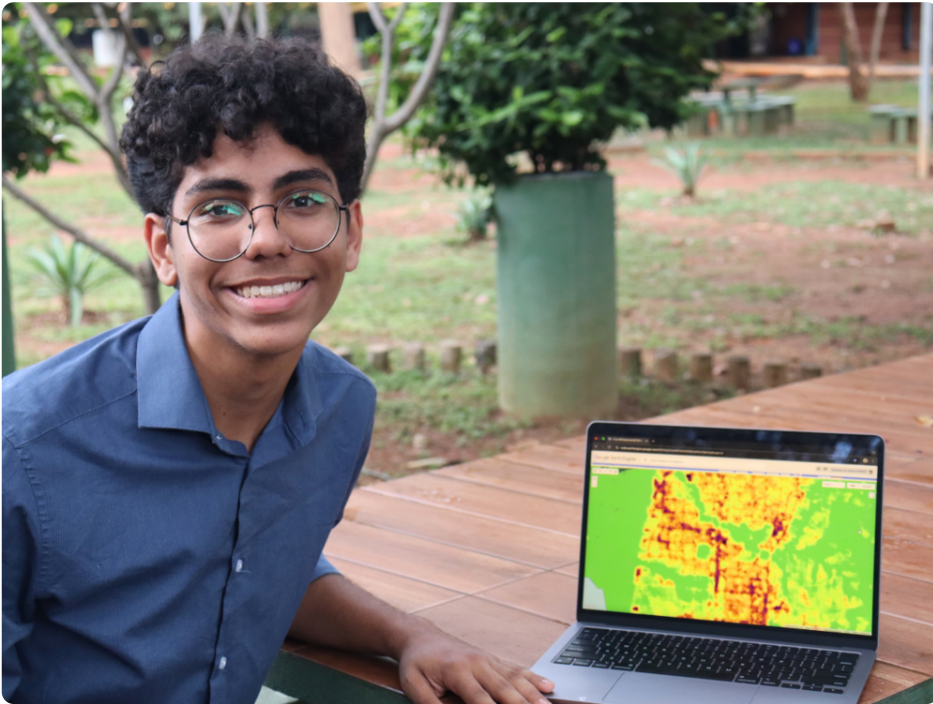


The Earth Prize 2025: 16-year-old from Brazil named Central and South America Winner in \$100K global competition for his city-cooling solutions

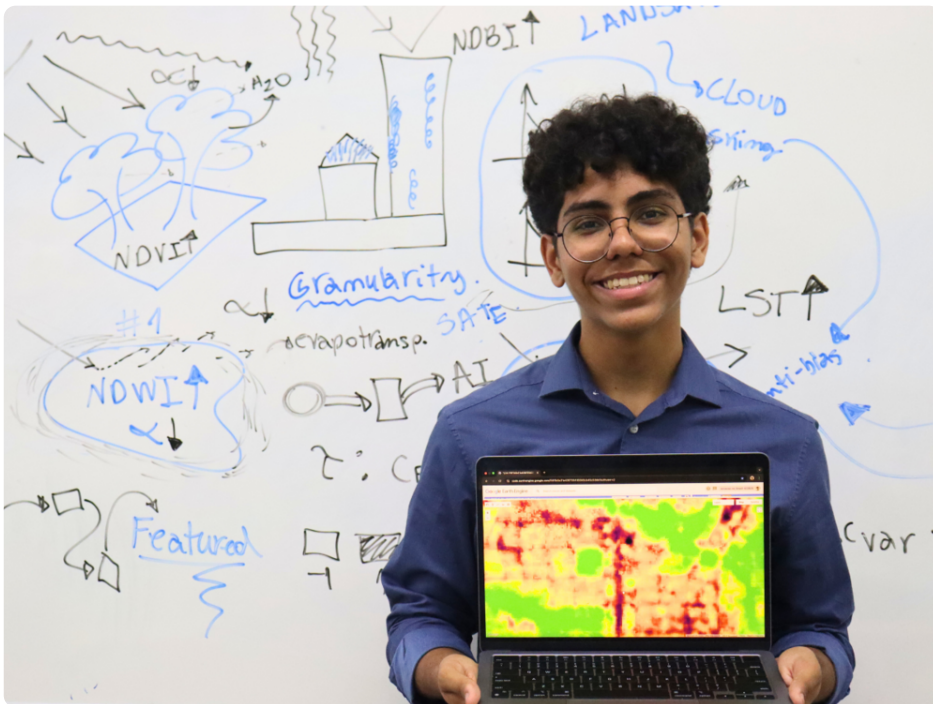


- The Earth Prize is the world's largest environmental competition and 'ideas incubator' for 13-19-year-olds, empowering young people with mentorship and \$100K funding
- Seven winning teams will be announced each day this week, representing the regions of North America, Africa, Asia, Central and South America, Oceania and Southeast Asia, Europe and the Middle East
- Each team receives \$12.5K to develop and implement their idea
- The Central & South America Winner developed 'EcoAção Brasil', a tech-driven solution using AI, satellites & data analysis to plant strategic greenery & cool overheated cities
- EcoAction is the first winner of The Earth Prize to come from Brazil
- The public vote is now open crown the Global Winner on Earth Day (April 22)

In an effort to combat the increasingly frequent extreme heat suffered in cities, a 16-year-old climate scientist has been named as the Central and South America Winner of The Earth Prize 2025. Isaque Carvalho Borges is the creator behind EcoAção Brasil (EcoAction Brazil), an initiative using AI, satellites and data analysis to cool overheated cities.

Based in Palmas, central Brazil, Isaque regularly experiences temperatures soaring to 50°C (122°F). As the city has rapidly urbanised over the past 35 years, so has the heat - historical data dating back to 1990 reveals a clear link between urban growth and rising temperatures. EcoAção Brasil leverages **satellite data** to identify heat-prone areas, while **AI and feature engineering** predict where cooling efforts (like planting trees) will be most effective, such as between multiple 'heat islands'. These green areas provide shade, evapotranspiration, and albedo (sunlight reflection), helping to mitigate the urban heat effect more effectively.

Now with funding from The Earth Prize, Isaque plans to expand across Palmas and into other cities, by recruiting more individuals who want to implement the technology locally. This will provide valuable data to train the AI, while also scaling the initiative globally.



EcoAção Brasil impressed The Earth Prize's expert jury with the final pitch, having excelled in the programme's incubation and mentorship phases, and will now **receive \$12.5K to scale up** the idea. **16-year-old Isaque Carvalho Borges** reflected on the significance of being

named the Winner for Central and South America: *“I’m thrilled to be named the Central and South America Winner of The Earth Prize, and to be the first winner coming from Brazil! This recognition and funding enables us to bring our project to life. With the funding, we are now looking to improve our technology, expand to new regions, and engage other youth-led initiatives seeking to adopt our research-driven AI and environmental model.”*

The Earth Prize aims to empower the next generation with all the tools they need to develop their **eco solutions for real life impact**, including one-to-one mentoring, learning resources and funding of \$100K for the winning teams to scale up. Since 2021, The Earth Prize has reached over **15,000 young people across 160 countries and territories**, and **awarded \$500K** to the top teams.

Previous applicants have garnered **global media attention** in outlets such as Forbes, Business Insider, EuroNews, Positive.News and UN Today, and continue to scale up their solutions after the competition has ended. For instance, team Delavo (Winners of The Earth Prize 2023), who invented a cutting-edge filter that recycles up to 90% of toxic laundry waste water, partnered with a national manufacturer and applied for a patent to make their solution a reality.

The Earth Prize was started by The Earth Foundation, a Swiss non-profit organization based in Geneva, as a way to **empower and educate young people** to tackle environmental challenges. As young people live through and observe extreme weather events such as the LA wildfires, many are mobilised to act - choosing to create solutions for our planet rather than march in protest.

A recent study showed that **59% of youth** and young adults are **very or extremely worried about climate change**, and more than **45%** said their feelings about climate change negatively affected their daily life and functioning.

Peter McGarry, Founder of The Earth Foundation, commented on this year’s competition: *“The 2025 winners of The Earth Prize are a true testament to the boundless creativity and passion of today’s youth. Their bold solutions tackle the most urgent environmental*

challenges with the power to transform our world. I invite everyone to engage with these remarkable ideas, support their implementation, and be inspired to take action in their own communities. Together, we can turn these promising innovations into global environmental solutions.”

The Public Vote to decide the Global Winner is now open until Tuesday April 22 (Earth Day): <https://www.theearthprize.org/vote>



Central and South America Winner: Images

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About The Earth Prize

The Earth Foundation is a non-profit organization based in Geneva, Switzerland, dedicated to inspiring, educating, mentoring and empowering students and young entrepreneurs to address environmental changes with innovative ideas. The Earth Foundation was established as a result of the 2019 rallies organized by students to raise environmental awareness. This passion to fight for climate change inspired the creation of their flagship initiative, The Earth Prize—the world's largest environmental competition and 'ideas incubator' for young people. The competition aims to inspire and empower the next generation of environmental innovators, supporting participants with all the tools they need to develop their eco solutions for real life impact, including one on one mentoring, learning resources and \$100,000 funding for the winners.

To learn more about The Earth Foundation visit: <https://www.earth-foundation.org/>.

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