# Prince William highlights urgent optimism as Earthshot Prize finalists prepare for inaugural Rio ceremony



The Prince of Wales, William, has expressed profound pride and a renewed sense of "urgent optimism" as the 2025 finalists of the Earthshot Prize were announced, marking the halfway point of the decade-long mission to repair the planet. Founded in 2020, the Earthshot Prize recognises pioneering environmental solutions across various sectors and geographies, awarding five winners £1 million each to advance their initiatives. The fifth awards ceremony will be held in Rio de Janeiro, Brazil, on November 5, underscoring the global reach and significance of the prize.

William, who will attend the ceremony in person, reflected on the swift passage of time since the prize's inception, noting how 2030—a pivotal year for global environmental goals—now feels imminent. In a video message, he pointed to the critical importance of this decade, framing 2030 as a threshold where future generations will judge current actions or inactions that shape the planet’s trajectory. Highlighting the ongoing environmental targets, he referenced ambitions such as protecting 30% of the world’s land and sea by 2030. William articulated a deep admiration for the 60 existing finalists whose innovations are already making tangible impacts, emphasising the prize's underlying spirit of "unstoppable urgent optimism." He called on global support for these innovators, describing them as “heroes of our time,” capable of shaping a cleaner, safer, and more opportunity-rich world.

Among the 15 finalists this year is the British company Matter, based in Bristol, which develops simple washing machine filters designed to capture microplastics—the major source of ocean pollution. Matter’s founder and CEO, Adam Root, compared being named an Earthshot finalist to "winning an Olympic gold medal in innovation," highlighting the platform's potential to connect with global companies and scale his solution through large supply chains. Adding to the emphasis on groundbreaking approaches, Cate Blanchett, an Earthshot Prize council member and acclaimed actress, remarked on how the prize has transformed her understanding of optimism over five years. She praised how entire categories of finalists challenge prevailing consumer behaviours—from fashion and electronics to forest conservation and laundry practices—with the potential to redefine these industries by 2030.

The 2025 Earthshot Prize ceremony will be the first held in Latin America, hosted at Rio de Janeiro's iconic Museum of Tomorrow. This choice reflects Brazil’s critical role in global environmental efforts, particularly as the country prepares to host the UN climate summit COP30, and signals the prize’s growing international footprint. Brazilian television personality Luciano Huck, known for his commitment to social and environmental causes, will host the event. The gathering will bring together innovators, investors, philanthropists, and environmental leaders in a celebration and support of transformative environmental solutions.

Since its launch, Earthshot Prize ceremonies have been held in cities including London, Boston, Singapore, and Cape Town, each event amplifying the global environmental discourse. William’s ongoing dedication, combined with a network of high-profile supporters and partners, underscores the prize’s ambition to foster action and optimism amidst the climate crisis. The event positions Brazil as a focal point in the movement, reinforcing the urgency and potential within this critical decade to define a more sustainable and flourishing future.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.irishnews.com/news/uk/william-deeply-proud-as-earthshot-finalists-announced-ahead-of-rio-ceremony-DXJJMI4RI5O43CM7UTBALO2CXI/), [[2]](https://www.itv.com/news/2025-10-04/prince-william-deeply-proud-as-earthshot-finalists-announced), [[3]](https://earthshotprize.org/news/rio-de-janeiro-to-host-the-2025-earthshot-prize/), [[5]](https://earthshotprize.org/the-prize/rio-2025/)
* Paragraph 2 – [[1]](https://www.irishnews.com/news/uk/william-deeply-proud-as-earthshot-finalists-announced-ahead-of-rio-ceremony-DXJJMI4RI5O43CM7UTBALO2CXI/), [[2]](https://www.itv.com/news/2025-10-04/prince-william-deeply-proud-as-earthshot-finalists-announced), [[7]](https://www.telegraph.co.uk/royal-family/2023/11/07/prince-william-earthshot-climate-change-campaigns-battle/)
* Paragraph 3 – [[1]](https://www.irishnews.com/news/uk/william-deeply-proud-as-earthshot-finalists-announced-ahead-of-rio-ceremony-DXJJMI4RI5O43CM7UTBALO2CXI/), [[6]](https://people.com/prince-william-launches-latest-finalists-earthshot-prize-video-8717260)
* Paragraph 4 – [[3]](https://earthshotprize.org/news/rio-de-janeiro-to-host-the-2025-earthshot-prize/), [[4]](https://www.reuters.com/sustainability/climate-energy/uks-prince-william-takes-his-earthshot-prize-brazil-2025-04-03/), [[5]](https://earthshotprize.org/the-prize/rio-2025/)
* Paragraph 5 – [[4]](https://www.reuters.com/sustainability/climate-energy/uks-prince-william-takes-his-earthshot-prize-brazil-2025-04-03/), [[7]](https://www.telegraph.co.uk/royal-family/2023/11/07/prince-william-earthshot-climate-change-campaigns-battle/), [[1]](https://www.irishnews.com/news/uk/william-deeply-proud-as-earthshot-finalists-announced-ahead-of-rio-ceremony-DXJJMI4RI5O43CM7UTBALO2CXI/)

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## Bibliography

1. <https://www.irishnews.com/news/uk/william-deeply-proud-as-earthshot-finalists-announced-ahead-of-rio-ceremony-DXJJMI4RI5O43CM7UTBALO2CXI/> - Please view link - unable to able to access data
2. <https://www.itv.com/news/2025-10-04/prince-william-deeply-proud-as-earthshot-finalists-announced> - Prince William has expressed deep pride in the Earthshot Prize as the 2025 finalists are announced. The winners will be revealed at the fifth Earthshot Prize awards in Rio de Janeiro, Brazil, on November 5. The prize, founded by William, aims to recognise and scale up ideas to help 'repair' the planet, with each of the five winning finalists receiving £1 million to further develop their initiatives. The event marks the halfway point in the Earthshot decade, with a goal to protect 30% of land and sea by 2030.
3. <https://earthshotprize.org/news/rio-de-janeiro-to-host-the-2025-earthshot-prize/> - The Earthshot Prize has announced that the 2025 awards ceremony will be held in Rio de Janeiro, Brazil, on November 5. This marks the first time the prize will be hosted in Latin America, highlighting Brazil's role in global environmental efforts. The event will bring together innovators, investors, philanthropists, and environmental leaders to celebrate and support groundbreaking environmental solutions. The ceremony will be hosted by Luciano Huck, a prominent Brazilian television figure known for his commitment to social and environmental causes.
4. <https://www.reuters.com/sustainability/climate-energy/uks-prince-william-takes-his-earthshot-prize-brazil-2025-04-03/> - Prince William has announced that the 2025 Earthshot Prize awards ceremony will be held in Brazil, aligning with the upcoming UN climate summit COP30 in the same country. The Earthshot Prize, launched in 2020, awards five winners annually with £1 million each to support innovative solutions to global environmental challenges. Previous ceremonies took place in London, Boston, Singapore, and Cape Town. William emphasized Brazil's role in promoting optimism and environmental action, with celebrities and sports figures featured in the announcement video.
5. <https://earthshotprize.org/the-prize/rio-2025/> - The Earthshot Prize has announced that the 2025 awards ceremony will be held on November 5 at the Museum of Tomorrow in Rio de Janeiro. This will be the first time the prize is held in Latin America, reinforcing Brazil's prominence on the global climate agenda. The event will spotlight 15 groundbreaking environmental solutions, with five winners each receiving £1 million to help scale their impact. The ceremony will be hosted by Luciano Huck, a Brazilian television personality known for his commitment to social and environmental causes.
6. <https://people.com/prince-william-launches-latest-finalists-earthshot-prize-video-8717260> - Prince William has unveiled the finalists for the fourth Earthshot Prize in a video message. The 15 finalists represent innovative solutions to environmental challenges across five categories: Protect and Restore Nature, Clean Our Air, Revive Our Ocean, Build a Waste-Free World, and Fix Our Climate. The announcement was made at the Earthshot Prize Innovation Summit in New York City, co-hosted by The Earthshot Prize and Bloomberg Philanthropies. The event featured addresses from former New York City Mayor Michael Bloomberg and other notable figures.
7. <https://www.telegraph.co.uk/royal-family/2023/11/07/prince-william-earthshot-climate-change-campaigns-battle/> - Prince William acknowledged that environmental campaigning is 'an uphill battle' but expressed pride in the achievements of the Earthshot Prize. Speaking ahead of the 2023 Earthshot awards ceremony in Singapore, he highlighted the importance of elevating the work of finalists and the impact of the prize in addressing environmental challenges. He met with the 15 finalists at the Gardens by the Bay venue in Singapore to wish them success ahead of the ceremony.