

Sir David Attenborough: How would you describe The Earthshot Prize?

Prince William: The Earthshot Prize, David, is the most prestigious global environmental prize there's ever been and the plan is to really galvanize and bring together the best minds, the best possible solutions, to fixing and tackling some of the world's greatest environmental challenges. So we've got five Earthshots for every year for the next 10 years: they are reviving oceans, restoring and protecting nature, fixing the climate, clean air and a waste-free world.

Sir David Attenborough: So in 10 years there will have been 50 different ideas that are out there doing things to the planet?

Prince William: It's a hugely ambitious target but I do think that positivity and finding ways through this is better than saying you know it's all doom and gloom, we're all gonna perish. I think I think we've got to harness our ingenuity and our ability to invent some of this out.

Sir David Attenborough: It's a marvelous idea. Nobody seems to have thought of it before. What put it in your mind?

Prince William: We've reached a tipping point with Earth. Over the next 10 years there's a real decade of change and if we don't get our act together over the next 10 years, by 2030 it's too late. So for me it felt like a really important moment where it was really the future of humankind in the balance. I think I felt responsibility that I should be involved in that and I felt what could we do to add and progress this issue further for everyone's benefits?

Sir David Attenborough: Well in many ways this is a family tradition isn't it? I mean I remember it was your grandfather wasn't it who was a one of the founding figures of the World Wildlife Fund? You had to know what you were doing if you sat in the commission with your grandfather, I don't mind telling you. I absolutely knew.

Prince William: I knew David! I still know today you have to know your detail. I think with the family you get that generational hand on and I think I've really picked up on the fact that my grandfather started caring a long time ago about the natural world, my father's spoken a lot and cares a lot about the environment. So I feel this is the right moment to sort of push this prize as best we can to kind of really help tackle and cement all the work they've done over the years.

Sir David Attenborough: The thing that strikes me is that time is short. I am well aware in my travels and the environment, so I've seen problems that are right now and they are building. I mean we really have to be getting onto our onto it as fast as we can do we not?

Prince William: This next 10 years is the critical decade of change. We have to have made huge strides in repairing the planet before 2030 otherwise irreversible change and that tipping point has happened, and so it really is you know time is of the essence which is why we believe this very ambitious global prize is the only way forward .

Sir David Attenborough: I truly think that things are about to start to move and this sort of idea could be the spark which is really going to give it the lift and the impetus to develop into something huge. I'm sure that's what you want.

Prince William: People like you, David, who have done an enormous amount of work in concentrating people's minds on just how serious this problem is - you've done all the hard work and the heavy lifting, and I'm hoping this prize could really make a difference.

Sir David Attenborough: Well it's a great source of hope, and I hope it spreads around the world and you're inundated with wonderful suggestions.

Prince William: I hope so too.