

The Earth Prize 2025: UAE students named Middle East winners in \$100K global competition for gamified eco-education platform

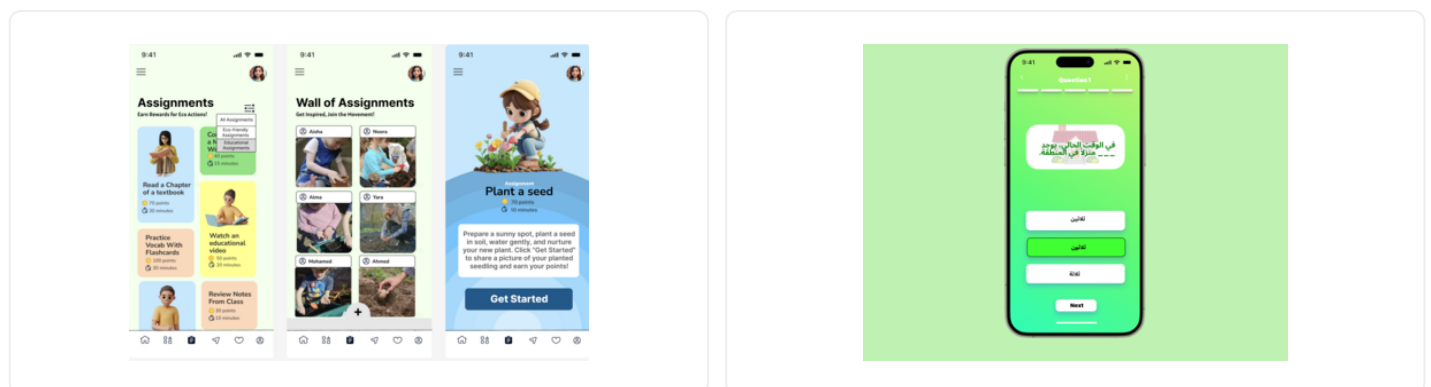


- The Earth Prize is the world's largest environmental competition and 'ideas incubator' for 13-19-year-olds, empowering young people with mentorship and \$100K funding
- Seven Regional Winners have recently been announced, representing the regions of North America, Africa, Asia, Central and South America, Oceania and Southeast Asia, Europe and the Middle East
- The Middle East winners developed EcoMind Academy, an AI-powered platform that integrates sustainability into school subjects - engaging students with challenges, rewards and real-world eco-friendly actions
- The 15-17 year olds are the first winners of The Earth Prize to come from UAE
- Each team receives \$12.5K to develop and implement their idea
- The public vote is now open crown the Global Winner on Earth Day (April 22)

In a bid to improve recycling education, four students from Abu Dhabi, United Arab Emirates, have been named the Middle East Winners of The Earth Prize 2025. Israa Ashraf, Almaha Almansoori, Fatma Hussien and Jourey Abdullah's solution is an innovative **platform integrating sustainability into education**, called "EcoMind Academy".

Aged between 15 and 17, the students from Ghayathi Common School were driven by the global issue of recycling inefficiency. According to the World Economic Forum, approximately **400 million tonnes of plastic waste are produced annually**, with only about 9% being recycled, leaving the rest to accumulate in landfills and release greenhouse gases, contributing to global warming.

EcoMind Academy tackles this crisis by making **sustainability education engaging and action-driven**. Alongside its **AI-powered app**, which integrates eco-learning into subjects like math and English through challenges and rewards, the project builds strong partnerships with schools and eco-conscious organisations, allowing **educators to integrate sustainability into curriculums** and **businesses to support green initiatives**. Beyond the classroom, EcoMind Academy empowers communities through interactive **workshops, sustainability events, and real-world eco-challenges**, ensuring users don't just learn about sustainability - they actively contribute to it.



The team impressed The Earth Prize's expert jury with their final pitch, having excelled in the programme's incubation and mentorship phases, and will now receive \$12.5K to scale up their app further. **Israa Ashraf (15, Egyptian) team leader, commented:**

"We are incredibly honored to receive The Earth Prize 2025 for the Middle East! This recognition fuels our dedication to transforming recycling education. With the \$12,500 prize, we'll focus on developing AI-driven tools, creating impactful educational content, and building partnerships with schools to inspire the next generation of sustainability leaders. EcoMind Academy is more than just an app - it's a movement empowering students to lead the way in sustainability. Our goal is to expand to government schools across the UAE, and expand to neighboring countries such as Saudi Arabia and Oman."

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 their solutions. 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 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 mobilized to act - choosing to create solutions for our planet.

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.

"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."

Peter McGarry, Founder of The Earth Foundation, commented on this year's competition.

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



Middle East Winner: Images

theearthprize.pr.co



Press Coverage

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About the students

1. Israa Ashraf Abdellatif — Grade 10, 15 years old, Egyptian
2. Almaha Ajlan Almansoori — Grade 11, 16 years old, Emirati
3. Jourey Abdullah Salama — Grade 12, 17 years old, Syrian
4. Fatma Hussen Sewelam — Grade 12, 17 years old, Egyptian

School: Ghayathi Common SchoolPrincipal: Moza Saeed Mubarak Almansoori (Emirati)

Teacher: Hanan Gamal Moustafa - Supervisor of the Sustainability Heroes Team

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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