

EARTHSONIC



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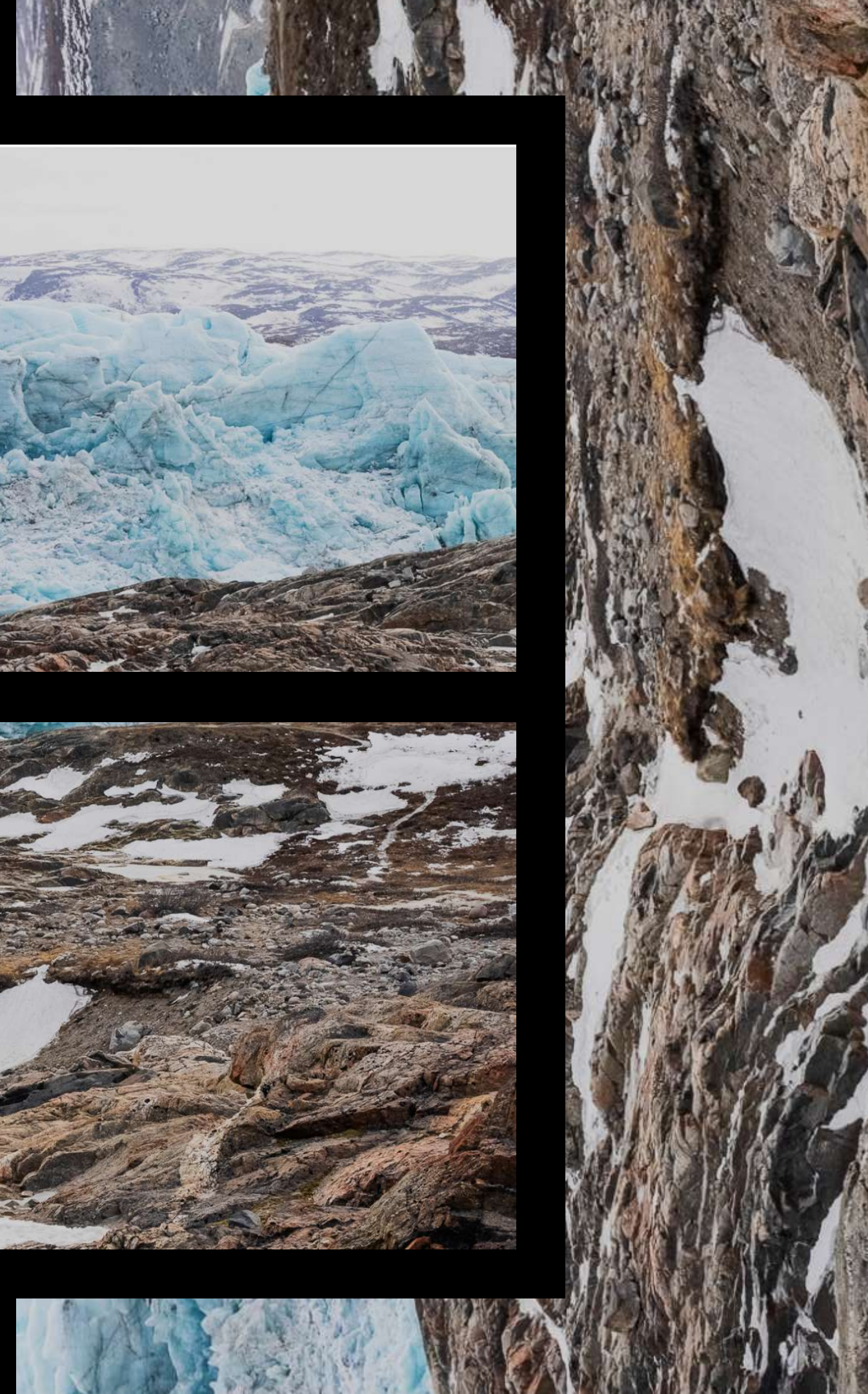


**WE ARE IN A WINDOW OF HOPE,
WE CAN BE THE CHANGE...**

EARTHSONIC: OUR MANIFESTO

EarthSonic is a global project telling the story of climate change through music, working with indigenous communities, musicians, cultural organisers, scientists and climate activists and experts. The project aims to distill big complicated data and reach young people's hearts and minds, inspiring a clear call to action and unifying a movement to stop climate change.

The project will engage young people across the world through...



MUSIC AND RECORDING WITH SOUNDS OF CLIMATE CHANGE

Reworking the sounds collected by scientists of climate change, through changing whale song and the sounds of receding glaciers into pieces of music, streamed across the world, engaging audiences via recorded music.



WORLD-FIRST CONCERTS STREAMMED FROM DISAPPEARING SPACES

Produce a series of streamed concerts in disappearing spaces with some of the biggest artists in the world - the first concert will be on the Russell Glacier in 2024, then on a polluted river in Brazil in 2025 and on a melting frozen sea in Finland in 2026.



Some major artists already confirmed to play include BICEP, Radiohead's Ed O'Brien, and Matthew Dear, alongside indigenous artists from across the Arctic Circle like Nuka Alice, Tanya Tagaq, Hans-Ole Amossen, and many more.



We have partnered with Outernet, a new public entertainment precinct in central London with the most advanced immersive screen technology in the world, to stream the content from the glacier concert to the streets of central London, engaging over 200,000 people.

Every day, and for free, Outernet's screens display immersive arts, cultural programming and high-impact advertising, creating unparalleled communal experiences and a platform to engage with audiences in a way never previously possible.

We are working with additional platforms like YouTube, The Guardian, Spotify and Resident Advisor, to amplify the messaging and engage as many people globally as possible.



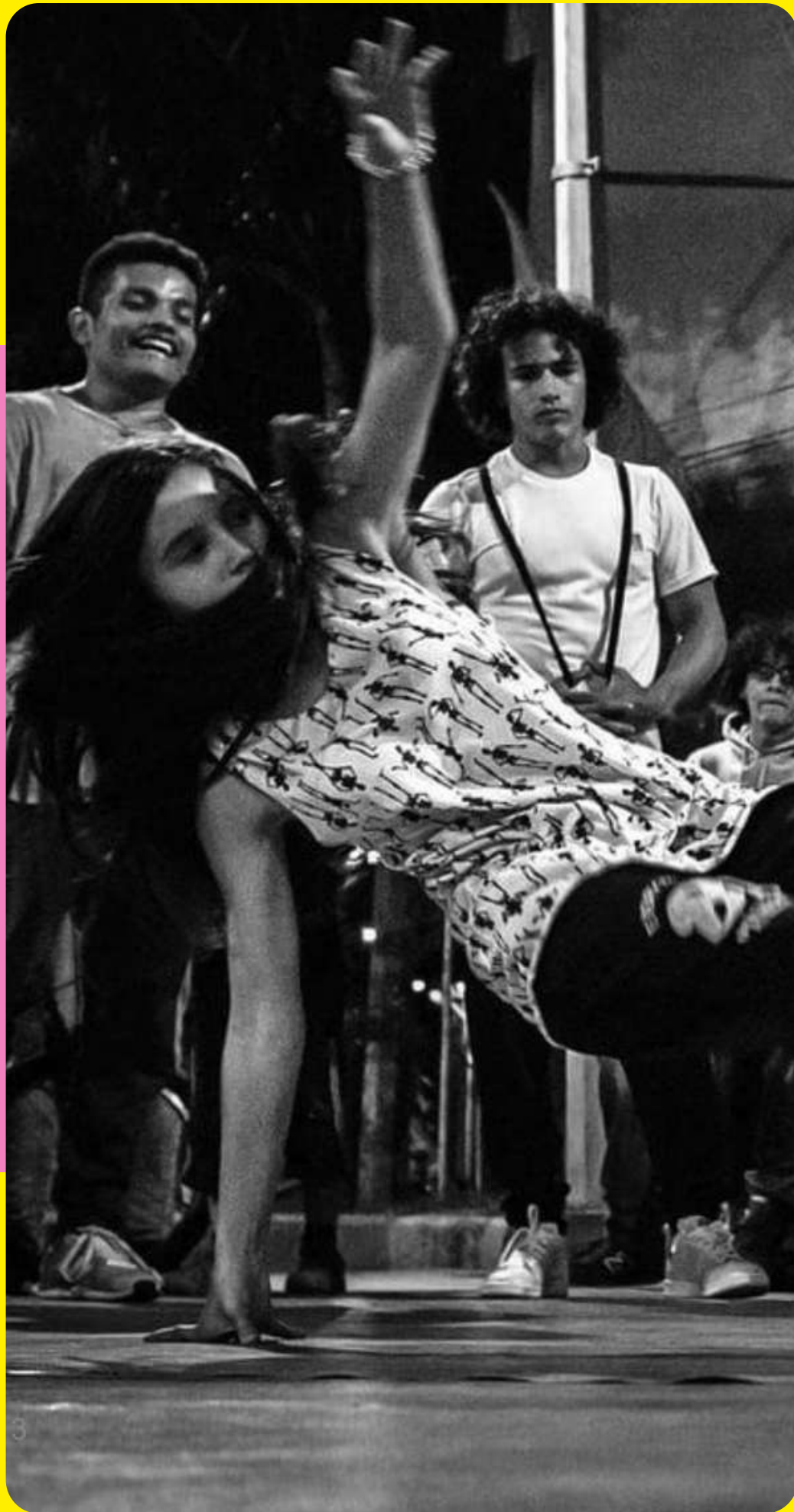


EDUCATION AND ADVOCACY

Education, advocacy and youth empowerment through our 100 Creative Agents of Climate Change online residency programme - aiming to impact thousands of young people and engage them in the movement.

Outcomes of the UK pilot:

- Empower 100 young people from disadvantaged communities as climate change advocates and change-makers.
- Develop skills and knowledge in these young individuals to create creative campaigns for climate mobilisation.
- Expand the work of 10 youth partner organisations focused on climate issues.
- Launch 10 community change art and activism projects, engaging a further 10,000 young people in climate action.
- Establish a network of over 100 climate experts.
- Create a UK network of young change-makers dedicated to advocating for climate action and driving long-term systemic change.



AUDIENCE

Our programmes are aimed at young people between the ages of 11 and 30 years old.

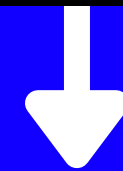
It is proven that young people have a strong capacity to change their behaviors, more than any other demographic. Our EarthSonic programme aims to reach those young people through music, cool and relevant artists and big, unique, ambitious performances and world firsts.

We are making a programme that resonates with young people, designed with them, for them.

FOUR YEAR MUSIC, PERFORMANCE, MEDIA AND EDUCATION CAMPAIGN

INSPIRING YOUNG PEOPLE TO TAKE ACTIONS AND HELPING DRIVE A YOUNG PEOPLE LED MOVEMENT

ACTIONS ARE SEVEN ACTS – DEFINED BY A TEAM OF ACADEMICS INCLUDING...



1

SWITCH BANKING AND PENSION FUNDS



Triodos Bank

The co-operative bank



2

SWITCH ENERGY SUPPLIER

ecotricity



octopus energy

3

MAKE SUSTAINABLE FOOD CHOICES

Waitrose





UNIFYING A MOVEMENT

Through a strong marketing and communications campaign, we will leverage artists with huge global reach, and who young people respect. Alongside an interactive website with a rewards system for those who are completing actions, sharing and inspiring others, we aim to create a movement that will eventually have its own momentum - inspiring action across the planet.



CONFIRMED PARTNERS

THE
SAINSBURY
FAMILY
CHARITABLE
TRUSTS

BBC RADIO 6 MUSIC



BBC

BBC RADIO 3

The
Guardian



CALOUSTE
GULBENKIAN
FOUNDATION



THE IMPACT

We aim to engage 250 million people in the next 4 years in climate action and behavior change. We aim to inspire a movement, which belongs to those young people.

MEASURING THE IMPACT:

We are working with academics from the sociology and psychology of music, ethnomusicology, environmental psychology, disease ecology and global health policy across seven global institutions to measure the impact of this programme, which can then be used as a blueprint for advocacy and change.





THANK YOU FOR YOUR TIME

Ruth Daniel

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