



ClimateMusic.org

The ClimateMusic Project: Accelerating Climate Action





We connect people to climate science and action through the emotional power of music.



*Science*

+

*Music*

+

*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.**



ClimateMusic.org

# 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 Silicon Valley.



*SPRING 2018*

First international live performance (Mexico City). Sold-out premiere of *Icarus in Flight*.



*FALL 2018*

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



*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*

Celebration of the 50<sup>th</sup> Anniversary of Earth Day, in partnership with the National Academy of Sciences.



*FALL 2020*

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



*FALL 2021*

First bi-continental live concert for climate action, *Live! From Vienna and San Francisco!*



*SPRING 2022*

First songwriters' workshop in partnership with Music Declares Emergency.



*FALL 2022*

Premiere of *Audyssey* at World Economic Forum Event in New York City; and in New York Times/KQED event in San Francisco.



*SPRING 2023*

Launch of *Be Cool!* Campaign, in collaboration with Music Declares Emergency, to engage young people in an upbeat song and call to action.

## OUR REACH SO FAR...

---



60 events reaching audiences in more than 30 countries



Collaborating with leading institutions including the World Bank, NAS, World Economic Forum and EU



Inspiring musicians & audiences to become climate activists



Performances with world class recording artists



Global media coverage, e.g., NY Times, BBC, La Stampa





# THE NEXT THREE YEARS: REACHING MILLIONS TO MOBILIZE MEANINGFUL ACTION

From 2022 through 2024, we will increase our impact through:

1) Major expansion of the size and diversity of audiences reached

- Increasing the number and size of live and on-line performances
- Focusing on high-impact events
- Expanding strategic partnerships

2) Creation and performance of new music in variety of genres with artists from different areas of the US and the globe

- Supporting the creation of science-guidance portfolio compositions and science-informed shorter songs (all with accompanying visuals)
- Working with established and emerging composers and songwriters
- Building on experience with SF Conservatory of Music to engage young composers

3) Scaling strategies for moving audiences to meaningful action

- Testing strategies including use of new technologies for interactive involvement by audiences
- Leveraging new and existing partner networks
- Exploring ways to measure engagement with audiences over time

2022

2023

2024





## TESTIMONIALS

### 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 . . . 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.”

### JAMES BALOG

*FOUNDER AND DIRECTOR  
EARTH VISION INSTITUTE AND EXTREME ICE SURVEY*

“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.”



## OUR LEADERSHIP TEAM



ClimateMusic.org



# Executive Team + Senior Advisor

## STEPHAN CRAWFORD

*FOUNDER, 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 The ClimateMusic Project. 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.

## LAURIE GOLDMAN

*SENIOR ADVISOR, PUBLIC ENGAGEMENT*



Laurie is a veteran international 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.



ClimateMusic.org



**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.

## **COLLABORATORS: SCIENCE**



**DR. TAPIO SCHNEIDER**  
*SCIENCE ADVISOR*

Dr. Schneider 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.



**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.



## COLLABORATORS: SCIENCE



DR. ALISON MARKLEIN

*SCIENCE ADVISOR*

Dr. 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. She received her BA from Cornell University in 2008 and her PhD from UC Davis in 2014, and has since worked for UC Berkeley, Lawrence Berkeley Lab, and UC Riverside. She is also an accomplished musician.



DR. GARRETT BOUDINOT

*SCIENCE ADVISOR*

Dr. Boudinot'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 Thieringer is a Civil Engineering PhD student at Colorado School of Mines. He is also an accomplished Jazz guitarist.



ClimateMusic.org

## CURRENT COLLABORATORS: COMPOSITIONS



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.



ClimateMusic.org

## CURRENT COLLABORATORS: COMPOSITION



AY YOUNG

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

As a 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 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.



## CRYSTAL HUANG

Social Entrepreneur,  
Community Organizer

## DR. CHRIS LUEBKEMAN

ETH - Zurich

## PAUL MILLER

AKA DJ Spooky,  
Writer, Artist,  
Musician

## JASON SIMON

Enphase

## MICHAEL MEEHAN

Entrepreneur,  
Board Member, CEO

## DR. BRUCE PICKERING

UC Berkeley

## REEM YUSUF

Target

## AMY QUIRK

Attorney

# LEADERSHIP COUNCIL

# HONORARY COMMITTEE

## JAMES BALOG

Photographer  
and Activist

## BARBARA FINAMORE

NRDC  
(retired)

## DARIAN RODRIGUEZ HEYMAN

Author,  
Entrepreneur

## SONIA KAZAROVA

Soprano

## JOEL MAKOWER

Entrepreneur/  
GreenBiz Group

## HEITOR PEREIRA

Composer/  
Musician

## ANDREW REVKIN

Journalist/  
Musician

## SCARLET RIVERA

Violinist

## RANDY ROSENBERG

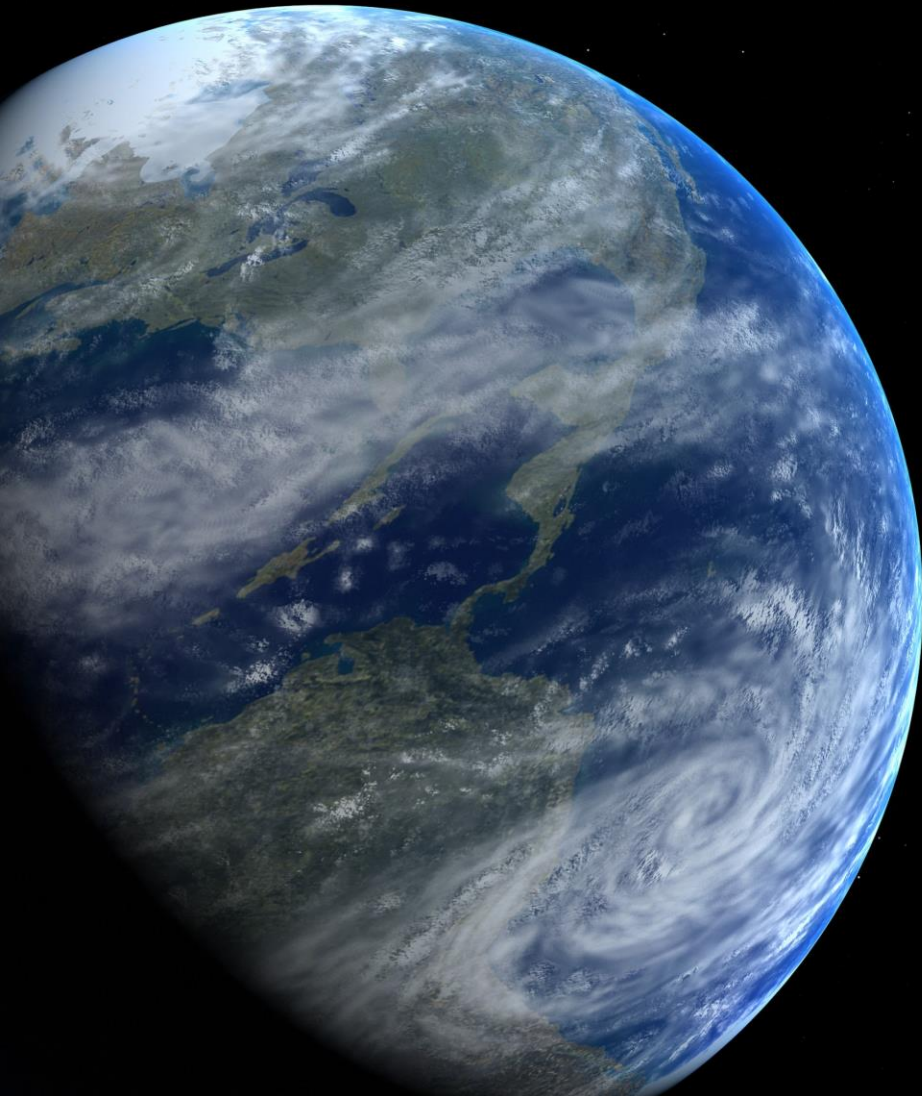
Art Works for  
Change

## EDUARDO DEL SIGNORE

Performer/  
Composer



## **PARTNERSHIPS + SPONSORSHIPS**



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

We have also worked with leading corporations such as Arup.

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.



## SPONSOR PAGES



Please consider **supporting our efforts** to reach millions in order to mobilize meaningful action by the public and decisionmakers. You can do this by becoming a ClimateMusic donor (see next slides).

You can also support our mission by:

- *underwriting a high profile ClimateMusic performance;*
- *sponsoring new content development;*
- *hosting a fundraiser for ClimateMusic;*
- *donating skills, materials, equipment, performance reception or other items to defray costs of operations and events.*

*ClimateMusic can also work with you to identify ways to contribute that are tailored to your specific interests.*

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



# CORPORATE AND MAJOR DONORS

## CLIMATE HERO (PLATINUM)

*\$30,000+*

- Representative on our prestigious Leadership Council.
- Company/organization highlighted for 18 months on our website (including your logo and a link to your website) as well as on mailings, signage, and other printed materials.
- Company/organization profiled on our homepage.
- Company/organization promoted on our social media as a leading supporter.
- Opportunity to meet with leading climate scientists.
- Receive a framed, signed, limited edition concert print by renowned SF artist Richard Louis Perri.

## CLIMATE DEFENDER (GOLD)

*\$20,000+*

- Representative on our Honorary Committee.
- Company/organization highlighted for one year on our website (including your logo and a link to your website) as well as on mailings, signage, and other printed materials.
- Company/organization promoted on our social media as a supporter.
- Receive a framed, signed, limited edition concert print by renowned SF artist Richard Louis Perri.

## CLIMATE BENEFACTOR (SILVER)

*\$10,000+*

- Company/organization highlighted for one year on our website (including your logo and a link to your website) as well as on mailings, signage, and other printed materials.
- Company/organization will be promoted on our social media as a supporter.

# SMALL BUSINESSES AND INDIVIDUALS

## CLIMATE ADVOCATE

*\$5,000+*

- Highlighted on our website (and, for businesses, will include your corporate logo with a link to your website).
- Promoted on our social media as a supporter.

## CLIMATE PATRON

*\$1,000+*

Highlighted on our website (and, for businesses, will include your corporate logo with a link to your website).

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](mailto:scrawford@climatemusic.org)*



ClimateMusic.org

Presentation designed by  
Charlotte Saunders 2022