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Building Decarbonization and Prizes

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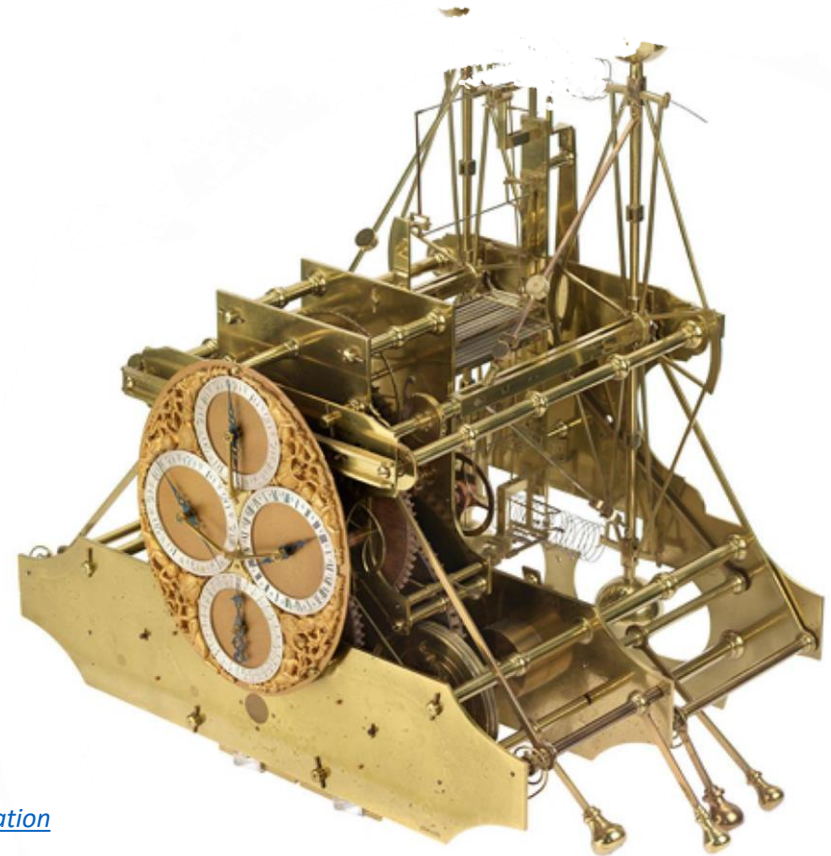# I'd like to explore the following with you today

- What role do Prizes play?
- What are the attributes of a Prize, and why are Prizes important?
- What are some examples of Prizes in the government context?
- How do we leverage this for the TECH program?

The role of prizes

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- In recent years, the use of incentive prizes for open innovation by the private sector and philanthropies has increased dramatically as companies and donors have come to understand the power of this tool (e.g., XPRIZE, HeroX, Obama White House, Virgin Earth Challenge, etc.)

- Incentive prizes shine a spotlight on an ambitious goal without having to predict which team or approach is most likely to succeed, to address market failures

- Incentive prizes **help reach beyond the "usual suspects"** to increase the number of minds tackling a problem, bringing out-of-discipline perspectives to bear and inspiring risk-taking by offering a level playing field

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Sources: https://ssir.org/articles/entry/the_promise_of_incentive_prizes
https://www2.deloitte.com/insights/us/en/topics/social-impact/the-craft-of-incentive-prize-design.html
https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/using-prizes-to-spur-innovation
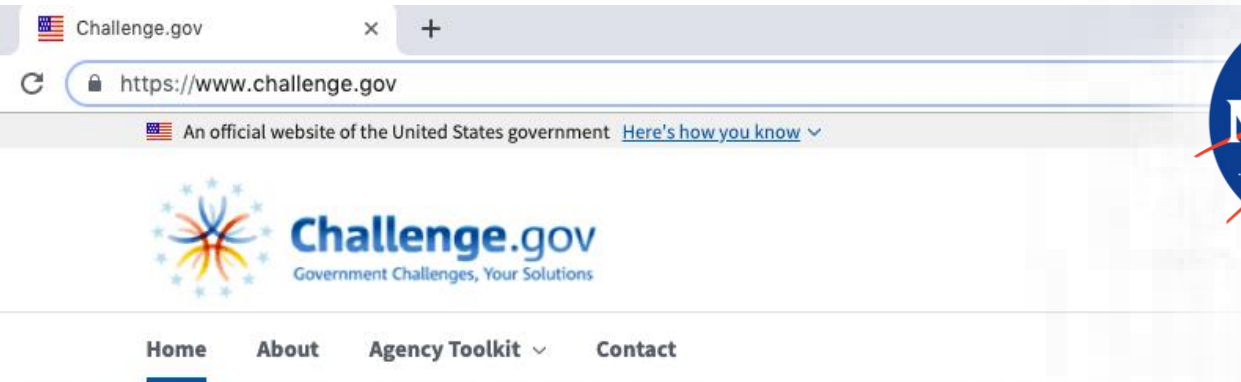
What are the attributes of a Prize, and why are Prizes important?

"By defining our goal more clearly, by making it seem more manageable and less remote, we can help all peoples to see it, to draw hope from it, and to move irresistibly towards it." – Pres. Kennedy

- Prizes:
    - Can **have a major impact** (in addressing climate change)
    - **Ambitious but Achievable:** *"I believe in an open mind, but not so open that your brains fall out." – Arthur Sulzberger*
    - **Compelling and intrinsically motivating**. They should capture the public's imagination
    - Have a **"Goldilocks" level of specificity and focus**. "landing a man on the moon and returning him safely to the earth"
    - **Can help drive and harness innovation** and advances in science and technology.

- Prizes can:
    - Catalyze innovations that foster economic growth and job creation
    - Spur the formation of multidisciplinary teams and encourage multi-sector collaborations
    - Bring new expertise to bear on important problems
    - Strengthen the "social contract" between science and society
    - Inspire the next generation of scientists, engineers, and entrepreneurs to work on hard and important problems

What are some examples of Prizes (in government)?

How to best leverage Prizes for the TECH program?