

CLIMATE & ENERGY



OCEANS & COASTS

FORESTS



ENVIRONMENTAL JUSTICE

DRILLING & MINING



FOOD & AGRICULTURE

## 2024 ANNOUNCEMENT TOOLKIT

# 35TH GOLDMAN ENVIRONMENTAL PRIZE



# The 2024 Prize Winners

We are honored to announce the 2024 Goldman Prize winners. Discover the stories of grassroots environmental leaders who prove that ordinary people can have an extraordinary impact on the planet.

## Africa

2024 Recipients, South Africa

Sinegugu Zukulu &  
Nonhle Mbuthuma



In September 2022, Indigenous activists Nonhle Mbuthuma and Sinegugu Zukulu stopped destructive seismic testing for oil and gas off South Africa's Eastern Cape, in an area known as the Wild Coast. Organizing their community, Nonhle and Sinegugu secured their victory by asserting the rights of the local community to protect their marine environment. By halting oil and gas exploration in a particularly biodiverse area, they protected migratory whales, dolphins, and other wildlife from the harmful effects of seismic testing.

## Asia

2024 Recipient, India

Alok Shukla



Alok Shukla led a successful community campaign that saved 445,000 acres of biodiversity-rich forests from 21 planned coal mines in the central Indian state of Chhattisgarh. In July 2022, the government canceled the 21 proposed coal mines in Hasdeo Aranya, whose pristine forests—popularly known as the lungs of Chhattisgarh—are one of the largest intact forest areas in India.

## Europe

2024 Recipient, Spain

Teresa Vicente



Teresa Vicente led a historic, grassroots campaign to save the Mar Menor ecosystem—Europe's largest saltwater lagoon—from collapse, resulting in the passage of a new law in September 2022 granting the lagoon unique legal rights. Considered to be the most important saltwater coastal lagoon in the western Mediterranean, the once pristine waters of the Mar Menor had become polluted due to mining, rampant development of urban and tourist infrastructure, and, in recent years, intensive agriculture and livestock farming.

# The 2024 Prize Winners

**Islands & Island Nations**  
2024 Recipient, Australia

**Murrawah**  
**Maroochy Johnson**



Murrawah Maroochy Johnson blocked development of the Waratah coal mine, which would have accelerated climate change in Queensland, destroyed the nearly 20,000-acre Bimblebox Nature Refuge, added 1.58 billion tons of CO<sub>2</sub> to the atmosphere over its lifetime, and threatened Indigenous rights and culture. Murrawah's case, which overcame a 2023 appeal, set a precedent that enables other First Nations people to challenge coal projects by linking climate change to human and Indigenous rights.

**North America**  
2024 Recipient, United States

**Andrea Vidaurre**



Andrea Vidaurre's grassroots leadership persuaded the California Air Resources Board to adopt, in the spring of 2023, two historic transportation regulations that significantly limit trucking and rail emissions. The new regulations—the In-Use Locomotive Rule and the California Advanced Clean Fleets Rule—include the nation's first emission rule for trains and a path to 100% zero emissions for freight truck sales by 2036. The groundbreaking regulations—a product of Andrea's policy work and community organizing—will substantially improve air quality for millions of Californians while accelerating the country's transition to zero-emission vehicles.

**South & Central America**  
2024 Recipient, Brazil

**Marcel Gomes**



Marcel Gomes coordinated a complex, international campaign that directly linked beef from JBS, the world's largest meatpacking company, to illegal deforestation in Brazil's most threatened ecosystems. Armed with detailed evidence from his breakthrough investigative report, Marcel worked with partners to pressure global retailers to stop selling the illegally sourced meat, leading six major European supermarket chains in Belgium, France, the Netherlands, and the United Kingdom to indefinitely halt the sale of JBS products in December 2021.

# Social Media

Social Media Graphics

Media Room

ACCESS HERE

ACCESS HERE

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## Facebook

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Congratulations to the 2024 @GoldmanEnvironmentalPrize winners! 🏆🌍 Discover the stories of seven grassroots environmental leaders who prove that ordinary people can have an extraordinary impact on the planet. #GoldmanPrize goldmanprize.org/2024

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## Instagram

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Congratulations to the 2024 @goldmanprize winners! Discover the stories of seven grassroots environmental leaders who prove that ordinary people can have an extraordinary impact on the planet. 🏆🌍 #GoldmanPrize

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## X (Twitter)

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### Option 1

Congratulations to the 2024 @goldmanprize winners! Discover the stories of seven grassroots environmental leaders who prove that ordinary people can have an extraordinary impact on the planet. 🏆🌍 #GoldmanPrize goldmanprize.org/2024

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### Option 2

Congratulations to the 2024 @goldmanprize winners! #GoldmanPrize 🏆🌍

🌟 Nonhle Mbuthuma & Sinegugu Zukulu (South Africa)  
🌟 Alok Shukla (India)  
🌟 Teresa Vicente (Spain)  
🌟 Murrawah Maroochy Johnson (Australia)  
🌟 Andrea Vidaurre (United States)  
🌟 Marcel Gomes (Brazil)

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### Option 3

Each year, the @goldmanprize celebrates ordinary people who have an extraordinary impact on the planet. Discover the stories of the #GoldmanPrize2024 winners. 🌍💚 goldmanprize.org/2024

#### FACEBOOK

@goldmanenvironmentalprize

#### INSTAGRAM

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#### THREADS

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#### X (TWITTER)

@goldmanprize

#### YOUTUBE

youtube.com/goldmanprize

#### LINKEDIN

Goldman Environmental Prize

#### HASHTAGS

#GoldmanPrize

#GoldmanPrize2024





# 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.

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LEARN MORE → [goldmanprize.org](https://goldmanprize.org)



Ordinary People.  
Extraordinary Impact.

DISCOVER THEIR STORIES

APRIL 29, 2024

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