



## **Ecosia invites Nobel Committee to establish inaugural Climate and Planetary Health Prize**

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BERLIN – Dec 10, 2025 – Ecosia, the largest European search engine that uses 100% of its profits for climate action, has reached out to the Nobel Committee and Royal Swedish Academy of Science to establish the “Prize in Climate and Planetary Health” in honour of Alfred Nobel next year. This aligns with the company’s aim to contribute to planetary health through tree planting initiatives around the world. The new annual award would recognize outstanding contributions towards mitigating the causes and consequences of climate change. Only a few weeks after COP30, which ended without a final document, this global initiative is particularly relevant.

Ecosia has deposited €1 million with a notary in Berlin, reserved solely to help create the endowment for the prize. The company is open to funding a long-term foundation so that climate solutions always have a place in the Nobel family of prizes, or to sharing administration and funding with other organisations committed to climate justice. Ecosia would have no influence over nominations or laureates, following the same principle that governs the Economics Prize today.

### **Proposed criteria for nominees**

The proposed prize aims to honour individuals, collectives or companies who have made significant strides in climate innovation, mitigation, regulation, or advocacy. In particular, it is intended particularly to highlight contributions in:

1. Pragmatic governance - the design and implementation of effective regulations and institutions that enable sustainable investments, accelerate the energy transition, and strengthen societal stability
2. Scaling prosperity and markets - the rapid scaling of proven solutions and business models that establish markets for sustainable prosperity and secure the future of the economy

3. Building common ground - the ability to unite diverse interests around practical, locally grounded solutions that empower communities

*"Our invitation to the Academy is an expression of our desire to support the Nobel Committee and the Royal Swedish Academy of Sciences in ensuring that the prize continues to reflect the challenges and opportunities of our time," said **Christian Kroll, CEO of Ecosia**. "How we adapt to the climate crisis will define humanity – we believe that through the expertise and prestige the Royal Swedish Academy of Science and the Nobel Committee bring, this new prize will spotlight, reward and inspire the groundbreaking innovations and dedicated individuals who are working tirelessly to ensure our survival for generations to come."*

### **Growing support for climate recognition**

The proposed prize reflects the global imperative to acknowledge breakthroughs in environmental stewardship at the highest level. The call has already received support from public leaders and climate voices.

*"An award for climate and planetary health would encourage people worldwide to build solutions, improve policy and mobilise communities to take action. It is long overdue for the Nobel tradition to finally recognise the greatest crisis of our time," shared climate activist **Luisa Neubauer**.*

**Andreas Huber, Managing Director of the German Association of the Club of Rome**, also supports the initiative. *"The German Association of the Club of Rome supports the idea of a Nobel Prize for climate protection and planetary health. The original Nobel idea - to honor the greatest benefit to humanity - applies today above all to those who protect the foundations of our existence."*

*"A Nobel Prize for the climate would draw the world's attention to its biggest problem every year," said **Dr Michael Succow, winner of the 1997 Right Livelihood Award**.*

**Prominent Brazilian indigenous leader Álvaro Tukano added**, *"I support the initiative for a Nobel Climate Prize. The world's most prestigious award needs to recognise the most dramatic problem facing the planet."*

At present, the Nobel Prize has six categories (physics, chemistry, physiology & medicine, literature, peace and economics). A Prize in Climate and Planetary Health would not replace or compete with existing categories, but rather build on the Nobel tradition by elevating climate leadership. This prize would follow the precedent set in 1969, when the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel was established through an independent endowment and entrusted to the Royal Swedish Academy of Science for administration. A prize with this level of prestige can help accelerate progress at a moment when it matters most.

As the climate crisis worsens, the creation of a new Prize in Climate and Planetary Health will bring important public attention to this subject. The new prize would fulfil Alfred Nobel's intention of celebrating achievements that "conferred the greatest benefit to mankind".

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Headquartered in Berlin, Germany, Ecosia is the world's largest not-for-profit search engine. The tech company dedicates 100% of its profits to the planet and has collaborated with local communities in over 35 countries to plant more than 240 million trees. In 2014 Ecosia was the first company in Germany to be accredited as a B Corporation and in 2017 it built the first of a growing portfolio of solar plants, which now produce enough energy to power all searches twice over. In 2018 Ecosia gave away its shares to the Purpose Foundation, to assure that it can never be sold and that no one, including the founder, can profit or receive dividends from the company. Ecosia was founded by Christian Kroll in 2009. Visit [ecosia.org](https://ecosia.org) to learn more.