The ClimateMusic Project: Accelerating Climate Action
We believe that greater understanding of the urgency of the climate crisis will lead to greater motivation to take action.

And that music provides a powerful language to communicate that urgency.

That's why we created The ClimateMusic Project.

Science + Music + Action
We pair preeminent scientists with extraordinary composers to produce powerful science-guided music that communicates the urgency of climate change and inspires audiences to take action.

Through this unique collaboration, we are able to reach broad and diverse audiences, including policymakers, religious leaders, corporate decision-makers, community activists, educators, students and the general public.

During our events, we engage audiences in discussions with our scientists and composers, bringing the issue to life in a way that is relatable, captivating and effective. At the core of this engagement is a focus on practical actions that individuals can take to learn more about the climate crisis, and to take action at home and in our communities.

Since our founding in 2015, we have reached many thousands of people in six countries, and have been featured in media from around the world, including in The New York Times.
WE TURN UP THE VOLUME ON CLIMATE ACTION

CONVEYING the urgency of climate action through captivating music that builds understanding and insight.

ACCELERATING action by reaching new audiences that may not otherwise respond to traditional climate communication.

CONVERTING inspiration into action by facilitating audience access to a diverse range of solutions.
Science-Guided Music

Our music results from a close collaboration between a composer and one or more of our science advisors. ClimateMusic is not merely a sonification of data. The result is music that resonates as music, but that reflects aspects of the science that urgently need to be effectively communicated to the broad public.

Themes that we have explored so far include the physical science of climate change, human drivers, and sea level rise. We are currently working on new projects that focus on climate change and biodiversity, and energy access. Each composition explores possible future scenarios and naturally leads to a conversation around solutions to the crisis and practical pathways to individual and collective action.

Music is a powerful universal language with many dialects. We are working to collaborate with diverse artists around the world to create ClimateMusic in every genre for every community.
MILESTONES: OUR FIRST FIVE YEARS

- More than 30 performances in 6 countries
- Collaboration with world-renowned climate scientists
- Performances with world class recording artists
- Global media coverage, e.g., NY Times, BBC
- Self-funded and supported by strong advisory council

**FALL 2015**
Premiere performance (sold out), Climate, at the Chabot Planetarium in Oakland

**SPRING 2016**
Premiere of second portfolio composition (sold out), Icarus in Flight

**FALL 2016**
First 1000 audience members at venues including Grace Cathedral in San Francisco and The TechMuseum in Silicon Valley.

**SPRING 2018**
Participated in Governor’s Climate Action Summit with Play for the Planet, engaging wide range of musicians, poets and others

**FALL 2018**
The National Academy of Sciences: Celebration of the 50th Anniversary of Earth Day featured The ClimateMusic Project

**FALL 2019**
Premiere of third portfolio composition, What if We...? In Washington, DC at the World Bank Headquarters.
Profile in The New York Times

**FALL 2019**
More than 30 performances in 6 countries
Collaboration with world-renowned climate scientists
Performances with world class recording artists
Global media coverage, e.g., NY Times, BBC
Self-funded and supported by strong advisory council

**SPRING 2020**
First international live performance: engagement by the World Bank to perform at a conference in Mexico City
THE NEXT THREE YEARS

SCALE THROUGH ONLINE EVENTS AND DIGITAL MEDIA CAMPAIGNS
- Online performances
- New music with award-winning artists
- Emerging artists reaching diverse audiences
- Rally excitement via public engagement and participation

+ MORE LIVE PERFORMANCES WITH GLOBAL REACH
- Accelerate the number of live performances, focusing on high-impact events
- Engage performers from around the globe to reach their communities and fan bases
- Elevate message through global partnerships

+ PARTNERSHIPS IN EDUCATION
- Create ClimateMusic programs and exhibits for use in schools, museums and other centers of learning
- Collaborate with education specialists to create unique programs that have impact
- Continue work with music conservatories to engage young composers and artists as climate advocates

$1M FUNDING GOAL FOR 2021-22 TO MEANINGFULLY SCALE OUR REACH THROUGH MORE CONTENT CREATION, ONLINE AND LIVE PERFORMANCES, PUBLIC ENGAGEMENT AND EDUCATIONAL TOOLS
JAMES BALOG
FOUNDER AND DIRECTOR
EARTH VISION INSTITUTE AND EXTREME ICE SURVEY

It has been and continues to be a pleasure and an honor to work on this vital project.

DR. WILLIAM COLLINS
CLIMATE SCIENTIST, UC BERKELEY
AND LEAD IPCC AUTHOR

I’ve inhabited the intersection of music and the environment essentially throughout my life, from when I grew up near the Newport folk festival through my recent decades in the Hudson River Valley, where I performed with and learned from Pete Seeger from the early 90s until the folk icon’s death in 2014. So it was with great excitement that I tracked the launch and work of the ClimateMusic Project. Their work integrating musical creativity around the climate challenge is a vital part of the path forward on this epic challenge, which is as much about communication innovation as it is about new technology and policy.

ANDREW REVKIN
DIRECTOR,
INITIATIVE ON COMMUNICATION & SUSTAINABILITY, THE EARTH INSTITUTE,
COLUMBIA UNIVERSITY, NEW YORK

The ClimateMusic Project is a powerful example of the positive impact that artistic narrative forms, in this case music guided by science, can have to educate and to motivate action on the climate crisis. The performance that I experienced in Mexico City has stayed with me.
EXECUTIVE TEAM

Stephan is the San Francisco-based artist who conceived and launched The ClimateMusic Project. He combines interdisciplinary insight with a mind for synthesis, qualities which sparked the creation of The ClimateMusic Project. He holds graduate degrees in environmental sciences and international affairs, and is a life-long student of music. In 2019 he was profiled by Yamaha for its Inspired series of artist interviews.

Fran is an attorney who has focused on issues related to international environmental policy for her entire career. A former Fellow at The Council on Foreign Relations, Fran worked for more than two decades as a consultant in support of international organizations and government agencies addressing environmental issues. In addition, she was the Executive Director of the China-US Energy Efficiency Alliance, running that organization for 10 years.

Laurie is a veteran international public policy professional who has held senior positions in government, industry, and academia. She has served as Deputy Director of UC Berkeley’s Global Engagement Office and the head of Global Trade Policy for Levi Strauss & Co. Laurie has always been passionate about working with institutions committed to a greater good and has sought out opportunities to engage on global concerns.
COLLABORATORS: SCIENCE

DR. WILLIAM COLLINS
LEAD SCIENCE ADVISOR
Dr. Collins is an internationally-recognized expert in climate modeling and climate change science, and the Director for the Climate and Ecological Sciences Division at the Lawrence Berkeley National Laboratory. At the University of California, Berkeley, he teaches in the Department of Earth and Planetary Science.

DR. DAVID ACKERLY
SCIENCE ADVISOR
Dr. Ackerly is the Dean of the College of Natural Resources (CNR) at UC Berkeley, and a faculty member in integrative biology with research interests in climate change impacts on biodiversity, integration of phylogenetics and ecology, and conservation biology in relation to 21st century climate change.

DR. ALISON MARKLEIN
SCIENCE ADVISOR
Dr. Marklein is a Project Scientist at Lawrence Berkeley National Laboratory and the UC system. Her research focuses on the effects of soil chemistry, climate change, and agricultural management on soil carbon storage and plant growth. She is also an accomplished musician.
COLLABORATORS: SCIENCE

DR. TAPIO SCHNEIDER
SCIENCE ADVISOR

Tapio is the Theodore Y. Wu Professor of Environmental Science and Engineering at Caltech. He was named one of the “20 Best Brains Under 40” by Discover Magazine, was a David and Lucile Packard Fellow and Alfred P. Sloan Research Fellow, and is recipient of the James R. Holton Award of the American Geophysical Union and of the Rosenstiel Award of the University of Miami.

DR. WHENDEE SILVER
SCIENCE ADVISOR

Dr. Silver is the Rudy Grah Chair and Professor of Ecosystem Ecology and Biogeochemistry in the Department of Environmental Science, Policy, and Management at U.C. Berkeley. Her work seeks to determine the biogeochemical effects of climate change and human impacts on the environment, and the potential for mitigating these effects.
Composer and performer Scarlet Rivera actively continues a long and celebrated career. As a solo artist, Scarlet is an innovator on violin—she composes an original style of music, rich in melody and texture. She has toured with Bob Dylan, The Indigo Girls, Tracy Chapman, The Duke Ellington Orchestra, and others. She collaborated closely with Bob Dylan on his *Desire* and *Hard Rain* albums.

Her group has performed in concert halls and at major festivals in the USA, Europe, and Japan. In 2020, Scarlet released her vocal debut album, *All of Me*.

Composer and performer Heitor Pereira began playing guitar with some of Brazil’s leading artists, and then went on to entertaining millions as the guitarist for Simply Red. He has released three solo albums of his own music, and has either arranged music or played with such artists as: Sergio Mendes, Alejandro Sanz, Caetano Veloso, Ivan Lins, Jack Johnson, The Chieftains, Bryan Adams, Elton John, Willie Nelson, Shania Twain, Seal, Nelly Furtado and many others. In 2005, Heitor won a Grammy for "Best Instrumental Arrangement”.

His original film scores include Angry Birds, Despicable Me, and Minions, among many others. He has been the recipient of seven ASCAP awards, for Beverly Hills Chihuahua, It’s Complicated, and Despicable Me.
CURRENT COLLABORATORS: NEW MUSIC

EDUARDO DEL SIGNORE

Through a wide spectrum of activities inside the international music business, Mr. Del Signore’s various talents have achieved and are still achieving remarkable recognition.

As a composer, Eduardo has collaborated with Jon Anderson, Milton Nascimento, Jon Hassell for the HBO movie "Wild Side", David Tickle for the "American Chronicles" TV series on FOX, Geraldo Azevedo, Trevor Rabin (YES), and many more.

As a performer, Eduardo has played with Jon Anderson (YES), Vangelis, Milton Nascimento, Dionne Warwick, Al Jarreau, Eduardo Mateo, Jorge Trasante (Gypsy Kings) and many others.

COPUS

COPUS is a theatrical spoken word jazz band formed by renowned San Francisco poet Royal Kent and ASCAP award-winning composer Wendy Loomis.

Royal Kent has opened major reggae concerts for Peter Tosh, Toots & the Maytals, Steel Pulse and The Wailers. Kira Njinsky, daughter of the great Russian ballet star Njinsky, said: “Royal Kent recites poetry the way my father danced!”

Wendy Loomis won the ASCAPPlus award for composition four times, has been nominated for ‘best new age’ and ‘best classical’ by the Hollywood Music and Media Awards for Phoenix Rising songs, and has written music for several independent films.
## Leadership Council

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<td>Dr. Chris Luebke Man</td>
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<td>Paul Miller</td>
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<td>Dr. Bruce Pickering</td>
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<td>Randy Rosenberg</td>
<td>Artworks for Change</td>
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## Honorary Committee

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<td>Soprano</td>
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<td>City of San Francisco</td>
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<td>Andrew Revkin</td>
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To date, we have partnered with local and global corporations and organizations, including The World Bank's Global Facility for Disaster Reduction and Recovery, Arup, Canadian Solar, Fuji Xerox, Kinetech Arts, and the San Francisco Conservatory of Music.

They have supported us in many ways, allowing The ClimateMusic Project to strengthen and develop to its current position.

In order to continue our growth, expand our work and increase our impact, we are seeking to create additional partnerships that can contribute to our goals while providing substantial benefits to your organization.
CORPORATE AND MAJOR DONORS

CLIMATE HERO (PLATINUM)

$30,000+

- At a Climate Hero, you will be invited to nominate an individual to join our prestigious Leadership Council.
- You will have the opportunity to meet with leading climate scientists.
- Your company/organization will be highlighted on signage and printed materials associated with all events for an entire year.
- Your contribution will be highlighted on our website as a “Climate Hero,” including your corporate logo and a link to your website.
- In addition, your company/organization will be profiled on our homepage.
- Your company/organization will be promoted on our social media as a leading supporter.
- You will receive 10 VIP tickets to all public events for a year.
- You will receive a framed, signed, limited edition concert print by renowned SF artist Richard Louis Perri valued at $600.

CLIMATE DEFENDER (GOLD)

$20,000+

- As a Climate Defender, you will be invited to nominate an individual to join our Honorary Committee.
- Your company will be highlighted on signage and printed materials associated with all events for an entire year.
- Your contribution will be highlighted on our website as a “Climate Defender,” including your corporate logo and a link to your website.
- Your company/organization will be promoted on our social media as a supporter.
- You will receive 8 VIP tickets to all public events for a year.
- You will receive a framed, signed concert poster by renowned SF artist Richard Louis Perri valued at $200.

CLIMATE BENEFACTOR (SILVER)

$10,000+

- As a Climate Benefactor, you will be highlighted on signage and printed materials associated with all events for an entire year.
- Your contribution will be highlighted on our website as a “Climate Benefactor,” along with your corporate logo with a link to your website.
- Your company/organization will be promoted on our social media as a supporter.
- You will receive 6 VIP tickets to all public events for a year.
SMALL BUSINESSES AND INDIVIDUALS

$5,000+

- Your contribution will be highlighted on our website as a “Climate Advocate” (and, for businesses, will include your corporate logo with a link to your website).
- Your company/organization will be promoted on our social media as a supporter.
- You will receive 5 tickets to all public CMP events for a year.

$1,000+

- Your contribution will be highlighted on our website as a “Climate Patron” (and, for businesses, will include your corporate logo with a link to your website).
- You will receive 2 tickets to any public ClimateMusic Performance

SPECIAL EVENTS OR PROJECTS

- Sponsor a high profile ClimateMusic performance ($10,000 – $25,000)
- Sponsor new content development ($50,000)
- Support curriculum development ($25,000)
- Sponsor a reception at a ClimateMusic performance ($5000)
- Host a fundraiser
- ClimateMusic can also work with you to create something tailored to your specific needs

For further inquiries regarding special events or projects, please contact: Fran Schulberg, Executive Producer (fschulberg@climatemusic.org)

Contributions to The ClimateMusic Project are tax-deductible to the fullest extent of the law. The ClimateMusic Project is fiscally-sponsored by Social Good Fund, a tax-exempt 501(c)3 organization (tax ID number: 46-1323531)
THANK YOU

For further information, please contact Stephan Crawford at scrawford@climatemusic.org

CLIMATEMUSIC.org