring**
- **30 countries already using Electrolyser**
- **1.5 billion tonnes CO2e saved – ambition for 2030**
- **Network built significantly since winning the Prize**



Fix Our Climate Winner – AEM Electrolyser



FINALISTS:

REEDDI: SOLAR-POWERED ENERGY CAPSULE

Reeddi is a clean energy rental solution, that provides fully charged energy capsules at an affordable price to businesses and individuals in Nigeria and other energy-poor regions of the world. Reeddi's compact capsules that are charged at solar-powered stations can power various devices including televisions, laptops, small fridges and mobile phones. By providing clean, affordable and flexible energy solutions, this project reduces barriers to economic prosperity while minimising reliance on diesel generators and kerosene lanterns that emit vast amounts of greenhouse gases.

Reeddi already provide clean electricity to over 600 combined households and businesses monthly and is on track to add 12,000 new monthly users by the end of 2022. The team estimate each capsule eliminates 160kg CO2 equivalent emissions and 6kg of toxic pollutants, as well as reducing the user's energy costs by 30%. Reeddi has already attracted interest from organisations and communities in countries including South Africa, Indonesia, India and the United States.

Therefore, part of the solution's scaleup plans include scope for global distribution, with potential demand for millions of capsules in Nigeria and beyond.

Being featured as a Finalist of the Prize garnered coverage across Nigeria with profiles in the Guardian, the Punch and the Nigerian Tribune, as well as global coverage, including an interview with the Washington Post and Fast Company.

Reeddi have ambitious expansion plans, including aiming to have 10,000 capsules operating in Western Nigeria in the near future. They are in discussions to partner with companies to co-locate their capsule rental sites in convenient retail locations across Nigeria. The solution requires partners and investors in order to gain manufacturing support and speed up production. The international recognition and publicity provided by The Earthshot Prize will help spread awareness and expedite these scale-up plans. The team report experiencing exponential growth in demand for Reeddi Capsule rentals since becoming a Finalist, which they attribute directly to promotion by The Earthshot Prize.

SOLSHARE: PEER TO PEER ENERGY EXCHANGE

SOLshare is the world's first peer-to-peer energy exchange network for rural communities; enabling more efficient distribution of electricity. The solution allows households with rooftop solar home systems to sell excess power into the microgrid network, where neighbouring households or businesses can buy it, thus empowering users to earn a direct income from the sun. The heart of the technology is a smart meter that allows the trading of energy and allows communities to be "prosumers" both producing and consuming electricity for distribution.

SOLshare has already installed 100 peer-to-peer grid systems and over 2000 SOLboxes (energy trading smart meters), helping more than 10,000 people in remote communities. Energy trading has boosted some household incomes by 25%. The solution can demonstrate a 30% increase in solar-home-system (SHS) efficiency, which leads to a decrease in carbon emissions. Assuming people using the exchange would otherwise be using the predominantly fossil-fuel-powered grid, this is currently saving 76,000 tons CO2e annually, equivalent to the carbon sequestration from 3,600 trees.

Over the past year, SOLshare has expanded its energy exchange network into the transportation sector where its five electric vehicle charging stations are serving more than 300 end-users and reducing 76 metric tons of carbon dioxide emissions annually. In the upcoming year, this solution will be scaled to support the existing 2 million electric vehicles.

SOLshare's recognition as a Finalist garnered two major profiles in Bangladeshi media including the Dhaka Tribune and the Daily Star. At COP26, SOLshare was interviewed by the Washington Post, ABC News and Times Radio.

Recent funding puts SOLshare on track to positively impact 2.5 million people by 2023. This funding agreement was signed off two days after meetings held at COP26, and will enable the launch of the world's first bundled solar home systems to the national grid in February 2022. The Global Alliance will seek to help SOLshare with its investment needs, supply chain management, and business growth strategy.



2021 IMPACT REVIEW

SPARKING URGENT OPTIMISM AND ACTION

THE
EARTHSHOT
PRIZE

SPARKING URGENT OPTIMISM AND ACTION

INSPIRING THE PUBLIC

+9
PERCENTAGE POINTS
– CONCERN

+5
PERCENTAGE POINTS
– OPTIMISM

35%
ARE MORE HOPEFUL
AFTER DISCUSSING THE
EARTHSHOT PRIZE

84%
FIND THE PRIZE INSPIRING

2/3
HAVE OR WILL TAKE ACTION

“The whole world’s watching COP26”



BloombergNEF

Earthshot Holds Up a Lens to the Environment Crisis
October 21, 2021

Earthshot Holds Up a Lens to the Environment Crisis

October 21, 2021

The Earthshot Prize, spearheaded by Prince William, David Attenborough and other U.K. household names, aims to galvanize positive action around tackling some of the key threats facing our planet, from climate change to the waste crisis.

Five winners were each awarded 1 million pounds (\$1.4 million) in prize money on October 17 to further their work for the environment. From Coral Vitis in the Bahamas, which grows coral to revive dying reefs, to Milan's city-wide program of food waste collection, the

Michael R. Bloomberg, founder of Bloomberg L.P., will support the winners of The Earthshot Prize as a global advisor, drawing on his network of government, business and philanthropic leaders. Additionally, Bloomberg Philanthropies is a Global Alliance Funding partner, alongside organizations such as Breakthrough Energy and DP World. Michael Bloomberg is the founder and majority owner of Bloomberg L.P., the parent company of BloombergNEF. This year's five winners were selected from a total of 15 finalists. They span five focus areas of resilience.

The Prize aims to spark urgent optimism and action through culture-shaping storytelling. By doing so we will expand the impact beyond the excellent work of the individual projects outlined above, through inspiring individuals and communities to play their part.

This section uses our new research data to demonstrate the impact we have achieved, and demonstrates how we

³Ipsos MORI carried out an online survey. A total of 3,000 interviews were carried out with 500 adults in each of the following markets: UK, USA, Brazil, China, India and Kenya. Fieldwork was conducted between 27 October – 4 November 2021. Where relevant, results are compared with similar studies undertaken by Ipsos MORI in 2020. The 2020 survey was undertaken with a smaller sample (200 in each market) and therefore some of the comparisons should be interpreted as indicative only.

⁴Issues for this question are unprompted and people pick up to three. Therefore, March 20 data is not comparable as the global pandemic had not yet started crowding out all other concerns.

are building momentum through global news coverage, inspiring television programmes, a spectacular awards ceremony, walking the talk through the sustainability of our events, and our work at COP26.

As well as supporting outstanding projects which will have a direct impact on our Earthshot goals, the Prize also has a wider goal of generating urgency and optimism in the general public around the world. We have therefore been tracking public opinion in 6 countries (UK, USA, Brazil, China, India, and Kenya) before and after the launch to measure our impact.³

URGENCY

There has been a significant increase in those citing climate change as a key issue facing the world today and it remains second only to the global health crisis in overall importance. 58% of participants across all markets consider climate change and damage to the natural environment to be one of the most important issues facing the world today, up from just 49% in October 2020.⁴

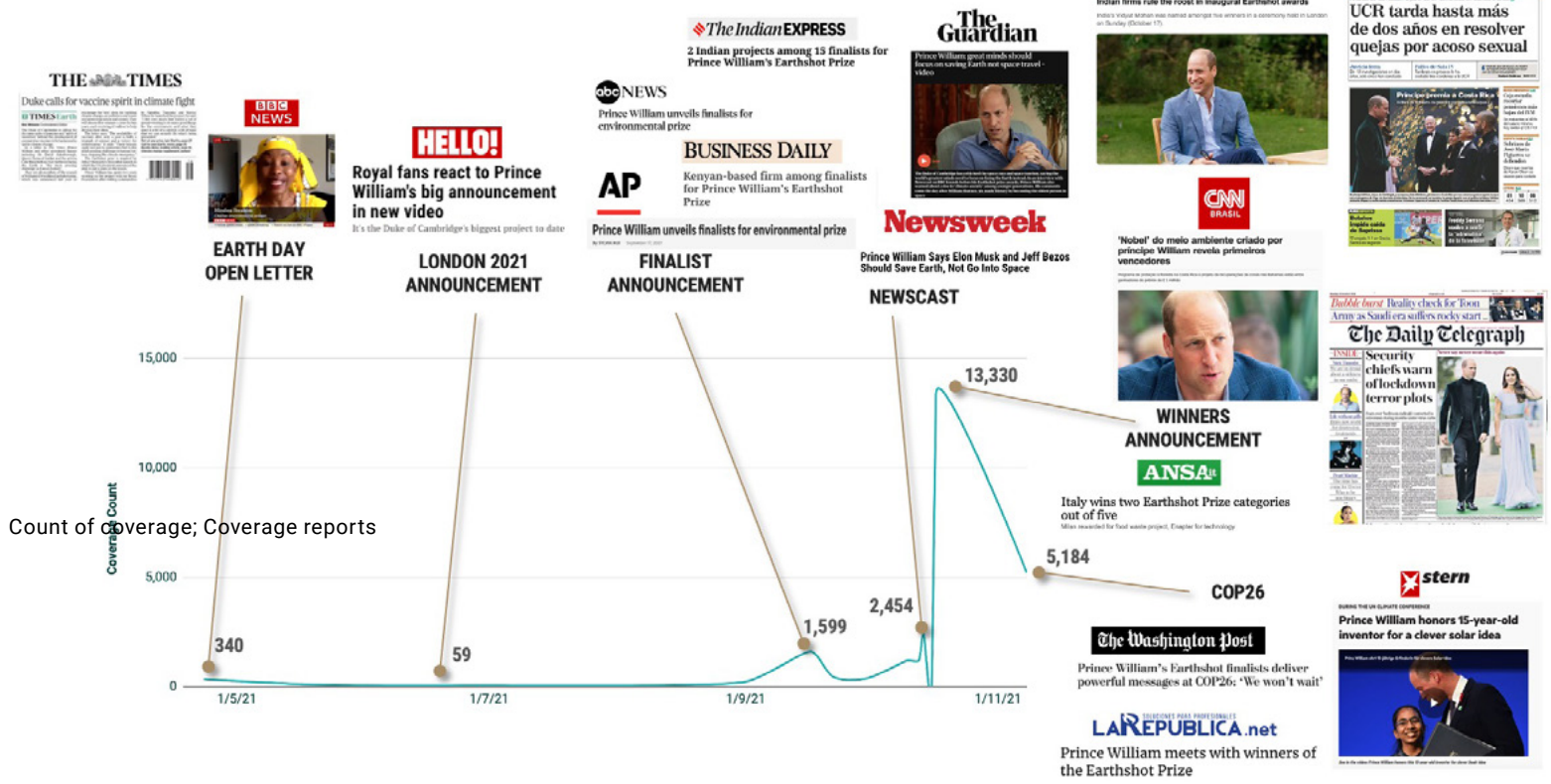
When asked directly, 91% now say they are either fairly or very concerned about Air Pollution, Damage to the Natural World, and Damage to the Oceans. Since our first survey in March 2020, we have seen the reported level of concern increase across all the themes tested. However, the issues with the highest increase in concern (an increase of five percentage points each) are: Climate Change; Damage of the Oceans; and, the Use of non-Renewable Fuel Sources – all issues the Prize sets out to highlight.

Kenyans were the most likely to express concern about all the issues in both waves: around three quarters say they are very concerned compared with around half of people in the USA and UK. However, the most notable increases in concern were observed in Brazil (increase from 60% to 69% in people very concerned about Climate Change), China (increase in people very concerned about Oceans and Air Pollution from 46% to 54% and 53% to 61% respectively) and India (increase in concern about Biodiversity and non-Renewable Fuels from 56% to 61% and 50 to 55% respectively).



SPARKING URGENT OPTIMISM AND ACTION

GLOBAL COVERAGE



THE NEW INDIAN EXPRESS
 We'll lead even if you don't: 15-year-old Tamil Nadu girl to world leaders at COP26

npr
 A 15-year-old girl invented a solar ironing cart that's winning global respect

LA REPUBLICA
 Príncipe William se reúne con galardonados del Earthshot Prize

OPTIMISM

A higher proportion overall now feel hopeful about the possibility of humans making progress to resolve environmental problems (55% vs. 50% in March 2020). This rise was particularly notable in India and the UK. Similarly, around seven in ten across all markets agree that positive action is being taken globally to solve environmental problems (vs. 64% in 2020), with the largest increase in optimism observed in the UK and USA. However, these countries still lag behind the others in our sample in their optimism (51% of Americans agree positive action is being taken and 55% of British compared with 92% of Chinese people).

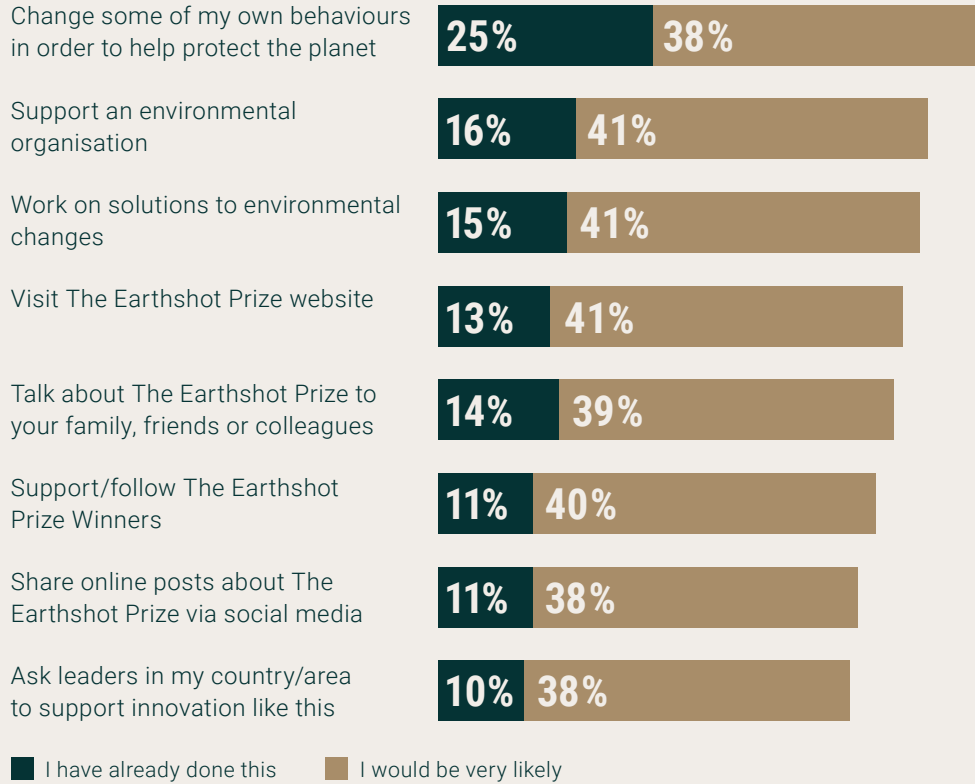
ACTION

The reason The Earthshot Prize aims to increase urgency and optimism is to inspire people to act. Our survey suggests the Prize is doing just that. Around two in five people say they are very likely to take at least one action to support environmental causes based on what they have seen or heard about the Prize, and a quarter have already started changing their own behaviour. Notably, half of the people we spoke to plan to follow and support our Prize Winners.



SPARKING URGENT OPTIMISM AND ACTION

BASED ON WHAT YOU MAY HAVE SEEN OR HEARD ABOUT THE EARTHSHOT PRIZE HOW LIKELY WOULD YOU BE TO DO THE FOLLOWING?



IMPACT

Our expectation was that by generating optimism and a sense of urgency we could encourage action, and the survey findings provide further evidence for this. Once respondents have been prompted by materials about the Prize, the majority say it is relevant – both personally (78%) and globally (85%) – as well as inspiring (84%). 81% agree it makes them feel more hopeful about our chances of solving environmental problems, while 82% say it makes them want to take steps to help solve environmental issues.

After being asked questions and seeing The Earthshot Prize materials, a total of 63% said they felt hopeful about the possibility of humans making real progress to solve environmental problems (vs. 55% at the start of the interview). Across all markets over one third of respondents (35%) recorded a higher score at the end of the interview vs the start. This is slightly lower than the proportion who recorded a higher score in 2020 (41%). This can potentially be explained by the higher unprompted awareness of the Prize in 2021, compared with 2020, as people unaware of the Prize before the interview were more likely

to become more positive (37% became more positive compared with 29% of those aware of the Prize).

At the end of the survey 80% agreed action is being taken globally to solve environmental problems, compared to 70% at the start of the survey. One in ten (11%) recorded a rating that was more positive at the end of the interview vs the start. This change was more likely in people who do not spontaneously identify climate change as a priority and who expressed lower levels of concern about the environment.

There are some indications that optimism about making progress is highest among those who saw or heard content developed by Earthshot (the adverts, TV series etc). For example, 25% of people who said they are optimistic at the start of the interview watched the Awards Ceremony but only 9% of those with low optimism did. In contrast, 51% of less optimistic people heard about Earthshot on the news, but only 41% of optimistic heard about it in this way. However, due to the nature of the survey it is not possible to prove causation.



SPREADING THE MESSAGE

Our initial launch in October 2020 reached 616 million people across the globe, and international media captured the prestige of the Prize, positioning it as ‘the Nobel for the environment’. The Prize received endorsement from a range of high-profile leaders including Barack Obama, Hillary Clinton, Virat Kohli and many more from around the world, and we have since built on this momentum.

We promoted our messages through a wide range of channels including:

- **Traditional media:** We achieved over 26,000 pieces of traditional media coverage in over 130 countries and across six continents. We achieved our goal of securing coverage for the Prize Ceremony in at least 3 top tier outlets⁵ in all markets except Kenya (where two major articles were secured), and dramatically exceeded it in the UK (405 articles) and the USA (299 articles). We also achieved 33 articles in India

and 27 in Brazil, as well as numerous front covers in the UK and a range of in-depth features in all our key markets across news and lifestyle outlets.

- **Social media:** Overall we had nearly 900,000 engagements (likes, shares, comments etc) with our social media accounts and achieved a potential reach of nearly half a billion (442 million) through The Earthshot Prize and partner’s social media channels. This was aided through high profile accounts with large audiences including Shakira, Dani Alves, Her Majesty Queen Rania Al Abdullah, Microsoft and the World Economic Forum. Over the Award Ceremony period our online mentions increased by over 3,000% with 137,000 mentions.
- **Website:** We had over 370,000 website visitors in 2021, mainly as a result of people searching for “Earthshot” around the time of the Award Ceremony, but also driven by our social media channels throughout the year.

89%

INCREASE IN AWARENESS OF THE PRIZE SINCE 2020

30%

KNOW A GREAT DEAL OR FAIR AMOUNT ABOUT THE PRIZE

44%

HEARD ABOUT IT ON THE NEWS

670%

INCREASE IN SEARCH VOLUME AFTER THE PRIZE CEREMONY

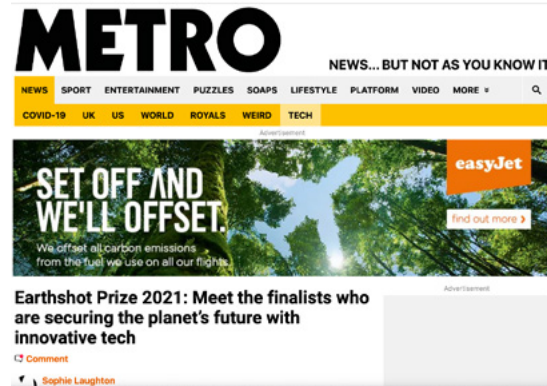
½ MILLION

WEBSITE VISITS AND OVER 1.2 MILLION PAGEVIEWS IN 2021

⁵Outlets with a reach of over 250 million



SPARKING URGENT OPTIMISM AND ACTION



PUBLIC AWARENESS

Public awareness of The Earthshot Prize has almost doubled since 2020. Across the six markets covered in the survey, there has been an increase in unprompted awareness of The Earthshot Prize from 9% in 2020 to 17% in 2021. Awareness is highest among UK participants at 31%, followed by India (24%) and China (21%). When prompted 30% say they know a great deal or fair amount about the Prize, again this is around double the level we recorded in 2020 (16%).

The Earthshot Prize hit a substantial peak in October 2021, increasing five thousand percent (5,000%) over the average during previous months.

After the Award Ceremony, this has levelled at a rate six-hundred and seventy percent (670%) higher than in the months prior to October 2021, which shows that the Prize is becoming substantially better known globally.

We are grateful to our Prize Council Members (who collectively have a potential reach of tens of millions of people) who posted about the Prize, and to our Finalists who mentioned the Prize in posts that will have reached tens of thousands of people around the world.

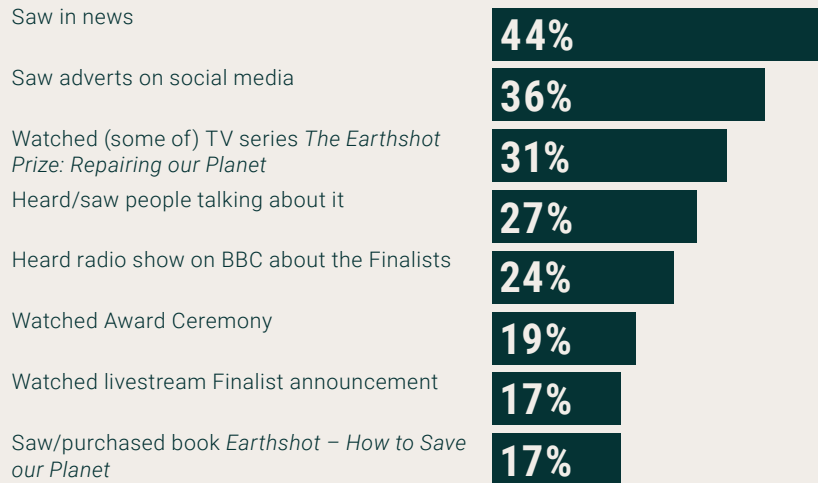
Over half of all respondents (57%) recognised at least one of the communication materials when prompted, an increase vs. 2020 (when recognition was 40%, though prompted with different materials). The images were recognised by 52% overall and the videos by 46%.

BRAND AWARENESS

Alongside our survey data, the volume of Google searches for our brand tells us the popularity of a search term, and by extension the brand. The change over time indicates where the brand is heading in terms of awareness. Search volume for



HOW DID YOU HEAR ABOUT THE EARTHSHOT PRIZE?



SPARKING URGENT OPTIMISM AND ACTION

INSPIRING THROUGH TELEVISION



4 MILLION VIEWERS OF PROTECT AND RESTORE NATURE TV PROGRAMME

“Amazing! So good to hear positive things about climate change. Truly uplifting. Thank you.”

– Female, North West, 45-54 years old (BBC research)

“Just the sort of programme that the BBC should be showing, informative and brilliantly engaging. Puts things into stark reality albeit there does appear to be hope.”

– Male, North West, 45-54 years old (BBC research)

To inspire people to engage with the Earthshots, the BBC commissioned the development of an epic TV series: *The Earthshot Prize: Repairing our Planet*, produced by Silverback Films, the world’s leading natural history filmmakers. The series aired in October 2021 on BBC One and iPlayer in the UK, and on the Discovery Channel and Discovery+ worldwide.

‘Protect and Restore Nature’ was viewed by over 4 million people, in line with viewing averages for a Sunday evening slot – the most popular timeslot in the BBC’s weekly calendar. It was more likely than typical BBC One programmes to appeal to women, younger viewers, and people from ethnic minority backgrounds.

Three of the remaining episodes also performed well, achieving audience share and viewer numbers in line with or above the average for the slot. Over 1.2 million tuned in to ‘Build a Waste-Free World’.

Audience feedback and reviews from online critics demonstrate that the series has effectively communicated the key messages of urgency and optimism. Individual episodes have been rated 8/10 and above by IMDb contributors.⁶

“This informative, hopeful, and visually appealing series introduces the mission behind the ambitious initiative, which is to inspire action and maximize the impact of environmental projects in hopes of repairing the planet. The Earthshot Prize underscores the dire environmental situation our planet is facing, and the need to turn things around within the next decade in order to preserve it for future generations. But it also celebrates the different kinds of innovative work that researchers, scientists, and activists are doing around the world to combat the crisis, and the passion they have for doing it.”

<https://www.commonsemmedia.org/tv-reviews/the-earthshot-prize>

A book was also produced to accompany the series featuring a foreword from HRH Prince William and contributions from The Earthshot Prize Council. We have sold just over 10,000 copies in the UK, and 70,000 books are in print around the world. It went to number 1 in the environmental book market almost immediately.

A BBC radio series on The Earthshot Prize Finalists and their inspiring solutions was also commissioned, with episodes featuring on *Costing the Earth*, and *Discovery*. *Costing The Earth* usually has around 900,000 individual live listeners and *Discovery* is among the top 10 most popular programmes on the BBC World Service channel; it is estimated that at least 15 million individual listeners will have tuned in to each episode. Additionally, each episode will have had around 70- 75,000 podcast streaming requests (across both *Costing the Earth* and *Discovery*).



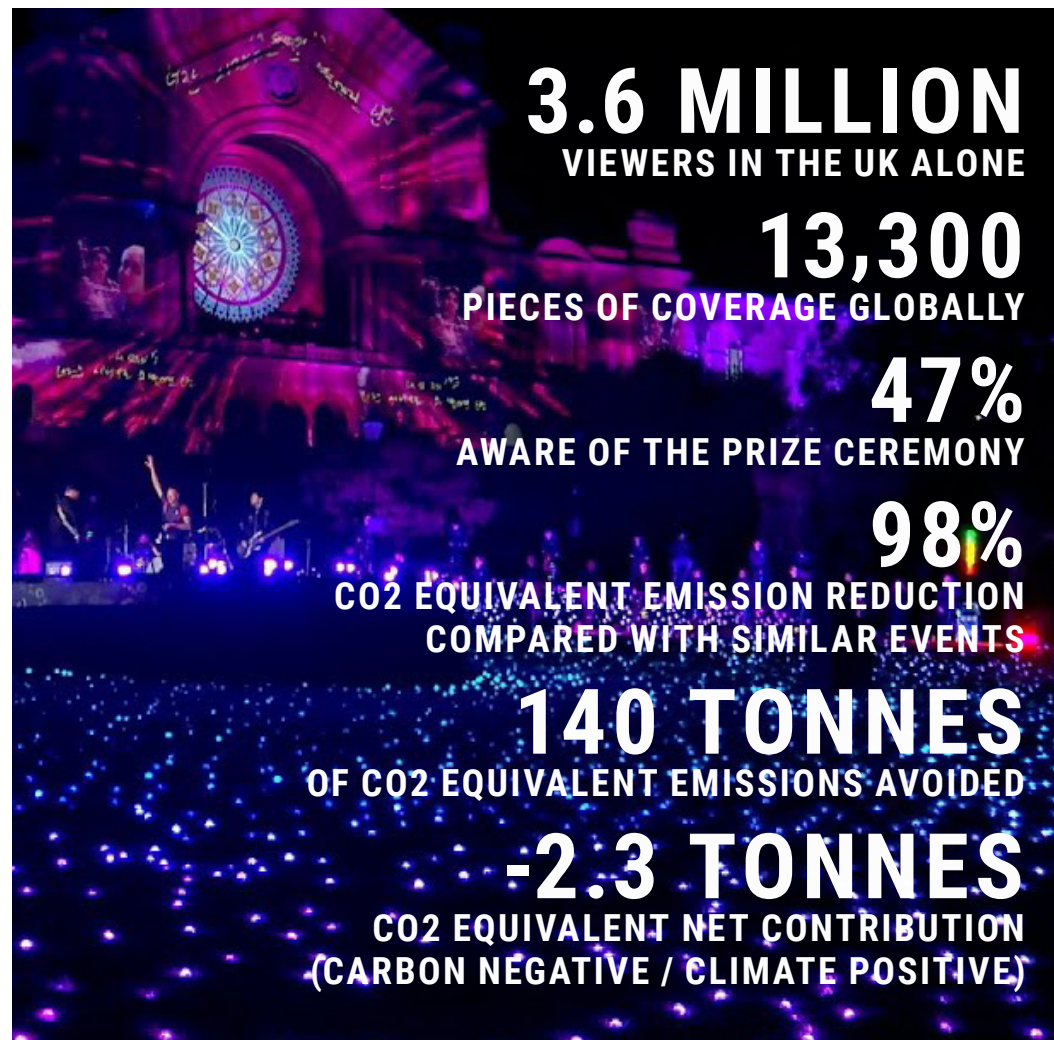
WALKING THE TALK – THE AWARD CEREMONY

We hosted the inaugural Earthshot Prize Awards Ceremony in October 2021. Alongside our presence at COP26, the ceremony was our main opportunity to raise awareness of the Prize and build support for the Finalists and Winners. We also wanted to use the ceremony to demonstrate that everyone can do their part by thinking carefully about their environmental impact. As such, we paid careful attention to the footprint of the ceremony itself and are very proud of the results.

The Earthshot Prize Awards Ceremony was broadcast to millions worldwide on BBC and Discovery, with over 3.6 million viewers in the UK, and reaching an estimated audience of 709 million through traditional and social media. The ceremony featured unforgettable performances from Coldplay, Ed Sheeran, Yemi Alade, KSI and Shawn Mendes, stunning storytelling, plus an iconic speech from Sir David Attenborough.

As a result of the Awards Ceremony, we generated 13,300 pieces of coverage across six continents and 130 countries. We secured TV and radio broadcast opportunities for all five Winners, and we have supported 12 broadcast interviews and 14 print interviews about the winning projects.

Just under half of all our survey respondents (47%) reported some awareness of the 2021 Earthshot Prize ceremony. Of those who were aware of the ceremony, 44% recall having seen something on the news and 36% cited social media, emphasising the significance of these platforms in driving recognition. One in five (19%) said they had recognised the Prize having watched the awards ceremony (19%) or live streamed the finalist announcement (17%).



Coldplay performance powered by pedal generators, credit: BBC/Coldplay



SPARKING URGENT OPTIMISM AND ACTION

TREADING LIGHTLY

A 'green memo' was created, shared and signed by heads of department, contractors, suppliers and talent, detailing the key environmental considerations and expectations. Sustainability considerations were factored into every aspect of the production, from the highest level right through to the teams and crews working on the ground.

The event and broadcast were audited and approved by Albert (the BAFTA backed industry body which monitors the environmental impact of television and film). Our actual broadcast and event footprint⁷ was 2.64 tonnes CO₂ equivalent, compared with an estimate of 143 tonnes equivalent if we had not acted to reduce emissions. Additionally, 4.94 tonnes CO₂e was offset via Albert's certified offsetting schemes, meaning the whole event was carbon negative, contributing to a reduction in CO₂ equivalent of 2.3 tonnes.

⁷Albert report calculated the emissions as 4.94 tonnes CO₂e but were not able to take into consideration the 2.3 tonnes CO₂e avoided through extra HVO (hydrotreated vegetable oil) fuel procured, which is significantly better for the environment than regular diesel or biodiesel.

HOW WE DID IT:

	What we did:	The impact:	
POWER	Where additional power was required, battery systems were utilised as much as possible (rather than generators). No fossil fuel generators used in the UK	Saved over 15 tonnes of CO ₂ e emissions from the event	
	Using mains power at Alexandra Palace and switching off at set times each day to minimise waste	70% lower emissions than using generators (as over 60% of UK grid is renewables / low carbon sources)	
	Coldplay's performance was completely fossil fuel free/powered by 60 pedal generators. Equipment was hired/rented and transported using HVO fuel	No fossil fuel generators used, saving c.15 tonnes CO ₂ e. The performance was climate positive	
	All lighting equipment used was low energy and LED		
TRAVEL	Hydrotreated Vegetable Oil (HVO) fuel used for production freight where available in both land and sea/river transport.	HVO is 90% lower CO ₂ e emissions than standard diesel	
	DHL were chosen for equipment freight due to their Go-Green programme	Any emissions that can't be reduced are offset by DHL so net emissions are zero	
	As many meetings as possible were conducted by video conference. Finalists filmed on location in country, participating in the ceremony by video link	This is 25x lower emissions than travelling to physical meetings	
	All filming, both in the UK and abroad, used local crews and equipment as much as possible	Avoided around 110 tonnes of CO ₂ e	
	Talent transport was electric/hybrid. For everyone, cycling, electric taxis and the use of public transport encouraged throughout the production, and call times were chosen to enable public transport use.	Reduced travel emissions by up to 100% for talent	
	Accommodation chosen based on green credentials.		
OTHER INNOVATIONS	Where air travel was unavoidable, the most efficient flights, with lowest emissions, were selected. CO ₂ emissions were calculated and balanced by a 'book and claim' scheme using Sustainable Aircraft Fuel	38% lower emissions than standard flights and scheme ensures aviation fossil fuel is removed from supply chain	
	Removing meat and having vegan and vegetarian options only, sourced locally where possible.	Reduced emissions from food by 40%	
	Single use plastics banned across all elements of the production. Reusable serveware, bottles and cups were prioritised. The set was designed from scratch using materials selected for their reuse and recyclability,	There is a strict zero waste to landfill policy in place	
	Talent wore second hand, vintage, or pre-worn clothes.	No new clothing was bought	
	Make-up is certified cruelty free and mostly vegan		
	Paper waste is being avoided with an opt-in paper policy and electronic alternatives actively encouraged. FSC certified paper used where printing was not avoidable.		
Other Innovations	<td>Filming locations chosen to have existing facilities to minimise impact and need for freight</td> <td>Reduces CO₂ emissions from freight</td>	Filming locations chosen to have existing facilities to minimise impact and need for freight	Reduces CO ₂ emissions from freight
	<td>Post production house chosen based on very high environmental credentials</td> <td></td>	Post production house chosen based on very high environmental credentials	



SPARKING URGENT OPTIMISM AND ACTION

MAKING THE MOST OF COP26

COP26 provided a fantastic opportunity to bring together our Winners and Finalists and an ideal opportunity to promote their work to World Leaders and Government delegations.

Attending the Leaders' event 'Accelerating Clean Technology Innovation and Deployment', Prince William delivered a speech in which he showcased the Prize Winners' and Finalists' solutions to the world's greatest environmental challenges.

Additionally, The Earthshot Prize Global Alliance Assembly reception enabled Winners and Finalists to meet with some of the Global Alliance and Prize Council Members. The Global Alliance is an unprecedented network of philanthropists and NGOs, as well as some of the world's biggest companies and brands that together will help support and scale the Finalist's innovative and ground-breaking solutions.

In addition to these valuable introductions which will support our Finalists to succeed, our presence at COP26 also led to press

coverage helping us to share our message around the world. We achieved over 5,000 pieces of coverage across 6 continents and in over 90 countries, including notable feature pieces in NPR, the Washington Post, Sky News, the Times of India, People, The Week, Stern, Press Trust, National Geographic and ABC News.

Our social media around the event also had good traction, especially when it featured Prince William. We reached nearly 3.9 million people between 29th October and 3rd November, and achieved over 175,000 engagements with our posts.

Instagram achieved the greatest reach (1.8 million people) and nearly 10% engaged with the content (for example, commenting, liking or sharing the posts). We also used the opportunity to boost our followers and engagement rate on Facebook and Twitter, for example using album posts (audience growth around 3% for each platform, engagement increased by a similar figure). We also grew our YouTube followers by nearly 12% in a week.



5184
PIECES OF PRESS COVERAGE

3.9 MILLION
PEOPLE REACHED THROUGH
SOCIAL MEDIA

175,000+
ENGAGEMENTS WITH
OUR CONTENT

9 MEETINGS
BETWEEN FINALISTS AND
THEIR GOVERNMENTS⁸

⁸Due to COVID restrictions Blue Map App, based in China, were unable to attend COP26, but instead met with the British Ambassador in China.



FINAL THOUGHTS



A TEAM EFFORT

This report demonstrates that The Earthshot Prize has had a significant impact since it launched in October 2020, and all the indications are that the best is yet to come. The support we are now providing to our first Winners and Finalists means we expect to be able to report substantial progress by the end of 2022. We have also expanded our Nominator pool to over 300, with promising signs for increased numbers of inspiring, inclusive and impactful nominations in 2022.

In the meantime, we have demonstrated that, through our successful media and communications efforts, we have inspired the general public around the world with our message that the need for change is urgent and that we can be optimistic that change is possible. As such, many people have told us that they have been inspired to take action themselves, including – but not limited to – supporting our Finalists and Winners on their journey.

In publishing this report we want to make it clear that the impact achieved is a team effort. We are grateful to our Global Alliance, Nominators, advisors and supporters for their collaboration, not forgetting the hundreds of fantastic nominees, including our Finalists and Winners, that are doing valuable work which will help us to achieve our five ambitious goals:

- ✔ PROTECT AND RESTORE NATURE
- ✔ CLEAN OUR AIR
- ✔ REVIVE OUR OCEANS
- ✔ BUILD A WASTE-FREE WORLD
- ✔ FIX OUR CLIMATE

We look forward to working with you all to repair our planet – together we can make a difference in this decisive decade.



APPENDIX

APPENDIX – ABOUT THE SURVEYS

IPSOS MORI SURVEYS

Ipsos MORI carried out three online surveys across six countries, identified as key priority markets in relation to messaging around The Earthshot Prize.

- **Survey 1:** In Feb-Mar 2020 we took a baseline measurement on levels of concern and optimism around environmental issues. A total of 3,000 interviews were carried out with 500 adults in each of the following markets: UK, USA, Brazil, China, India and Kenya.
- **Survey 2:** We took an interim measurement after our October 2020 launch to see whether the launch materials had an impact on optimism. The survey had a representative sample of 1200 respondents across six indicative countries: UK, USA, China, Brazil, Kenya, India.
- **Survey 3:** In Oct-Nov 2021 we did a third survey after the Award Ceremony to check awareness of the Prize as well as optimism and concern. A total of 3,000 interviews were carried out with 500 adults in each of the following markets: UK, USA, Brazil, China, India and Kenya.

The surveys were undertaken with online connected citizens weighted to the national profile of each country. Quotas were set to reflect population statistics of each market, though the online nature of the survey means that respondents will reflect citizens who are online.

Where relevant, results are compared between these studies. As Survey 2 had a smaller base, some of the comparisons should be interpreted as indicative only. Most comparisons are made with Survey 1, but due to the impact of the Covid-19 Pandemic between Surveys 1 and 2, measures of unprompted concern are compared with Survey 2.

DELOITTE SURVEY

In addition to the robust impact data collected by Ipsos MORI we also conducted a smaller-scale survey to inform the selection process.

In March 2021, an online survey of over 200 participants was carried out, asking each participant to score a selection of random nominations (out of the longlist of 100). Participants assessed certain aspects relating to optimism and inspiration according to a defined scoring scale. Survey respondent scores were averaged for each nomination and ranked.

We have been working with the Finalists and Winners to develop their narratives and as such we believe if the survey was repeated now they would all improve their scores further.



APPENDIX – SDG MAPPING

	TOTAL	GOAL 1: No Poverty	GOAL 2: Zero Hunger	GOAL 3 Good Health and Well-being	GOAL 4: Quality Education	GOAL 5: Gender Equality	GOAL 6: Clean Water and Sanitation	GOAL 7: Affordable and Clean Energy	GOAL 8 Decent Work & Economic Growth	GOAL 9: Industry, Innovation & Infrastructure	GOAL 10: Reduced Inequality	GOAL 11: Sustainable Cities & Communities	GOAL 12: Responsible Consumption & Production	GOAL 13: Climate Action	GOAL 14: Life Below Water	GOAL 15: Life on Land	GOAL 16: Peace & Justice Strong Institutions	GOAL 17: Partnerships to achieve the Goal
PROTECT AND RESTORE NATURE	Earthshot target impact															★		
	Republic of Costa Rica										⊕		⊕	⊕	⊕	⊕		⊕
	Pole Pole Foundation	⊕	⊕	⊕		⊕			⊕		⊕			⊕		⊕		
	RESTOR									⊕				⊕		⊕		⊕
CLEAN OUR AIR	Earthshot target impact			★				★										
	Takachar			⊕					⊕	⊕		⊕	⊕	⊕				
	Blue Map App			⊕			⊕			⊕		⊕	⊕	⊕				⊕
	Vinisha Umashankar	⊕		⊕				⊕	⊕	⊕	⊕	⊕		⊕		⊕		
REVIVE OUR OCEANS	Earthshot target impact														★			
	Coral Vita		⊕							⊕	⊕			⊕	⊕			
	Living Seawalls						⊕			⊕				⊕	⊕			
	Pristine Seas		⊕						⊕					⊕	⊕			⊕
BUILD A WASTE-FREE WORLD	Earthshot target impact											★						
	City of Milan		⊕	⊕							⊕	⊕	⊕	⊕				⊕
	Sanergy			⊕			⊕		⊕	⊕	⊕	⊕	⊕	⊕		⊕		
	Wota Box			⊕			⊕		⊕	⊕	⊕	⊕	⊕	⊕	⊕			
FIX OUR CLIMATE	Earthshot target impact													★				
	AEM Electrolyser			⊕				⊕		⊕		⊕	⊕	⊕				
	Reeddi Capsules	⊕		⊕				⊕	⊕	⊕	⊕	⊕	⊕	⊕		⊕		
	Solbazaar	⊕						⊕		⊕		⊕		⊕				

★ Earthshot target impact ⊕ On nomination form ⊕ Attributed by TEP



GRATITUDE

THE EARTHSHOT PRIZE IS SUPPORTED BY A GLOBAL COALITION OF ORGANISATIONS AND INDIVIDUALS, WITHOUT WHOM THE INCREDIBLE IMPACT DEMONSTRATED WITHIN THIS REPORT WOULD NOT HAVE BEEN POSSIBLE.

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NOMINATORS

A full list of over 350 Official Nominators for The Earthshot Prize can be found [here](#).

Founded by Prince William and The Royal Foundation in 2020, The Earthshot Prize is a global environmental prize and platform to discover, accelerate, and scale ground-breaking eco-innovations to repair and regenerate the planet. Inspired by President John F. Kennedy's Moonshot which united millions of people around the goal of reaching the moon, The Earthshot Prize aims to catalyse an Earthshot challenge to urgently encourage and scale environmental innovations that can help put the world firmly on a trajectory towards a stable climate, where communities, oceans & biodiversity thrive in harmony by 2030. The five Earthshot challenges are: Protect and Restore Nature; Clean our Air; Revive our Oceans; Build a Waste-free World; and Fix our Climate.

The Prize is an urgent call to action to the world and aims to turn the current pessimism surrounding environmental issues into optimism, by championing inspiring leadership and helping to scale incredible cutting-edge solutions. It will discover 50 winners over 10 years with the power to repair the planet. In October 2021 the inaugural Earthshot Prize awards ceremony was held in London hosted by Dermot O'Leary and Clara Amfo and included performances from Coldplay, Ed Sheeran and Yemi Alade.

About 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.



