WE ARE IN A RACE AGAINST TIME.

By 2030, the world must reduce CO₂ emissions by over 40 per cent and protect 30 per cent of nature, fresh water, and oceans. That is what we call the Earthshot – a clear and audacious goal for this decade.

To reach these collective goals, we need solutions that protect and regenerate our planet while also delivering economic prosperity. We need millions of people to turn their talent, time, and ingenuity towards creating, supporting and celebrating those solutions. We need to speed up the time it takes to go from an idea to a prototype to a solution that is scaling. That typically takes between five and 10 years. We need to speed up the time to go from idea to prototype to solution.

First, we have built a powerful search engine that scours the planet for groundbreaking and impactful environmental solutions. The 3,000 nominations we have received over the first three cycles of The Earthshot Prize tell a previously untold story: a green innovation movement is happening. It’s happening in every city, state and region in the world. It’s happening in governments, in businesses, in not-for-profits and in communities.

Second, we are speeding up and increasing the flow of capital to Earthshot solutions. Since 2021, we have awarded £15 million of prize money and helped catalyse £50 million of additional funding and support from the Earthshot network for our 45 Winners and Finalists. We see our role as a platform for impact, from the Earthshot network for our 45 Winners and Finalists on their journey to scale. Or to help their innovators from all walks of life who have the vision and optimism to drive solutions and imagine a better world.

Third, we’re dismantling structural barriers and equipping Finalists with the tools and training to scale quickly. Taking a solution from concept to scale takes leadership, experience and operational prowess. Many innovators, especially from the Global South, lack access to privileged networks of power, advice, talent, contracts, or capital needed to bring their innovations to market. This is why in 2022, we launched a Fellowship Programme to equip our Finalists with tools, masterclasses, peer networks and media training to scale quickly, with support from our world-class Global Alliance.

Finally, we are inspiring environmental optimism. We want the world to know that there is reason for hope, reason for excitement, reason to believe in the potential of a greener future for all. We tell our nominees’ stories throughout the year with the support of our partners. We bring the magic to life at our Awards Ceremony, held each year in a different region. And we tell these stories with a purpose: to spark your imagination. To unleash urgent optimism in you. And to inspire you to act. To dream of becoming a future Earthshot Finalist. Or to join one of our Finalists on their journey to scale. Or to help their solution to become the ‘new normal’.

In three short years, the advancements we’ve made collectively stand in stark contrast to the dominant narrative of climate doom and gloom. The reality is that a green revolution is happening. It’s happening in every city, nation and region in the world. It’s happening in governments, in businesses, in not-for-profits and in communities. And, it’s being led by innovators from all walks of life who have the vision and optimism to drive solutions and imagine a better world.

This Impact Report sets out where The Earthshot Prize is on our decade-long journey. While none of our Finalists resembles another, all share one spirit. Courage. Collaboration. Bold Action. They share a dream and a common purpose: to make this decade the Earthshot decade. The decade we made a difference. That’s the movement we want you to be a part of.
We choose to build a world where nothing goes to waste, where the leftovers of one process become the raw materials of the next - just like they do in nature.

We choose to fix the world’s climate by cutting out carbon: building a carbon-neutral economy that lets every culture, community and country thrive.

We choose to repair and preserve our oceans for future generations.

We choose to ensure that everyone in the world breathes clean, healthy air - at World Health Organisation standard or better.

We choose to build a world where nothing goes to waste, where the leftovers of one process become the raw materials of the next - just like they do in nature.

We choose to ensure that, for the first time in human history, the natural world is growing – not shrinking – on our planet.

Taking inspiration from President John F. Kennedy’s Moonshot challenge to put a person on the Moon within a decade, The Earthshot Prize recognizes that the world needs an unprecedented number of new technologies, novel solutions, and ground-breaking ideas to protect and restore nature; clean our air; revive our oceans; build a waste-free world; and fix our climate.

These are the five Earthshots – simple, but aspirational goals our Finalists and Winners are working to achieve, though invention and innovation.
AT THE EARTHSHTO PRIZE, WE FIND INSPIRATION IN THE DREAMERS, INNOVATORS, SCIENTISTS, AND OPTIMISTS WHO BELIEVE IN THE POWER OF HUMAN CREATIVITY AND INGENUITY. WE SEEK OUT THE PROBLEM-SOLVERS – THOSE WHO CHANNEL THEIR CONCERNS, FRUSTRATIONS, AND DESPAIR INTO BREAKTHROUGH IDEAS AND ACTION – AND HELP THEM UNLOCK THEIR FULLEST POTENTIAL.
THE EARTHSHT PRIZE HAS TWO STRATEGIC PILLARS.

01 TO BE THE LEADING GLOBAL ENGINE FOR DISCOVERING, ACCELERATING AND SCALING ECO-INNOVATIONS.

With support from a global network of partners we search, select, accelerate, award and scale solutions that can help repair and regenerate the environment. We are a connector; an incubator; and a global platform for the most promising environmental solutions. We aim to be the shot of adrenaline that many start-ups and entrepreneurs need to reach new heights, raising crucial awareness of and momentum for their work. Leveraging our convening power, we create long-lasting and transformative connections between our Finalists and Winners and the influential businesses, investors, climate experts, philanthropists, and thought leaders, who have the power to meaningfully amplify and accelerate their work.

02 TO BE THE WORLD’S MOST GROUNDBREAKING ENVIRONMENTAL PRIZE, CATALYSING URGENT OPTIMISM AND ACTION THROUGH OUR CONTENT AND STORYTELLING.

Our impact relies not only on our success in helping innovative solutions to scale, but also in telling their stories to bolster a global movement for change. The Earthshot Prize nominations are a window into a movement. In the face of climate defeatism, we engage with the younger generation to harness their creativity and entrepreneurial mindset. We tell stories that spark people’s imaginations, galvanising optimism, engagement and action on a global scale.

Following on from The Earthshot Prize 2021 Impact report, this report focuses on the period from January 2022 to December 2023, and looks at our activities and impact across both pillars, as well as our own organisational footprint.
HIGHLIGHTS AT THE END OF 2023:

2,913 TOTAL SOLUTIONS FOUND BY OUR GLOBAL NETWORK OF NOMINATORS, WITH 55 PER CENT GROWTH IN NOMINATIONS FROM 2021 TO 2023.

45 INNOVATIVE SOLUTIONS NAMED AS FINALISTS.

45 WINNERS ANNOUNCED.

£15M IN PRIZE MONEY GIVEN TO HELP SCALE SOLUTIONS.

OVER £50M ADDITIONAL FUNDING FOR EARTHSHT SOLUTIONS CATALYSED THROUGH OUR NETWORK OF PARTNERS.

71M PEOPLE WERE REACHED IN 2023 BY THE EARTHSHT PRIZE SOCIAL MEDIA CONTENT, A 40 PER CENT INCREASE ON THE PREVIOUS YEAR.

OVER 27M SAW 2023 AWARDS CEREMONY CONTENT ON TV AND YOUTUBE.

HIGHER THAN AVERAGE LEVELS OF ENVIRONMENTAL OPTIMISM, URGENCY & ACTION AMONG THOSE WHO ARE AWARE OF THE EARTHSHT PRIZE.

OVER 420K TONNES OF CARBON EMISSIONS AVOIDED OR CAPTURED BY OUR FINALISTS EQUIVALENT TO AROUND 100,000 CARS OFF THE ROAD FOR ONE YEAR.

OVER 170K SQUARE KILOMETRES OF LAND AND OCEAN HAVE BEEN PROTECTED OR RESTORED, THE SAME SIZE AS IRELAND AND ICELAND COMBINED.
ENVIRONMENTAL & SOCIAL IMPACT OF WINNERS AND FINALISTS

NUMBERS AT A GLANCE

170K SQUARE KILOMETRES OF LAND AND OCEAN PROTECTED AND RESTORED
ROUGHLY THE SAME SIZE AS IRELAND AND ICELAND COMBINED

420K TONNES OF CO₂ EMISSIONS REDUCED, AVOIDED OR CAPTURED
THAT’S THE EQUIVALENT OF 100,000 CARS OVER A YEAR

100K TONNES OF WASTE REMOVED, UPCYCLED OR AVOIDED
EQUIVALENT TO 570 BOEING 747 PLANES

500 NEW GREEN JOBS CREATED

4.4M PEOPLE’S LIVELIHOODS DIRECTLY IMPROVED
WHETHER THEY BE WORKERS, CUSTOMERS OR CITIZENS. THIS IS ROUGHLY EQUIVALENT TO THE POPULATION OF CROATIA

90K KG OF HARMFUL NITROGEN OXIDE GASES & 3,600 KG OF PARTICULATE MATTER AVOIDED
BOTH OF WHICH CREATE LONG TERM HEALTH ISSUES

2.5M TONNES OF WATER SAVED, REUSED OR RECYCLED
ENOUGH TO FILL 1,000 OLYMPIC SIZE SWIMMING POOLS

HQ LOCATIONS OF FINALISTS

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

- 170K
- 420K
- 500
- 4.4M
- 90K
- 2.5M
03 SCALING OUR WINNERS AND FINALISTS
Each year we choose three Finalists for each Earthshot. All Finalists receive tailored support from The Earthshot Prize and our partners to help them scale their impact, and one Winner per Earthshot receives a £1m grant. We have supported 45 Finalists across the first three years of the prize.
Our success depends on the quality and quantity of the nominations we receive. Working with experts in business, charities, academia and policy, we’ve built a powerful search engine, working with a community of Official Nominators who bring us the best solutions they see across all sectors and geographies.

In 2021, the first year of The Earthshot Prize, we received 750 nominations, increasing to 994 in 2022 and 1,160 in 2023, a 55 per cent uplift since our inaugural year. During this time our global representation has increased year on year, and we have received nominations from 125 countries in total. We are especially proud of the nominations we continue to receive from the Global South, making our Finalists truly representative of the innovation we know is happening all across the world. In 2023 we received 696 nominations from organisations active in the Global South: 60 per cent of all nominations.

The Earthshot Prize is also deliberately business model-agnostic. Our Finalists have included tech startups, nonprofits, advocacy organisations, university programmes, cities, a country, and even a school pupil. We have actively sought out a greater share of nominations from indigenous peoples and community-based organisations. In 2023, 17 submissions from the top 170 were nominations of this type. In 2024 we already see that this share will grow even higher.
Since the creation of The Earthshot Prize we have worked side by side with our Global Alliance – an unprecedented network of organisations and individuals worldwide who share our ambition to drive the urgent change needed to repair our planet. Organisations like Bloomberg Philanthropies, Aga Khan Development Network, DP World, Arup, Deloitte, Hitachi, MultiChoice, C40 Cities, WRAP, Fauna & Flora International and many others.

Our Global Alliance contributes to the delivery of The Earthshot Prize, sharing expertise, knowledge and experience, and helping shape our selection process and priorities. In 2023, 214 of the nominations came from 28 Global Alliance members: just under 20 per cent of total nominations received.

To date, dozens of our Global Alliance have engaged directly with our Winners and Finalists. They have offered tailored support on a wide variety of topics such as advice on scale-up, recruitment, legal support, and running pilots that enable the use of technologies on a larger scale. In many cases they have directly promoted the Finalists to further build their credibility and ensure they receive global recognition. Some of these examples can be found throughout this report, with many more detailed on The Earthshot Prize website.
We place the weight of our organisation and our partners behind them to support their scaling journeys. In addition to awarding Prize money to five Winners each year, we provide regular technical support, help build public awareness, catalyse investment, and mentor solutions to all our Winners and Finalists to help them scale.

This combination of Earthshot Prize money, our ability to catalyse additional funding, provide organisational support, mentorship, and elevate awareness of solutions has resulted in an accelerated growth trajectory for many of our Finalists.

- In the first year after becoming a Finalist, Reeddi saw a sixfold increase in revenue versus the previous year.
- In 2023 Enapter’s turnover passed the €30m mark, by far its most successful year to date and over three times larger than its revenue the year it won The Earthshot Prize.
- 2023 has been Kheyti’s best year ever: it has sold five times the number of greenhouses compared to 2022 and almost doubled its income.
- The City of Milan has expanded from two to five Food Waste Hubs since winning The Earthshot Prize and seen a threefold increase in the volume of food waste recovered.

A number of Finalists have also expanded in scale and reach since becoming Winners and Finalists. Before winning The Earthshot Prize, Mukuru Clean Stoves was in three different markets, all within Kenya. The company is now in six markets, including an expansion into Ghana and Nigeria. Coral Vita, Living Seawalls and The Great Bubble Barrier all started their journey as Winners or Finalists in one country and have since expanded internationally. In 2024 Living Seawalls expects to reach a milestone of being present on five continents. This highlights the transformational impact that The Earthshot Prize can have in a very short time.

We believe our formula works, and we’re committed to continue building upon the support and resources we can offer to these incredible Finalists.

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<th>THE EARTHSHOT PRIZE CREATES IMPACT IN FOUR KEY WAYS:</th>
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TO DATE WE HAVE AWARDED £15M OF EARTHSHTO PRIZE MONEY TO 15 OF THE WORLD’S MOST CUTTING-EDGE ENVIRONMENTAL SOLUTIONS.

The money has allowed some Winners to expand and evolve their existing solutions, and has funded vital R&D and prototyping work of others.

**THE CITY OF MILAN** has used its funding to upgrade existing Food Waste Hubs and open new ones, broadening its network to include food markets and school canteens.

**ENAPTER** has been able to take significant scale up steps for its green hydrogen solution, setting up a new chemical laboratory in Germany to meet increased demand. Enapter has also completed construction of its AEM Nexus, the world’s first megawatt class AEM electrolyser, allowing it to cater to customers requiring green hydrogen in larger scales.

**MUKURU CLEAN STOVES** has been able to triple the size of the team and launch a new malaria research project.

**AWARDING PRIZE MONEY**

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**TAKACHAR** has invested in scaling up its team and speeding up its prototyping process, and is now beginning to commercialise its newest product.

**COSTA RICA** is using the funding to design a new ‘payment for marine ecosystem services’ model, taking what has worked for forest protection and applying it to the marine areas that make up 92 per cent of its national territory.

**NOTPLA** has invested some of their prize money into factory upgrades that allow them to create new products such as a new rigid plastic-alternative material.

**44.01** are investing in a range of tests and experiments to bring the costs of their carbon mineralisation process down further as they prepare for a new pilot project in Oman.

**KHEYTI** has invested the prize money into its technology, including a project to further reduce the cost of the Kheyti greenhouse and improve efficiency.
FOR MANY OF OUR FINALISTS, ACCESS TO CAPITAL IS THE SINGLE MOST IMPORTANT NEED TO DRIVE THEIR ABILITY TO SCALE AND HAVE IMPACT.

To date, alongside the £15m prize money given over our first three years, The Earthshot Prize and its network has helped unlock over £50 million of additional funding, a leverage ratio of £1m of prize money catalysing more than £3m in additional resources and investments.

Much of this is grant money from mission-aligned philanthropic organisations where The Earthshot Prize made introductions. For example, funding from the Ecological Restoration Fund is helping the Pole Pole Foundation to restore a connection between the Highland and Lowland sectors of Kahuzi-Biega National Park, and helping Hutan further understand biodiversity in the Kinabatangan mosaic land. Bloomberg Philanthropies has helped Pristine Seas to fund their expeditions and support their mission to protect 30 per cent of the ocean by 2030. Similarly, the Paul G. Allen Family Foundation provided a grant to Mukuru Clean Stoves to develop malaria-fighting briquettes for its stoves, and Coleman Family Ventures provided a grant to Restor to support their vital work of increasing transparency around ecosystem restoration.

A significant proportion of capital has been through commercial deals and investments. For example, funding from Global Alliance Founding Partner DP World has allowed Coral Vita to lay foundations for the first commercial land-based coral farm in the Middle East, and allowed Living Seawalls to deploy their first seawalls in South America. Following an Earthshot Prize introduction, fashion company Bestseller and its mother company Heartland joined forces with SOLahare to create The Greener Garments Initiative Ltd. This new energy service company will build, own and operate up to 10 megawatts of solar rooftop projects among Bestseller’s suppliers in Bangladesh.
The rest of the money catalysed comes from dozens of generous instances of pro bono support. Many of our Global Alliance members have provided time and expertise to support Finalists with large and small support needs. Herbert Smith Freehills, Deloitte, Bloomberg, Arup, Hitachi, the Aga Khan Foundation, Standard Chartered and others have all provided this crucial support for our Finalists throughout the early years of The Earthshot Prize.

In addition to money catalysed with direct support from The Earthshot Prize, Global Alliance members have provided funding to Earthshot solutions bilaterally without an introduction being made by The Earthshot Prize. For example, at the 2022 UN Ocean Conference, the Bezos Earth Fund pledged $20m to Pristine Seas to help establish new marine reserves in the Pacific Ocean, and provided funding to Costa Rica and several other countries to strengthen the Eastern Tropical Marine Corridor.

To increase the impact the Earthshot Prize network even further, in late 2023 we unveiled our new platform, Launchpad, currently in its pilot phase, to enable the wider investment community to access and invest in our portfolio. Launchpad will connect funders to current and former Finalists and nominees to support their funding needs and growth journey. In this first phase, the online platform showcases 24 Finalist and Winner solutions, with £400m in funding needs. This year we intend to add many more solutions from The Earthshot Prize’s longer pipeline. With Launchpad, we take the next step in showcasing the enormous volume of solutions in our pipeline of nominations and connecting them to potential funders to help scale their impact.
In 2023, the City of Milan, with support from Earthshot Global Alliance Founding Partner Bloomberg Philanthropies, hosted delegates from 10 US and European cities, with the aim of showcasing its food waste hub model and inspiring others to follow suit. The tour was organised in partnership with Global Alliance partner C40 Cities, as well as Bloomberg Associates and the Natural Resources Defense Council. One of the cities that took part was 2022 Finalist Amsterdam, which sent delegates from its circular economy programme.

In many cases, multiple Global Alliance members work with each Finalist to help build strong growth foundations.

Often this matchmaking provides opportunity for commercial success, like the partnership between SOLshare and Bestseller highlighted previously. Similarly, following an introduction at COP26, the government of Antigua and Barbuda signed a memorandum of understanding with 2021 Finalist WOTA to explore possible deployment of its water recycling system. Global Alliance member Herbert Smith Freehills provided legal support to get the agreement agreed quickly and a pilot project, funded by the Japanese government, began at the end of 2023.

The unique convening power of The Earthshot Prize allows us to bring together Finalists and others in many creative ways. Through The Earthshot Prize, 2021 Finalists Costa Rica and Restor partnered to track over 5,000 restoration and conservation projects, making Costa Rica the first nation to publicly showcase its restoration and conservation projects.

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SPOTLIGHTING SOLUTIONS AND BUILDING AWARENESS

BUILDING A GLOBAL MOVEMENT THAT CREATES REAL CHANGE FIRST REQUIRES BUILDING AWARENESS.

Central to our goal of catalysing urgent optimism and action has been, and continues to be, sharing the stories of our Finalists and their remarkable solutions. The Earthshot Prize focuses on using its platforms, partnerships, and channels across digital and social media, broadcast, and print – to create communications campaigns that elevate and highlight the work of our Finalists. Throughout the year, we provide media and communications assistance to Finalists, especially around major organizational and global events, including The Earthshot Prize’s annual awards ceremony and the United Nations General Assembly in New York City.

Throughout the year, we continue to place a spotlight on all Finalists through social media, media engagement, events and visits.

Highlights include profiling Finalists as part of a social media series to showcase their work; producing a five-part YouTube series telling the stories of the 2022 and 2023 Finalists, which were watched over 350,000 times and 1.2 million times respectively, and showcasing Finalists at global events including two Innovation Summits at New York Climate Week in partnership with Bloomberg Philanthropies, and ChangeNow in Paris.

Ahead of the Awards Ceremony in Boston, The Earthshot Prize and partners orchestrated a global communications campaign focused on all 2022 Finalists.

A year later when we announced our 2023 Finalists, the announcement was again covered globally with over 180 unique articles written, and over 61,000 social media mentions in Finalists’ home countries and beyond. News outlets across the globe spotlighted and celebrated their local Finalists, driving awareness and interest in their solutions.
MANY FINALISTS HAVE GONE ON TO RECEIVE ADDITIONAL ACCOLADES, HONOURS, AND INVESTMENT:

**LanzaTech** was named in the third annual TIME100 Most Influential Companies list and the Fast Company’s annual list of the World’s Most Innovative Companies. Its CEO, Jennifer Holmgren, was also named as one of the 100 Most Influential Climate Leaders in Business.

Since winning The Earthshot Prize, **Takachar** has been awarded $1m by the XPRIZE for carbon removal, and its two cofounders have been named as Breakthrough Energy Fellows.

**SOLshare** became the first Bangladeshi company to win the Zayed Sustainability Prize at the 2022 Abu Dhabi Sustainability Week.

Following her address to world leaders at COP26, 2021 Finalist **Vinisha Umashankar** was awarded the Youngsters Award at Nico Rosberg’s Greentech Festival, the International Young Eco-Hero Award in San Francisco, and, in 2023, was named in the Diana Award roll of honour for exceptional young people.


Since winning The Earthshot Prize, **SPOTLIGHTING SOLUTIONS AND BUILDING AWARENESS**

03 SCALING OUR WINNERS AND FINALISTS
04 FINALIST ENVIRONMENTAL AND SOCIAL IMPACT
05 SPARKING URGENT OPTIMISM AND ACTION
06 OUR ORGANISATIONAL FOOTPRINT
07 A TEAM EFFORT
08 GRATITUDE
04 FINALIST ENVIRONMENTAL AND SOCIAL IMPACT
The Prize is an important catalyst on the journey, but it is the innovators, dreamers, and optimists that will ultimately restore nature, clean our air, revive our oceans, build a waste-free world, and fix our climate.

Over this Earthshot Decade, one way we will measure success is by tracking the collective environmental and social impact of our Finalists. Due to the breadth of the five Earthshots, the many sectors our Finalists operate in, and the diversity of solutions, this impact manifests in different ways, and our approach reflects that.
SINCE BECOMING FINALISTS OUR 2021 AND 2022 COHORTS HAVE HAD THE FOLLOWING IMPACT:

- **100K** tonnes of waste removed, upcycled or avoided — equivalent to 570 Boeing 747 planes
- **170K** km² of land and ocean protected and restored — the same size as Ireland and Iceland combined
- **500** new green jobs created
- **2.5M** tonnes of water saved, reused or recycled — enough to fill 1,000 Olympic size swimming pools
- **420K** tonnes of CO₂ emissions reduced, avoided or captured — that’s the equivalent of 100,000 cars over a year
- **4.4M** people’s livelihoods directly improved — whether they be workers, customers or citizens. This is roughly equivalent to the population of Croatia
- **90K** kg of harmful nitrogen oxide gases and over 3,600 kg of particulate matter avoided — both of which create long term health issues
- **2.5M** tonnes of water saved, reused or recycled — enough to fill 1,000 Olympic size swimming pools
MANY OF OUR FINALISTS HAVE SEEN INCREDIBLE GROWTH IN THEIR IMPACT SINCE RECEIVING SUPPORT FROM THE EARTHSHOT PRIZE AND ITS PARTNERS.

**MUKURU CLEAN STOVES** have avoided 177,000 tonnes of new CO\(_2\)e emissions and improved the livelihoods of over 800,000 additional people in 2023 while launching a new malaria research project.

**KHEYTI** greenhouses have saved 2.5 million tonnes of water in 2023 compared to conventional farming methods. This is over three times more than they saved in 2022 and over six times more than in 2021.

**SOLSHARE** has avoided roughly 6x CO\(_2\)e more emissions in 2023 than it did in 2021 when it became a Finalist. At the same time it has improved the lives of 10,000 beneficiaries.

**REGEN ORGANICS** (part of The Sanergy Collaborative, previously known as Sanergy) have avoided a total of 73,500 tonnes of waste, avoided 27,300 tonnes of CO\(_2\)e emissions and improved the lives of 13,800 people since becoming a Finalist.

**PHOOL** has now successfully implemented their ‘flowercycling’ model in five of the largest temple towns in India, upcycling 27,300 tonnes of floral waste in 2023, more than double the amount from the year before.

**AMPD ENERGY** has avoided almost 23,000 tonnes of CO\(_2\)e emissions in 2023, doubling their previous year impact.

**COSTA RICA** has protected an additional 147,000 square km of ocean around Cocos Island National Park since becoming a Finalist.

**NOTPLA** replaced 4.4m single-use plastic units with Notpla products. It displaced the equivalent of 8.5 tonnes of plastic waste in 2023 and avoided 250 tonnes of CO\(_2\)e emissions, double the emissions avoided in 2022.
05 SPARKING URGENT OPTIMISM & ACTION
THE STORIES OF OUR FINALISTS, THE CHALLENGES THEY FACE, AND THEIR INNOVATIVE SOLUTIONS HAVE POWER BEYOND THE DIRECT IMPACT OF THESE SOLUTIONS ON THE ENVIRONMENTAL CRISIS.

These success stories, with the support of The Earthshot Prize, can inspire the next generation and build a movement of hope, of possibility and of urgent optimism to protect and restore the planet.
In its first three years, The Earthshot Prize has reached an average of 54 million people per year on social media through organic and targeted paid activity.

In 2023, we expanded to TikTok and LinkedIn, enabling us to reach 71 million people in total, 40 per cent more than the previous year.

Another component in achieving our expanded reach has been a focus on YouTube to reach younger audiences. Our partnership with YouTube is helping us prioritise YouTube-first, multi-format content and ensure we continue to produce content that inspires younger people to act on environmental damage and climate change. The focus on creating a higher volume and variety of video content this year has meant that our videos were viewed over 41 million times in 2023 – three times more than the previous year.

BUILDING A LASTING GLOBAL MOVEMENT REQUIRES A STRONG BRAND WITH BROAD REACH.

OUR SOCIAL CONTENT WAS LIKED, SHARED AND COMMENTED ON MORE THAN 2 MILLION TIMES DURING 2022 + 2023.

FROM 2021 TO THE END OF 2023, MORE THAN 2,400 UNIQUE PRINT AND DIGITAL ARTICLES WERE WRITTEN ABOUT THE EARTHSHT PRIZE, OUR WINNERS AND FINALISTS.

OUR WEBSITE HAS BEEN VIEWED MORE THAN 1 MILLION TIMES PER YEAR SINCE 2021.

WE APPEARED OVER 4 MILLION TIMES IN GOOGLE SEARCHES IN 2023.
In 2022 and 2023, we brought The Earthshot Prize to Boston and Singapore, respectively. In December 2022, we hosted the Awards Ceremony at the MGM Music Hall in Boston. In collaboration with Global Alliance partner the John F. Kennedy Library Foundation, along with a host city committee of mission-aligned organisations, we delivered a spectacular Awards Ceremony in the birthplace of John F. Kennedy, marking the 50th anniversary year of his 'Moonshot' speech. The Ceremony was brought to life by a passionate and enthusiastic array of awards presenters, including The Prince and Princess of Wales, David Beckham, Rami Malek, Shailene Woodley and Catherine O’Hara, together with artists Billie Eilish, Annie Lennox, Chloe x Halle, and Ellie Goulding.

Almost 13 million people around the world watched the 2022 Awards Ceremony on TV and on-demand across BBC, PBS, Multichoice and The Earthshot Prize’s YouTube channel.

The live premiere of the 2022 Awards Ceremony was watched over 840,000 times on our YouTube channel, whilst awards-related content published during the week was viewed nearly 6 million times on the Earthshot Prize YouTube channel alone.

More than 40 million people saw 2022 Awards content on social media with 27 million people viewing on the Earthshot Prize social channels and nearly 14 million people viewing via our broadcast partners’ social channels.

Our annual Awards Ceremony bring the magic of The Earthshot Prize to a different region of the world and provide each new cohort of finalists with a global platform.
For the first time, all 15 Finalists were in attendance and the five Winners were awarded live on stage by presenters Cate Blanchett, Lana Condor, Robert Irwin, Nomzamo Mbatha and Donnie Yen.

As we considered how to make our Awards Ceremony an even more meaningful opportunity for our Winners and Finalists, we hosted the first-ever ‘Earthshot Week,’ a series of thought leadership forums, networking events, media events, and local youth engagement. This was delivered in collaboration with strategic partners Temasek Trust, Temasek, GenZero, and Conservation International, and Earthshot Week supporters Bloomberg Philanthropies and Deloitte.

The 2023 Awards Ceremony and Earthshot Week were covered extensively across our digital channels and in the international press, including over 200 unique articles. Awards content had 24.3 million views on The Earthshot Prize’s YouTube channel, and on social media the Awards content reached 17 million people. Targeted digital campaigns encouraged around 11 million views from Singapore, Malaysia, Indonesia and Africa alone.
OUR GLOBAL ALLIANCE PROVIDES CONTINUAL SUPPORT AND PROMOTION OF THE EARTHSHOT PRIZE THROUGH ITS NETWORKS AND CHANNELS.

This has helped amplify our reach while attracting crucial support for Finalists.

The first ever ‘Earthshot Innovation Showcase’ in February 2022, was hosted at Expo 2020 Dubai in partnership with Founding Partner DP World. The event showcased some of the year one Finalists. Innovators behind SOLshare, Living Seawalls, Reeddii, Coral Vita and more detailed the impact and future potential of their groundbreaking work to repair our planet. As a result of the Showcase, Coral Vita and Living Seawalls received a £1m commitment from DP World to support and scale their work.

Bloomberg Philanthropies co-hosted The Earthshot Prize Innovation Summit in 2022 and 2023 during New York City Climate Week. These Summits focus on driving systems-changing climate solutions to repair our planet by bringing together heads of state, government leaders, philanthropists, business executives, and grassroots climate activists from around the world to showcase, replicate, and scale groundbreaking solutions. Many Finalists were spotlighted on stage alongside high-profile speakers and environmental experts from around the world. Bloomberg also provided additional strategic support including a communications training day for the Finalists in New York.

Michael R. Bloomberg, founder of Bloomberg L.P. and Bloomberg Philanthropies, is Global Advisor to the Prize Winners.

In 2022, we also announced a new three-year partnership with MultiChoice to support and spotlight innovators, activists and scientists working to address the climate crisis in Africa and beyond. This was first announced at a partnership launch event in Nairobi, which garnered millions of views across broadcast and social media channels and featured several of our African Finalists including The Sanergy Collaborative/Regen Organics, Reeddii and The Pole Pole Foundation.

SPARKING URGENT OPTIMISM & ACTION
BY GROWING THE REACH OF THE EARTHSHOT PRIZE AND TELLING THE STORIES OF OUR WINNERS AND FINALISTS WE AIM TO DRIVE GLOBAL URGENCY, OPTIMISM AND ACTION.

Since the inception of The Earthshot Prize, we have been working with Global Research agency Ipsos to track public opinion and the health of The Earthshot Prize brand in six representative countries (UK, USA, Brazil, China, India, and Kenya). Less than three years since launch, almost 1 in 5 people are already aware of The Earthshot Prize across the six countries tracked.

We know that 57 per cent of people across 6 countries surveyed believe ‘climate change & damage to the natural environment’ is an urgent problem, and it is now the top global issue out of those we monitor. 64 per cent of people also feel optimistic about humanity making progress. Levels of optimism and levels of urgency have increased significantly since 2020 when The Earthshot Prize was created.

We can compare levels of optimism and urgency of those who are aware of The Earthshot Prize compared to those who are unaware. The ‘Earthshot aware’ group are more likely to see climate change and environmental damage as an urgent issue to solve, and are more optimistic about our capacity to solve it. We also saw that 62 per cent of the unaware group described themselves as optimistic at the start of the survey, rising to 71 per cent by the end once they were told about The Earthshot Prize and its mission. Prompted with materials about The Earthshot Prize, the views of respondents of all geographies and demographics are overwhelmingly positive. 88 per cent of people agree that The Earthshot Prize is inclusive of different nationalities, genders and communities. 87 per cent agree that it is optimistic and that it is addressing important issues globally. 86 per cent see us as inspiring, and 83 per cent agree it makes them want to take steps to solve environmental issues.

Urgency and optimism lead to action. We believe that by generating enough optimism and urgency we can inspire people to that action. Our survey findings provide evidence for this. Those who are aware of The Earthshot Prize are not only more optimistic but are also more likely to be living in a more environmentally sustainable way. Compared to the average, those who are aware of The Earthshot Prize are more likely to be taking action in their lives, from switching to a green energy provider, to starting a new environmental business or project. They are also more likely to have advocated or spoken out about environmental damage, for example by writing to their local political representative or speaking to others.

SPARKING URGENT OPTIMISM & ACTION

<table>
<thead>
<tr>
<th>Awareness</th>
<th>% of population who are aware of The Earthshot Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>9%</td>
</tr>
<tr>
<td>2023</td>
<td>18%</td>
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<table>
<thead>
<tr>
<th>Urgency</th>
<th>% who see climate change and environmental damage as an urgent global issue</th>
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</thead>
<tbody>
<tr>
<td>2020</td>
<td>49%</td>
</tr>
<tr>
<td>2023</td>
<td>57%</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Optimism</th>
<th>% hopeful about humans making progress on environmental problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>50%</td>
</tr>
<tr>
<td>2023</td>
<td>64%</td>
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</table>
06 OUR ORGANISATIONAL FOOTPRINT
SCALING ENVIRONMENTAL SOLUTIONS THAT WILL REPAIR AND RESTORE OUR PLANET REQUIRES THAT WE MOVE QUICKLY AND BOLDLY, BUT OUR RESPONSIBILITY DOES NOT END THERE.

The Earthshot Prize must play our part to be responsible stewards of the environment. That’s why we carefully consider the environmental impact of our operations and have made every effort to track both direct and indirect historical emissions up to the end of 2023.

The Earthshot Prize does not directly own or control any facilities or vehicles. We lease office space from one of our Global Alliance partners, which means that emissions from purchased electricity and gas are considered indirect emissions for us. Consequently, The Earthshot Prize has zero Scope 1 and 2 emissions.
INDIRECT EMISSIONS (SCOPE 3):
All emissions resulting from The Earthshot Prize activities are classified as indirect because they are related to our activities but are not directly owned or controlled by The Earthshot Prize. These emissions have been categorized for tracking and reporting purposes.

Flagship broadcast events: Sustainability principles guided all aspects of organizing The Earthshot Prize awards ceremonies over our first three years. In London 2021, this involved employing battery systems and pedal generators for additional energy generation, eliminating single-use plastics, opting for reusable or recyclable set materials, and using HVO fuel instead of diesel for production freight. In Boston 2022, efforts included a significant reduction in energy consumption by using mains power instead of diesel generators, selecting set materials for reusability and recyclability, and providing plant-based and vegetarian food. Following the ceremony, all plants and trees used in the set were re-planted in public schools and communities in the Boston area. In Singapore 2023, measures included sourcing electric and hybrid vehicles for staff and partner travel, reusing set materials from previous years, and renting items instead of purchasing. An independent carbon footprint assessment by Hope Solutions showed that each annual awards ceremony produced drastically lower emissions compared to similar-scale productions, and 100 per cent of unavoidable event emissions have been offset through BBC’s environmental sustainability partner.

Office space: The Earthshot Prize leases office space from our Global Alliance partner Arup, who, as a leader in sustainable development, is working towards achieving net zero for all buildings under its control by 2030. Arup measures and reviews its Scope 1 and 2 emissions, including energy office use, annually.

Staff, Trustee, Finalist and Strategic Partner travel: The Earthshot Prize is a diverse and truly global organization, supporting the search, spotlight and scaling of our Finalists across the world to create maximum impact for the planet. We recognize the importance of in-person engagement for our Finalists and Winners, especially with each other and with partners who can help them further accelerate their solutions. We are also deeply committed to elevating solutions from the Global South, as we believe those closest to the climate challenges disproportionately impacting the Global South are also closest to the solutions. We plan events and Finalist travel with the goal of amplifying the work of Finalists and Winners in these regions and/or ensuring these innovators and entrepreneurs have the opportunity to attend and network at high-impact events like the UN General Assembly in New York City. Therefore, travel is necessary to deliver The Earthshot Prize Awards Ceremony and associated events in new countries each year, and to ensure our global portfolio of Finalists gain the networking and spotlighting opportunities they need to scale. We carefully consider every journey, and where travel is necessary, we and our partners work to mitigate its impact. Since October 2022, we have offset almost 100 per cent of staff and Trustee travel emissions by investing in environmental projects through our travel provider, TravelPerk. We will continue to monitor and assess travel and minimise its impact wherever possible.

Guest travel: We encourage any guests who decide to travel to The Earthshot Prize awards ceremony to be mindful of emissions associated with their travel, and in 2023, we surveyed attendees about their travel to offset associated emissions.

Emission Reductions: In total, out of the 2,837 tonnes of historical CO₂ equivalent emissions from 2021 to 2023, we have offset over 1,000 tonnes through funding of global environmental projects. For the remaining historical emissions, we are in the process of buying verified carbon offsets directly from a selection of Earthshot Prize Finalists. This allows us to remove emissions from the atmosphere while stimulating the green economy and directly investing in Finalists.

We continue to consider the environmental impact of all our activities, including our awards shows and other events throughout the year. We work with venue providers and strategic partners to ensure that best practices are followed and our event footprints are kept to a minimum. In 2024/25 we aim to build even further on our progress and to improve our measurement of direct and indirect emissions. We will also continue to explore creative and innovative ways to use our global network of innovators, NGOs and experts to reduce our impact.
A TEAM EFFORT
With the foundations now firmly in place, our focus shifts to how we can help to exponentially scale, support and spotlight even more innovators around the world. Already in 2024, we have doubled the number of entries, attracting over 2,000 nominations from 139 countries; over 1.4 million people saw the announcement online that Cape Town is our 2024 destination.

We are grateful to our Global Alliance members, nominators, Expert Advisory Panel and supporters for their work. And most of all, we are grateful to our Winners and Finalists, who are the heroes and our inspiration to:

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

AT THE TIME OF WRITING, THE EARTHSHTO PRIZE IS THREE YEARS INTO THE DECADE-LONG CHALLENGE SET BY ITS FOUNDER, PRINCE WILLIAM, TO HELP RESTORE AND REPAIR THE PLANET.
WITH THANKS TO THE EARTHSHT PRIZE FAMILY