



# THE EARTHSHOT PRIZE

## 2023 SELECTION PRIORITIES

EARTHSHOTS, CRITERIA AND FOCUS AREAS



# THE FIVE EARTHSHOTS

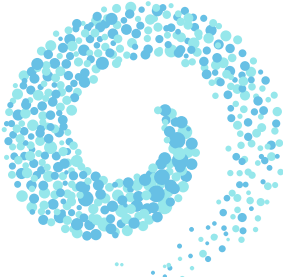
15 FINALISTS, 5 WINNERS



CLICK THE ICONS BELOW TO FIND OUT MORE



**PROTECT  
AND RESTORE  
NATURE**



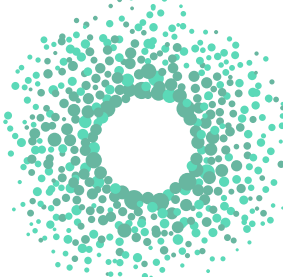
**CLEAN OUR  
AIR**



**REVIVE OUR  
OCEANS**



**BUILD A  
WASTE-FREE  
WORLD**



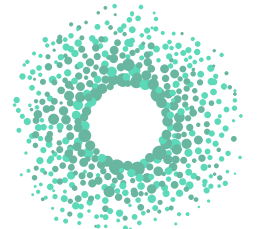
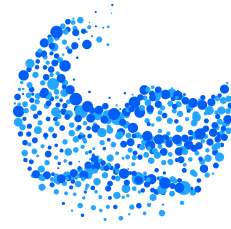
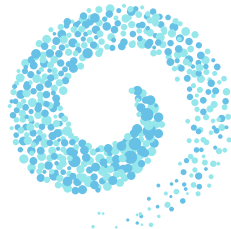
**FIX OUR  
CLIMATE**

# OUR SELECTION PRIORITIES FOR 2023

## HOW WE SELECT WINNERS FOR EACH EARTHSHOT

Our selection priorities provide transparency on our areas of particular focus. To craft these priorities, we have consulted widely with experts and conducted extensive research and analysis.

### THREE FOCUS AREAS PER EARTHSHOT, PLUS WILDCARDS



### SIX CROSS-CUTTING FILTERS TO ASSESS AGAINST

**Potential for global impact:** environmental impact, social impact

**Diversity of nominations:** geographic, sector, demographic, nominee type

**Stage of solution:** beyond idea stage and at a tipping point for scaling within five years

**Organisation foundations:** quality and inclusivity of leadership, financial maturity, scale model

**Key enablers:** tech & data, financial & legal mechanisms, Indigenous leadership, shared economic opportunity

**Type of intervention:** preventative, adaptive, restorative



### 2023 NOMINEE COHORT

Top nominees go through to selection

# OUR EARTHSHOT FOCUS AREAS

## THREE PRIORITY AREAS WITHIN EACH EARTHSHOT



### PROTECT AND RESTORE NATURE

1. Efforts to protect and manage natural carbon stores such as peatlands and intact forests
2. Efforts to restore forests, wetlands, and other damaged ecosystems
3. Efforts to develop and scale regenerative agriculture



### CLEAN OUR AIR

1. Engaging citizens in data collection and advocacy
2. Efforts to stop burning in agriculture and forests
3. Transitioning to clean personal transportation



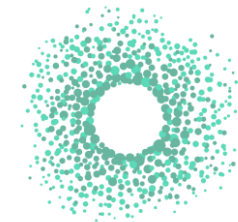
### REVIVE OUR OCEANS

1. Reducing overfishing
2. Developing ocean ecosystem services that mitigate climate change: "Blue Carbon"
3. Climate change solutions with oceans benefits



### BUILD A WASTE-FREE WORLD

1. Waste-free food, including efforts to shift to a plant-based diet
2. Waste-free fashion
3. Circular solutions: extending the life of goods and/or eliminating single-use goods



### FIX OUR CLIMATE

1. Renewable energy for all
2. Reducing methane emissions
3. Constructing buildings fit for the future

This is a guide and not an exhaustive set of criteria. We would love to see nominations from these priority areas, but **we will consider nominations on any topic within any Earthshot**. We encourage 'wildcard' nominations and insights we haven't considered, particularly when those nominations have the potential to inspire people globally.

# OUR SIX FILTERS FOR ASSESSING NOMINATIONS

## 1. POTENTIAL FOR GLOBAL IMPACT

All nominations should have the **potential to be relevant on a global level** by 2030:

### GLOBAL ENVIRONMENTAL IMPACT

Solutions that could have global impact by 2030 on a relevant environmental metric. For example:



Tonnes of Greenhouse Gas Emissions saved, captured or avoided



Tonnes of waste saved, reduced, recycled or avoided



Litres of water saved, reduced, recycled or avoided



Reduction in levels of fine particulate matter (PM2.5/10)



Hectares of land, ocean or water systems restored, protected or rewilded



Biodiversity increases in land, sea or rivers

### GLOBAL SOCIAL IMPACT

Solutions that could have global impact on a relevant social impact metric by 2030. For example:



Number of 'green' jobs created



Number of lives improved

# OUR SIX FILTERS FOR ASSESSING NOMINATIONS

## 2. DIVERSITY OF NOMINATIONS

You may nominate a solution from any country or sector in the world. This could be:

- An **individual** (such as a leader or an activist)
- A **team** or small group of individuals
- An **organisation** (not-for-profit or for-profit)
- A **public sector body**/government (including a country or city)
- A **partnership**/consortium of more than one organisation

Our past Finalists have included grassroots non-profits, tech-driven start-ups, global data monitoring systems, cities and a country.

Diversity is our strength and will be a key consideration in our selection process to ensure our finalists represent a diverse range of nominee types, sectors, geographies and demographics.



# OUR SIX FILTERS FOR ASSESSING NOMINATIONS

## 3. STAGE OF SOLUTION

The Earthshot Prize focuses on solutions that with monetary, communications, network and organisational support **can rapidly scale or be replicated**. We're seeking solutions that:

**ARE DEVELOPED  
WELL BEYOND  
THE IDEA STAGE**

but may still have  
development  
requirements to address  
before they are ready to  
scale their impact

- They have working prototypes, programs & initiatives, or executed pilots that demonstrate the effectiveness of their solution
- They have tested their solution with the target users or recipients and have seen early positive impact or successes
- They may already be in market with customers, partners or audiences but to a limited scale

**HAVE NOT  
ALREADY  
ENTERED A  
SIGNIFICANT  
GROWTH STAGE**

where they are limited  
only by capital

Solutions that have already achieved this level of maturity will benefit less from The Earthshot Prize and are therefore less of a focus.

**HAVE MADE  
SIGNIFICANT  
PROGRESS IN  
THE LAST YEAR**

What "breakthroughs",  
whether it be the solution  
or the organisation,  
demonstrate recent  
progress?

Examples of breakthroughs include:

- Creation/iteration of a functional prototype
- Launch of an in-market pilot program
- Close of a first customer/contract
- Successful fundraising
- Completion of major research trial
- Launch in new geography or sector
- Key hires made



# OUR SIX FILTERS FOR ASSESSING NOMINATIONS

## 4. ORGANISATION FOUNDATIONS

### QUALITY OF LEADERSHIP

Is there a dedicated team or founder in place who is committed to scaling the impact of the organization?

This does not require a complete team, but there is a person or small team ready to execute the tasks required to bring their solution to the world. These people will bring deep knowledge of the challenge their solution addresses and how their solution results in positive environmental impact.

### INCLUSIVE LEADERSHIP

Is the team diverse and inclusive?

We will prioritize teams that demonstrate inclusivity and representation because of the well-documented and outsize impact this has on teams' efficacy and performance. We will be looking for teams that represent their wider community, including female-led and female-owned solutions.

### FINANCIAL MATURITY

Does the potential nominee have financial processes in place to track sources and uses of funds and conduct basic financial reporting?

Ideally these processes would also include financial planning and budgeting to enable a disciplined use of resources. A Board of Directors or Trustees, or an Advisory Board of some form is often a good indicator of an institution or organization that is sufficiently mature to benefit from The Earthshot Prize.

### SCALE MODEL

Does the potential nominee have line of sight to a model by which they could replicate or be scaled?

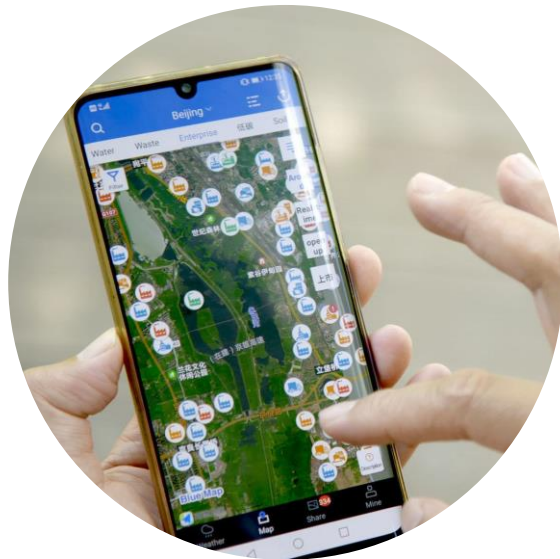
Again, this does not need to be fully fledged or developed. The Earthshot Prize helps nominees develop their scale model and grow, but it is helpful if the nominee has already started to think about how they could scale their impact, including what partnerships or other external relationships would accelerate them, and what resources or skills they may need.



# OUR SIX FILTERS FOR ASSESSING NOMINATIONS

## 5. ENABLERS

All nominations will be assessed for relevance to these four cross-cutting enablers. These are not a requirement but are a strong signal that a solution may be particularly relevant for The Earthshot Prize. We will seek out nominations that play one, many or all the four enabling factors:



**SOLUTIONS THAT USE WEB3  
AND OTHER TECHNOLOGIES  
TO ENABLE  
TRANSFORMATIVE CHANGE**



**SOLUTIONS THAT LEVERAGE  
NEW FINANCIAL AND LEGAL  
MECHANISMS TO CREATE  
SCALABLE INCENTIVES FOR  
GLOBAL CHANGE**



**SOLUTIONS LED AND  
INFORMED BY INDIGENOUS  
PEOPLE AND LOCAL  
COMMUNITIES**



**SOLUTIONS THAT PROMOTE  
SHARED ECONOMIC  
OPPORTUNITY**

# OUR SIX FILTERS FOR ASSESSING NOMINATIONS

## 6. TYPE OF INTERVENTION

# 10-20%

### ADAPTATION

We know that much damage is already done. We seek innovations that help minimise the impact on people and on the environment



Example: adapting man-made coastal defences into marine ecosystems like [Living Seawalls](#).

# 20-30%

### RESTORATION

We want to make systems we use today better. In this, we seek innovations that are regenerative or restorative



Example: restoring corals like [Coral Vita](#), or regenerating barren landscapes like [Desert Agricultural Transformation](#)

# 50-60%

### PREVENTION

We primarily seek innovations that can provide an alternative to approaches that cause harm



Example: renewable energy and cleaner alternatives to fossil fuels, like [AEM Electrolyser](#) and [Mukuru Clean Stoves](#)

THE  
EARTHSHOT  
PRIZE