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.
WE EXIST TO TURN UP THE VOLUME ON CLIMATE ACTION

PAIRING preeminent scientists with extraordinary composers to produce powerful science-guided music that emotionally communicates the urgency of climate change.

REACHING people in diverse communities who can be moved to take action.

PROVIDING access to information and resources that support engagement in climate action.
MILESTONES

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

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

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

SPRING 2018
First international live performance (Mexico City); sold-out premiere of Icarus in Flight.

FALL 2019

FALL 2020
Streamed live performances of Icarus in Flight in Amsterdam, the Netherlands.

SPRING 2020
Celebration of the 50th anniversary of Earth Day in partnership with The National Academy of Sciences.

FALL 2021
First bi-continenal live concert for climate action, Live! From Vienna and San Francisco!

SPRING 2022
First songwriters' workshop in partnership with Music Declares Emergency.
Our Reach So Far…

More than 50 events reaching audiences in more than 30 countries

Inspiring musicians to become climate activists

Performances with world class recording artists

Global media coverage, e.g., NY Times, BBC
THE NEXT THREE YEARS

SCALE IMPACT VIA NEW CONTENT AND ORGANIZATIONAL CAPACITY BUILDING

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

+ MORE LIVE PERFORMANCES WITH GLOBAL REACH

- Accelerate the number of live performances, focusing on high-impact events
- Compose in more musical genres
- 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 2022-24 TO MEANINGFULLY SCALE OUR REACH THROUGH MORE CONTENT CREATION, ONLINE AND LIVE PERFORMANCES, PUBLIC ENGAGEMENT AND EDUCATIONAL TOOLS
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.

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.”

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.”

DR. WILLIAM COLLINS

Climate Scientist, UC Berkeley and Lead IPCC Author

“...It has been and continues to be a pleasure and an honor to work on this vital project.”
Executive Team + Senior Advisor

**STEPHAN CRAWFORD**  
FOUNDING EXECUTIVE PRODUCER  
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 ClimateMusic. He holds graduate degrees in environmental management (focus on environmental science) 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 SCHULBERG**  
EXECUTIVE PRODUCER  
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 GOLDMAN**  
STRATEGIC ADVISOR, PUBLIC ENGAGEMENT  
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.
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. Ackerly is the Dean of the College of Natural Resources 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.

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. 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.
COLLABORATORS: SCIENCE

DR. ALISON MARKLEIN
SCIENCE ADVISOR

Alison Marklein is an ecosystem biogeochemist with a focus on food security, climate resilience, and nutrient management who currently is Staff Scientist at the carbon sequestration startup Eion. Alison 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.
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.

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.
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.
LEADERSHIP COUNCIL

DR CHRIS LUEBKEMAN
ETH

MICHAEL MEEHAN
Entrepreneur, Board Member, CEO

JOEL MAKOWER
GreenBiz Group

JASON SIMON
Enphase

MICHAEL MEEHAN
Entrepreneur, Board Member, CEO

JAMES BALOG
Photographer And Activist

EDUARDO DEL SIGNORE
Performer/Composer

BARBARA FINAMORE
NRDC

PAUL MILLER
AKA DJ Spooky, Writer, Artist, Musician

JOEL MAKOWER
GreenBiz Group

AMY QUIRK
Attorney

DARIAN RODRIGUEZ HEYMAN
Author, Entrepreneur, Speaker

JOEL MAKOWER
GreenBiz Group

AMY QUIRK
Attorney

SONIA KAZAROVA
Soprano

SCARLET RIVERA
Violinist

RANDY ROSENBEG
Artworks for Change

JASON SIMON
Enphase

ANDREW REVKIN
Journalist/Musician

HEITOR PEREIRA
Composer/Musician

DARIAN RODRIGUEZ HEYMAN
Author, Entrepreneur, Speaker

SCARLET RIVERA
Violinist

HEITOR PEREIRA
Composer/Musician
To date, we have partnered on events with a wide array of leading organizations, including The National Academy of Sciences, The World Bank, The European Union, and many more.

We have also worked with leading corporations such as Arup, Canadian Solar, and Enphase.

These relationships have been mutually supportive, and have allowed us to develop to our current position.

We are now seeking to develop additional partnerships and sponsorships to accelerate our work while providing substantial benefits to your organization.
**CORPORATE AND MAJOR DONORS**

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**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 supporting sponsor.
- 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.

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**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.

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**CLIMATE BENEFACCTOR (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 4 VIP tickets to all public events for a year.
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)

**SMALL BUSINESSES AND INDIVIDUALS**

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<th><strong>CLIMATE ADVOCATE</strong></th>
<th><strong>$5,000+</strong></th>
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<td>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).</td>
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<td>Your company/organization will be promoted on our social media as a supporter.</td>
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<td>You will receive 5 tickets to all public CMP events for a year.</td>
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<th><strong>CLIMATE PATRON</strong></th>
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<td>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).</td>
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<td>You will receive 2 tickets to any public ClimateMusic Performance</td>
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**SPECIAL EVENTS OR PROJECTS**

- Sponsor a high profile ClimateMusic performance
- Sponsor new content development
- Support curriculum development
- Sponsor a reception at a ClimateMusic performance
- 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)
THANK YOU

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

Presentation created by Charlotte Saunders 2022