

# EXTRA EXTRA!

## READ ALL ABOUT IT

### Prince William 'proud' as Earthshot finalists announced

This is an edited version of a story from  
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The finalists for this year's Earthshot Prize have been announced.

The annual competition, launched by Prince William and Sir David Attenborough in 2020, celebrates people who have come up with big ideas to help tackle issues affecting the planet.

The prize looks at solutions to issues from different countries and sectors.

Each of the five finalists will be awarded £1 million to further develop their ideas.

The overall winners will be announced at the fifth Earthshot Prize awards in the Brazilian capital Rio de Janeiro on Wednesday 5 November.

The 2025 event marks the halfway point in the Earthshot decade, with Prince William pointing out in 2020 that scientists said significant changes had to be made by 2030.

"Today, as we stand halfway through this critical decade, 2030 feels very real," Prince William said.

"The Earthshot Prize was founded because this decade matters. 2030 is a threshold by which future generations will judge us."

This year's 15 finalists include a British

company called Matter based in Bristol, whose washing machine filters aim to stop microplastics going into the ocean.

"Being a finalist for the Earthshot Prize and representing Matter at the awards ceremony in Rio is like winning an Olympic gold medal in innovation," said Adam Root, the chief executive and founder of Matter.

Prince William said he was "deeply proud" of what the Earthshot Prize has done in its first five years and is "enormously excited" for the next five.

"Not just for the new finalists we'll welcome into our network, but to see the continued impact of our 60 existing finalists," he said.

"Together, they are moving us towards achieving vital global goals that will improve and secure lives and livelihoods for all of us."

"The people behind these projects are heroes of our time, so let us back them. Because, if we do, we can make the world cleaner, safer and full of opportunity - not only for future generations, but for the lives we want to lead now."

## TRUE OR FALSE?

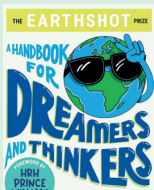
**Not all news is based on truth. Do you think this story is based on true or false news?**

A past Earthshot finalist proposed replacing plastic with seaweed!



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## READ MORE



The Earthshot Prize by Colin Butfield and Jonnie Hughes  
Wren & Rook

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### Learn

Watch [this report](#) on last year's prize!

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For any feedback or help please contact [buildthechange@theday.co.uk](mailto:buildthechange@theday.co.uk). Thank you.





# CHECK YOUR FACTS

1

**WHAT**  
is the prize  
given for?

**WHO**  
created the  
prize?

**WHERE**  
will the winners  
be announced?

**WHEN**  
was the award  
launched?

**WHY**  
is 2025 a  
milestone year?

**HOW**  
many  
nominees  
are there?

**ANSWER:**  
Innovative solutions  
to environmental  
problems

**ANSWER:**  
David Attenborough  
and Prince William

**ANSWER:**  
Rio de  
Janeiro

**ANSWER:**  
2020

**ANSWER:**  
It is halfway to  
the 2030  
threshold

**ANSWER:**  
15



**THE  
EARTHSHOT  
PRIZE**

