



Hult Prize 2020 Challenge



Building Startups That Have A Positive Impact On Our Planet with Every Dollar Earned



Can we build **bold businesses** that have a **positive impact on our planet** with every sale completed, dollar earned, and decision made?

In 2020, the Hult Prize is challenging it's more than **one million member student network across 121 countries** to build bold and disruptive social enterprises with net positive environmental unit-economics that will reach a million consumers within a decade. **2020 will mark the 50th anniversary of Earth Day & the 75th anniversary of the United Nations.** As a consequence of Earth Day, the UN Sustainable Development Goals, and other related initiatives, environmental consciousness globally is arguably greater than it has ever been. However, the natural environment itself continues to be degraded at a massive scale by human economic activity. At the Hult Prize we believe that **the Earth doesn't just need better advocates, it needs more powerful allies.** We believe that the time has come for the sort of militancy that arises not from protest, but from positive capitalism. We believe the best hope for reversing environmental degradation is to harness the very forces that are causing it—capitalism.





To respond to the imperative of caring for our common home **we need to do nothing less than reinvent the fundamentals of the economy.** In 2020, our challenge to the vast and rapidly-growing Hult Prize community is to replace every industry on the planet with a future, better version of itself. We will start by **building bold businesses that improve our planet with every sale.**

To be clear: We're not looking for incremental improvements in efficiency or ways to make current businesses less environmentally damaging than they are today. We already know those pathways exist. **We're looking for transformative models that change the very nature of supply chains; that introduce radically new business models;** that cause us to rethink the most deeply-ingrained patterns in our behaviors and **to reimagine the goods and services to which we are most accustomed.**

It doesn't stop there. To amplify the power of this year's Challenge, we're partnering with the Earth Day Network to encourage all of you who participate in this year's Hult Prize to contribute the data that you gather to the Network's "Earth Challenge 2020." Through the Earth Day-Hult Prize partnership, **Earth Day in 2020 will become Earth Year.** We will engage our digital community in over 100 countries to tell stories not only of how you have built the world-changing companies of today, but also how you are advancing the UN Sustainable Development Goals and, in doing so, are inspiring the Earth allies of tomorrow. Success in this mission goes beyond even the goal of building a world-changing company to win the Hult Prize, as peers of yours have done with amazing results every year for a decade. **It will involve capturing that positive energy and spreading it across the planet that you are working to heal.**

**The Hult Prize Challenge for 2020 is here:
Bold Businesses for a Better Planet.**

