

Dear IPBC members

THE IPBC NEEDS YOUR HELP TO SUPPORT ITS NOMINATION
TO PRINCE WILLIAM'S [Earthshot Prize](https://earthshotprize.org/) !

We have been very active with our first actions with the WG2 (private firms), an eco-ethical charter, as well as other official document issues (we are now preparing our first newsletter to keep you up to date with these developments) but also, **in our search for funding**, for which there is now an incredible opportunity, so we ask your help in supporting the IPBC's candidacy to a new fund:

Prince William (of the British monarchy)'s [Earthshot Prize](https://earthshotprize.org/) (<https://earthshotprize.org/>), announced as *"the most ambitious and prestigious of its kind – designed to incentivise change and help to repair our planet over the next ten years"*. It offers five 1 million British pounds per year for 10 years. The Earthshot Prize is centred around five 'Earthshots':

- Protect and restore nature,
- Clean air, Oceans,
- Waste free world,
- Climate.

Each of which is closely related to behavioral issues. We thus think this is a good opportunity for the IPBC!

Please help us get nominated to the prize!

"Nominations will open on 1st November, with over 100 nominating partners from across the world being invited to submit nominations of those individuals, communities, businesses and organisations who could win The Earthshot Prize. Nominators will include our Global Alliance but also academic and non-profit institutions from across the world who have been selected for their ability to identify the most impactful solutions to the Earthshots".
<https://earthshotprize.org/awards/nominations-selections/>

We would need you to look at their nominating partners, make use of your networks, and please contact them so as to inform them of our existence, asking them to nominate us. Some of you are surely in interaction with some of these partners (see <https://earthshotprize.org/about-us/partners/> and at the bottom of their page, a series of logo.

To simplify your effort, here is a short argument to attract attention (see PDF joined).