# Prince William urges united global effort to scale up Earthshot Prize impact at London Climate Week



Prince William has once again underscored the critical need for united global action to tackle the environmental crisis, opening London Climate Week with a call for collective responsibility in safeguarding the planet. Speaking at a panel discussion, the future monarch emphasised that protecting the Earth is “a team game,” reflecting the ethos of his flagship environmental initiative, the Earthshot Prize. He highlighted that the prize, far from being solely about climate change, also addresses pressing issues such as plastic pollution, ocean health, waste management, and air quality — matters that touch all aspects of human life.

William's remarks came amid a broader conversation on environmental leadership, with pointed critiques from international figures about the United States’ recent environmental commitments. Eduoardo Paes, mayor of Rio de Janeiro, where the next Earthshot Prize ceremony will take place, noted the pivotal role of local governments in climate action, implicitly contrasting this with federal hesitations. Sir Sadiq Khan, mayor of London, echoed this, describing cities and mayors as “doers” while characterising national leaders as “delayers.” The gathering highlighted how localised efforts are critical to progress, especially as financial hurdles persist globally.

The Earthshot Prize, launched by William in 2019 and supported by his Royal Foundation, aims to reward innovative solutions to environmental challenges through annual £1 million awards across five categories over a decade. Inaugurated with a high-profile ceremony in London in 2021 featuring prominent figures such as Sir David Attenborough and performers like Coldplay—who notably powered their performance with energy generated by cyclists—the prize seeks to foster hope and tangible change by 2030 on issues ranging from energy and biodiversity to clean air and water.

William’s engagement with environmental issues extends beyond the prize. In June 2025, he spoke at the Blue Economy and Finance Forum in Monaco, urging immediate collaborative action to protect oceans from threats like rising temperatures, plastic waste, and overfishing. He emphasised that although the oceans are under severe strain, they still hold potential for recovery if decisive steps are taken. His advocacy included discussions with broadcaster David Attenborough, who revealed shocking footage of deep ocean floor destruction, underscoring the urgency of ocean conservation.

The Earthshot Prize itself is evolving into a wider global movement. At a 2023 conference, William expressed optimism that future generations could be freed from “climate anxiety” through the rise of environmental champions and innovative projects. The initiative recently launched an online platform, Launchpad, aimed at scaling the impact of finalists and nominees by mobilising over $500 million for environmental projects worldwide. This signifies a strategic shift toward not just rewarding but actively nurturing solutions to accelerate sustainable change.

The importance of the prize and William’s work was echoed by figures such as young environmentalist Robert Irwin, who praised the Prince for his ability to connect with diverse audiences and break down barriers on ecological issues. Irwin remarked in a BBC Radio 2 interview that William’s platform has immense reach and potential for good. However, he also highlighted the ongoing lack of climate leadership at the highest levels in some countries, such as the United States, reinforcing the need for global solidarity and action.

The convergence of global leaders, innovators, environmental advocates, and cultural icons during London Climate Week and related Earthshot events illustrates a comprehensive and energetic push to confront planetary challenges. Prince William’s work, through the Earthshot Prize and his public advocacy, embodies a hope that by combining innovation, local leadership, and international support, meaningful progress can be made in the fight against environmental degradation.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/femail/article-14842625/Prince-William-calls-united-action-global-environmental-crisis-opens-London-Climate-Week.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.theguardian.com/uk-news/2020/jan/01/prince-william-unveils-earthshot-prize-to-tackle-climate-crisis)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/femail/article-14842625/Prince-William-calls-united-action-global-environmental-crisis-opens-London-Climate-Week.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/femail/article-14842625/Prince-William-calls-united-action-global-environmental-crisis-opens-London-Climate-Week.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.royal.uk/inaugural-earthshot-prize-ceremony-awards-london)
* Paragraph 4 – [[2]](https://www.reuters.com/sustainability/climate-energy/uks-prince-william-calls-urgent-action-protect-oceans-2025-06-08/)
* Paragraph 5 – [[5]](https://apnews.com/article/eab947ece0e63938221abd60ef4c62de)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/femail/article-14842625/Prince-William-calls-united-action-global-environmental-crisis-opens-London-Climate-Week.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.reuters.com/sustainability/climate-energy/uks-prince-william-calls-urgent-action-protect-oceans-2025-06-08/)
* Paragraph 7 – [[1]](https://www.dailymail.co.uk/femail/article-14842625/Prince-William-calls-united-action-global-environmental-crisis-opens-London-Climate-Week.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://apnews.com/article/eab947ece0e63938221abd60ef4c62de)

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## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14842625/Prince-William-calls-united-action-global-environmental-crisis-opens-London-Climate-Week.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.reuters.com/sustainability/climate-energy/uks-prince-william-calls-urgent-action-protect-oceans-2025-06-08/> - In June 2025, Prince William urged world leaders and businesses to take immediate action to protect the world's oceans, highlighting threats like rising sea temperatures, plastic pollution, and overfishing. Speaking at the Blue Economy and Finance Forum in Monaco, he emphasized the oceans' declining health and their vital importance to ecosystems and human livelihoods. He stressed that while oceans are under severe pressure, they still have the potential to recover if prompt, collective efforts are made. The U.N. conference aims to increase ratifications of a treaty for protecting ocean biodiversity, which currently lacks the necessary support to be enacted. William participated as the founder of the Earthshot Prize, an initiative created in 2020 to address environmental challenges over a ten-year period. Ahead of the event, he also discussed ocean degradation with renowned broadcaster David Attenborough, who expressed shock at the destruction of the deep ocean floor depicted in his new documentary, 'Ocean.' ([reuters.com](https://www.reuters.com/sustainability/climate-energy/uks-prince-william-calls-urgent-action-protect-oceans-2025-06-08/?utm_source=openai))
3. <https://time.com/5757709/prince-william-earthshot-prize/> - In 2019, Prince William introduced the Earthshot Prize, a multi-million-pound initiative designed to find solutions to the world's most pressing environmental issues, including climate change and air pollution. The prize aims to reward five winners annually over the next decade, generating at least 50 solutions by 2030. Managed by the Royal Foundation of the Duke and Duchess of Cambridge, the project addresses key environmental challenges such as climate, energy, biodiversity, and water issues. The prize emphasizes fostering innovation, particularly in communities vulnerable to climate change's impacts, with the goal of inspiring global cooperative efforts. ([time.com](https://time.com/5757709/prince-william-earthshot-prize/?utm_source=openai))
4. <https://www.theguardian.com/uk-news/2020/jan/01/prince-william-unveils-earthshot-prize-to-tackle-climate-crisis> - In January 2020, Prince William announced the Earthshot Prize, described as 'the most prestigious environment prize in history,' to encourage new solutions to tackling the climate crisis. The prize will be awarded to five people every year over the next decade, aiming to provide at least 50 answers to some of the greatest problems facing the planet by 2030. The categories include promoting new ways of addressing issues such as energy, nature and biodiversity, the oceans, air pollution, and fresh water. The prize, inspired by US president John F Kennedy’s ambitious 'Moonshot' lunar programme and backed by Sir David Attenborough, promises 'a significant financial award.' Prince William emphasized the urgency of the environmental challenges, stating, 'The next 10 years present us with one of our greatest tests – a decade of action to repair the Earth.' ([theguardian.com](https://www.theguardian.com/uk-news/2020/jan/01/prince-william-unveils-earthshot-prize-to-tackle-climate-crisis?utm_source=openai))
5. <https://apnews.com/article/eab947ece0e63938221abd60ef4c62de> - In 2023, Prince William aimed to transform his Earthshot Prize into a global environmental movement by 2030, enhancing support for innovators and promoting significant policy changes in climate protection. The Earthshot Prize, established in 2020 by his Royal Foundation, annually awards five winners £1 million each for their groundbreaking environmental solutions. Speaking at an Earthshot conference following the announcement of the 2023 winners, William expressed optimism that future generations would no longer fear climate anxiety and highlighted the importance of having more environmental champions. Additionally, a new online platform called Launchpad was introduced to support the funding needs of Earthshot finalists and nominees, showcasing more than $500 million in environmental project needs. ([apnews.com](https://apnews.com/article/eab947ece0e63938221abd60ef4c62de?utm_source=openai))
6. <https://www.royal.uk/inaugural-earthshot-prize-ceremony-awards-london> - In October 2021, the Duke and Duchess of Cambridge attended the first-ever Earthshot Prize Awards Ceremony at Alexandra Palace in London, celebrating the ingenuity of all 15 Earthshot Prize Finalists and their extraordinary work to tackle the challenges posed by climate change and the threats to our oceans, air, and land. The Earthshot Prize, created by Prince William and The Royal Foundation, led an unprecedented global search for the most inspiring and innovative solutions to the greatest environmental challenges facing the planet. The ceremony featured presentations by Sir David Attenborough and a line-up of presenters including The Duchess of Cambridge, Emma Thompson, Emma Watson, David Oyelowo, and Mo Salah to award each of the prizes. Globally renowned artists Ed Sheeran, Coldplay, KSI, Yemi Alade, and Shawn Mendes all performed as part of the ceremony. Coldplay’s performance, from outside of Alexandra Palace, was powered by the energy of 60 cyclists around the stage. During the ceremony, Prince William emphasized the critical role of collective action in repairing the planet, stating, 'We are alive in the most consequential time in human history… The actions we choose or choose not to take in the next ten years will determine the fate of the planet for the next thousand.' ([royal.uk](https://www.royal.uk/inaugural-earthshot-prize-ceremony-awards-london?utm_source=openai))
7. <https://www.bloomberg.org/press/bloomberg-philanthropies-and-the-earthshot-prize-team-up-at-london-climate-action-week-to-elevate-and-empower-climate-innovators-from-across-the-globe/> - In June 2024, Bloomberg Philanthropies and The Earthshot Prize held the first-ever Earthshot Prize Innovation Camp during London Climate Action Week, connecting 50 inspiring climate innovators from six continents and 20 countries with experts, investors, and business leaders to accelerate their transformative solutions and place them on a fast-track to scale. The programme included fireside chats, keynote remarks, and panel discussions with Michael R. Bloomberg, Richard Curtis, Es Devlin, Amelia Kallman, Stella McCartney, Hannah Waddingham, and The Earthshot Prize Founder Prince William. Prince William emphasized the importance of supporting and developing as many solutions as possible and scaling them at speed, stating, 'Impact is a key word that we’re looking for in The Earthshot Prize. The main sort of headline of The Earthshot Prize is to showcase, award, and highlight brilliant people.' ([bloomberg.org](https://www.bloomberg.org/press/bloomberg-philanthropies-and-the-earthshot-prize-team-up-at-london-climate-action-week-to-elevate-and-empower-climate-innovators-from-across-the-globe/?utm_source=openai))