

THE EARTHSHOT PRIZE NOMINATION FORM 2025

SOLUTION KEY INFORMATION

These questions are based on what your solution does and how it makes an impact.

15. Solution type

(PLEASE SELECT ONE)

- Activism / advocacy
- Policy/public sector solution
- Technology/data-based solution
- Product/service (not primarily technology-based)
- Programme/initiative
- Alliance/coalition/treaty
- Legal/regulatory or finance-based solution
- Education/behaviour change
- Other (please specify)

If you selected other above, please describe (optional)

(Max 20 words)

16. Which of the following options best describes the stage the solution is at?

(PLEASE SELECT 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

17. Which of these sectors would you consider your primary sector/solution area?

To enable us to better categorise your solution and align appropriate expert review please select the most applicable solution area. If this Earthshot is not relevant to your solution please select N/A.

18. Which of these sectors would you consider your secondary sector/solution area?

To enable us to better categorise your solution and align appropriate expert review please select the second most applicable solution area. If this Earthshot is not relevant to your solution please select N/A.

Air Earthshot

- N/A
- Air Quality Monitoring
- Carbon Removal
- Clean Transportation for All

- Industrial Pollution and Fossil Fuels (inc. Industrial VOCs)
- Wildfire Mitigation
- Burning of Waste/Fields
- In Home Air Pollution (inc. cooking, wood burning)
- General 'Air' (not specific)

Climate Earthshot

- N/A
- Adaptation and Resilience for Vulnerable Communities/Co
- Advocacy
- Agriculture Technology
- Agroforestry
- Batteries
- Carbon Monitoring
- Climate Finance
- Cooling and Refrigeration
- Energy Access
- Energy Efficiency
- Energy Storage
- Fashion Value Chain
- Logistics
- Mineral Value Chains
- Non-CO2 Greenhouse Gas Emissions
- Reducing Methane Emissions
- Renewable Energy Generation
- Sustainable Building and Infrastructure
- Sustainable Food Value Chain
- Sustainable Fuels
- Sustainable Materials
- Transport – Air-Based/Aviation
- Water Purification
- General 'Climate' (not specific)

Nature Earthshot

- N/A
- Agricultural Practices
- Biodiversity Conservation
- General Conservation
- Land Conservation
- Wildlife Preservation
- Ecosystem Restoration
- Human Wildlife Conflict
- Indigenous Stewardship
- Nature Finance
- Restoration and Restoring Damage
- Soil Data / mapping and local planning
- Tourism
- Tree planting
- General 'Nature' (not specific)

Oceans Earthshot

- N/A
- Blue Carbon and Ocean Carbon Storage
- Chemical or Nutrient Marine Pollution (e.g. fertiliser leaching)
- Coastal Conservation and Restoration
- Coral Reefs Conservation and Protection
- Data / Mapping / Exploration and Knowledge
- Deep Oceans Conservation and Restoration
- Fisheries and Aquaculture
- Marine Debris (e.g. plastic)
- Marine Protected Areas

- Reducing Demand for Fishmeal
- Replenishing Fish Populations
- Seaweed
- Shipping and Maritime
- General 'Oceans' (not specific)

Waste Earthshot

- N/A
- Circularity and Dematerialisation (incl. Packaging and logistics)
- Consumer Food Waste
- High Value Consumer Foods and General Merchandise
- High Value Recycling
- High Value Circularity in Fashion
- Phasing Out Single Use and Non-Recycled Plastics
- Waste Management Networks
- Wastewater
- General 'Waste' (not specific)

SOLUTION DESCRIPTION AND IMPACT

1. Please describe what the solution does in non-expert language.

How does it work? How does it meaningfully contribute to solving the problem?

e.g. Freetown the Treetown is an ambitious, city-led, “pay-to-grow” scheme to plant, grow and digitally track trees, which aims to restore what has been lost and protect it for future generations. Through this initiative, city residents are paid to plant and monitor trees and mangroves, which are tracked via an online platform. The initiative is funded with tokens sold on private and carbon markets. The city council also works with locals to raise awareness of the importance of its trees and engage the community in restorative activities.

(MAX 250 WORDS)

2. What is the specific environmental problem that your work addresses?

Who or what is impacted by the problem? Why does the problem exist in the current environment? What is the scale of the problem?

e.g. Sierra Leone's population is on track to reach two million by 2030, urban sprawl is encroaching on the forested, mountainous peninsula outside the city. 70% of Freetown's trees have been cut down, and the city is already experiencing negative effects from the loss of these critical ecosystems; with 1000 people losing their lives in 2017 due to landslides. This is a global problem, meeting the food needs of a rising and urbanizing global population could require an additional 6.7–12.1 million acres of cropland per year, causing deforestation. Please provide numbers where possible to help us understand the scale of the problem and opportunity that you are addressing.

(MAX 150 WORDS)

3. Why is your work potentially transformative for your sector? What is the total environmental benefit your solution could have if fully scaled?

What is the role of your work in the sector and addressing the problem?

e.g. Freetown the Treetown is uniquely addressing the urban landscape deforestation challenge; there is potential for global scale through the framework created restoring x acres of urban forest, biodiversity increases in x species and preventing landslides with their devastating effect on thousands of lives.

Please provide numbers to help us understand the environmental benefit your solution could deliver if fully scaled.

(MAX 150 WORDS)

4. What environmental benefit has your solution delivered to date?

To add an additional metric, click 'Add row'

Please add numbers where possible, if no numbers are available please add a comment

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

Add row

5. What environmental benefit could your solution deliver in 5 years?

(optional) *To add an additional metric, click 'Add row'*

Please add numbers where possible, if no numbers are available please add a comment

Metric	Impact
GHG Emissions saved, captured or avoided <i>e.g. tonnes of CO2 emissions avoided</i>	
Waste saved, reduced, recycled or avoided <i>e.g. tonnes of plastic waste recycled</i>	
Water saved, reduced, recycled or avoided <i>e.g. litres of water recycled</i>	
Reduction in air pollution <i>e.g. % change in PM 2.5/10</i>	
Area of land, ocean or water protected, restored or rewilded <i>e.g. hectares of forest restored</i>	

Biodiversity increases in land, sea or rivers <i>e.g. increase in number of fish species</i>	
-------------------------------------------------------------------------------------------------	--

Add row

6. What social benefit has your solution delivered to date?

To add an additional metric, click 'Add row'

Please add numbers where possible, if no numbers are available please add a comment

Metric	Impact
Jobs created <i>e.g. people employed to work on the solution</i>	
Shared economic prosperity <i>e.g. farmers whose income increases from using the solution</i>	
Lives improved <i>e.g. other beneficiaries or end users who benefit</i>	
Financial inclusion in appropriate financial services for underserved populations	
Policy influenced <i>e.g. new government policies implemented, changed or adopted</i>	

Add row

7. What social benefit could your solution deliver in 5 years? (optional)

To add an additional metric, click 'Add row'

Please add numbers where possible, if no numbers are available please add a comment

Metric	Impact
Jobs created <i>e.g. people employed to work on the solution</i>	
Shared economic prosperity <i>e.g. farmers whose income increases from using the solution</i>	
Lives improved <i>e.g. other beneficiaries or end users who benefit</i>	
Financial inclusion in appropriate financial services for underserved populations	
Policy influenced <i>e.g. new government policies implemented, changed or adopted</i>	

Add row

8. What are the key barriers for scaling and how do you plan to overcome them?

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.

(MAX 150 WORDS)

9. What types of funding have you raised to date? (Multiselect)

- Self-funded
- Philanthropic/Grants
- Angel Investors
- Equity
- Debt
- Project Financing
- Other (please specify)

If you selected 'Other' above, please specify:

(MAX 20 WORDS)

10. What is your total funding to date?

US\$

SOLUTION LOCATION INFORMATION

19. Geographic Region of Primary Operating Activities (drop-down)

20. Country or territory of Primary Operating Activities (drop-down)

3. Please select any additional operating countries or territories (optional) (drop down, multiselect)

SOLUTION TEAM INFORMATION

21. Please confirm your number of employees

- 1-10 employees
- 11-50 employees
- 201-500 employees
- 1001-5000 employees
- 5001-10000 employees
- 10001+ employees

22. Is your solution woman led?

- Founder
- CEO
- 50% of Management Team/Co-Founders
- Prefer Not to Say
- N/A

Do members of the core team belong to an indigenous community, is this solution Indigenous-led?

Indigenous-led or First Nations solutions place Indigenous cultural values and knowledge at the centre of activity implementation. These initiatives include efforts to protect Indigenous lands or are led by individuals who identify as part of an Indigenous community.

Yes

No

ADDITIONAL CONTACT INFORMATION

Secondary Contact

We encourage you to provide a secondary contact for us to reach out to, should the primary contact be unavailable.

First Name:	
Last Name:	
Current position / Job title:	
Email:	
Telephone number:	

SOCIAL MEDIA

Website and social media handle(s):

Please share your socials so that we can learn more about the amazing work which you do!

Website:	
Instagram:	
X:	
Facebook:	
YouTube:	
LinkedIn:	
TikTok:	
Other platforms:	