

THE
EARTHSHOT
PRIZE



IMPACT REPORT

2024

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01 FOREWORD & INTRODUCTION



FOREWORD AND INTRODUCTION

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.

We don't have that time. Recognizing the need for speed and scale, Prince William founded The Earthshot Prize in 2020, and since our inception we have scoured the planet for proven solutions to replenish our oceans, to restore nature, to remove waste, to clean our air, and to remove or mitigate carbon emissions. In just three years, we've made tremendous progress in four important areas.

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, and we want to do more to catalyse further funding on an even bigger scale, supporting even more Earthshot innovators. With our pilot online match-making platform, Launchpad, we are connecting Earthshot innovators with a mission-aligned community of investors and philanthropists who can provide the capital required to bring environmental solutions to scale.

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.



Christiana Figueres
Dame Christiana Figueres,
Chair



Hannah Jones
Hannah Jones,
CEO

FOREWORD AND INTRODUCTION

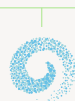
**FOUNDED BY HRH PRINCE WILLIAM
IN 2020, THE EARTHSHOT PRIZE
IS A GLOBAL ENVIRONMENTAL PRIZE
DESIGNED TO DISCOVER, SPOTLIGHT
AND SCALE GROUNDBREAKING
SOLUTIONS TO THE WORLD'S GREATEST
ENVIRONMENTAL CHALLENGES.**

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.

THE
EARTHSHOT
PRIZE**PROTECT AND
RESTORE NATURE**

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

**CLEAN OUR
AIR**

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

**REVIVE OUR
OCEANS**

We choose to repair and preserve our oceans for future generations

**BUILD A WASTE
FREE WORLD**

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

**FIX OUR
CLIMATE**

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

**AT THE EARTHSHOT 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 EARTHSHOT 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.



02 NUMBERS AT A GLANCE



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

15

WINNERS ANNOUNCED

£15M

IN PRIZE MONEY

GIVEN TO HELP SCALE SOLUTIONS

OVER

£50M

ADDITIONAL FUNDING

FOR EARTHSHOT SOLUTIONS CATALYSED THROUGH OUR NETWORK OF PARTNERS

71M

PEOPLE WERE REACHED IN 2023

BY THE EARTHSHOT 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 EARTHSHOT 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

ALMOST

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

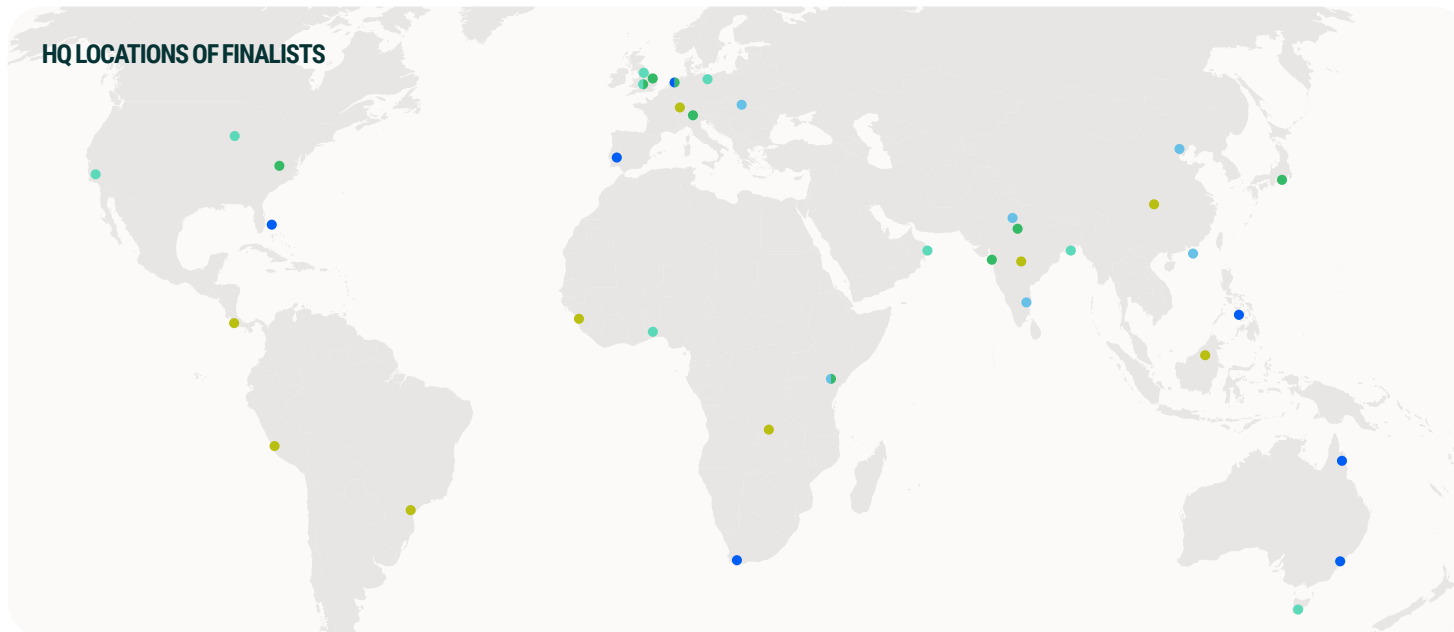
90K

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



03 SCALING OUR WINNERS AND FINALISTS



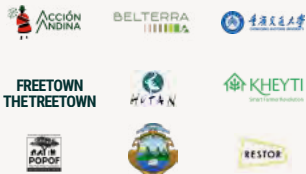
WINNERS AND FINALISTS

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.



PROTECT AND RESTORE NATURE



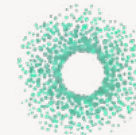
CLEAN OUR AIR



REVIVE OUR OCEANS



BUILD A WASTE FREE WORLD



FIX OUR CLIMATE



IN THREE SHORT YEARS, THE EARTHSHOT PRIZE HAS SCoured THE PLANET FOR IMPACTFUL ENVIRONMENTAL SOLUTIONS. WE HAVE REVIEWED 3,000 NOMINATIONS OVER THIS PERIOD.

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.

NOMINATIONS WE HAVE RECEIVED

IN 2021

750

IN 2022

994

IN 2023

1,160

OF WHICH

60%

OF NOMINATIONS WERE FROM
ORGANISATIONS ACTIVE IN THE
GLOBAL SOUTH



SCALING SOLUTIONS SUCCESSFULLY RELIES ON TAPPING INTO THE WORLD'S TOP ORGANISATIONS, BUSINESSES AND NGOs TO BRING CAPITAL, DISTRIBUTION NETWORKS AND EXPERTISE THAT FINALISTS OTHERWISE COULD NOT ACCESS.

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.

BECOMING AN EARTHSHOT PRIZE FINALIST OR WINNER IS JUST THE BEGINNING OF THE JOURNEY FOR EACH NEW COHORT.

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.

THE EARTHSHOT PRIZE CREATES IMPACT IN FOUR KEY WAYS:

01	AWARDING PRIZE MONEY	Each year we have 5 Winners, who each receive £1m in grant money.
02	CATALYSING FUNDING AND ACCELERATING GROWTH	Finalists need capital to reach their next stage of growth, and our global network can help unlock additional funding on an even larger scale.
03	PROVIDING MENTORSHIP AND ELEVATING NETWORKS	Finalists join a year-long Fellowship programme and receive tailored support from The Earthshot Prize team and our Global Alliance.
04	SPOTLIGHTING SOLUTIONS AND BUILDING AWARENESS	Each Finalist benefits from increased awareness and being able to tell their stories to a larger, global audience through the platform The Earthshot Prize brings.

TO DATE WE HAVE AWARDED £15M OF EARTHSHOT 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.



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.



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



KHEYTI has invested the prize money into its technology, including a project to further reduce the cost of the Kheyti greenhouse and improve efficiency.



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.

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 SOLshare 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 EARTHSHOT PRIZE AS A CATALYST FOR GROWTH

£15M
IN PRIZE MONEY

£50M+
IN KIND AND CAPITAL
SUPPORT FROM TEP
AND OUR NETWORK

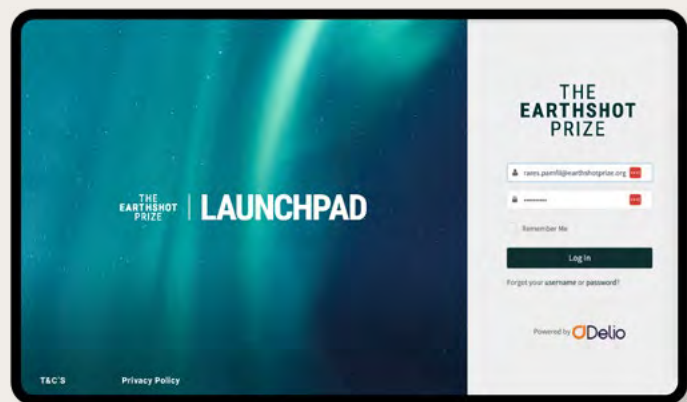
The rest of the money catalysed comes from dozens of generous instances of pro bono support. Many of our Global Alliance members have provided time and expertise to support Finalists with large and small support needs. Herbert Smith Freehills, Deloitte, Bloomberg, Arup, Hitachi, the Aga Khan Foundation, 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.



THE EARTHSHOT PRIZE SUPPORTS FINALISTS BY MAKING INTRODUCTIONS AND HELPING THEM ACCESS EXPERTISE OR NETWORKS THAT WOULD OTHERWISE BE OUT OF REACH.

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

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.

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.

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.



TAKACHAR

Deloitte has worked closely with the team at Takachar to support their presentation strategy, and advise on the company's long-term scale-up plan, while Herbert Smith Freehills advised on the company's structure and governance. Bloomberg Philanthropies provided support to scale their technology in a pilot programme across several villages and The Aga Khan Foundation is helping them explore a new pilot in Uttar Pradesh in India.



KHEYTI

Deloitte has provided the Kheyti leadership team with advice on strategy development, Arup is supporting them with product design to reduce the capital cost of their greenhouses, and The Aga Khan Foundation is helping to bring the greenhouses to farmers it works with in India and subsidising the project.

There are many such examples of holistic support like this, from Enapter to SeaForester, Notpla, SOLshare and Roam.

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.

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.

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.



MANY FINALISTS HAVE GONE ON TO RECEIVE ADDITIONAL ACCOLADES, HONOURS, AND INVESTMENT:



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.

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.



Natasha Boulding and Scott Bush, cofounders of **Low Carbon Materials**, featured in the Forbes 30 Under 30 list in the 'manufacturing and industry' category.

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.

04 FINALIST ENVIRONMENTAL AND SOCIAL IMPACT



AT THE HEART OF THE EARTHSHOT PRIZE MISSION IS A DETERMINATION TO BRING ENVIRONMENTAL SOLUTIONS TO SCALE AS FAST AS POSSIBLE, TO REACH OUR GOAL OF PROTECTING AND RESTORING OUR PLANET BY 2030.

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:



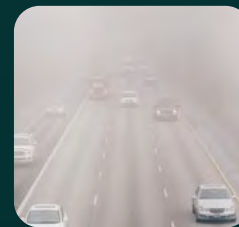
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FINALIST ENVIRONMENTAL AND SOCIAL IMPACT

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 CO₂e 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



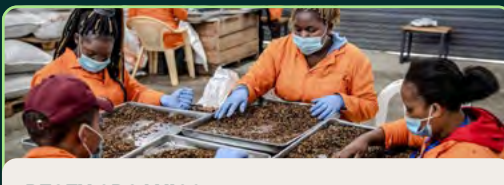
AMPD ENERGY has avoided almost 23,000 tonnes of CO₂e emissions in 2023, doubling their previous year impact



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 CO₂e emissions, double the emissions avoided in 2022



SOLSHARE has avoided roughly 6x CO₂e 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 CO₂ 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



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

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.



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

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.



OUR SOCIAL CONTENT
WAS LIKED, SHARED AND
COMMENTED ON MORE THAN

2 MILLION TIMES

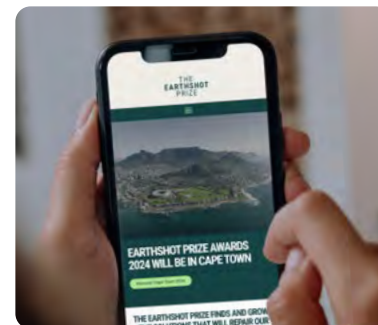
DURING 2022 + 2023.



FROM 2021 TO THE END
OF 2023, MORE THAN

2,400 UNIQUE PRINT AND DIGITAL ARTICLES

WERE WRITTEN ABOUT
THE EARTHSHOT 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.

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.

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.

2022 AWARDS



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.

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.



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.

IN NOVEMBER 2023, THE THIRD ANNUAL EARTHSHOT PRIZE AWARDS WERE HOSTED BY HANNAH WADDINGHAM AND STERLING K. BROWN AT THE MEDIACORP THEATRE IN SINGAPORE.

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.

2023 AWARDS



FOR THE FIRST TIME, ALL 15 FINALISTS WERE IN ATTENDANCE AND THE FIVE WINNERS WERE AWARDED LIVE ON STAGE

THE 2023 AWARDS CEREMONY AND EARTHSHOT WEEK WERE COVERED EXTENSIVELY ACROSS OUR DIGITAL CHANNELS AND IN THE INTERNATIONAL PRESS, INCLUDING OVER 200 UNIQUE ARTICLES



2023 AWARDS CONTENT HAD 24.3 MILLION VIEWS ON THE EARTHSHOT PRIZE'S YOUTUBE CHANNEL



ON SOCIAL MEDIA THE AWARDS CONTENT REACHED 17 MILLION PEOPLE

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, Reeddi, 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, Reeddi and The Pole Pole Foundation.



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.

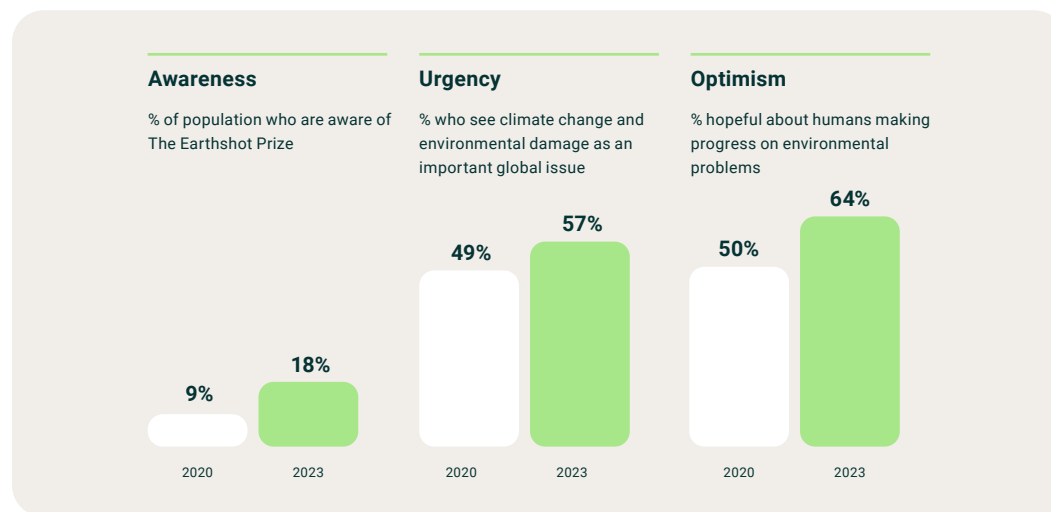
We can compare levels of optimism and urgency of those who are aware of The Earthshot Prize compared to those who are unaware. The 'Earthshot aware'

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.



06 OUR ORGANISATIONAL FOOTPRINT

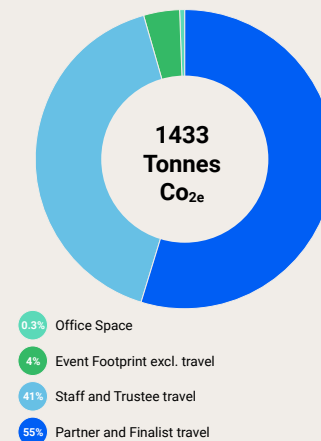


SCALING ENVIRONMENTAL SOLUTIONS THAT WILL REPAIR AND RESTORE OUR PLANET REQUIRES THAT WE MOVE QUICKLY AND BOLDLY, BUT OUR RESPONSIBILITY DOES NOT END THERE.

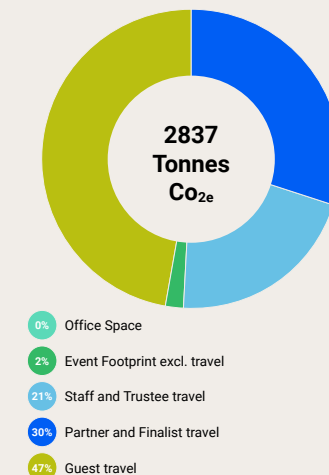
The Earthshot Prize must play our part to be responsible stewards of the environment. That's why we carefully consider the environmental impact of our operations and have made every effort to track both direct and indirect historical emissions up to the end of 2023.

BASELINE DATA 2021-23

Carbon Footprint Operational Footprint
Scopes 1–3



Carbon Footprint Including Guest Travel
Scopes 1–3



DIRECT EMISSIONS (SCOPES 1 AND 2):

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.



OUR ORGANISATIONAL FOOTPRINT

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 organisation, 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.



07 A TEAM EFFORT



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

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.



08

WITH THANKS TO THE EARTHSHOT PRIZE FAMILY



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.

GLOBAL ALLIANCE FOUNDING PARTNERS

Aga Khan Development Network
Bezos Earth Fund
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Breakthrough Energy Foundation
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The Green Belt Movement
Greenpeace
John F. Kennedy Library Foundation
National Geographic Society
One Earth
TED Countdown
The Paradise International Foundation
Project Everyone
The Sustainable Markets Initiative
United Nations Environment Programme (UNEP)
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EARTHSHOT WEEK 2023 STRATEGIC PARTNERS

Conservation International
GenZero
Temasek
Temasek Trust

IMPLEMENTATION PARTNERS

The Earthshot Prize selection process is supported by Deloitte and the Chartered Institute of Patent Attorneys.

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Her Majesty Queen Rania Al Abdullah
Cate Blanchett
Sir David Attenborough
Ernest Gibson
Hindou Oumarou Ibrahim
Indra Nooyi
Jack Ma
Luisa Neubauer
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Yao Ming

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Environment Programme
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High Level Champions
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GRATITUDE

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Enki Toto, Salesforce Ventures Impact Fund
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Richard Washington, University of Oxford
Melati Wijsen, Bye Plastic Bags / Youthtopia
Aulani Wilhelm, White House Office of Science and Technology Policy
Antha Williams, Bloomberg Philanthropies

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2150
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Advanced Conservation Strategies / Capital Azul
AEON Environmental Foundation
Aera VC
Africa Climate Reality Project
African Circular Economy Network (ACEN)
African Conservation Foundation
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Amazon Environmental Research Institute
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Caribbean Natural Resources Institute
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Center for Study of Science, Technology and Policy (CSTEP)
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Coral Vita
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Cornell University
Countdown
Cranfield University
Cyclades Preservation Fund
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Development Alternatives
DigDeep Water
Direct Air Capture Coalition
Documentary Australia Foundation
DP World
EARTHDAY.ORG
Earthshot
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Ecological Observation and Wetlands Conservation (ECOTON)
Eleven Eleven Foundation
Ellen MacArthur Foundation
Enapter
Endangered Wildlife Trust
Energy Internet Research Institute - Tsinghua University
Environmental Foundation of India
EPLO Institute for Sustainable Development
European Marine Energy Centre (EMEC)
Expo 2020 Dubai
Fauna & Flora International
Federal University of Agriculture, Abeokuta
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Food Farming and Countryside Commission
Forum for the Future
Foundation for Amazon Sustainability
Founders Factory
Fundación Pachamama
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Global Alliance for the Future of Food
Global Citizen
Global EverGreening Alliance
Global Fashion Agenda

Global Fishing Watch
Global Water Partnership
Goldman Environmental Prize
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Growth Studio
Health Effects Institute
Healthy Seas
Helsinki Metropolitan Smart & Clean Foundation
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Hexigone Inhibitors
Hitachi, Ltd.
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Individual: G Rajapandian
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Individual: M Graham
Individual: R Herrera Pablo
Individual: S Fundafunda
Individual: X Bastida Patrick
Indonesian Center for Environmental Law
INESC TEC
Innovate 4 Nature

GRATITUDE

Innovate UK KTN
Innovator Capital
Institute for Circular Economy (INCIEN)
Institute for Sustainable Development, EPLO
Institute of Communication Studies
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Project Everyone

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Sasakawa Peace Foundation
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Tecnol
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Terra Conscious
Texas A&M University
The All We Can Save Project
The Cambridge Conservation Initiative

The Centre for Global Eco-Innovation, Lancaster University
The Commonwealth Blue Charter
The Conservation Collective
The Conservation Foundation
The Cyprus Institute
The First Thirty
The Global Sustainability Benchmark in Sports (GSBS)
The Green Belt Movement
The Green Link
The Instituto de Pesquisa Ambiental da Amaz
The Last Great Ape Organization (LAGA)
The Mills Fabrica
The Nature Conservancy
The Ocean Cleanup
The Paradise International Foundation
The Pennsylvania State University
The Sanergy Collaborative
The Shift
The University of Edinburgh Bayes Centre
The University Of Hong Kong
The University of Manchester
The University of the West Indies
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Wildlife Conservation Society
Wildlife Trust of India
Women Environmental Programme
World Benchmarking Alliance
World Economic Forum
World Meteorological Organization (WMO)
World Ocean Council
WOTABOX
WRAP
WRI Indonesia
WWF
Young Guru Academy
Youth Love Egypt
Youthtopia
Zero Summit
Zero Waste Scotland
Zoological Society of London

THE EARTHS HOT PRIZE

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