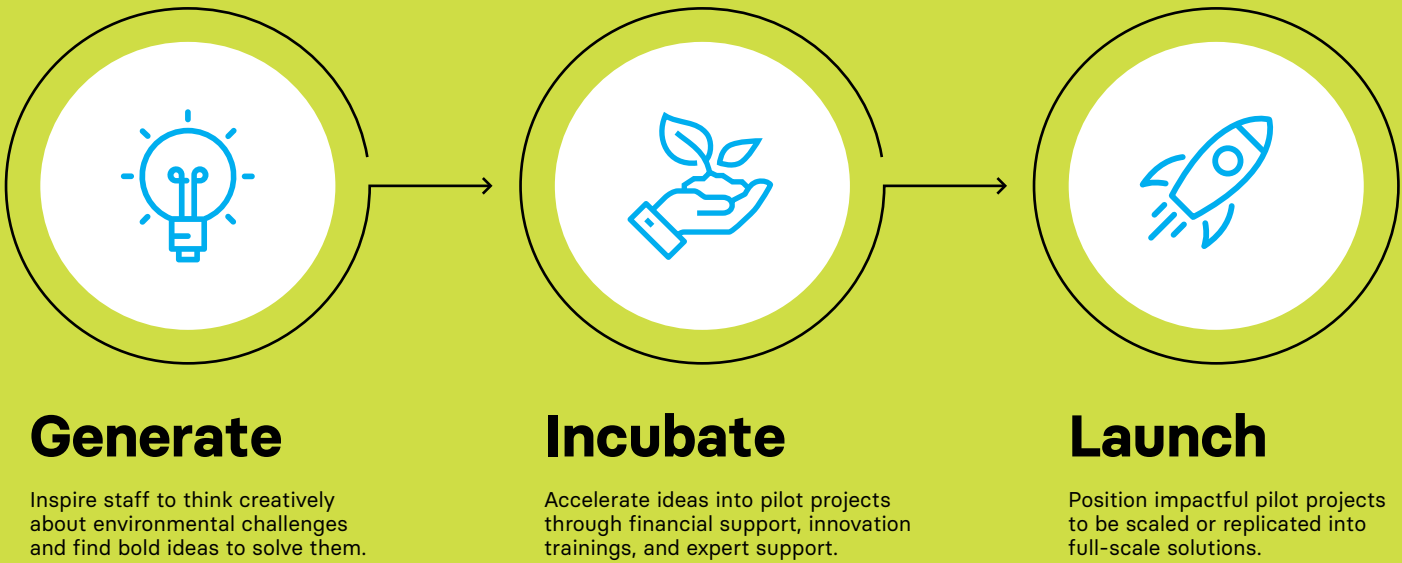


EDF Innovation Fund

empowers staff to generate and pilot creative solutions that address urgent environmental challenges.

Each year, all staff are invited to submit ideas for consideration and selected ideas receive seed grants to implement pilot projects, as well as innovation-focused trainings and support.

OUR MODEL



43

ideas submitted

100%

EDF programs represented

85%

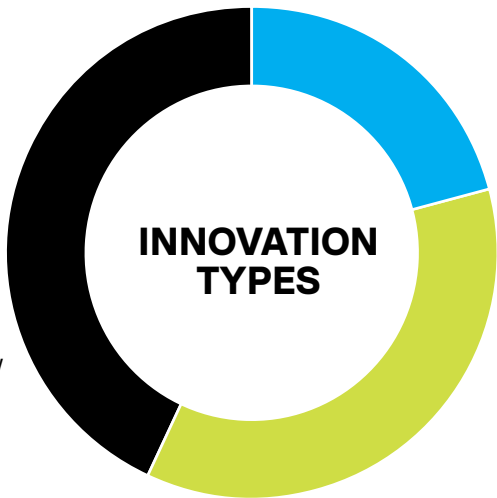
EDF offices represented

IDEAS BREAKDOWN

- 24% Education/Engagement
- 16% Climate
- 16% Ecosystems
- 16% Oceans
- 8% Energy
- 8% Health
- 8% Advocacy
- 4% Organizational

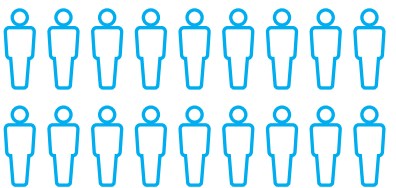


- 21% Raising new voices
- 36% Utilizing new approaches
- 43% Deploying new technologies and tools



\$171,250

Seed funding granted to projects



18 Staff trained in innovation techniques

Idea: Raise consumer awareness around “Beauty Justice” through an AI-driven listening and micro-targeting messaging campaign with social media beauty influencers.

Toxic and hormone-disrupting chemicals are disproportionately present in products marketed to women of color. Although some progress has been made to reduce toxins, it is not occurring equitably across all products. Jennifer and Boma will work with social media influencers to raise consumer

awareness of this beauty justice issue. Using AI-driven listening tools that scan reams of public online conversations around these concerns, they will craft micro-targeted messaging campaigns to reach the right audiences. They will also ensure these messages come from the right messenger.



ISSUE AREA:

Health

PROJECT LEADS:

Jennifer McPartland

Senior Scientist, Health

Boma Brown-West

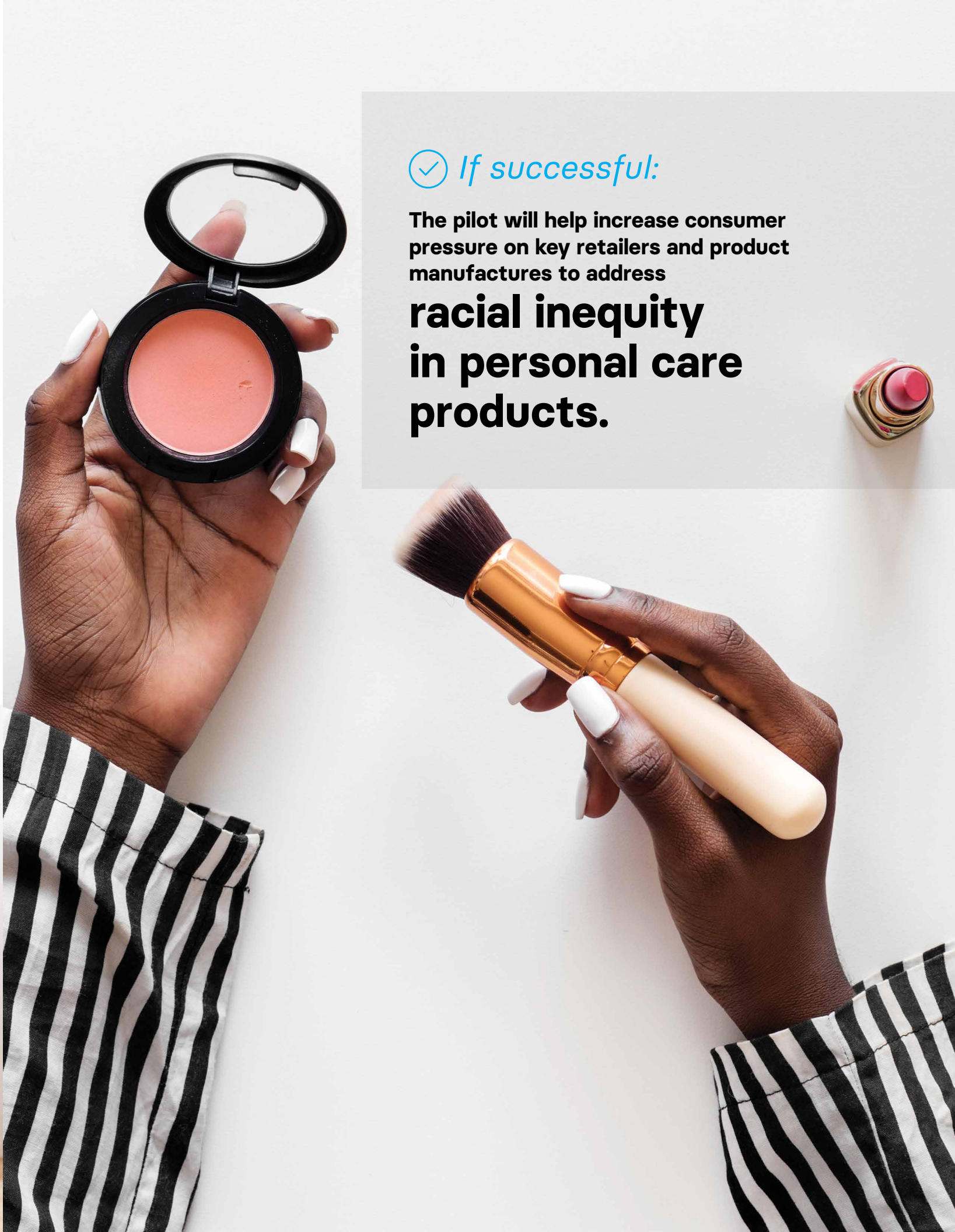
Director, EDF+Business

TYPE OF INNOVATION:

Raising New Voices

PILOT FUNDING:

\$67,000



✓ *If successful:*

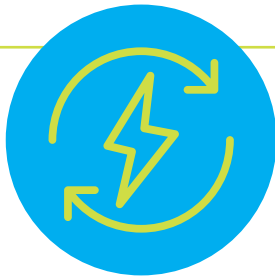
The pilot will help increase consumer pressure on key retailers and product manufactures to address

racial inequity in personal care products.

Idea: Provide emergency power to critical facilities and people through Vehicle-to-Building technologies and electric school buses.

The increase in frequency and severity of extreme weather conditions has led to more and more blackouts in communities. As a result, critical facilities and services need greater access to emergency power that will allow them to stay operational under any circumstance. Pam and Larissa will develop a vehicle-to-building (V2B) use case which they will investigate the ability of electric

school buses to provide emergency power to critical facilities, such as schools. This work will compare the potential of this solution to existing emergency power solutions, such as back-up diesel generators. This use case will investigate opportunities to extend access to vehicle electrification and clean emergency power options in communities where financing is limited.



ISSUE AREA:
Energy

PROJECT LEADS:

Pamela MacDougall

Senior Manager, Energy

Larissa Koehler

Senior Attorney, Energy

TYPE OF INNOVATION:

Deploying New Technologies and Tools

PILOT FUNDING:

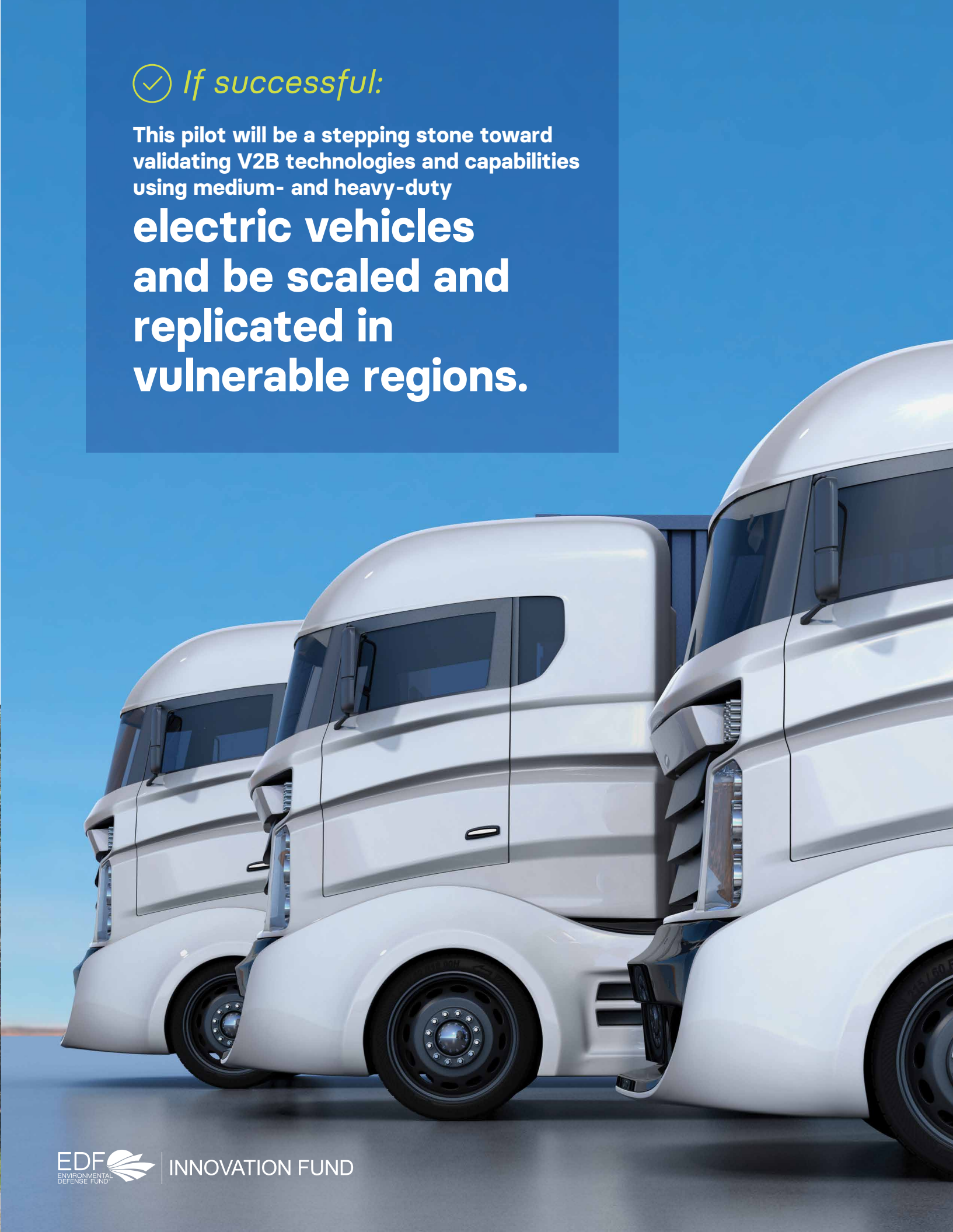
\$75,000



✓ *If successful:*

This pilot will be a stepping stone toward validating V2B technologies and capabilities using medium- and heavy-duty

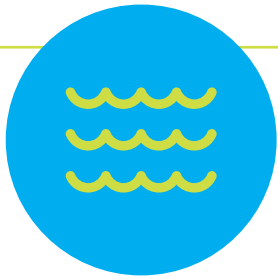
electric vehicles and be scaled and replicated in vulnerable regions.



Idea: Reduce the risk of serial depletion in industrialized and developing nations' fisheries by using environmental-DNA concentrations to rapidly characterize species mix in a catch and improving multispecies management.

Traditional approaches for identifying the types of fish present in any given catch are generally too costly or technical to be deployed in most of the world's fisheries. Yet, real-time species identification is a critical step in reducing overfishing. Recent advances in DNA analysis make it possible to rapidly and inexpensively detect the DNA of marine organisms that is exuded into seawater

(termed environmental-DNA, or eDNA). Rod will be the first to pilot an eDNA-based approach for species identification in a commercial fishery. He will sample and analyze eDNA concentrations collected from a commercial trawler and compare those results with extensive DNA libraries to determine the species composition of a catch.



ISSUE AREA:
Oceans

PROJECT LEADS:
Rod Fujita
Lead Senior Scientist, Oceans

TYPE OF INNOVATION:
Utilizing New Approaches

PILOT FUNDING:
\$29,250

✓ *If successful:*

This pilot will demonstrate the value of eDNA as a simple, low-cost method for identifying the species composition of mixed catches, which could help reduce overfishing and **revolutionize multispecies management in industrialized and developing nations.**

