

# The Earthshot Prize 2024

## Submit your solution by 22 November 2023

Please complete the form, sticking within the word limits and giving as much information as possible. By completing the form you are confirming you are happy for us to submit this information to The Earthshot Prize and that everything contained in this application is true and correct to the best of your knowledge at the time of submission.

\* Required

### Key Information

Please provide the following information

#### 1. Solution name \*

What is the name of the solution you are nominating? This is the name that you would expect to be used publicly if this nomination is selected as a winner.

- For example: Republic of Costa Rica, Pristine Seas, WOTA Box
- This is also the name that will be used to identify the nomination throughout the selection process so please ensure it is clear and that the nomination is easily identifiable to the nominee.

We recommend you do NOT use a generic description that could apply to multiple nominations.

## 2. Name of nominee/Organisation name \*

For solutions that are a specific product or an initiative within an organisation, please provide the name of the organisation that owns the product or runs the initiative. If the organisation is the solution, please re-enter the solution name. For example: the 'Freetown the tree town' initiative is run by Freetown City Council.

## 3. Lead nominee \*

This should be the main person who leads the solution and who would accept the Prize if this nomination should win. For example, the founder or CEO.

Please enter:

- First Name
- Last Name
- Current Position/Job Title
- Email
- Telephone number

#### 4. Primary point of contact \*

This is the person who will be granted access to this nominee form to complete the solution information and who The Earthshot Prize can liaise with about their nomination. This may be the lead nominee/CEO or someone within the organisation that can answer the questions for example a special assistant, chief of staff or programme director.

Please enter:

- First Name
- Last Name
- Current Position/Job Title
- Email
- Telephone number

#### 5. Secondary point of contact \*

This is an additional person within the organisation that we can contact and receive from communication from us or The Earthshot Prize.

Please enter:

- First Name
- Last Name
- Current Position/Job Title
- Email
- Telephone number

#### 6. Short description of what is being nominated (Max 25 words) \*

Please provide a short, clear description of what the nomination is. For example, 'a project to grow corals in the Caribbean' or 'a city-wide network of local food waste hubs', or 'a young innovator who has created a solar ironing cart'.

7. Nominee type (please select one) \*

Please identify whether the nominee is an individual or group, and the type of group/organisation.

- ☐ Individual
- ☐ Team or small group of individuals
- ☐ Not-for-profit organisation
- ☐ For-profit organisation (privately held)
- ☐ For-profit organisation (publicly listed)
- ☐ Public sector/government organisation
- ☐ Partnership/consortium of more than one organisation
- ☐ Other

## 8. Solution type (please select one) \*

Please identify the type of nomination you are putting forward. This information will only be used to assess the diversity of nominations and will not impact the assessment. If the solution fits more than one type please select the primary or most appropriate type in the list.

- ☐ Activism / advocacy
- ☐ Public Sector / policy solution
- ☐ Technology / data-based solution
- ☐ Product (not primarily technology-based)
- ☐ Service (not primarily technology-based)
- ☐ Programme / initiative
- ☐ Alliance / coalition / treaty
- ☐ Legal / regulatory or finance-based solution
- ☐ Education / behaviour change
- ☐ Other

## 9. Website and social media handles

Please provide your website URL and social media handles (by platform, i.e X/Twitter: @CranfieldUniversity)

## About your solution

10. Please provide an overview of the origin story of the solution (150 words) \*

How did it all begin? What made you decide that you had to find a new way to address this problem? And how did you settle on this being the right solution to help solve the challenge?

11. Primary Earthshot (please select one) \*

☐ Protect and Restore Nature

☐ Clean our Air

☐ Revive our Oceans

☐ Build a Waste-free World

☐ Fix our Climate

12. What other problems/issue areas does the nomination address within the primary or secondary Earthshots? (please tick all that apply)

☐ NATURE: Protecting areas of high biodiversity such as forests, wetlands, peatlands, and wildlife corridors

☐ NATURE: Restoring damaged ecosystems

☐ NATURE: Feeding people while protecting nature

☐ NATURE: Develop and scaling of regenerative agriculture

- ☐ NATURE: Data / mapping and local planning
- ☐ NATURE: Human wildlife conflict
- ☐ NATURE: Desertification
- ☐ NATURE: Soil Data / mapping and local planning conservation
- ☐ NATURE: Indigenous stewardship
- ☐ NATURE: Behaviour change / group action
- ☐ NATURE: Biodiversity / species preservation / rewilding
- ☐ NATURE: Other
- ☐ AIR: Engaging citizens in data collection and clean air policies
- ☐ AIR: Preventing the burning of fields, forests and waste
- ☐ AIR: Transitioning to clean transportation for all
- ☐ AIR: Reducing pollution from other land-based transport
- ☐ AIR: Reducing pollution from air-based transport
- ☐ AIR: Healthcare based respiratory disease and illness prevention
- ☐ AIR: In-home air pollution and clean cooking e.g. generators, wood burning, stoves
- ☐ AIR: Industrial pollution and fossil fuels, including industrial VOCs
- ☐ AIR: Wildfire mitigation
- ☐ AIR: Cities / sustainable cities
- ☐ AIR: Renewable energy generation, including fusion energy technology solutions specifically designed to combat air pollution
- ☐ AIR: Other
- ☐ OCEANS: Protecting and restoring coastal ecosystems

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- ☐ OCEANS: Replenishing fish populations
- ☐ OCEANS: Reducing demand for fishmeal
- ☐ OCEANS: Marine debris (e.g., plastic)
- ☐ OCEANS: Chemical or nutrient marine pollution (e.g. fertiliser leaching)
- ☐ OCEANS: Coastal conservation and restoration
- ☐ OCEANS: Coral reefs conservation and protection
- ☐ OCEANS: Species preservation
- ☐ OCEANS: Equity and economic justice, particularly for small island states
- ☐ OCEANS: Ocean governance and policy
- ☐ OCEANS: Marine protected areas
- ☐ OCEANS: Data / mapping / exploration and knowledge
- ☐ OCEANS: Ocean farming
- ☐ OCEAN: Shipping and maritime
- ☐ OCEAN: Tourism
- ☐ OCEAN: Blue carbon and ocean carbon storage
- ☐ OCEAN: Climate change solutions with oceans benefits
- ☐ OCEANS: Other
- ☐ WASTE: Reducing food loss from farm to fork
- ☐ WASTE: Phasing out single use and non-recycled plastics
- ☐ WASTE: High-value circularity in fashion and electronics
- ☐ WASTE: Circular economy and waste management



- ☐ WASTE: Shifting to a plant-based diet
- ☐ WASTE: Agricultural waste
- ☐ WASTE: Human and organic waste
- ☐ WASTE: Circularity and dematerialisation, including packaging and logistics
- ☐ WASTE: High value consumer goods and general merchandise
- ☐ WASTE: Chemical or industrial waste
- ☐ WASTE: Construction
- ☐ WASTE: Water
- ☐ WASTE: Waste management networks
- ☐ WASTE: Other
- ☐ CLIMATE: Creating an equitable clean energy future
- ☐ CLIMATE: Addressing non-CO2 greenhouse gas emissions
- ☐ CLIMATE: Renewable energy
- ☐ CLIMATE: Decarbonising hard to abate sectors
- ☐ CLIMATE: Reducing methane emissions
- ☐ CLIMATE: Reducing industrial emissions
- ☐ CLIMATE: Agriculture, food and farming
- ☐ CLIMATE: Transport, land-based
- ☐ CLIMATE: Transport, sea-based
- ☐ CLIMATE: Transport, air-based/aviation
- ☐ CLIMATE: Refrigeration
- ☐

- ☐ CLIMATE: Land use
- ☐ CLIMATE: Policy and Regulatory
- ☐ CLIMATE: Constructing buildings fit for the future
- ☐ CLIMATE: Improved urban design
- ☐ CLIMATE: Adaptation and resilience for vulnerable communities/countries
- ☐ CLIMATE: Population, women's health and girls' education
- ☐ CLIMATE: Consumer goods including fashion
- ☐ CLIMATE: High energy consuming industries – steel,
- ☐ CLIMATE: Other

13. Summary of solution (150 words) \*

Please describe what the solution does in non-expert language. How does it work?  
How does it meaningfully contribute to solving the problem?

14. What problem does it solve (150 words) \*

Describe the specific problem that the solution addresses using non-expert language. Who or what is impacted by the problem? Why does the problem exist in the current environment?

15. Impact of the solution (200 words) \*

Please describe the impact of your solution so far. For example, you might include how many hectares of land you have rewilded, or how many customers / users / beneficiaries you currently have using your solution, and the benefits this is bringing to them

16. Please indicate which countries/territories the solution is active within

Please list the main country/territory selected of the Head office as well as any additional countries that the solution operates in or has a direct impact in. For example, the head office of Takachar is in India but they also have a team and customers in Kenya.

17. Does the solution use any of the following enablers? \*

Tick all that apply

- ☐ As a core part of its model and/or approach, does the solution use any of the following enablers?
- ☐ Solutions that creates or leverages nature and carbon markets, novel financial mechanisms and essential legal solutions
- ☐ Solutions led and informed by indigenous peoples and/or local communities
- ☐ Solutions that promote shared economic opportunities
- ☐ Solutions that enable policy change
- ☐ None of the above

18. Please provide a brief explanation of how the solution demonstrates excellence and innovativeness in the use of each enabler selected above. (100 words per enabler) \*

19. How does this solution compare to other similar solutions in its sector/industry? (100 words) \*

20. Which of the following options best describes the stage the solution is at? (Tick one) \*

- ☐ Concept: It is an idea being researched
- ☐ Pre-prototype: The solution is being developed but not yet tested in practice
- ☐ Prototype: A version of the solution exists and is being tested before deployment in a real-world setting
- ☐ Early deployment: The solution (product, service, policy, programme etc) has recently started to be deployed in a real world setting and its impact is being measured
- ☐ Growth: The solution is active in at least one setting with clear evidence of its impact, but is yet to demonstrate impact at significant and/or commercial scale
- ☐ Mature: The solution has demonstrated impact at significant and/or commercial scale in one or more settings

## About your organisation

21. Please tell us about your solution's leadership team and why your team is best placed to solve this problem? (200 words) \*

Explain each member's key roles and responsibilities such as co-founder, CFO, COO, Research & Development etc., their relevant expertise / background and how long they have been part of the organisation (in months / years). Please also indicate if they were a founding member of the team

22. Who are the leading experts that have contributed to developing your solution in any way? Please explain their role and relevant experience. (100 words)

These could be academics, individuals with deep industry expertise, technical experts or individuals with lived experience. They may have roles as employees, independent advisors, board members or in other capacities, who bring the right knowledge to help your solution to succeed.

23. What steps are taken to create a diverse and inclusive organisation or team? (100 words) \*

Please provide details of current and future actions the organisation has put in place to encourage inclusivity in your team and enhance diversity and inclusion within your organisation.

## Impact and scaling

24. Which of these environmental metrics are most relevant to this solution? Tick all that apply

- ☐ GHG Emissions saved, captured or avoided e.g. tonnes of CO2 emissions avoided
- ☐ Waste saved, reduced, recycled or avoided e.g. tonnes of plastic waste recycled
- ☐ Water saved, reduced, recycled or avoided e.g. litres of water recycled
- ☐ Reduction in air pollution e.g. % change in PM 2.5/10
- ☐ Area of land, ocean or water protected, restored or rewilded e.g. hectares of forest restored
- ☐ Biodiversity increases in land, sea or rivers e.g. increase in number of fish species
- ☐ Other

25. For each environmental metric you have chosen, please explain what impact the solution has had to date. (250 words)

Quantify your answer where possible e.g. 10,000 tonnes of CO2 emissions avoided per year.

26. Describe the impact the solution will have over the next 3 years on the environmental metrics you have identified. (250 words)

Quantify your answer where possible.

27. Which of these social metrics are most relevant to this solution? (Tick all that apply)

- ☐ Jobs created e.g. people employed to work on the solution
- ☐ Shared economic prosperity e.g. farmers who's income increases from using the solution
- ☐ Lives improved e.g. other beneficiaries or end users who benefit
- ☐ Financial inclusion in appropriate financial services for underserved populations
- ☐ Policy influenced e.g. new government policies implemented, changed or adopted
- ☐ Other

28. For each social metric you have chosen, please explain what impact the solution has had to date. (250 words)

29. Describe the impact the solution will have over the next 3 years on the social metrics you have identified. (250 words)

Quantify your answer where possible.

30. How would you describe the potential to scale/replicate the impact of this solution? (Tick all that apply) \*

- ☐ It could be scaled to serve a larger number of users/beneficiaries in the same geography
- ☐ It could be scaled to other geographies in the same country/territory
- ☐ It could be scaled to other countries in the same continent
- ☐ It could be scaled to other continents
- ☐ It could be scaled to other sectors (e.g. from home energy to transport)
- ☐ It could be scaled to other types of areas or for other species (e.g., from rural to urban areas or from Gorillas to other endangered animals)
- ☐ It could be replicated in other geographies in the same country/territory
- ☐ It could be replicated in other countries in the same continent
- ☐ It could be replicated in other continents
- ☐ It could be replicated in other sectors (e.g. from home energy to transport)
- ☐ It could be replicated in other types of area or for other species (e.g. from rural to urban areas or from Gorillas to other endangered animals)



31. What are the key barriers/risks to scaling the solution over the next 3 years, and how do you plan to overcome these?

Please outline up to 4 barriers to the solution and how these could affect your solutions ability to scale, and what mitigations or actions you've identified to address these (even if you don't yet have the means to implement those mitigating actions). Please consider the following types of barriers in your response – technical, financial, cultural and regulatory. This will help us understand how the Earthshot Prize may be able to support your solution.

32. Please describe the solution's most recent significant breakthrough or achievement - including the year of this breakthrough/achievement. \*

33. Please explain why or how being a Finalist and the Fellowship Programme might support your scaling plans? (200 words)

Please summarise the benefits for your solution, and why this is particularly important to your success. Please review the website about The Earthshot Prize Fellowship Programme to see the kind of support is offered to the Finalists. This can be found on <https://earthshotprize.org/how-the-earthshot-prize-works/accelerate/>

34. What types of funding have you relied on in the past 3 years?

- ☐ Self-funded
- ☐ Funded through sales revenue
- ☐ Angel investors
- ☐ Government / public sector grant funding
- ☐ Awards
- ☐ Other

35. What is the income model for the solution? (100 words)

For for-profit solutions: This should explain in simple terms how the solution generates revenue or income. For example, 'Customers purchase our products directly from us', or 'Users pay a monthly subscription fee for our service'.  
For not-for profit solutions: This should explain in simple terms how the solution funds its operation. For example, 'We seek grant funding from philanthropic foundations', or 'The government pays us to provide our solution as a service'.

## Data Protection

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