



THE  
GOLDMAN  
ENVIRONMENTAL  
PRIZE

# CHANGE STARTS WHERE YOU STAND

2026 PROMOTIONAL TOOLKIT



The 2026 Goldman Environmental Prize winners will be announced on Monday, April 20, 2026.

# CHANGE STARTS WHERE YOU STAND

This year's theme, "Change Starts Where You Stand," highlights that you don't have to cross oceans to find environmental leadership—you might find it next door.

Meaningful change is always within reach. Global movements begin in backyards and town halls, in our homes, our neighborhoods, and our communities—led by regular people. We believe that courage has the power to reshape the world.

#GoldmanPrize  
#ChangeStartsWhereYouStand

# THREE WAYS TO SHOW YOUR SUPPORT

1

WHEN TO POST? MONDAY, APRIL 13 – SUNDAY, APRIL 19

## Tell your audience about the upcoming Goldman Prize winner announcement and ceremony livestream!

Post about the upcoming Prize announcement using these materials.

SOCIAL MEDIA ASSETS

### OPTION 1

The 2026 @goldmanprize winners will be announced on Monday, April 20!

✦ Watch the ceremony live on the #GoldmanPrize YouTube channel on Monday, April 20, at 5:30 pm PDT / 8:30 pm EDT. [goldmanprize.org/ceremony](https://goldmanprize.org/ceremony)

#ChangeStartsWhereYouStand

### OPTION 2

You don't have to cross oceans to find environmental leadership—you might find it next door.

The 2026 @goldmanprize winners will be announced on Monday, April 20—leaders who remind us that global movements begin in our homes, our neighborhoods, and our communities. #ChangeStartsWhereYouStand

✦ Watch the ceremony live on the #GoldmanPrize YouTube channel.

📅 Monday, April 20, at 5:30 pm PDT / 8:30 pm EDT

👉 Learn more: [goldmanprize.org/ceremony](https://goldmanprize.org/ceremony)

2

WHEN TO POST? MONDAY, APRIL 20

## Share the stories of the 2026 Goldman Environmental Prize winners.

Once the Goldman Prize winners are announced on Monday, April 20, share their stories using the 2026 Prize winner social media toolkit, photography, and videography in the Goldman Prize media room.

MEDIA ROOM



The identities of the Prize winners are under strict embargo until 12:30 am PDT / 3:30 am EDT on Monday, April 20, 2026.

3

WHEN? RIGHT NOW!

## Follow the Goldman Prize and subscribe to our newsletter.

Say up to date with Prize winner stories and amplify their messages.

FACEBOOK  
[@goldmanenvironmentalprize](https://www.facebook.com/goldmanenvironmentalprize)

INSTAGRAM  
[@goldmanprize](https://www.instagram.com/goldmanprize)

LINKEDIN  
[Goldman Environmental Prize](https://www.linkedin.com/company/Goldman%20Environmental%20Prize)

NEWSLETTER  
[Subscribe Here](#)

# About 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.

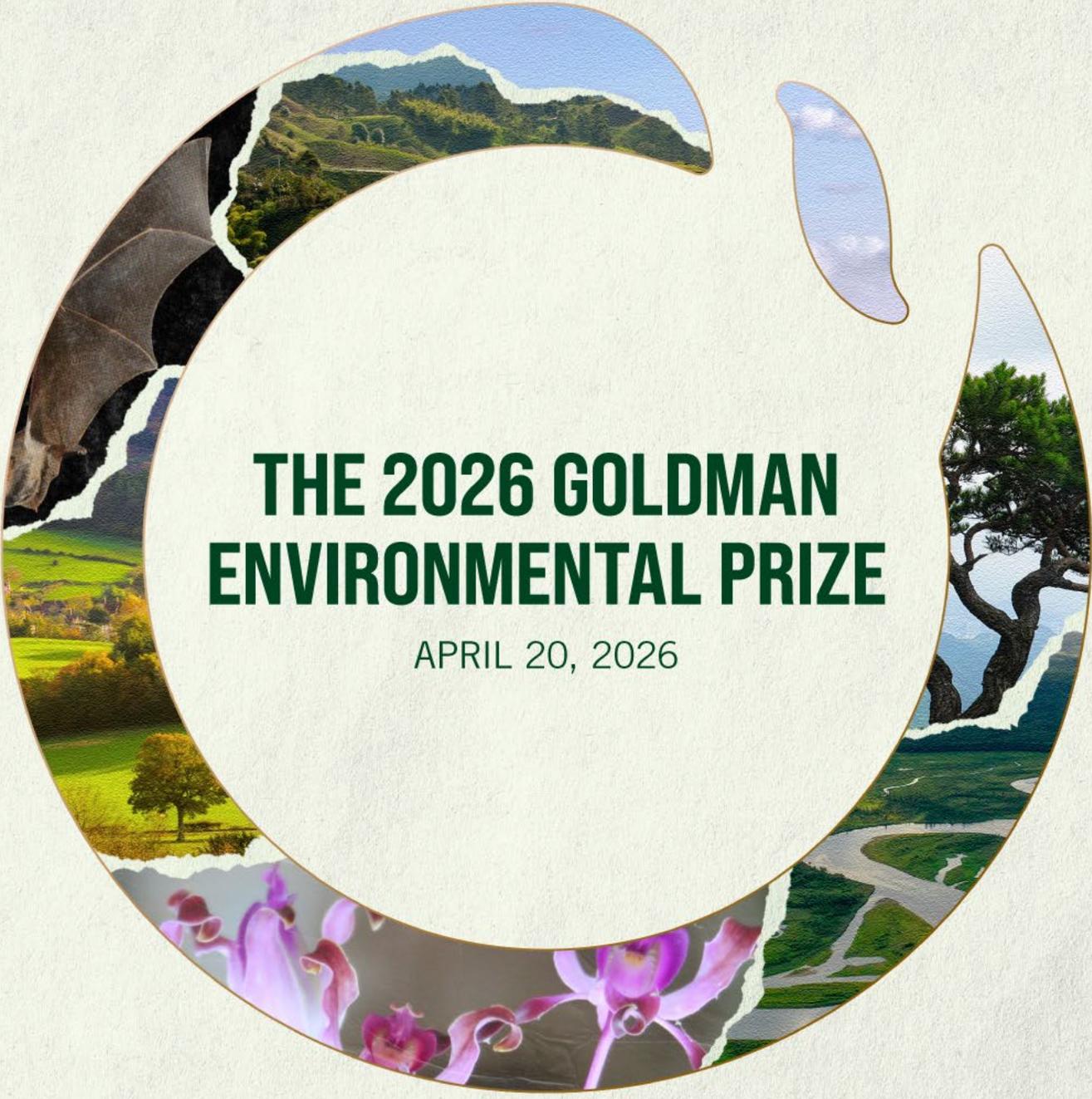
**“People of ordinary backgrounds doing extraordinary things to save our Earth.”**

—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.

[LEARN MORE](#)



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ENVIRONMENTAL PRIZE**

APRIL 20, 2026

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#CHANGESTARTSWHEREYOUSTAND