

2021 Goldman Environmental Prize Winner Announcement Toolkit





About the Prize

The Goldman Prize believes that grassroots environmental activists are essential to catalyzing global environmental change. These leaders have the potential to inspire other ordinary people to take extraordinary actions to protect the environment.

Awarded annually since 1990, the Goldman Environmental Prize recognizes a diverse cohort of six global citizens, underscoring the interconnectivity and diversity of issues facing the natural world.

Six Prize winners are recognized each year from roughly the world's six inhabited continental regions: Africa, Asia, Europe, Islands & Island Nations, North America, and South & Central America.

The 2021 Prize Winners

Congratulations to the 2021 winners of the Goldman Environmental Prize—the world's foremost award honoring grassroots environmental activists.

Gloria Majiga-Kamoto
Africa



Gloria fought the plastics industry and galvanized a grassroots movement to persuade Malawi to uphold a national ban on thin plastics, a widespread type of single-use plastic.

Thai Van Nguyen
Asia



A Vietnamese conservationist, Thai has dedicated his life to protecting the pangolin, a critically endangered species and the world's most heavily trafficked animal.

Maida Bilal
Europe



Maida led women in her Bosnian community in a 503-day blockade of construction equipment on a bridge, resulting in the cancellation of two proposed dams on the Kruščica River, one of the last free-flowing rivers in Europe.

Kimiko Hirata
Islands & Island Nations



Kimiko prevented the construction of 13 coal power plants in Japan and persuaded some of the country's largest banks and coal financiers to eliminate financing for new coal projects.

Sharon Lavigne
North America



A teacher turned environmental justice advocate, Sharon's grassroots leadership stopped the construction of a toxic plastics manufacturing plant in St. James Parish, Louisiana.

Liz Chicaje Churay
Central & South America



Liz led Indigenous communities to protect more than two million acres of the Amazon rainforest and helped establish Yaguas National Park, a major new national park in Peru.

Spread the Word

Below are assets about all of the 2021 Prize winners;
the following pages are Prize winner-specific.

Share their Stories Share this round-up of the 2021 Prize winners.	goldmanprize.org/blog/2021winners
Share the Video Download and use this video to tell your audience about the 2021 Goldman Prize winners.	Download this video.
Share a Graphic Download and share these graphics to help spread the word about the 2021 Goldman Prize winners.	Download shareable graphics for Facebook, Instagram, and Twitter.

Sample Captions

Facebook

Congratulations to the 2021 @goldmanenvironmentalprize winners! These everyday heroes exemplify the power of local action to make significant global change for our environment.

Instagram

Meet the 2021 @goldmanprize winners—everyday heroes who saw an issue in their community and stood up to take action. These extraordinary people exemplify the power of local action to make significant global change for our environment.

Twitter

Option 1

Meet this year's global champions of the environment—everyday heroes who spoke up about an issue in their community. Congratulations to Gloria Majiga-Kamoto, Thai Van Nguyen, Maida Bilal, Kimiko Hirata, Sharon Lavigne, and Liz Chicaje Churay. #GoldmanPrize goldmanprize.org/blog/2021winners

Option 2

Congratulations to the 2021 @goldmanprize winners: Gloria Majiga-Kamoto, Thai Van Nguyen, Maida Bilal, Kimiko Hirata, Sharon Lavigne, and Liz Chicaje Churay. #GoldmanPrize goldmanprize.org/blog/2021winners

Who to Tag

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Hashtag
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Africa

2021 Goldman Prize Recipient, Malawi

Gloria Majiga-Kamoto

Thin plastics were strangling the environment until she took action



Concerned about the environmental harm caused by mounting plastic pollution in Malawi, Gloria Majiga-Kamoto fought the plastics industry and galvanized a grassroots movement in support of a national ban on thin plastics, a type of single-use plastic. As a result of her dedicated campaigning, in July 2019, Malawi's High Court upheld the ban on the production, importation, distribution, and use of thin plastics. This is the first Prize for Malawi.

2021 Goldman Prize Recipient, Malawi

Gloria Majiga-Kamoto

Take Action

Share her story: goldmanprize.org/gloria

Share images and graphics: [Download assets here](#)

Watch and share her Prize winner profile video:

[Download this video](#)

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Sample Captions

Facebook

Congratulations to Gloria Majiga-Kamoto on winning the 2021 @goldmanenvironmentalprize for Africa!

Gloria fought the plastics industry and galvanized a grassroots movement to persuade Malawi to uphold a national ban on thin plastics, a widespread type of single-use plastic.

Learn more about her #GoldmanPrize story: goldmanprize.org/gloria

Instagram

Meet environmental activist Gloria Majiga-Kamoto, winner of the prestigious 2021 @goldmanprize for Africa.

Concerned about the environmental harm caused by mounting plastic pollution in Malawi, Gloria fought the plastics industry and galvanized a grassroots movement in support of a national ban on thin plastics, a widespread type of single-use plastic. As a result of her dedicated campaigning, in July 2019, Malawi's High Court upheld the ban on the production, importation, distribution, and use of thin plastics.

Learn more about her #GoldmanPrize story: goldmanprize.org/gloria

Twitter

Congratulations to Gloria Majiga-Kamoto, 2021 @goldmanprize winner for Africa! @gloriamajiga fought the plastics industry and galvanized a grassroots movement to persuade Malawi to uphold a national ban on thin plastics. #GoldmanPrize goldmanprize.org/gloria

Asia

2021 Goldman Prize Recipient, Vietnam

Thai Van Nguyen

Protector of the world's most trafficked animal



Thai Van Nguyen founded Save Vietnam's Wildlife, which rescued 1,540 pangolins from the illegal wildlife trade between 2014 and 2020. Thai also established Vietnam's first anti-poaching unit, which, since 2018, has destroyed 9,701 animal traps, dismantled 775 illegal camps, confiscated 78 guns, and arrested 558 people for poaching, leading to a significant decline in illegal activities in Pu Mat National Park. Pangolins are the world's most heavily trafficked animal, despite an international trade ban. Heavy demand for their meat, scales, and blood threatens pangolins with extinction; all eight pangolin species are on the IUCN Red List.

2021 Goldman Prize Recipient, Vietnam

Thai Van Nguyen

Take Action

Share his story: goldmanprize.org/thai

Share images and graphics: [Download assets here](#)

Watch and share his Prize winner profile video:

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Sample Captions

Facebook

Congratulations to Thai Van Nguyen of @SVWpage on winning the 2021 @goldmanenvironmentalprize for Asia!

A Vietnamese conservationist, Thai has dedicated his life to protecting the pangolin, a critically endangered species and the world's most heavily trafficked mammal.

Learn more about his #GoldmanPrize story: goldmanprize.org/thai

Instagram

Meet Thai Van Nguyen, winner of the prestigious 2021 @goldmanprize for Asia.

A Vietnamese conservationist, Thai has dedicated his life to protecting the pangolin, a critically endangered species and the world's most heavily trafficked animal. He is the founder of Save Vietnam's Wildlife (@vietnamwildlife), which rescued 1,540 pangolins from the illegal wildlife trade between 2014 and 2020.

Learn more about his #GoldmanPrize story: goldmanprize.org/thai

Twitter

Congratulations to Thai Van Nguyen, 2021 @goldmanprize winner for Asia! A Vietnamese conservationist, Thai has dedicated his life to protecting the pangolin, a critically endangered species and world's most heavily trafficked animal. @SVWpage #GoldmanPrize goldmanprize.org/thai

Europe

2021 Goldman Prize Recipient, Bosnia and Herzegovina

Maida Bilal

Fought to save one of Europe's last pristine river systems and won



Maida Bilal led a group of women from her village in a 503-day blockade of heavy equipment that resulted in the cancellation of permits for two proposed dams on the Kruščica River in December 2018. The Balkans are home to the last free-flowing rivers in Europe. However, a massive hydropower boom in the region threatens to irreversibly damage thousands of miles of pristine rivers. This is the first Prize for Bosnia and Herzegovina.

2021 Goldman Prize Recipient, Bosnia and Herzegovina

Maida Bilal

Take Action

Share her story: goldmanprize.org/maida

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Watch and share her Prize winner profile video:

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Sample Captions

Facebook

Congratulations to Maida Bilal on winning the 2021 @goldmanenvironmentalprize for Europe!

Maida Bilal led women in her community in a 503-day blockade of a bridge, resulting in the cancellation of two proposed dams on the Kruščica River.

Learn more about her #GoldmanPrize story: goldmanprize.org/maida

Instagram

Meet Maida Bilal, winner of the prestigious 2021 @goldmanprize for Europe.

Often called the “Blue Heart of Europe” because of its pristine waterways and free-flowing rivers, the Balkan wilderness is now threatened by a massive hydropower boom. Maida led women in her Bosnian community in a 503-day blockade of a bridge on the Kruščica River, resulting in the cancellation of two proposed dams, saving the river from irreversible damage.

Learn more about her #GoldmanPrize story: goldmanprize.org/maida

Twitter

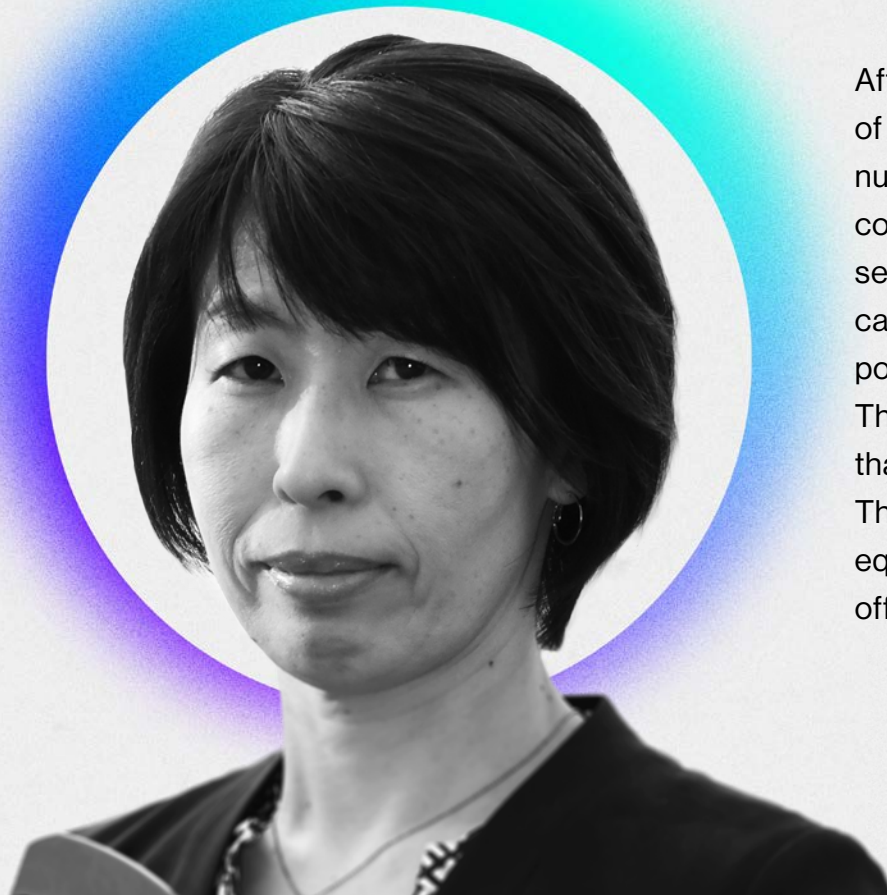
Congratulations to Maida Bilal, 2021 @goldmanprize winner for Europe! Maida led women in her Bosnian community in a 503-day blockade, resulting in the cancellation of two proposed dams and saving the Kruščica River from irreversible damage. #GoldmanPrize goldmanprize.org/maida

Islands & Island Nations

2021 Goldman Prize Recipient, Japan

Kimiko Hirata

Fought to prevent the construction of 13 coal plants and won



After the Fukushima Daiichi nuclear disaster of 2011, Japan was forced to move away from nuclear power and, in its place, embraced coal as a major energy source. Over the past several years, Kimiko Hirata's grassroots campaign led to the cancellation of 13 coal power plants (7GW or 7,030MW) in Japan. These coal plants would have released more than 1.6 billion tons of CO₂ over their lifetimes. The carbon impact of Kimiko's activism is the equivalent of taking 7.5 million passenger cars off the road every year for 40 years.

2021 Goldman Prize Recipient, Japan

Kimiko Hirata

Take Action

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Sample Captions

Facebook

Congratulations to Kimiko Hirata on winning the 2021 @goldmanenvironmentalprize for Islands & Island Nations!

Kimiko prevented the construction of 13 coal power plants in Japan and persuaded some of the country's largest banks and coal financiers to eliminate financing for new coal projects.

Learn more about her #GoldmanPrize story: goldmanprize.org/kimiko

Instagram

Meet Kimiko Hirata, winner of the prestigious 2021 @goldmanprize for Islands & Island Nations.

After the Fukushima Daiichi nuclear disaster of 2011, Japan was forced to move away from nuclear power and, in its place, embraced coal as a major energy source. Over the past several years, Kimiko's grassroots campaign led to the cancellation of 13 coal power plants (7GW or 7,030MW) in Japan, equivalent to taking 7.5 million passenger cars off the road every year for 40 years. She continues to work with the Japanese government and business sectors to advocate for renewable energy.

Learn more about her #GoldmanPrize story: goldmanprize.org/kimiko

Twitter

Congratulations to @kimikohirata, 2021 @goldmanprize winner for Islands & Island Nations! Kimiko prevented the construction of 13 coal power plants in Japan and persuaded some of the country's largest banks to eliminate coal financing. #GoldmanPrize goldmanprize.org/kimiko

Note:

English Twitter: @kimikohirata
Japanese Twitter: @kimihirata

North America

2021 Goldman Prize Recipient, United States

Sharon Lavigne

Took on a \$14 billion petrochemical corporation and won



In September 2019, Sharon Lavigne, a special education teacher turned environmental justice advocate, successfully stopped the construction of a US\$1.25 billion plastics manufacturing plant alongside the Mississippi River in St. James Parish, Louisiana. Sharon mobilized grassroots opposition to the project, educated community members, and organized peaceful protests to defend her predominantly African American community. The plant would have generated one million pounds of liquid hazardous waste annually, in a region already contending with known carcinogens and toxic air pollution.

2021 Goldman Prize Recipient, United States

Sharon Lavigne

Take Action

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Sample Captions

Facebook

Congratulations to Sharon Lavigne of @risestjames on winning the 2021 @goldmanenvironmentalprize for North America!

A teacher turned environmental justice advocate, Sharon Lavigne's grassroots leadership stopped the construction of a toxic plastics manufacturing plant in St. James Parish, Louisiana.

Learn more about her #GoldmanPrize story: goldmanprize.org/sharon

Instagram

Meet Sharon Lavigne, winner of the prestigious 2021 @goldmanprize for North America.

A teacher turned environmental justice advocate, Sharon Lavigne's grassroots leadership stopped the construction of a plastics manufacturing plant in St. James Parish, Louisiana, a predominantly African American community. The plant would have generated one million pounds of liquid hazardous waste annually, in a region already contending with known carcinogens and toxic air pollution.

Learn more about her #GoldmanPrize story: goldmanprize.org/sharon

Twitter

Congratulations to Sharon Lavigne, 2021 @goldmanprize winner for North America! A teacher turned environmental justice advocate, Sharon's grassroots leadership stopped the construction of a toxic plastics manufacturing plant in Louisiana. #GoldmanPrize goldmanprize.org/sharon

South and Central America

2021 Goldman Prize Recipient, Peru

Liz Chicaje Churay **Rallied Indigenous** **communities to** **protect 2 million** **acres of rainforest**



In January of 2018, as a result of the efforts of Liz Chicaje Churay and her partners, the Peruvian government created Yaguas National Park. Comparable in size to Yellowstone National Park, the new park protects more than two million acres of Amazon rainforest in the northeastern region of Loreto. Its creation is a key step in safeguarding the country's biodiversity—safeguarding thousands of rare and unique wildlife species and conserving carbon-rich peatlands—and protecting Indigenous peoples.

2021 Goldman Prize Recipient, Peru

Liz Chicaje Churay

Take Action

Share her story: goldmanprize.org/liz

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Sample Captions

Facebook

Congratulations to Liz Chicaje Churay on winning the 2021 @goldmanenvironmentalprize for North America!

A member of the Indigenous Bora, Liz led Indigenous communities to protect more than two million acres of the Amazon rainforest and helped establish the Yaguas National Park, a major new national park in Peru.

Learn more about her #GoldmanPrize story: goldmanprize.org/liz

Instagram

Meet Liz Chicaje Churay, winner of the prestigious 2021 @goldmanprize for Central & South America.

A member of the Indigenous Bora, Liz led Indigenous communities to protect more than two million acres of the Amazon rainforest and helped establish the Yaguas National Park, a major new national park in Peru.

Learn more about her #GoldmanPrize story: goldmanprize.org/liz

Twitter

Congratulations to Liz Chicaje Churay, 2021 @goldmanprize winner for South & Central America! Liz led Indigenous communities to protect over two million acres of the Amazon rainforest and helped establish Yaguas National Park in Peru.
#GoldmanPrize
goldmanprize.org/liz