

THE EARTHSHOT PRIZE

NOMINATORS: THE EARTHSHOT PRIZE

DIGITAL TOOLKIT

Shared in Strict Confidence

On the 8th October 2020, Prince William will launch The Earthshot Prize – the most prestigious global environment prize in history. This new prize will incentivise change and help to repair our planet over the next ten years – a critical decade for the Earth.

The Earthshot Prize is centred around five ‘Earthshots’, which will be unveiled on the same day. They are simple but ambitious goals for our planet which, if achieved by 2030, will improve life for us all, for generations to come.

1. SUPPORTING THE LAUNCH OF THE EARTHSHOT PRIZE

As important and influential leaders in this field, your support of the launch of this project would be enormously appreciated.

If you are willing to promote the launch through your online channels, and promote your involvement as a nominator, we would be extremely grateful, and this toolkit has been produced to support you in doing just that. You’ll find detail of our plans for launch week, including a timeline; asset list; key messages; and messaging drafted for your channels.

Through your networks, and by adding your voice to this launch, you will help us reach millions of people around the world. If you have any questions, please don’t hesitate to ask, and once again, we thank you in advance for your generous support of this project.

How you can support:

1. **POST OUR LAUNCH FILM ON OCTOBER 8TH:** use this toolkit to download our launch film and post it to your social media channels when the embargo lifts at **07:00 BST on Thursday 8th October**. Launch day assets will be uploaded to our Canto Board, linked on the next page, on Tuesday 6th October, ready to be scheduled.
2. **SHARE EARTHSHOT PRIZE CONTENT:** keep an eye on The Earthshot Prize social media channels, and retweet or share content directly.
3. **PROMOTE THROUGHOUT YOUR NETWORK:** on launch day, you can help us reach millions of people around the world by sharing information about The Earthshot Prize on your website if you have one, and in any email newsletters you send out. There is drafted messaging in this toolkit to help with this.



#EarthshotPrize

www.earthshotprize.org

2. EARTHSHOT PRIZE SOCIAL MEDIA CHANNELS

We will be regularly updating our channels in the lead up to launch and on launch day.

Please follow us from your channels and keep an eye out for any content you might like to retweet, share or engage with.

Our channels can be found in the links below.

- Facebook: [@earthshotprize](#)
- Twitter: [@EarthshotPrize](#)
- Instagram: [@EarthshotPrize](#)
- YouTube: [Earthshot Prize](#)
- Weibo: [@EarthshotPrize](#)

The hashtag used across all activity will be [#EarthshotPrize](#).

We will regularly signpost people to find out more on our website: www.earthshotprize.org.

3. THE EARTHSHOT PRIZE LAUNCH WEEK: A TIMELINE

Please note that all timings listed in this toolkit are BST. We appreciate you may be in a different time zone, so we would encourage you to share at a time that works for you after the embargo lifts.

In advance of our launch we have already started to release teaser content on The Earthshot Prize social media channels, and we would encourage you to share this content too. The first release was on **Monday 28th September**, and more will follow building up to the launch.

Thursday 8th October at 00:01 BST, the embargo will lift on our first press release, unveiling detail of The Earthshot Prize, including information about the 5 Earthshot challenges, the Global Alliance, the nominations process, the first prize-giving in 2021 and more.

The following releases will support the global launch of the Prize:

- At 07:00 BST, the 'Summary Film' will be released – a short video for social media summarising The Earthshot Prize and the 5 Earthshot challenges.

IF YOU DO JUST ONE THING, WE WOULD BE GRATEFUL IF YOU COULD SUPPORT THE LAUNCH BY SCHEDULING THIS FILM ON YOUR SOCIAL MEDIA CHANNELS. SEE LINKS BELOW.

- Following this, there will be a staggered release of 5 short films telling the story of each individual Earthshot. These films have been produced by world leading wildlife film makers, Silverback Films, and will be released an hour apart on the day of launch, starting at 07:00 BST.
- At 12:00 BST, the names of The Earthshot Prize Council will be announced through a second press release, and a film will be shared on The Earthshot Prize social media channels. The Earthshot Prize Council will be a global team of leaders from the environmental, philanthropic, business, sporting and entertainment worlds.

Coverage of the Prize launch will continue around the world into the weekend.



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4. POSTING THE LAUNCH FILM ON THE 8TH OCTOBER:

To support our launch on Thursday 8th October, we would encourage you to download and share our Summary Film directly to your channels, using the link and copy provided below.

If you would prefer to share or retweet from The Earthshot Prize channels, that would also be very welcome.

The film will be uploaded in eight languages (Arabic, Brazilian Portuguese, Chinese, English, French, German, Japanese, and Spanish) to the **Canto** folder linked on the button below.

Assets will be uploaded to our Canto Board on Tuesday 6th October, ready to be scheduled for the 8th.

[CLICK HERE TO ACCESS CANTO](#)

5. DRAFTED COPY FOR YOUR SOCIAL MEDIA CHANNELS

- Today, The [@EarthshotPrize](#) has been launched by Prince William. It is the most prestigious global environment prize in history, incentivising worldwide change with a decade of action to repair our planet. We are delighted to be an official Nominator for the prize.

To learn more, visit: www.earthshotprize.org

- The [@EarthshotPrize](#). The most prestigious global environment prize in history.

Launched today by Prince William to support the global effort to protect and restore the environment with a decade of action to repair our planet, with *[your organisation name]* as an official nominator.

Find out more at www.earthshotprize.org

- We are proud to announce that we have been selected as an official Nominator for The [@EarthshotPrize](#). It is the most prestigious global environment prize in history and was launched today by Prince William.

Visit www.earthshotprize.org to find out more.

6. DRAFTED COPY FOR YOUR EMAIL NEWSLETTER

We are extremely proud to announce today's launch of The Earthshot Prize, the most prestigious global environment prize in history, incentivising worldwide change with a decade of action to repair our planet.

This ground-breaking project, launched by Prince William and The Royal Foundation, will support the global effort to protect and restore the environment, while also turning the current pessimism surrounding environmental issues into optimism, highlighting the ability of human ingenuity to bring about change.

[Your organisation name] has been selected an official Nominator for the Prize, and the nominations process will open at the beginning of November.

To find out more, visit www.earthshotprize.org



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7. DRAFTED COPY FOR A NEWS STORY ON YOUR WEBSITE

[Your org name] have been named an official Nominator for The Earthshot Prize, launched today by Prince William.

Today marks the launch of The Earthshot Prize – the most prestigious global environment prize in history, incentivising worldwide change with a decade of action to repair our planet.

As an organisation which shares values and ambitions with this ground-breaking initiative, we are extremely excited to announce that we are an official Nominator for the initiative. The Prize will support the global effort to protect and restore the environment while also turning the current pessimism surrounding environmental issues into optimism, highlighting the ability of human ingenuity to bring about change.

Taking inspiration from President John F. Kennedy’s Moonshot, which united millions of people around an organising goal to put man on the moon, The Earthshot Prize is centred around five ‘Earthshots’. Each is a simple but ambitious goal for our planet, which if achieved by 2030 will improve life for us all, and for generations to come. The Earthshots are:

Protect and Restore Nature

[at 07:00 BST, insert URL to Climate film on Earthshot YouTube]

Clean our Air

[at 08:00 BST, insert URL to Oceans film on Earthshot YouTube]

Revive our Oceans

[at 09:00 BST, insert URL to Air film on Earthshot YouTube]

Build a Waste-Free World

[at 10:00 BST, insert URL to Waste film on Earthshot YouTube]

Fix our Climate

[at 11:00 BST, insert URL to Nature film on Earthshot YouTube]

Together, they form a unique set of challenges rooted in science, which aim to generate new ways of thinking, as well as new technologies, systems, policies and solutions.

By bringing these five critical issues together, The Earthshot Prize recognises the interconnectivity between environmental challenges and the urgent need to tackle them together.

Every year from 2021 until 2030, Prince William, alongside The Earthshot Prize Council which covers six continents, will award The Earthshot Prize to five winners, one per Earthshot, whose evidence-based solutions make the most progress towards these goals.

The nominations process will open at the start of November 2020.

To find out more, visit www.earthshotprize.org



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