

I CAN EARTHSHOT CHALLENGE

THE
EARTHSHOT
PRIZE

DESIGN for
CHANGE

alana 

We can protect our beautiful planet for all life that call it home, the choices we make during this decade will define us, but more importantly they will define the lives of young people.



HRH Prince William | Founder and President of The Earthshot Prize
November 5, The Earthshot Prize Awards 2026, Rio de Janeiro

Dear Eduhero,

The future of our planet depends on the choices we make today.

Around the world, communities are facing environmental challenges such as climate change, pollution, loss of forests and wildlife, and increasing waste. While these issues are urgent, inspiring solutions are already being created by scientists, farmers, entrepreneurs, community leaders, and young people.

The Earthshot Prize was created to find, celebrate, and support bold environmental solutions. Guided by the belief that **Urgency + Optimism = Action**, it highlights people and ideas working towards a cleaner, healthier, and safer future.

Now, it is your children's turn.

The I CAN Earthshot Challenge invites children aged 9–17 to identify local issues, create solutions, and take action to help restore our planet. By showing children that their ideas matter, we can help them become confident changemakers in their schools, homes, and communities.

Design for Change, The Alana Foundation, and The Earthshot Prize invite children across India to unlock their "I CAN" superpower and join a growing movement of young people creating positive change.

Together, they can help build a cleaner, healthier, and more sustainable future for all.

Jason Knauf, CEO
The Earthshot Prize

Kiran Bir Sethi
Founder, Design for Change

Pedro Hartung,
CEO, Alana Foundation

CHALLENGE
IMPLEMENTATION
PARTNER



EVENT & VENUE
PARTNER

MuSo



Museum of
Solutions

a JSW initiative

Are you ready?

Make super squads of 3 to 5 team members.
Now follow these 4 steps

**5 WINNERS
GET GRANTS
WORTH
\$ 2000 EACH**

A jury will shortlist **25 projects** and select **5 winners (1 per Earthshot Category)**.
Winners receive a **\$ 2000 grant each**, a mentor to help them, and an invitation to **The Earthshot Prize Awards and Summit** in Mumbai.
Winners must periodically report progress to DFC & Earthshot.



STEP 1

Feel

Think from your heart

1. Observe

Look at your surroundings closely.

Observe things related to environmental challenges that bother you. Create a map of your observations - map your world through these :

- What you SEE (eg. pollution, water scarcity, energy waste etc.)
- What you FEEL (eg. frustrated, responsible, curious. etc)
- What you HEAR (eg. community concerns, news stories etc.)

2. Connect to an Earthshot category

Discuss your observations as a team.
Which Earthshot category does your challenge connect to?

- Protect and Restore Nature
- Revive Our Oceans
- Fix Our Climate
- Clean Our Air
- Build a Waste-Free World

3. Vote

Share your observations with your team & vote for the one challenge that you would all like to see changed.f

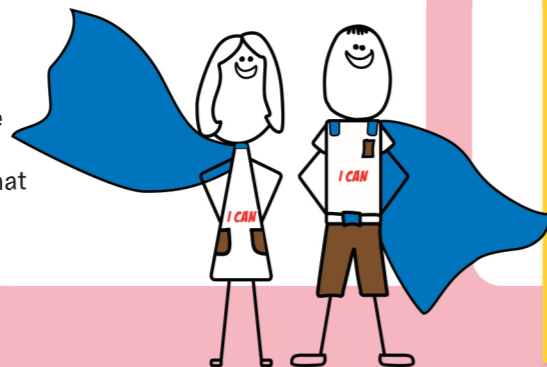
4. Dig deeper

After selecting your challenge, dig deeper to understand it better. Here are some questions that will help you do this.

- WHEN & WHERE does it happen?
- WHO is being affected?
- HOW is it affecting people, animals or nature?

5. Engage

Now, go and talk to people who are involved and affected by the situation. Interview them to understand their concerns so that you can design your solution **WITH** them and not **FOR** them.



STEP 2

Imagine

Visualize success

1. Brainstorming tools

- All ideas are good ideas... don't shy away from the wild ones.
- Build on the ideas of others – use the word 'and' instead of 'but'.
- Illustrate your ideas for better clarity.

After you have generated many ideas & solutions, use the **QBL** tool to shortlist the solutions you will implement. Your solution should be;

QUICK to implement
Be **BOLD**
Have a **LONG LASTING** impact

2. Vote

Vote for the ideas that best solve your chosen challenge.

Try and combine multiple ideas to create a powerful solution.



Think like Earthshot finalists, ask yourselves:

- How could this solution help lots of people?
- Could it help nature and our environment too?
- Is it creative and bold?
- Could other schools or communities replicate it?
- Could it last a long time? Is it affordable or practical?



STEP 3

Do

Make change happen

1. Plan

Consider the following while planning:

- What resources will be required?
- What is the budget?
- How will you get the money?
- How many people will be required?
- How much time will it take?
- How will you document your work?

Choose your roles and responsibilities keeping your strengths in mind.

2. Implement

Go out and put your plan in to action.
YES, YOU CAN!

3. Reflect

- What 3 things did you learn about the situation?
- What 2 things did you learn about your team-mates?
- What 1 thing did you learn about yourself?

Think about ways to sustain the impact of your project?



The Earthshot Prize celebrates solutions that are **inspiring, scalable, creative, inclusive, practical, and optimistic**. Reach out to organizations, innovators, scientists or professionals working in your Earthshot area.



STEP 4

Share

I CAN! Now, you can too.

1. Submit

Share your proeject with us at **challenge.dfcworld.com**

Please follow the submission guidelines given on the site. You can either submit a **photo story** or a **video story**.

Answer the questions under each of the FIDS steps.
Photo Story: Upload photos to demonstrate each step, remember to document your entire project process.

Video Story: Document your project process as a video, upload it on YouTube and paste the YouTube share link on the submission platform.

PLEASE REMEMBER

You can upload a maximum of 16 photos, 4 for each step if you are making a video it cannot be longer than 3 minutes.

2. Inspire

Here are some ideas to spread the magic of your story :-)

- School assembly
- Newspaper article
- TV Show
- Radio
- Social media
- Performance
- Community exhibition
- Art or theatre performance
- Science fair
- Environmental club presentation

Use **#ICANEarthshotChallenge**



submit your project on
challenge.dfcworld.org

I CAN EARTHSHOT CHALLENGE

The I CAN Earthshot Challenge invites children and young people to become environmental changemakers. It focuses on five categories: **Protect and Restore Nature, Clean Our Air, Revive Our Oceans, Build a Waste-Free World, and Fix Our Climate.**

Using the **Feel, Imagine, Do, Share (FIDS)** framework, children will identify challenges in their communities and develop solutions that help address one or more of the Earthshot goals. The **How might we...** and **Explore opportunities to...** prompts are designed to spark ideas, not provide answers. Use them to explore challenges and opportunities in your local community and create innovative actions that can make a positive difference for people and the planet.



Protect & Restore Nature

Ask yourself: **How might we...**

- Create spaces where local plants, wildlife, and biodiversity can thrive.
- Develop innovative ways to conserve water & protect natural resources.
- Inspire community action to keep shared spaces clean and safeguard ecosystem.

Inspiration

Kheyti from India helps farmers grow more food while using less water.



Clean Our Air

Explore **opportunities to:**

- Create greener, healthier spaces for people and nature.
- Find ways to reduce pollution and improve air quality.
- Encourage sustainable travel, including walking, cycling, and shared transportation.

Inspiration

Mukuru Clean Stoves from Kenya reduces harmful household air pollution.



Revive Our Oceans

Explore **opportunities to:**

- Protect rivers, oceans, and other water bodies from pollution.
- Reduce waste by encouraging reuse, recycling, and responsible consumption.
- Inspire community action to keep ecosystems clean and healthy.

Inspiration

Indigenous Women Rangers in Australia combine traditional knowledge and technology to protect ecosystems.



Build a Waste-Free World

Ask yourself: **How might we...**

- Extend the life of products and materials through repair, sharing, & reuse.
- Reduce waste by choosing reusable alternatives and improving waste sorting.
- Recover valuable resources and return nutrients back to the environment.

Inspiration

Notpla from the UK, creates seaweed-based alternatives to plastic packaging.



Fix Our Climate

Explore **opportunities to:**

- Promote clean and renewable energy solutions in your community.
- Reduce energy use and support low-carbon ways of living and travelling.
- Help people and natural spaces adapt to the impacts of a changing climate.

Inspiration

Friendship from Bangladesh helps communities respond to climate related challenges.



www.designforchangeindia.com/earthshot-challenge | [#ICANEarthshotChallenge](https://twitter.com/ICANEarthshotChallenge)

THE
EARTHSHOT
PRIZE

DESIGN for
CHANGE

alana 

CHALLENGE
IMPLEMENTATION
PARTNER

DESIGN for
CHANGE
INDIA

EVENT & VENUE
PARTNER

MuSo

Museum of
Solutions

a  initiative