




THE
GOLDMAN
ENVIRONMENTAL
PRIZE



THE 2025 GOLDMAN ENVIRONMENTAL PRIZE

PROMOTIONAL TOOLKIT





The 2025 Goldman Environmental Prize winners will be announced on Monday, April 21, 2025.

The Doing Makes the Difference

For 36 years, the Goldman Environmental Prize has celebrated grassroots heroes who prove that when ordinary people take action, they have the power to turn apathy into positive change for the environment.

Their stories show us that even the smallest steps forward, when taken with courage and conviction, create a ripple effect that inspires global change.

No matter the odds, Goldman Prize winners know that rolling up your sleeves is the best way to feel empowered and begin to make change. Goldman Prize winners show that **The Doing Makes The Difference.**

Spread the Word!

Here's How You Can Help:

1

MONDAY, APRIL 14 - SUNDAY, APRIL 20

Tell your audience about the upcoming Goldman Prize winner announcement and ceremony livestream!

FACEBOOK EVENT

LINKEDIN EVENT

The Goldman Prize ceremony will be livestreamed on the Goldman Environmental Prize YouTube channel on Monday, April 21, at 5:30 pm PDT / 8:30 pm EDT.

Use sample social media copy and assets in this toolkit to tell your followers about the upcoming Prize announcement. Click attending on our Facebook and LinkedIn events to raise awareness for the ceremony livestream.

2

MONDAY, APRIL 21

Share the stories of the 2025 Goldman Environmental Prize winners.

MEDIA ROOM

The 2025 Goldman Prize winners will be announced on Monday, April 21, 2025. The identities of the Prize winners are under strict embargo until 12:30 am PDT / 3:30 am EDT on Monday, April 21, 2025.

Once the Prize winners are announced, a Prize winner announcement toolkit as well as photography and videography will be available in the Goldman Prize media room. If you can only do one post, this is the one!



Social Media

Facebook / Instagram

Option 1

No matter the odds, rolling up your sleeves is the best way to feel empowered and begin to make change for our planet. 🌍

For 36 years, the Goldman Environmental Prize has celebrated grassroots heroes who prove that when ordinary people take action, they have the power to turn apathy into positive change for the environment. They show that #TheDoingMakesTheDifference

Discover the stories of this year's grassroots environmental leaders. The 2025 #GoldmanPrize winners will be announced on Monday, April 21! 🏆🌍

🌟 Watch the ceremony live on the Goldman Environmental Prize @youtube channel.
📅 Monday, April 21, at 5:30 pm PDT / 8:30 pm EDT.

👉 Learn more: <https://www.goldmanprize.org/ceremony>

Option 2

When it comes to environmental impact, #TheDoingMakesTheDifference. 🌍

Join [**your organization name**] on Monday, April 21, to discover the stories of this year's #GoldmanPrize winners, environmental leaders from all over the world who prove that when ordinary people take action, they have the power to turn apathy into positive change for the environment. 🌟 Learn more: <https://www.goldmanprize.org/ceremony>

And, let us know what you are doing to make a difference in your community in the comments below! 🙌

Option 3

No matter the odds, rolling up your sleeves is the best way to feel empowered and begin to make change for our environment. 🌍 Here at [**your organization name**], we are working to [**insert work or mission here.**]

🌟 Share how you are making a difference in your community using the hashtag #TheDoingMakesTheDifference and tune into the Goldman Environmental Prize ceremony livestream on Monday, April 21, to discover the stories of environmental changemakers from around the world!

X / Threads / Bluesky

Option 1

When it comes to environmental impact, #TheDoingMakesTheDifference. 🌍

🌟 Join [**your organization name**] on Monday, April 21, to learn the stories of this year's @GoldmanPrize winners, ordinary people taking action for the environment. <https://www.goldmanprize.org/ceremony>

Option 2

🌍 The @goldmanprize believes that when it comes to protecting our planet, #TheDoingMakesTheDifference.

📅 Tune into the live ceremony on Monday, April 21, at 5:30 pm PDT / 8:30 pm EDT on the #GoldmanPrize YouTube channel. <https://www.goldmanprize.org/ceremony>

Option 3

The 2025 @goldmanprize winners will be announced on Monday, April 21! 🏆🌍 #GoldmanPrize

🌟 Watch the ceremony live on YouTube on Monday, April 21, at 5:30 pm PDT / 8:30 pm EDT. <https://www.goldmanprize.org/ceremony>

Social Media Graphics

ACCESS HERE

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YOUTUBE

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HASHTAGS

#GoldmanPrize

#TheDoingMakesTheDifference

The Goldman Environmental Prize

The Goldman Environmental Prize honors the achievements and leadership of grassroots environmental activists from around the world, inspiring all of us to take action to protect our planet.

“People of ordinary backgrounds doing extraordinary things to save our Earth.”

—Richard Goldman, philanthropist and co-founder

Each year, the Goldman Prize solicits nominations from our alliance of nominating partners. The global reach and on-the-ground knowledge of our partners enables the Prize to identify a diverse cohort of grassroots environmental changemakers across the world. Prize winners are then selected each year by an expert, international jury.

The Goldman Environmental Prize honors grassroots environmental heroes from roughly the world’s six inhabited continental regions: Africa, Asia, Europe, Islands & Island Nations, North America, and South & Central America.

[LEARN MORE](#)



The 2025 Goldman Environmental Prize

APRIL 21, 2025

#GOLDMANPRIZE

#THEDOINGMAKESTHEDIFFERENCE