Richard Louis Perri
"De-Canticle of the Sun"

The ClimateMusic Project: Accelerating Climate Action

ClimateMusic.org
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 motivates audiences to take action. We then provide resources and contacts to channel the emotive energy of our audiences into 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 most of 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.

We also ensure that audiences who have been inspired by our performances have access to information and resources that support engagement in climate action.
WE EXIST TO TURN UP THE VOLUME ON CLIMATE ACTION

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

ACCELERATING action by building a global platform that reaches social and corporate influencers.

CONVERTING inspiration into action by facilitating audience access to a diverse range of solutions.
MILESTONES:

- More than 50 events reaching audiences in 40 countries
- Collaboration with world-renowned climate scientists
- Performances with world class recording artists
- Global media coverage, e.g., NY Times, BBC
- Supported by a strong advisory council

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

**SPRING 2016**
First international live performance: engagement by the World Bank to perform at a conference in Mexico City

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

**SPRING 2018**
Premiere of second portfolio composition (sold out), *Icarus in Flight*

**FALL 2018**
Participated in Governor’s Climate Action Summit with Play for the Planet, engaging wide range of musicians to

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

**SPRING 2020**
The National Academy of Sciences: Celebration of the 50th Anniversary of Earth Day featured The ClimateMusic Project

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THE NEXT THREE YEARS

BUILD CAPACITY TO SCALE VIA NEW CONTENT AND ORGANIZATIONAL DEVELOPMENT

- Online performances and digital content
- New music premiere(s)
- A focus on active audience engagement
- Partnerships and collaborations to activate a diverse cohort of artists

MORE LIVE PERFORMANCES WITH GLOBAL REACH

- Accelerate the number of live performances, focusing on high-impact event
- Compose in more musical genres
- 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

S1M FUNDING GOAL FOR 2022-24 TO MEANINGFULLY SCALE OUR REACH THROUGH MORE CONTENT CREATION, ONLINE AND LIVE PERFORMANCES, PUBLIC ENGAGEMENT AND EDUCATIONAL TOOLS
TESTIMONIALS

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

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.

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

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.
OUR LEADERSHIP
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. 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.

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.
**COLLABORATORS: SCIENCE**

**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.

**DR. GARRETT BOUDINOT**  
**SCIENCE ADVISOR**  
Garrett's career has focused on how climate change will impact us and what we can do about it. He currently works at Cornell University on carbon dioxide removal and agricultural responses to climate change, and serves on the ecosystems working group for the New York State Climate Impacts Assessment.

**PATRICK THIERINGER**  
**SCIENCE ADVISOR**  
Patrick is a Civil Engineering PhD student at Colorado School of Mines. He is also an accomplished Jazz guitarist.
CURRENT COLLABORATORS: COMPOSITION

SCARLET RIVERA

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*.

AY YOUNG

AY is a Kansas City-based producer, singer, songwriter, entertainer, and entrepreneur.

As UN Young leader for the Sustainable Development Goals (SDG), AY is launching “Project 17” a music album based on United Nations 17 Sustainable Development Goals. Each of the 17 songs will represent a different goal with features from 17 prominent recording artists, and ClimateMusic is collaborating with him on a song focused on SDG 7, energy access.

Scheduled for release in April 2022, the first single from “Project 17” “Goal 17: We Can Change The World” ft. The Head & The Heart” is set to premiere in the Netflix documentary “Down to Earth with Zac Efron” season 2.
CURRENT COLLABORATORS: COMPOSITION

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.

THEODORE WIPRUD

Theodore Wiprud is widely known for having served as Vice President, Education, at the New York Philharmonic from 2004-2018, and as host of the iconic Young People’s Concerts.

Additionally, he has produced a steady stream of works including a Sinfonietta, premiered by the South Dakota Symphony; a Violin Concerto (Katrina), composed for Ittai Shapira, and released with the Royal Liverpool Philharmonic on Champs Hill Records; a one-act opera, My Last Duchess, with libretto by Tom Dulack based on poetry by Robert Browning; a song cycle, For Allegra, on a variety of American poets. ClimateMusic is collaborating with him on a new violin concerto with the celebrated violinist Elissa Cassini.
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<th>LEADERSHIP COUNCIL</th>
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<td>ETH</td>
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<td><strong>PAUL MILLER</strong></td>
<td><strong>ANDREW REVKIN</strong></td>
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<td>AKA DJ Spooky, Writer, Artist, Musician</td>
<td><strong>HEITOR PEREIRA</strong></td>
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<td><strong>DR. BRUCE PICKERING</strong></td>
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<td>UC Berkeley</td>
<td><strong>COMPOSER/MUSICIAN</strong></td>
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<td><strong>RANDY ROSENBERG</strong></td>
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<td>Artworks for Change</td>
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<td><strong>JOEL MAKOWER</strong></td>
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<td><strong>AUTHOR, ENTREPRENEUR, SPEAKER</strong></td>
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<td><strong>MICHAEL MEEHAN</strong></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

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