

The background of the image shows two large, white icebergs floating in a dark teal, almost black, body of water. The icebergs have jagged, layered edges, suggesting they are made of compressed snow or ice. The lighting is dramatic, highlighting the textures of the ice against the dark water.

THE  
EARTHSHOT  
PRIZE

2022

THE  
EARTHSHOT  
PRIZE

# ROADMAP TO REGENERATION

**2022 SELECTION  
PRIORITIES**

ROADMAP TO REGENERATION

# INTRODUCTION

THE  
EARTHSHOT  
PRIZE

## INTRODUCTION



**URGENT  
OPTIMISM  
+ ACTION  
= CHANGE**

This document sets out The Earthshot Prize's priorities for selection in 2022. These priorities are grounded in extensive research and consultation, and will be used as a guide and basis to search for and select the solutions that will become the next winners of The Earthshot Prize.

The Earthshot Prize is based on the simple equation of urgency + optimism = action. We aim to urgently encourage and scale solutions that can help repair the planet and help communities and nature thrive by 2030. This aim is embodied by two strategic imperatives:

- Support environmental innovators and scale the impact of their solutions.
- Spark urgent optimism and action through culture-shaping storytelling

To ensure we scale the solutions with the most significant impact for our planet in 2022, we have developed selection priorities – our areas of focus for the year. We have identified priority areas of interest for each of the five Earthshots, as well as five common filters against which to assess nominated solutions.



ROADMAP TO REGENERATION

2022  
PRIORITIES  
FOR EACH  
EARTHSHOT

THE  
EARTHSHOT  
PRIZE

## 2022 PRIORITIES FOR PROTECT AND RESTORE NATURE



### PROTECT AND RESTORE NATURE

1

Paying environmental stewards  
and improving land rights

2

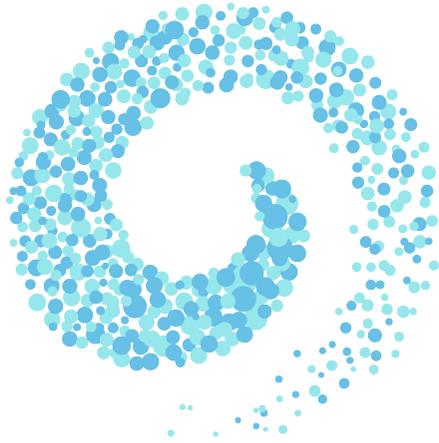
Using agricultural commodity  
markets as a lever to reduce harm  
to tropical forests

3

Increasing yields in biodiverse,  
regenerative agriculture



## 2022 PRIORITIES FOR CLEAN OUR AIR



**CLEAN OUR  
AIR**

1

Engaging citizens in data collection and advocacy

2

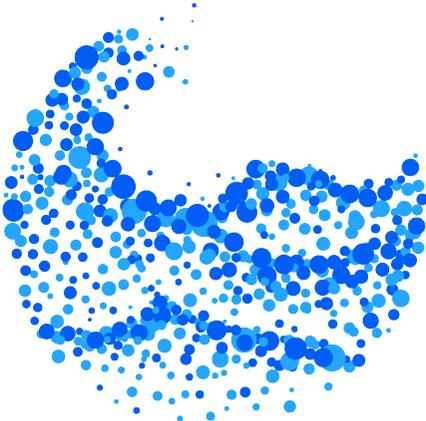
Stopping the burning of agriculture and forests

3

Addressing personal transportation



2022 PRIORITIES FOR REVIVE OUR OCEANS



**REVIVE OUR  
OCEANS**

1

Reducing and addressing  
overfishing

2

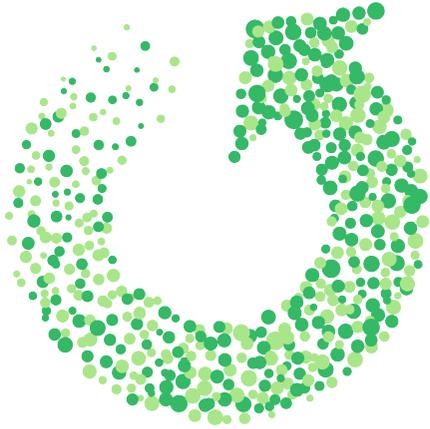
Developing ocean ecosystem  
services that mitigate climate  
change: 'blue carbon'

3

Advancing climate change  
solutions with ocean benefits



## 2022 PRIORITIES FOR BUILD A WASTE-FREE WORLD



**BUILD A  
WASTE-FREE  
WORLD**

1

Preventing the excessive  
use of resources

2

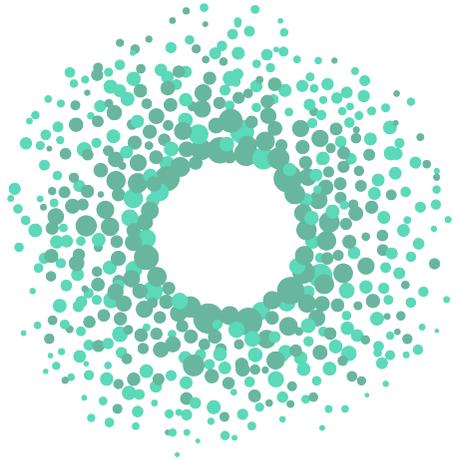
Extending the use of goods  
(particularly food, clothes, plastics)

3

Better managing waste once  
it has been generated



## 2022 PRIORITIES FOR FIX OUR CLIMATE



**FIX OUR  
CLIMATE**

1  
2  
3

Transitioning to  
renewable energy

Reducing methane  
emissions

Constructing buildings  
fit for the future



ROADMAP TO REGENERATION

# FIVE FILTERS FOR ASSESSING NOMINATIONS

THE  
EARTHSHOT  
PRIZE

## FIVE FILTERS FOR ASSESSING NOMINATIONS

### PREVENTION RESTORATION ADAPTATION

#### FILTER 1

We seek three types of intervention:

- Prevention: we primarily seek innovations that can provide an alternative to approaches that cause harm.
- Restoration: we want to make systems we use today better. In this, we seek innovations that are regenerative or restorative.
- Adaptation: we know that much damage is already done. We seek innovations that help minimise the impact on people and on the environment.

While our selection process seeks nominations from all three categories, in 2022 we will put additional weighting on preventative solutions as they address the source of the problem.

### DIVERSITY COLLABORATION VARIETY

#### FILTER 2

We consider solutions from any country or sector: for-profit, non-profit, hybrid, government, movement and collaboration.

Last year our Finalists included a schoolgirl, a grassroots non-profit, tech- driven start-ups, global data monitoring systems, a city and a country.

### SCALING UP WORKING SOLUTIONS

#### FILTER 3

The Earthshot Prize has a particular focus on solutions which are beyond idea stage, have tested their solution in-field or with audiences, and are at a 'tipping point' for scaling or replication.



## FIVE FILTERS FOR ASSESSING NOMINATIONS

**INSPIRING  
INCLUSIVE  
IMPACTFUL**

### FILTER 4

We select Finalists with solutions that are:

- Inspiring: sparks the imagination.
- Inclusive: builds inclusion, equity, and benefits for people.
- Impactful: have proven impact with potential to scale.

**HOPEFUL  
MAGICAL  
WILDCARDS**

### FILTER 5

We see four cross-cutting areas that are desired in nominations.

- Solutions that leverage the disruptive force of democratised data technologies.
- Solutions that leverage new financial and legal mechanisms.
- Solutions led and informed by women and Indigenous voices.
- Wildcards. Magical, Disruptive, Hopeful solutions.

**VERSATILE  
OPEN-MINDED  
CREATIVITY**

### OUR BELIEFS

This is a guide, and not a prescriptive and exhaustive set of criteria. We will consider nominations on any topic within any Earthshot, and encourage 'wildcard' nominations as well as nominations in our priority areas. We chose these priorities because they are key levers that will put us on a trajectory towards a thriving planet.

The priorities under each Earthshot may change each year as progress is made and solutions are scaled. We are excited to see the inspiring solutions that meet these priorities in 2022.



**MAGICAL**  
**DISRUPTIVE**  
**WILDCARD**  
**SOLUTIONS**



