APPLICATION QUESTIONS

*All questions that are included in the **Earthshot Innovation Challenge: Northeast U.S. Edition** application are listed below. For more information and **to apply for the Award, please visit our [application information page](#)**.*

SECTION 1: KEY INFORMATION

Solution name
What is the name of the solution you are nominating? This is also the name that will be used to identify the nomination throughout the selection process so please ensure it is clear and that the nomination is easily identifiable. We recommend you do NOT use a generic description that could apply to multiple solutions.

Organization name
What is the name of the organization the solution is housed/based in?

What year was the organization formed?

What is the structure of the organization?
- ☐ Nonprofit/NGO
- ☐ For-profit/social enterprise
- ☐ Government entity
- ☐ University or educational institution
- ☐ Individual
- ☐ Other: _____

How many paid employees does the organization have?

Lead nominee
This should be the main person who leads the solution and who would accept the Award if this nomination should win. For example, the founder or CEO.

- Provide lead nominee's name, current position/job title, email, and telephone number
- Please provide a short bio of the lead nominee
- Please provide a short bio of the CEO and/or founder (if not the same as the lead nominee)

- Have there been any changes in leadership during the past 12 months? Are any expected during the next 12 months?

Primary Point of Contact:
This is the person within the organization that the JFK Library Foundation can liaise with and who can answer questions about the solution, if required. This may be the lead nominee/CEO or someone within the organization that can answer the questions, for example a special assistant, chief of staff, or program director.

- Provide primary point of contact's name, current position/job title, email, and telephone number

Short description of solution/initiative
(MAX 200 CHARACTERS)
Please provide a short, clear description of what the nomination is. For example, 'a project to grow living seawalls in Boston' or 'affordable solar panels based in Portland, ME'.

Website and social media handle(s)

SECTION 2: SOLUTION INFORMATION

These questions are based on what your solution does and how it makes an impact. Detailed information about the Earthshots and frequently asked questions can be found on our [FAQ page](#).

Earthshot:
Please choose no more than 2 Earthshots that align with your solution.
- ☐ Protect and Restore Nature
- ☐ Clean our Air
- ☐ Revive our Oceans
- ☐ Build a Waste-free World
- ☐ Fix our Climate

Which of the following areas does your solution directly address?
Please choose all that apply.

NATURE
- ☐ Protecting areas of high biodiversity such as forests, wetlands, peatlands, and wildlife corridors
- ☐ Desertification
- ☐ Restoring damaged ecosystems
- ☐ Soil Data / mapping and local planning conservation
- ☐ Feeding people while protecting nature
- ☐ Indigenous stewardship

- ☐ Develop and scaling of regenerative agriculture
- ☐ Behavior change / group action
- ☐ Data / mapping and local planning
- ☐ Biodiversity / species preservation / rewilding

- ☐ Human wildlife conflict
- ☐ Other Nature (please specify): _____

AIR

- ☐ Engaging citizens in data collection and clean air policies
- ☐ In-home air pollution & clean cooking e.g., generators, wood burning, stoves
- ☐ Preventing the burning of fields, forests and waste
- ☐ Industrial pollution and fossil fuels, including industrial VOCs
- ☐ Transitioning to clean transportation for all
- ☐ Wildfire mitigation
- ☐ Reducing pollution from other land-based transport

- ☐ Cities / sustainable cities
- ☐ Reducing pollution from air-based transport
- ☐ Renewable energy generation, including fusion energy technology solutions specifically designed to combat air pollution
- ☐ Healthcare based respiratory disease and illness prevention
- ☐ Other Air (please specify): _____

OCEANS

- ☐ Protecting and restoring coastal ecosystems
- ☐ Ocean governance and policy
- ☐ Replenishing fish populations
- ☐ Marine protected areas
- ☐ Reducing demand for fishmeal
- ☐ Data / mapping / exploration and knowledge
- ☐ Marine debris (e.g., plastic)
- ☐ Ocean farming
- ☐ Chemical or nutrient marine pollution (e.g. fertilizer leaching)
- ☐ Shipping and maritime
- ☐ Coastal conservation and restoration

- ☐ Tourism
- ☐ Coral reefs conservation and protection
- ☐ Blue carbon and ocean carbon storage
- ☐ Species preservation
- ☐ Climate change solutions with oceans benefits
- ☐ Equity and economic justice, particularly for small island states
- ☐ Other Oceans (please specify): _____

WASTE

- ☐ Reducing food loss from farm to fork
- ☐ High value consumer goods and general merchandise
- ☐ Phasing out single use and non-recycled plastics
- ☐ Chemical or Industrial waste
- ☐ High-value circularity in fashion and electronics
- ☐ Construction

- ☐ Shifting to a plant-based diet
- ☐ Water
- ☐ Agricultural waste
- ☐ Waste management networks
- ☐ Human and organic waste
- ☐ Circularity and dematerialisation, including packaging and logistics
- ☐ Other Waste (please specify): _____

CLIMATE

- ☐ Creating an equitable clean energy future
- ☐ Refrigeration
- ☐ Addressing non-CO2 greenhouse gas emissions
- ☐ Land use
- ☐ Renewable Energy
- ☐ Policy and Regulatory
- ☐ Decarbonising hard to abate sectors
- ☐ Constructing buildings fit for the future
- ☐ Reducing methane emissions
- ☐ Improved urban design

- ☐ Reducing industrial emissions
- ☐ Adaptation and resilience for vulnerable communities/countries
- ☐ Agriculture, food and farming
- ☐ Population, women's health and girls' education
- ☐ Transport, land-based
- ☐ Consumer goods including fashion
- ☐ Transport, sea-based
- ☐ High energy consuming industries – steel, manufacturing, cement etc.
- ☐ Transport, air-based/aviation
- ☐ Other Climate (please specify): _____

Please indicate in which state your solution's headquarters is located.

If your solution operates in multiple states/countries, please explain the operations.
(MAX 1,600 CHARACTERS)
This may include employee presence, remote sales, active operations, policy influence, on the ground change etc. For example, the solution is headquartered on Cape Cod but operates in coastal cities along the entire East Coast United States. If this is not applicable, please enter N/A

Which of the following options best describes the stage the solution is at?
(PLEASE CHOOSE ONE)
- ☐ Concept: It is an idea being researched

☐ Pre-prototype: The solution is being developed but not yet tested in practice

☐ Prototype: A version of the solution exists and is being tested before deployment in a real- world setting

☐ Early deployment: The solution (product, service, policy, program etc) has recently started to be deployed in a real world setting and its impact is being measured

☐ Growth: The solution is active in at least one setting with clear evidence of its impact, but is yet to demonstrate impact at significant and/or commercial scale

☐ Mature: The solution has demonstrated impact at significant and/or commercial scale in one or more settings

Please describe the specific problem the solution addresses in non-expert language.

(MAX 1,200 CHARACTERS)

Who or what is impacted by the problem? Why does the problem exist in the current environment?

Please describe what the solution does in non-expert language.

(MAX 1,200 CHARACTERS)

How does it work? How does it meaningfully contribute to solving the problem?

Please describe the impact of your solution so far.

(MAX 1,600 CHARACTERS)

For example, you might include how many acres of land you have rewilded, or how many customers/users/beneficiaries you currently have using your solution, and the benefits this is bringing to them.

How does this solution compare to other similar solutions in its sector/industry?

(MAX 800 CHARACTERS)

Describe how the solution will bring a unique perspective and/or provide breakthrough momentum for solving the problem. Share how this solution more efficiently and/or more effectively leads to the intended outcomes.

Please provide an overview of the origin story of the solution.

(MAX 1,200 CHARACTERS)

How did it all begin? What made you decide that you had to find a new way to address this problem? And how did you settle on this being the right solution to help solve the challenge?

SECTION 3: IMPACT AND SCALING YOUR SOLUTION

The questions in this section aim to understand more about how your solution currently is making an impact, your future plans, and the plans you have to achieve this.

Environmental impact

- Which of these environmental metrics are most relevant to this solution?
  (PLEASE CHOOSE ALL THAT APPLY)
    - ☐ GHG Emissions saved, captured or avoided e.g. tons of CO2 emissions avoided
    - ☐ Waste saved, reduced, recycled or avoided e.g. tons of plastic waste recycled
    - ☐ Water saved, reduced, recycled or avoided e.g. gallons of water recycled
    - ☐ Reduction in air pollution e.g. % change in PM 2.5/10
    - ☐ Area of land, ocean or water protected, restored or rewilded e.g. hectares of forest restored
    - ☐ Biodiversity increases in land, sea or rivers e.g. increase in number of fish species
    - ☐ Other (please specify): _____

- For each environmental metric you have chosen, please explain what impact the solution has had to date.
  (MAX 2,000 CHARACTERS)
  Quantify your answer where possible. Example: By the time they were nominated, the solution had helped to create 23 Marine Protected Areas, encompassing more than six million square kilometers of ocean.

- Describe the impact the solution will have over the next 3 years on the environmental metrics you have identified.
  (MAX 2,000 CHARACTERS)
  Quantify your answer where possible. Example: the solution estimates that their direct air capture solution has the potential to remove 8,000 tons of CO2 per year from the atmosphere, or 24,000 tons over 3 years.

Social Impact

- **What social metrics does your solution address or improve?**
  (MAX 2,000 CHARACTERS)
  For example:
    - ❖ *Economic equity such as: jobs created e.g. people employed to work on the solution; shared economic prosperity e.g. farmers whose income increases from using the solution*
    - ❖ *Environmental justice such as: diminished impact of environmental hazards in disadvantaged communities; lives improved e.g. other beneficiaries or end users who benefit; strengthened community resilience in response to climate impacts.*
    - ❖ *Policy change such as: policy influenced e.g. new government policies implemented, changed or adopted; More equitable resource allocation/reduction in barriers to access for communities of color*

- For each social metric you have described, please explain what impact the solution has had to date.
  (MAX 2,000 CHARACTERS)
  Example: the solution's campaigning led to the establishment of its home city's first low emission zone.

- Describe the potential impact the solution will have over the next 3 years on the social metrics you have identified.
  (MAX 2,000 CHARACTERS)
  Quantify your answer where possible. Example: The solution estimates that within 3 years their Greenhouses could provide an 80% cost saving to 4,000 farmers vs the conventional alternative, a savings of $1,300 per farmer.

How would you describe the potential to scale/replicate the impact of this solution?
(PLEASE CHOOSE UP TO 3 THAT APPLY)
- ☐ It could be scaled to serve a larger number of users/beneficiaries in the same area
- ☐ It could be replicated in other U.S states
- ☐ It could be scaled to other U.S. states
- ☐ It could be replicated in other continents/countries
- ☐ It could be scaled to other continents/countries
- ☐ It could be replicated in other sectors (e.g. from home energy to transport)
- ☐ It could be scaled to other sectors (e.g. from home energy to transport)
- ☐ It could be replicated in other types of areas or for other species (e.g. from rural to urban areas or from Gorillas to other endangered animals)
- ☐ It could be scaled to other types of areas or for other species (e.g., from rural to urban areas or from Gorillas to other endangered animals)

How far do you expect your solution will grow over the next 3 years with your current resources? Include what environmental improvement and how many customers, users or beneficiaries this translates to.
(MAX 2,000 CHARACTERS)

SECTION 4: FINANCE AND FUNDING YOUR SOLUTION
The following information will help us understand how your solution is currently funded. This information will only be used during our assessments.

What types of funding have you relied on in the past 3 years?
(CHOOSE ALL THAT APPLY)
- ☐ Self-funded

☐ Sales revenue
☐ Angel investors
☐ Government / public sector grant funding
☐ Prize money / competitions / awards
☐ Philanthropic support
☐ Other sources (please specify): _____

What is the income model for the solution?
(MAX 800 CHARACTERS)
For for-profit solutions: This should explain in simple terms how the solution generates revenue or income. For example, 'Customers purchase our products directly from us', or 'Users pay a monthly subscription fee for our service'.
For non-profit solutions: This should explain in simple terms how the solution funds its operation. For example, 'We seek grant funding from philanthropic foundations', or 'The government pays us to provide our solution as a service'.

Are you producing revenue from your solution?
(PLEASE CHOOSE ONE)
☐ Yes: the solution is already revenue generating
☐ No: the solution in planned to generate revenue in the coming 2 years, but has not to date
☐ No: the solution has not yet generated revenue, but revenue is generated by other parts of the organization
☐ No: the solution is not intended to generate revenue

Please provide the following information for your solution. If you cannot provide this information, or you wish to add additional information, please explain below.

	2022	2023	2024 (projected)
Annual operating budget			
Annual revenue (all sources)			
Annual expenditures			

Please confirm how many months' cash reserves you have.
(MAX 200 CHARACTERS)
This should be estimated based on the number of months you could continue covering your current operating costs, based solely on cash reserves you currently have.

Please explain how a grant of up to $100,000 would support scaling your solution.

_____

SECTION 5: DECLARATION

☐ I can confirm that everything contained in this form is true and correct to the best of my knowledge at the time of submission

Name of person submitting form: _____

Title of person submitting form: _____