# Prince of Wales urges investors to accelerate funding for nature-based solutions before 2030 deadline



The Prince of Wales delivered a compelling call to action for investors to prioritise environmental initiatives, underscoring the critical importance of climate and nature-based solutions for the future. Speaking at the Investing for Impact event during London Climate Action Week, held at the historic Guildhall, he emphasised that more than half of the global economy depends on the health of natural ecosystems. The forum was organised by the Earthshot Prize, which he founded and presides over, in partnership with Bloomberg Philanthropies.

William reminded the attendees that the global community has committed to protecting 30% of the world's land and sea by 2030, a goal widely regarded as essential to reversing environmental degradation and restoring planetary health. However, with just five years left to meet this target, only 17% of land and a mere 3% of oceans are currently fully protected. Highlighting the urgency, he called on investors to channel capital into initiatives that will generate the greatest environmental and economic impact.

He championed the role of innovators and entrepreneurs tackling environmental challenges, urging financial backing to allow these projects to scale and realise their full potential. The prince cited recent successes from Earthshot Prize finalists, such as NatureMetrics, which secured $25 million in funding to advance biodiversity monitoring, and 2021 winner Coral Vita, which raised over $8 million to restore coral reefs. More recently, 2023 finalist Colorifix closed an $18 million funding round to revolutionise textile dyeing without petrochemicals. William described these projects as not only beneficial for the natural world but also sound long-term investments with substantial growth potential.

The event also served as a global networking opportunity, bringing together investors, business leaders, and climate innovators, facilitating the rise of impactful environmental solutions. It was part of a broader series of engagements during London Climate Action Week, a city-wide initiative aiming to accelerate climate action through collaboration and innovation.

Supporting the Prince’s message, Kevin Sheekey, global head of external relations at Bloomberg, praised William’s unique ability to unite diverse stakeholders around shared environmental goals. This dynamic partnership between the Earthshot Prize and Bloomberg Philanthropies reflects a growing focus on fostering investment-driven environmental innovation.

Beyond this event, the Earthshot Prize reported that in under four years it has generated over £70 million in support for its innovators, combining direct funding, customer deals, pilot projects, and pro bono assistance. This funding has been pivotal in scaling solutions vital to achieving the 2030 environmental targets. The Earthshot Prize annually awards £1 million to five groundbreaking projects globally, accelerating the path to a more sustainable future.

The Prince of Wales’s advocacy highlights both the urgent need and vast opportunity presented by investing in environmental solutions, as the world strives to protect natural resources while fostering economic resilience and innovation.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/), [[2]](https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/), [[3]](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/), [[4]](https://www.royal.uk/news-and-activity/2024-06-28/the-prince-of-wales-attends-london-climate-action-week-with-the)
* Paragraph 2 – [[1]](https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/), [[2]](https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/), [[5]](https://earthshotprize.org/news/london-climate-action-week-2024-celebrating-70-million-support-generated-for-earthshot-innovators-in-just-4-years/)
* Paragraph 3 – [[1]](https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/), [[2]](https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/)
* Paragraph 4 – [[1]](https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/), [[3]](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/), [[4]](https://www.royal.uk/news-and-activity/2024-06-28/the-prince-of-wales-attends-london-climate-action-week-with-the), [[5]](https://earthshotprize.org/news/london-climate-action-week-2024-celebrating-70-million-support-generated-for-earthshot-innovators-in-just-4-years/)
* Paragraph 5 – [[1]](https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/), [[2]](https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/), [[3]](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/), [[6]](https://www.bloomberg.org/press/the-earthshot-prize-and-bloomberg-philanthropies-unite-global-leaders-investors-and-activists-to-propel-climate-solutions-scale-resilient-innovations-and-celebrate-environmental-champions/)
* Paragraph 6 – [[1]](https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/), [[4]](https://www.royal.uk/news-and-activity/2024-06-28/the-prince-of-wales-attends-london-climate-action-week-with-the), [[5]](https://earthshotprize.org/news/london-climate-action-week-2024-celebrating-70-million-support-generated-for-earthshot-innovators-in-just-4-years/)
* Paragraph 7 – [[1]](https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/), [[5]](https://earthshotprize.org/news/london-climate-action-week-2024-celebrating-70-million-support-generated-for-earthshot-innovators-in-just-4-years/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/> - Please view link - unable to able to access data
2. <https://www.irishnews.com/news/uk/william-urges-investment-in-environmental-projects-NICCV5PJO5P63M3G343OJ3GJ2Q/> - The Prince of Wales urged investors to support environmental entrepreneurs at the Investing for Impact event during London Climate Action Week. He highlighted that climate and nature-based solutions are essential for long-term security and prosperity, noting that over half of global GDP depends on nature. He also commended previous Earthshot Prize finalists for their achievements in biodiversity monitoring and reef restoration. The event, held at the Guildhall in London, was organised by the Earthshot Prize in partnership with Bloomberg Philanthropies. ([independent.co.uk](https://www.independent.co.uk/news/business/prince-william-gdp-prince-of-wales-london-climate-b2777536.html?utm_source=openai))
3. <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/> - Bloomberg Philanthropies and The Earthshot Prize collaborated during London Climate Action Week to host the inaugural Earthshot Prize Innovation Camp. The event connected 50 climate innovators with investors, business leaders, and experts to accelerate their solutions for environmental restoration. The programme featured discussions with notable figures, including Michael R. Bloomberg and Prince William, focusing on scaling impactful climate solutions. ([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))
4. <https://www.royal.uk/news-and-activity/2024-06-28/the-prince-of-wales-attends-london-climate-action-week-with-the> - The Prince of Wales attended two events during London Climate Action Week, highlighting the impact of Earthshot Prize finalists. At the 'Stories of Impact' event, he met with innovators from the Earthshot Prize's climate portfolio and discussed scaling their solutions. He also participated in the Breakthrough Energy Summit, engaging with leaders in technology, policy, and business to collaborate on innovative climate solutions. ([royal.uk](https://www.royal.uk/news-and-activity/2024-06-28/the-prince-of-wales-attends-london-climate-action-week-with-the?utm_source=openai))
5. <https://earthshotprize.org/news/london-climate-action-week-2024-celebrating-70-million-support-generated-for-earthshot-innovators-in-just-4-years/> - During London Climate Action Week 2024, The Earthshot Prize celebrated over £70 million in support generated for its innovators in less than four years. This includes £45.8 million in direct funding, £20.3 million in customer deals or pilot deployments, and £4.5 million in pro-bono support. The 'Stories of Impact' event showcased the progress of Earthshot Prize finalists and highlighted collaborations accelerating their environmental solutions. ([earthshotprize.org](https://earthshotprize.org/news/london-climate-action-week-2024-celebrating-70-million-support-generated-for-earthshot-innovators-in-just-4-years/?utm_source=openai))
6. <https://www.bloomberg.org/press/the-earthshot-prize-and-bloomberg-philanthropies-unite-global-leaders-investors-and-activists-to-propel-climate-solutions-scale-resilient-innovations-and-celebrate-environmental-champions/> - The Earthshot Prize and Bloomberg Philanthropies hosted the third annual Earthshot Prize Innovation Summit in New York, unveiling the 2024 Earthshot Prize Finalists. The summit focused on accelerating the development and scaling of climate solutions, with speakers including Michael R. Bloomberg and Prince William. The event highlighted the progress of past finalists and winners in scaling solutions to repair the planet by 2030. ([bloomberg.org](https://www.bloomberg.org/press/the-earthshot-prize-and-bloomberg-philanthropies-unite-global-leaders-investors-and-activists-to-propel-climate-solutions-scale-resilient-innovations-and-celebrate-environmental-champions/?utm_source=openai))
7. <https://www.bloomberg.org/earthshot-prize-innovation-summit/> - Bloomberg Philanthropies and The Earthshot Prize hosted the third annual Earthshot Prize Innovation Summit in New York, marking Climate Week and the 79th session of the United Nations General Assembly. The summit convened business leaders, philanthropists, investors, and government leaders alongside Earthshot Prize finalists and winners to strengthen the global Earthshot community and accelerate progress to repair the planet. ([bloomberg.org](https://www.bloomberg.org/earthshot-prize-innovation-summit/?utm_source=openai))