



## Earthshot Prize

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### Why in News

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**Britain's Prince William** has launched a new **50-million pound Earthshot Prize**, aimed at funding the most innovative solutions to some of the world's most pressing **environmental challenges**.

### Key Points

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- **About the Prize:**

- **Theme:** The Earthshot Prize is **centred around five “Earthshots”**, simple but ambitious goals for the planet, which **if achieved by 2030** will improve life for all, for generations to come.

It is said to be the **most prestigious global prize for the environment** in history.

- **Five Earthshots:**

- Protect and restore nature
- Clean our air
- Revive our oceans
- Build a waste-free world
- Fix our climate.

- **Awards Ceremony:** It will take place in different cities across the world **each year between 2021 and 2030**, at which the **five winners for each of the Earthshots** will be selected from 15 finalists.

The **first awards ceremony** will take place in **London** in autumn 2021.

- **Benefits to Winners:** After the awards, **each winner** will **receive a global platform and prestigious profile**, with their stories being showcased over the decade with the ambition that their solutions lead to mass adoption, replication and scaling.

The **1 million pound in prize money** will support environmental and conservation projects that are agreed with a winner.

- **Eligibility:** Prizes **could be awarded to** a wide range of **individuals, teams or collaborations** – scientists, activists, economists, community projects, leaders, governments, banks, businesses, cities, and countries – **anyone** whose workable solutions make a substantial contribution to achieving the Earthshots.

- **Prize Management:** In addition to the **Prize Council**, the Earthshot Prize will be **supported by its Global Alliance**, a network of organisations worldwide which share the ambition of the Prize to repair the planet.

- **Background:**

- The launch, **backed by** popular British broadcaster and conservationist **David Attenborough**, comes after **two years** of work by **Prince William** and the **Royal Foundation of the Duke** to develop a project which will support the global effort to protect and restore the environment.

Recently **Sir David Attenborough** has also been conferred with **Indira Gandhi Peace Prize for 2019.**

- The Prize has been launched taking inspiration from **former USA President John F. Kennedy's Moonshot**, which united millions of people around an organising goal to put man on the moon and catalysed the development of new technology in the 1960s.

**Source: IE**