



# ROYAL FOUNDATION

OF THE DUKE AND DUCHESS  
OF CAMBRIDGE



## MID-YEAR REVIEW 2022

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# WELCOME

## AMANDA BERRY OBE CHIEF EXECUTIVE OFFICER



As I take the helm of The Royal Foundation, I am very much in learning and listening mode, however I did want to thank everyone for the warm welcome I have received so far.

I was hugely excited to take on the role as Chief Executive Officer of the Foundation, having been so impressed by the impact this organisation and Their Royal Highnesses can have on the issues that are important to them.

The pages that follow are a testament to this: from inspiring the world with urgent optimism on climate change; driving awareness of the strategic importance of early childhood; closing down criminal wildlife trafficking networks through partnership working and ensuring the nation's mental health remains a priority – the impact is clear to see.

We have an exciting and busy autumn ahead of us with highlights including:

- Supporting the evolution of The Earthshot Prize as we are inspired anew by the second generation of finalists as the second year of awards is hosted by the USA
- Bringing our United for Wildlife taskforce partners from across the world together in London for a global summit to galvanise action on the illegal wildlife trade
- A landmark campaign to demonstrate how our early childhood influences our future outcomes for physical and mental health, ultimately shaping our society
- A return of the “Together at Christmas” Carol Service, led by The Duchess of Cambridge, to provide a moment of connection for communities across the UK

We are also working behind the scenes with The Duke and Duchess of Cambridge on plans for new and highly ambitious programmes including on homelessness, which we will be excited to share with you soon.

None of this is possible without you – our valued partners – and I am looking forward over the coming months to meeting and learning from you and exploring how we can continue to work together to tackle society's most complex social issues.

A handwritten signature in black ink that reads "Amanda J. Berry". The signature is stylized and includes a large, sweeping flourish at the end.

# THE EARTHSHOT PRIZE



THE INAUGURAL LONDON 2021 EARTHSHOT PRIZE AWARDS CEREMONY WINS A BAFTA AND ROYAL TELEVISION SOCIETY AWARD

ACHIEVED A 30% INCREASE IN NOMINATIONS FOR YEAR TWO, WITH 1000 SOLUTIONS FROM 100 COUNTRIES

PAVED THE WAY FOR A SMOOTH TRANSITION TO INDEPENDENCE, ESTABLISHING THE EARTHSHOT PRIZE AS AN IMPORTANT LEGACY OF THE ROYAL FOUNDATION, AND APPOINTING CHRISTIANA FIGUERES AS CHAIR OF THE BOARD OF TRUSTEES

After a hugely successful first year for The Earthshot Prize, 2022 has so far focused on supporting the incredible Finalists from this year, ensuring the smooth transition to establishing the Prize as an independent charity, and ensuring that the achievements of 2021 are built on.

Indeed, as international awareness of the Prize continues to grow, we were delighted to receive upward of 1000 awe-inspiring solutions nominated at the start of the year with the hope of winning an Earthshot Prize. This is a significant 30% increase on last year, with submissions received from over 345 experienced Nominators from 80 countries worldwide, making this year's pool of nominations even more diverse. The first stage of the selection process is now complete and over the summer the entries will be narrowed down, until we have the next class of Finalists, to be announced in late autumn.

We are simultaneously continuing to support the 2021 inaugural cohort and providing them with an international platform to showcase and celebrate their solutions. With the support of Prince William and Earthshot Prize Council Member Queen Rania, we launched our first ever Innovation Showcase at Expo 2020 Dubai, securing an additional £1million in funding and reaching new audiences in the Middle East. This was followed by a visit to 2021 Winners Coral Vita during Prince William's tour of the Bahamas,



PROTECT AND RESTORE NATURE

CLEAN OUR AIR

REVIVE OUR OCEANS

BUILD A WASTE-FREE WORLD

FIX OUR CLIMATE



securing international attention for this incredible work and providing an opportunity to showcase how our Winners have built on the platform provided by The Earthshot Prize to scale their work.

In April, Prince William and three of our 2021 Winners and Finalists joined Earthshot Prize Council Member Cate Blanchett and her co-host Danny Kennedy in their brand-new, high-profile Audible podcast 'Climate of Change'. Episode two of this series features exclusive updates from the innovators behind Takachar, Reeddi and Living Seawalls on the impact the Prize has already generated for their ground-breaking work. With excellent coverage around the world, an extended cut of the episode was shared on Audible's YouTube channel, viewed by 18,000 and cut downs of the video reached over 500,000 people organically on owned social media platforms.

The team has also celebrated the brilliant news that *The Earthshot Prize: London 2021 Awards Ceremony* won the BAFTA for Best Live Event. This followed hot on the heels of winning the Royal Television Society Award for Best Live Event in British Television. Judges described the inaugural ceremony as "technically stunning, totally engaging, and a compelling narrative." We are pleased to have appointed the same production team to co-create this year's Awards Ceremony with us.

After a hugely successful launch from The Royal Foundation, we are delighted that The Earthshot Prize has now formally established as an independent charity as planned. The Royal Foundation will continue to be a close partner of The Earthshot Prize and Prince William will take on the role of President. A newly established board, led by Chair Christiana Figueres, will offer globally diverse and expert perspectives to guide and oversee the Prize as it continues to scale up and achieve its ambition to repair our planet in this decisive decade.



The Earthshot Prize 2022 Awards Ceremony will be hosted in Boston, USA in December. We look forward to sharing more details with you soon about the ambitious plans for this year's event and, most importantly, the next Finalists and Winners to help repair our planet and generate optimism worldwide.

***"We shall help to provide speed and scale to the solutions which are already underway, while opening new space for additional groundbreaking concepts and determined action. This is no time to recede, this is the time to courageously proceed with vision and conviction."***

**CHRISTIANA FIGUERES,  
CHAIR OF THE EARTHSHOT PRIZE**





# THE ROYAL FOUNDATION CENTRE FOR EARLY CHILDHOOD



CONVENED KEY GOVERNMENT DECISION MAKERS AND EXPERTS TO CONSIDER HOW WE CAN CREATE CHANGE ON EARLY CHILDHOOD DEVELOPMENT INCLUDING THROUGH GREATER PRIORITISATION OF SOCIAL AND EMOTIONAL DEVELOPMENT

PUBLISHED ORIGINAL RESEARCH ON SOCIETAL AWARENESS OF THE IMPACT OUR FIRST FIVE YEARS HAS ON OUR MENTAL HEALTH AS ADULTS, THROUGH AN ANNUAL PERCEPTIONS SURVEY WITH IPSOS MORI

DRIVEN INTERNATIONAL AWARENESS OF THE IMPORTANCE OF EARLY CHILDHOOD DEVELOPMENT TO THE ADULTS WE WILL BECOME DURING HIGH-PROFILE VISITS TO DENMARK AND JAMAICA

The Royal Foundation Centre for Early Childhood launched 12 months ago with the mission to drive awareness of and action on the critical importance of the first five years of our lives.

This year, we have taken this important mission international, contributed original research to the sector and shared our findings with high level government and early childhood sector representatives.

The first anniversary of The Royal Foundation Centre for Early Childhood this June was marked by the release of new research conducted with Ipsos MORI which found that:

## **This is a crucial issue for society**

*91% of people agree that the early years are important in shaping a person's future life but few people recognise the importance of the first five years.*

## **Early childhood is instrumental in the development of good mental health**

*Over half (55%) of the public recognise a person's future mental health and wellbeing is most likely to be affected by their development in the early years.*



These findings, alongside wider insights, informed a roundtable meeting with Ministers and experts convened by the Centre and The Duchess of Cambridge. The discussion focused on the ways those working across the early childhood spectrum could together raise awareness of this critical period of development and its important links to future mental health. We will follow up on these discussions with our partners to progress this work further.

The roundtable also provided an opportunity to discuss important learnings from The Royal Foundation Centre for Early Childhood's visit to Denmark earlier this year. As a country that is widely recognised as a world leader in its approach and investment in early childhood development, Denmark offers an insight into how national infrastructure can support professionals and families, how a country can promote infant mental wellbeing alongside physical health, and how to harness the power of nature, relationships, and playful learning in the first five years.

The valuable learnings from this visit, alongside the important strategic relationships developed, are already informing our engagement with key stakeholders here in the UK.

International visits also provide a platform to raise awareness of the importance of early childhood globally. The media coverage of The Duchess's landmark speech at Shortwood College, part of an official visit to the Caribbean, reached an audience of more than 10 million with this important message:

***“By realising the extraordinary impact of early childhood and by learning more about how children grow, think and behave, I truly do believe we are on the cusp of one of the biggest opportunities for positive change in generations.”***

THE DUCHESS OF CAMBRIDGE



Taken as a whole, the significant work delivered this year has ensured that the Centre is well on track to meeting its long-term ambition of transforming society through early childhood. But as we move into our second year of operation, demonstrating the positive impact that a nurturing childhood can have on our society, communities, relationships and ourselves will start to take on an even more public focus.

This autumn will see the launch of the Centre's first public awareness campaign, the rollout of new landmark research and a dramatic ramping up of our digital offering designed to share best practice and encourage the exchange of pioneering new solutions.

We look forward to sharing more details of this important work with you shortly.





## EARLY CHILDHOOD: THE ROLE OF PUBLIC RESEARCH

We invited Kelly Beaver MBE, Chief Executive Ipsos UK & Ireland to write a guest essay on the valuable role of public research in improving outcomes for early childhood:

Research is fundamental to our ability to secure better outcomes and experiences in early childhood. By providing reliable and timely evidence, we can better assess the needs of children and families and make better informed decisions on how to improve outcomes based on what works.

In the current context of COVID-recovery and a cost of living crisis, being able to understand the immediate circumstances, experiences and needs of families has never been more important. However, research can also provide a valuable long-term view. For example, cohort studies, which follow the same group of children over time as they grow up, have powerfully demonstrated how early life experiences affect people into adulthood, and helped to make the case for tackling child poverty. The **Children of the 2020s study**, launched last year, will follow thousands of babies over their first five years of life and help us understand the factors affecting children's development in those vital years, as well as how best to support families.

Building on The Duchess of Cambridge's '5 Big Questions' survey in 2020, our recent research with the public on the early years provides valuable insight on two fronts: identifying the need for action, and better understanding of the key levers that may help increase positive and longer lasting mandates for change.

The findings suggest that there is room for growth in elevating the relative importance of the early years across society. Whilst there is near universal agreement (91%) that the early years are important in shaping a person's future life, the early years are rarely seen as the most important stage in child development. Just under one in five (17%) say the early years are the most important stage of shaping a person's future life (20% said primary school years and 17% said secondary school years). The data identified key differences by subgroups of people too – the perceived importance of early years was lower among men and among those under the age of 35.

Furthermore, the survey provides evidence of wide public support for greater action, and a clear mandate for placing greater emphasis on the early years. Less than half (43%) said they felt the early years are currently a top priority in the UK, and seven in ten (70%) say it should be more of a priority.

The Centre has already demonstrated, in a relatively short space of time, just how valuable research can be in helping raise awareness and drive action on the early years. By placing research at the very heart of its mission, I'm excited by the further potential to come, and look forward to future work that continues to build this important evidence base.

Read the report in full: [here](#)



# UNITED FOR WILDLIFE



**COLOMBIA BECOMES THE FIRST EVER COUNTRY TO JOIN UNITED FOR WILDLIFE**

**INTERNATIONAL MARITIME ORGANIZATION PUBLISHES ITS FIRST SET OF GUIDELINES RELATING TO THE ILLEGAL WILDLIFE TRADE, CREATED AND SUPPORTED BY TASKFORCE MEMBERS**

**UNITED FOR WILDLIFE'S SOUTHERN AFRICA CHAPTER RESPONDS TO A POACHING SURGE LEADING TO 12 ARRESTS AND THE SEIZURE OF 78 RHINO HORNS, IVORY AND WILDLIFE PRODUCTS**

***“It takes a network to catch a network, and we have learnt that by joining forces and communicating through legal frameworks, we can be much more effective than by operating in silos.”***

**GERALD BYLEVELD, INVESTEC'S HEAD OF FINANCIAL CRIMES COMPLIANCE, AND HEAD OF SAMLIT'S IWT WORKING GROUP**

United for Wildlife continues in its mission to forge partnerships across the public and private sector to raise awareness of the illegal wildlife trade (IWT), and support action against the criminal networks who operate it. The importance of this work was underlined early in 2022 as we learnt that rhino poaching in South Africa had risen for the first time in seven years. Following a steady decline in poaching since its peak in 2015, these figures serve as a stark reminder of the power of the IWT that has driven the black-market price of rhino horn to over \$70,000 USD per kilo.

Our partnership work is making a difference and we can see the impact of training an 85,000-strong global workforce on recognising the hallmarks of IWT. Recently, United for Wildlife has been focused on creating regional chapters: local networks of relevant and committed leaders who understand and know how to respond to activity threatening protected species.

Perhaps nowhere has this approach been more effective (or timely) than in Southern Africa. Formed in January 2021, this chapter includes leading government agencies, transport companies, financial institutions and other corporates, and NGOs, and has moved at pace to establish a direct collaboration against the IWT with South African law enforcement. Having built relationships of trust across the community, the group responded with purpose and urgency to a rhino poaching spike at the end of last year which



saw 24 rhinos slaughtered in just 26 hours across three national parks. Increased scrutiny at airports and marine ports led to the seizure of 78 rhino horns, and other wildlife products destined for Asia, and the arrest of 12 suspects. Member financial institutions followed the money to target the transnational organised crime syndicates behind the poaching, resulting in a number of arrests.

Earlier this month, the 46th meeting of the Facilitation Committee of the International Maritime Organization adopted new 'Guidelines for the Prevention and Suppression of the Smuggling of Wildlife on Ships Engaged in International Maritime Traffic'. Spearheaded by the International Maritime Organisation and supported by shipping industry members from the United for Wildlife Transport Taskforce, these organisations highlighted the need for stringent guidelines to be put in place to help combat wildlife trafficking within the industry. By scoping requirements and recommendations, and working with partners like WWF and TRAFFIC, the United for Wildlife members were instrumental in the creation, and support of these guidelines which will make it harder for criminals to exploit global shipping networks.



Looking forward, we are keen to evaluate the impact of this way of working and have commissioned an independent review to inform our future work as we prepare for an important global summit to galvanise our international Taskforce partners.

This is a model that works, and is one that we are keen to replicate as we expand to other chapters across the globe, focussed on building robust partnerships in key source, transshipment, and destination countries. Prince William launched our Middle East and North Africa Chapter during an official visit to Dubai at the start of the year, raising awareness of this vital issue across this important IWT transit region and securing Dubai International, the world's largest airport as an important Taskforce member. We have expanded our Southern Africa Chapter to ensure a broad regional partnership through a conference in Botswana in March, securing new members for our Taskforce in the process. And we have welcomed Colombia as our first ever country to become a United for Wildlife member following the IWT High Level Conference in Cartagena, ensuring vital regional advocacy for the issue ahead of the CITES conference in Panama in November this year.

***“The arrests of poachers and the seizures of wildlife products is too often the end of the investigation. With our valiant partners in Southern Africa we are demonstrating that the arrests and seizures are just the start of the investigation, which must be pursued to end this pernicious trade, which is driving protected species to extinction and endangering our planet.”***

**DAVID FEIN,  
FINANCIAL TASKFORCE CHAIRMAN,  
WRITING ABOUT THE POWER OF  
PARTNERSHIPS IN BUSINESS DAY**



# MENTAL HEALTH AWARENESS WEEK 2022



This year, The Royal Foundation marked Mental Health Awareness Week with two important initiatives – the publication from the UK football family of a new report reflecting on progress made since The Royal Foundation’s and The FA’s Heads Up campaign, and the return of the hugely successful Mental Health Minute.

For the fifth consecutive year, The Royal Foundation partnered with Radiocentre to unite every radio station in the UK for the Mental Health Minute. An important moment in the radio calendar, 500 stations played the same message at the same time, reaching over 20 million people through radio alone with an important message about loneliness.

Voiced by The Duke and Duchess of Cambridge, this year’s message called on the nation to ‘lift someone out of loneliness’ by encouraging small acts of kindness to help someone who may be feeling lonely.

In partnership with Better Health – Every Mind Matters, the surrounding campaign reached millions and had extraordinary impact, with Every Mind Matters seeing a staggering 612.6% increase in visits to their loneliness webpage.

This increase in traffic had a direct impact on behaviour, promoting a significant uplift in public use of their digital tools. Over 25,000 people completed a Mind Plan to support their mental health, with 30% signing up to receive regular tips and advice.

The incredibly successful partnership between Radiocentre and The Royal Foundation on the Mental Health Minute has received international recognition, with 2021’s message winning at this year’s New York Festivals Radio Awards scooping Gold in the Public Service Announcement Promotion category.

***“This is a real-life story of grief, of loss, of depression, of heartbreak and most importantly above all a story of how the power of conversation, connection and communication helped save not only my mental health, but my life. When asked to write The Royal Foundation’s Mental Health Minute 2021 I felt a sense of urgency and a responsibility to ensure that the words kept true to their meaning but also their relation to hope and healing just as much as they do to the darkness of episodes. Congratulations to all involved, we have so much more to do.”***

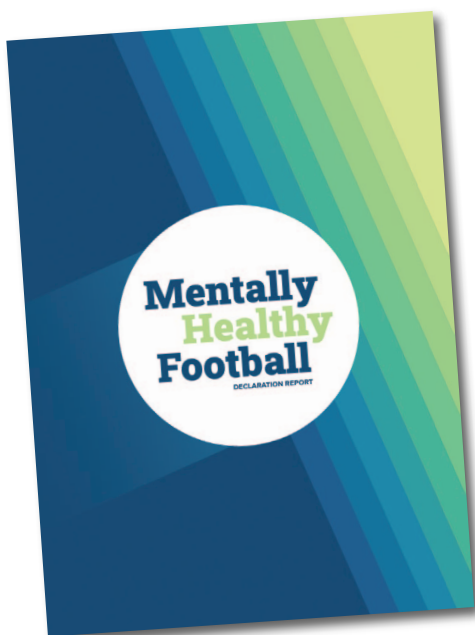
**HUSSAIN MANAWER,  
AUTHOR OF THE AWARD-WINNING SCRIPT**





Elsewhere, in a new report following The Royal Foundation's and The FA's Heads Up campaign, the UK football family celebrates the progress that has been made since the signing of the Mentally Healthy Football Declaration in 2020.

Over 10,000 people have been trained in mental health support, new regulations have been implemented and the football family has reaffirmed its collective commitment to prioritising mental health at every level of the game.



The first half of 2022 also offered an opportunity to celebrate an important legacy of the Heads Together campaign, as Shout 85258 recorded an important milestone of reaching one million conversations with people who are anxious, stressed, depressed, suicidal, or overwhelmed and who need immediate support. The service, which was researched, developed, and launched with a founding grant from The Royal Foundation as a legacy of the Heads Together campaign, provides round-the-clock support from clinical supervisors and over 2,500 trained volunteers to ensure no one has to face their problems alone. Shout has seen usage on its platform increase by 140% since the start of the COVID-19 pandemic.



# EMERGENCY RESPONDERS



**102 INDIVIDUAL EMERGENCY SERVICE ORGANISATIONS SIGNED THE MENTAL HEALTH AT WORK COMMITMENT FOR EMERGENCY SERVICES**

**20,000 VISITS TO THE BLUE LIGHT TOGETHER WEBSITE SUPPORTING THE MENTAL HEALTH OF EMERGENCY RESPONDERS AND THEIR FAMILIES ACROSS THE UK**

**EMERGENCY RESPONDER COMMUNITY ADOPTS THE ROYAL FOUNDATION'S EMERGENCY RESPONDER SENIOR LEADERS BOARD MODEL TO CONTINUE WORK PRIORITISING MENTAL HEALTH**

Supporting the mental health of our emergency responder community remains an important priority for The Royal Foundation. This year, we have continued to create positive change across the UK, by consolidating the landmark commitments from emergency service national leaders at November's symposium to prioritising mental health in their workforces and ensuring that the significant momentum and collaboration achieved through our work on this issue is sustained.

A key goal has been to work with national organisations across all emergency services to help the roll out of the Mental Health at Work Commitment for Emergency Services across the UK. In the first half of 2022, 102 organisations across fire, police and ambulance in all four nations individually adopted the Mental Health at Work Commitment for Emergency Services for their own workplace. In doing so, these organisations, which are responsible for a total workforce of 321,420, have committed to ensuring that the mental health of their officers and staff remains a priority.

Supporting this effort, working with the mental health charity Mind, the national leads of all emergency services took part in an online seminar, shared across all UK services re-affirming the senior leadership commitment to support the mental health of staff.



This resource is continuing to drive individual services to consider their current approaches to wellbeing whilst developing additional approaches to protect the mental health of their staff.

In addition, the Blue Light Together website developed in collaboration with Mind and emergency services charities has provided crucial support to frontline workers across the sector, with over 20,000 visits to the website since October 2021. This resource provides tailored mental health support to emergency responders, as well as their friends and family. The innovative cross-sector approach has been referenced in international arenas, highlighting the UK as a pioneer in this area. The website will be continuously developed in the coming year with additional content, to meet the specific needs of Emergency Responders and their families.

Looking ahead, the national leads across the emergency services have agreed to take ownership of the Senior Leadership Board originally convened by The Royal Foundation, to continue driving positive change across services. This includes the oversight of the Emergency Responder programme and the embedding of appropriate support for the mental health of all staff. The Senior Leadership Board will oversee the joint planning of a follow-up event to last year's Mental Health Symposium which will take place later this year. This will bring together the emergency service community to share learnings and maintain the positive momentum of the Emergency Responder programme.

A blue banner with white text and logos. The text reads "Blue Light Together" in a large, bold font, followed by "A package of mental health support for the emergency services" in a smaller font. Below the text are five logos: Mind, Royal Foundation of the Duke and Duchess of Cambridge, The Ambulance Staff Charity, The Fire Fighters Charity, and Police Care UK.

# Blue Light Together

A package of mental health support for the emergency services







# ROYAL FOUNDATION

OF THE DUKE AND DUCHESS  
OF CAMBRIDGE

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