

THE
EARTHSHOT
PRIZE

OFFICIAL NOMINATOR GUIDELINES
2022

SELECTION PRIORITIES

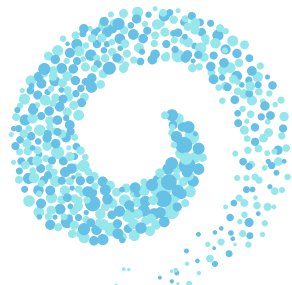
EARTHSHOTS, CRITERIA AND FOCUS AREAS

THE FIVE EARTHSHOTS

15 FINALISTS, 5 WINNERS



**PROTECT
AND RESTORE
NATURE**



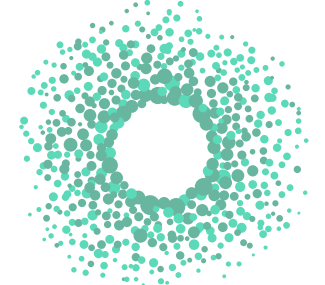
**CLEAN OUR
AIR**



**REVIVE OUR
OCEANS**



**BUILD A
WASTE-FREE
WORLD**



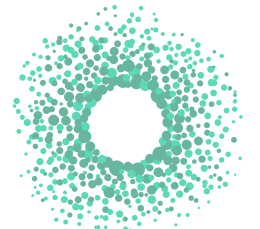
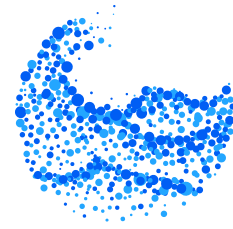
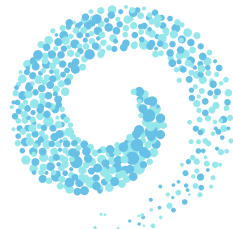
**FIX OUR
CLIMATE**

OUR SELECTION PRIORITIES FOR 2022

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 DEFINED PRIORITY AREAS PER EARTHSHOT, PLUS WILDCARDS



FIVE CROSS-CUTTING FILTERS TO ASSESS AGAINST

Type of intervention: preventative, adaptive, restorative

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

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

Characteristics of nominations: inspiring, inclusive, impactful

Key enablers: data, finance and legal, women and Indigenous leadership



2022 NOMINEE COHORT

Top nominees go through to selection

OUR SELECTION FOCUS AREAS

THREE PRIORITY AREAS WITHIN EACH EARTHSHOT

PROTECT AND RESTORE NATURE

1. Paying environmental stewards and improving land rights
2. Using agricultural commodity markets as a lever to reduce harm to tropical forests
3. Increasing yields in biodiverse, regenerative agriculture

CLEAN OUR AIR

1. Engaging citizens in data collection and advocacy
2. Stopping the burning of agriculture and forests
3. Addressing personal transportation

REVIVE OUR OCEANS

1. Reducing and addressing overfishing
2. Developing ocean ecosystem services that mitigate climate change: 'blue carbon'
3. Advancing climate change solutions with ocean benefits

BUILD A WASTE-FREE WORLD

1. Preventing the excessive use of resources
2. Extending the use of goods (particularly food, clothes, plastics)
3. Better managing waste once it has been generated

FIX OUR CLIMATE

1. Transitioning to renewable energy
2. Reducing methane emissions
3. Constructing buildings fit for the future

This is a guide, and not a prescriptive and exhaustive set of criteria. We would love to see nominations from these priority areas, but **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.

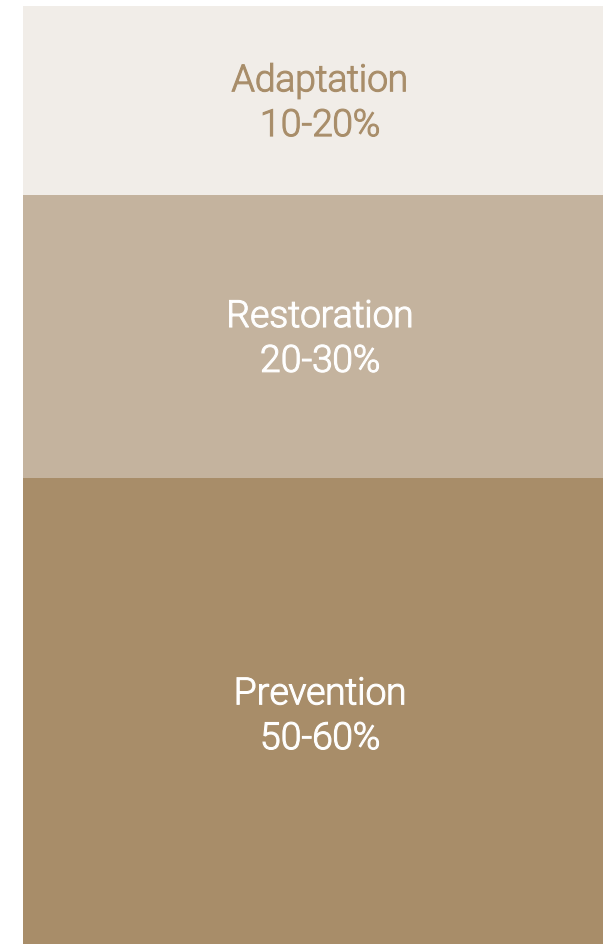
OUR FIVE FILTERS FOR ASSESSING NOMINATIONS

1. TYPE OF INTERVENTION

We seek three types of intervention:

- **Prevention:** we primarily seek innovations that can provide an alternative to approaches that cause harm, such as renewable energy instead of fossil fuels, like [AEM Electrolyser](#).
- **Restoration:** we want to make systems we use today better. In this, we seek innovations that are regenerative or restorative: e.g. restoring corals, like [Coral Vita](#).
- **Adaptation:** we know that much damage is already done. We seek innovations that help minimise the impact on people and on the environment: e.g. adapting man-made coastal defences into marine ecosystems like [Living Seawalls](#).

While our selection process seeks nominations from all three categories, in 2022 we will put additional weighting on preventative solutions as they address the source of the problem.



OUR FIVE FILTERS FOR ASSESSING NOMINATIONS

2. DIVERSITY OF NOMINATIONS

You can 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

Last year our finalists included a schoolgirl, a grassroots non-profit, tech-driven start-ups, global data monitoring systems, a city 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 FIVE 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 seek solutions that:

1. Are beyond idea stage
2. Have working prototypes or executed pilots that demonstrate the effectiveness of their solution
3. Have tested their solution in-field or with target audience
4. May already be in market with “customers” or audiences but to a limited scale

The Earthshot Prize is looking for teams that have been able to make 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 FIVE FILTERS FOR ASSESSING NOMINATIONS

4. CHARACTERISTICS OF NOMINATIONS

We will select solutions that are...



INSPIRING

spark the imagination with a powerful, simple, hopeful story so that people everywhere can feel part of the movement



INCLUSIVE

build inclusion, equity, and benefits for people into the activities and impact of the solution



IMPACTFUL

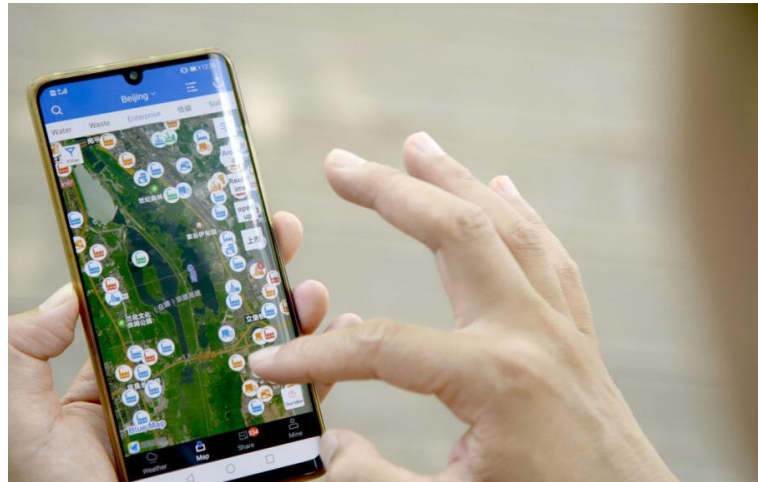
proven impact, and potential to scale this impact to catalyse system change for one of our Earthshots by 2025

OUR FIVE FILTERS FOR ASSESSING NOMINATIONS

5. ENABLERS

We see four cross-cutting areas that are disrupting eco-innovations and unlocking new solution sets across our five Earthshots. We will seek out and weight nominations that play one, many or all of the four enabling factors.

1. Solutions that leverage the disruptive force of **democratised data technologies**.
2. Solutions that leverage **new financial and legal mechanisms**.
3. Solutions led and informed by **women and Indigenous voices**.
4. **Wildcards**. Crazy, mad, magical solutions.



THE
EARTHSHOT
PRIZE

For further information please contact EarthshotPrize@arup.com.