

2022/2023



EARTH / PERCENT
IMPACT
REPORT
2022 & 2023

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LOOKING FORWARD TO 2024

EARTHPERCENT: THE STORY SO FAR

We are the music industry's climate foundation

The ecological emergency we face is deadly serious — we have breached six of the nine boundaries that keep us within a safe operating space for humanity. This poses an unprecedented risk to the health, well-being and security of future generations. But it also offers us the opportunity to remake the world through justice, equality and the rights of all species.

Music is uniquely well-placed to play a vital role: music can influence culture, shape public conversation, raise funds and take action to address the climate crisis.

EarthPercent was created in 2021 to work with artists and the music industry to unleash the power of music in service of the planet. We collaborate with musicians and music businesses to:

- support the most impactful environmental and climate justice organisations;
- help supercharge the innovation needed to propel the music sector to zero emissions;
- and support artists in the advocacy and activism they are interested in.

Our influential and highly engaged Music Committee acts as the heart of a network of brilliant people across the sector, sharing information and inviting others to join this movement. They work with us to co-create structural innovations that offer creative ways for people to take their first steps in support of the planet.

“Now is the time for true leadership from within the music business. As we face our precarious planetary reality, we need more support for artists anxious to step into an advocacy role; more encouragement to young employees who want to be part of the new world we need to create together; more investment in innovation to improve music's impact on the planet; more giving back to front line organisations; and more funding of the brilliant people who strive every day to produce the tools and solutions helping our sector decarbonise and use its influence for the good of all.

The value of the global music industry is predicted to reach \$131.5bn by 2030, representing growth across publishing, live, and in particular recorded music revenues. Although this is not shared equitably – something we must address as we work for a fairer and healthier world – there is much we can all contribute, including our voices.

Does it really sit well with us to be part of a booming market sector and not address the situation we're in? Don't we want to ask ourselves how we use the skills, resources and imagination of the industry at this moment in history, when everything is on the line? We are the people who create culture. It's our job description! So together let's create a culture of caring for our future.

Thank you to everyone who has joined this movement for our planet.”



Brian x

**Brian Eno,
Co-founder & Patron,**

EXECUTIVE SUMMARY

Our supporters get involved by pledging a small percentage of income, gifting a song or share of royalties, including a pledge for the planet in ticket sales, playing a one-off special show or contributing items for auction. We help artists encourage their audiences to learn more and take action. Our growing group of ambassadors give their time to meet with others, take part in public programming and use their platforms to create planet-positive communications.

“

“I’ve been involved with EarthPercent from the beginning - it’s a brilliant initiative. The issue of climate change sadly isn’t going away, and so as creatives, to feel as though we’re able to give back, by adding Earth as a beneficiary on projects is not only a choice, but a necessity”

— FRASER T SMITH

Our Expert Advisory Panel — an international, multi-generational, and diverse group of climate scientists, academic researchers, economists, climate communicators, youth activists, community organizers and policymakers — ensures that the funds we raise go toward efforts to bring about changes to existing policies, systems and approaches that provide tangible, long-term benefits to nature and people’s lives.

We focus on five critical action areas: climate justice, restoring nature, legal and policy change, the just energy transition and greening music. For more about our brilliant grant partners and how EarthPercent supports them, [see pages 11-22](#).

Our grant partners have secured some vital wins for our planet:

- The multi-award winning investigative reporters at **Critical Frequency**, who work to expose the drivers of delay on climate action, uncovered the role a global network of dark money-funded think tanks called The Atlas Network has played in the global criminalization of climate protest
- **ClientEarth** successfully held the world's largest emitter, Saudi Aramco, accountable for major climate-related breaches, securing UN action and setting a crucial precedent for corporate responsibility and halted INEOS's 'Project One', Europe's largest plastics plant, preventing major nitrogen pollution in the Netherlands.
- **Cool Earth** launched the first basic income project for rainforest communities in the Peruvian Amazon in partnership with the Organización Nacional de Mujeres Indígenas Andinas y Amazónicas del Perú (ONAMIAP).



Cool Earth



\$675K+

**US DOLLARS
GRANTED**



20

**ENVIRONMENTAL
NONPROFIT PARTNERS THAT
HAVE RECEIVED SUPPORT**



250+

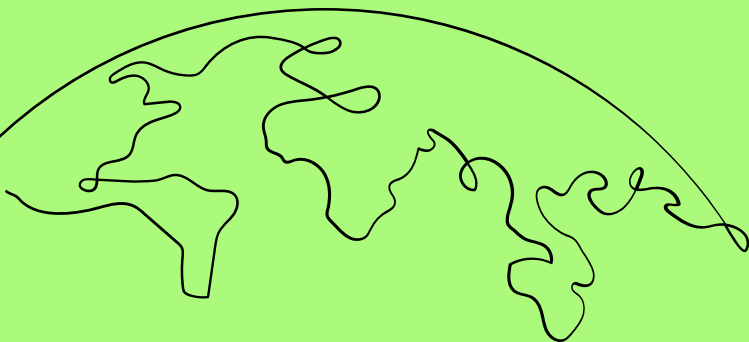
**SUPPORTERS
(ARTISTS, MUSIC INDUSTRY ORGANISATIONS,
INDIVIDUAL DONORS)**

AND...

**AS OF JANUARY 2024, AN ADDITIONAL \$305K
HAS BEEN RAISED AND 3 ADDITIONAL GRANT
PARTNERS HAVE BEEN APPROVED FOR FUNDING**

We grant out all the money we raise each year, and our operating costs are covered by our Founding Donors, allowing us to grow our impact and enabling 100% of artist donations to be passed to our grant partners. Our patron, Brian Eno, has been matching artist donations, doubling the impact of the gifts artists make through including an 'Earth Percent' in their work.

We aim to raise \$100m for our partners by 2030, support a growing number of artists speaking out for our planet, and create long-term structures within music that bake nature and the Earth into all we do as collaborators and stakeholders.



**TOGETHER WE ARE UNLEASHING
THE POWER OF MUSIC.**

SNAPSHOTS FROM 2022 & 2023



WARNER MUSIC UK FUNDRAISER



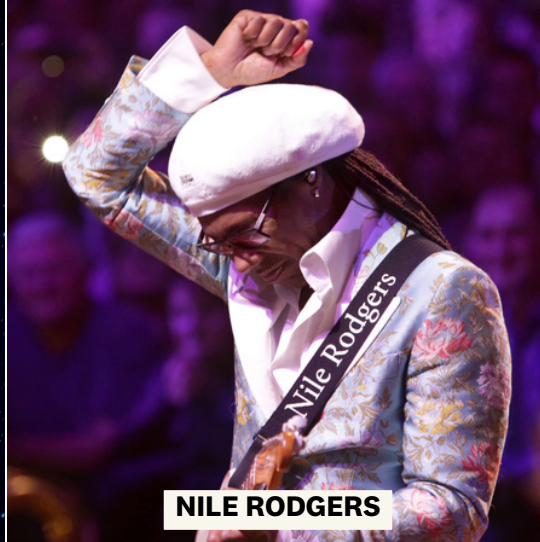
DONNA GRANTIS



E/P WORKSHOP



SAM RYDER MERCHANDISE



NILE RODGERS



BIOPLASTIC EVOVINYL



INTERNATIONAL MUSIC SUMMIT



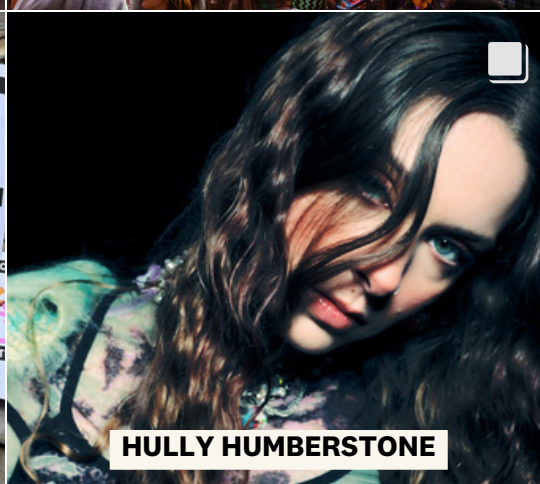
LOST VILLAGE FESTIVAL



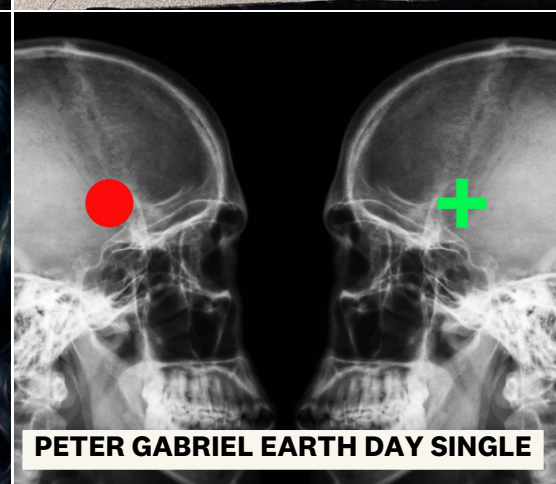
CLIMATE JUSTICE PANEL



TEAM @ EXTINCTION REBELLION



HULLY HUMBERSTONE



PETER GABRIEL EARTH DAY SINGLE

OUR 4-STEP GRANT PROCESS

Our four-step grant-making process is simple, yet rigorous. By staying in close contact with the sector and a network of organizations working in our key action areas, we identify those that would be a good fit, invite them to apply, work to closely vet them, and then finally approve and onboard. Only once all four steps are completed, funding is granted to the approved organizations to put to work for our planet.



IDENTIFYING NEW GRANT PARTNERS

Through our extensive network, research, and recommendations from our expert advisory panel, EarthPercent invites select organizations to apply for funding. In future, we plan to offer an open call for submissions for topic-specific applications.



GRANT PARTNER APPLICATIONS

Prospective grant partners that are shown to carry out important and impactful work are invited to submit their achievements, objectives, approach, obstacles, and how they'll measure impact.



DUE DILIGENCE

In a rigorous due diligence process, EarthPercent reviews prospective partners by looking at items such as public filings, financial fitness, governance structure, social media presence, press, policies, and conflicts of interest.



GRANT PARTNER APPROVALS

Every new grant partner application and the due diligence findings are vetted by members of our Expert Advisory Panel, which is made up of some of the world's foremost leaders on climate issues. A partner is approved after The Board of Trustees takes a final vote.

“

EarthPercent is one of the good ones. It is a pleasure to serve on their Expert Advisory Panel, to witness how EarthPercent is leading the call for music to be a planet-positive force in the world – and to help guide how they support organisations doing transformative work to improve music's environmental impacts.”



Karl Devine,
Head of Research,
Department of Musicology,
University of Oslo

“

Working with EarthPercent to redistribute vital funds for climate justice has been a real privilege. They set the precedent for others in the music industry to be part of the change that our world so desperately needs.”



Tori Tsui,
Climate justice activist, mental health advocate and Co-founder of Bad Activist Collective

WHERE DOES THE MONEY GO?

At EarthPercent, we know there is no single solution to the climate crisis. So for the best chance of having a deep, long-lasting, positive impact for the planet and communities around the world, we support a variety of different interventions. Our funding goes towards: those at the frontline and with lived experience of climate change; solutions that science has told us we need to invest in; what we call the ‘hidden wiring’ for system-wide impacts – changing laws, regulations, and economic incentives; and lastly towards changing cultural norms and narratives.

OUR STRATEGY THEREFORE FOCUSES ON THE FOLLOWING 5 KEY ACTIONS AREAS:



ACTION AREA 1: GREENING MUSIC

We fund organizations that create tools and guidance to help those within the music industry reduce their carbon/environmental impacts.



ACTION AREA 2: JUST ENERGY TRANSITION

We fund efforts to end the use of fossil fuels, prevent and reduce greenhouse gas emissions, remove greenhouse gases from the atmosphere and support renewable and citizen-powered energy in order to limit global warming.



ACTION AREA 3: PROTECT & RESTORE NATURE

We fund projects that prevent and reverse deforestation, pollution, desertification, habitat destruction, soil erosion, and biodiversity loss. We support efforts to restore wilderness and agricultural practices that remove carbon from the atmosphere and lead to healthier food.



ACTION AREA 4: LEGAL & POLICY ACTION

We fund efforts to change the laws, economic drivers and systems that have created and contribute to the climate crisis.



ACTION AREA 5: CLIMATE JUSTICE

We fund approaches that bridge the gap between social justice, gender equity, and climate change. We fund organizations that support grassroots-led efforts to build resilience in communities that are most affected by the climate crisis.

Every grant we make is carefully vetted by our Expert Advisory Panel — an international, multidisciplinary group of scientists, economists, scholars, economists, activists, organizers, and policymakers.

We were deeply saddened by the passing of our esteemed founding panel member, Saleemul Huq, who made an enormous contribution to our strategy and to so much vital climate justice work globally.



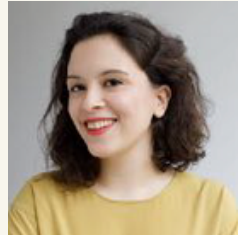
NNIMMO BASSEY

Architect, poet, author and Director of the Health of Mother Earth Foundation



HELENA BENNETT

Head of Climate Policy at Green Alliance



DELARA BURKHARDT

Member of European Parliament and Obama Leader 2022



DR. STUART CAPSTICK

Deputy Director of the Centre for Climate and Social Transformations, Cardiff University



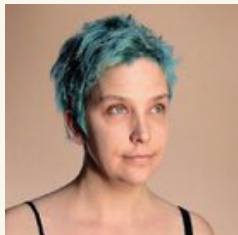
BRIAN COX CBE FRS

Public broadcaster and Professor of Particle Physics, University of Manchester



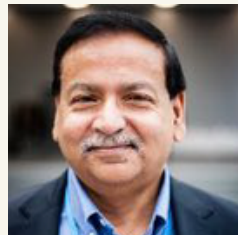
DR. KYLE DEVINE

Head of Research, University of Oslo, Department of Musicology



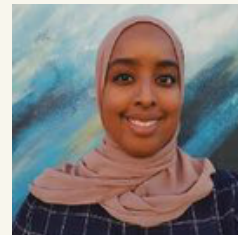
DR. TAMSIN EDWARDS

Climate Scientist and Lecturer at King's College London
Lead IPCC author



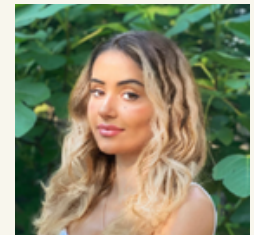
SALEEMUL HUQ OBE

Director, International Centre for Climate Change & Development
Lead IPCC author



FATIMA IBRAHIM

Co-Executive Director of Green New Deal UK and Green New Deal Rising



SOPHIA KIANNI

Executive Director, Climate Cardinals
Youngest member of the UN's Youth Advisory Group on Climate Change



LILAN LIU

Sustainability Program Manager at Braze and Greenbiz 30 under 30



WILSON ORYEMA

Writer, artist, activist and sustainability consultant focused on human consumption



TORI TSUI

Climate justice activist, mental health advocate and Co-founder of Bad Activist Collective



BARONESS LOLA YOUNG OF HORNSEY OBE

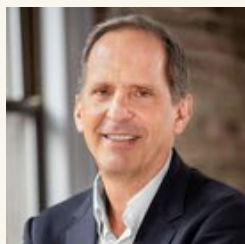
Independent Member of the House of Lords and advocate for nature and social justice

We are hugely grateful to all our panel members who guided our 2022/23 grants distributions. We are currently finalising membership of our global panel for 2024-26.



MAY THAZIN AUNG

Climate Finance Researcher at the International Institute for Environment and Development



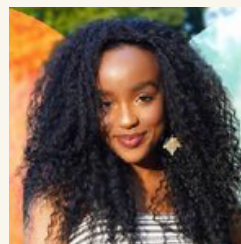
ARMOND COHEN, ESQ.

Founder and Executive Director of the Clean Air Task Force



JOHN E. FERNÁNDEZ

Director, Massachusetts Institute of Technology, Environmental Solutions Initiative



WANJIKU 'WAWA' GATHERU

Founder of Black Girl Environmentalist and Rhodes, Truman, and Udall Scholar



ISAIAS HERNANDEZ

Environmental educator and creator of 'Queer Brown Vegan'



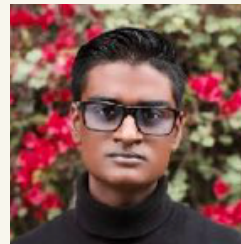
DR. KIMBERLY NICHOLAS

Associate Professor of Sustainability Science at Lund University and author of UNDER THE SKY



DJESSICA OLSON, ESQ.

Vice President of Policy at CALSTART, Finalist for MIT C3E Women in Clean Energy Award



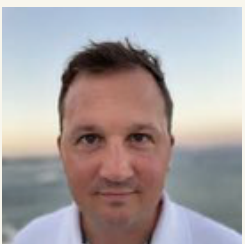
KEVIN J PATEL

Intersectional climate justice advocate, Founder of OneUpAction, and National Geographic Young Explorer



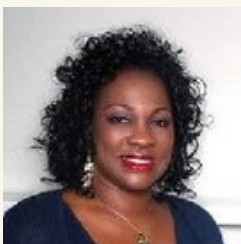
DR. SPENCER PHILLIPS

Natural Resource Economist and Founder of Key-Log Economics



DR MICHAEL WIRONEN

Director of Corporate Engagement for Food & Water, The Nature Conservancy



DR. BEVERLY WRIGHT

Founder & Executive Director, Deep South Centre for Environmental Justice



DR. ERIK CORDES

Full Professor and the Vice Chair of Biology, Temple University

MEET OUR GRANT PARTNERS...



**AFROCARACOLAS SABERES ITINERANTES
(GLOBAL GREENGRANTS)**

Photo credit: Beth Benedict



ACTION AREAS

 GREENING MUSIC

WHAT THEY DO

Help events, festivals and venues become more sustainable with research, certification, training, expertise and knowledge sharing.

IN THE NEWS

→ [AGF reveal The World's Greenest Festivals](#)

WHAT OUR GRANT SUPPORTS

Creating a free access area on AGF's online membership platform, providing sustainability expertise and resources and helping more people in events get started with climate action.

HIGHLIGHT ACHIEVEMENTS

- Rebranding to 'A Greener Future'; expanding beyond festivals to support the broader live event industry
- Launching the 'Sustainability Diagnosis' service, and publishing extensive research on festival emissions
- Training for over 50 sustainability assessors
- Projects like the Low Emission Festivals and the world's first carbon-removed concert with The 1975 and AEG Europe.

WHAT'S NEXT

Finalise a free foundational assessment tool for small and low-income events and launch a sustainability knowledge hub to consolidate training and research activities.



ACTION AREAS

 LEGAL & POLICY CHANGE

WHAT THEY DO

Use the law to protect people's right to a healthy planet and work in partnership with local organisations, scientists and policy makers to create system change that tackles pollution, biodiversity loss and fossil fuel expansion.

IN THE NEWS

→ [ClientEarth challenges UK court dismissal of Shell climate lawsuit](#)

WHAT OUR GRANT SUPPORTS

Successfully advocating for the groundbreaking European law stopping products causing forest destruction from being imported, sold in or exported from the EU.

HIGHLIGHT ACHIEVEMENTS

Held the world's largest emitter, Saudi Aramco, accountable for major climate-related breaches; achieved a legal challenge against INEOS's 'Project One,' halting Europe's largest plastics plant and preventing nitrogen pollution in the Netherlands; amongst many other newsworthy successes.

WHAT'S NEXT

Strategic priorities including a new Global Impact Strategy, prioritising cautious growth in Asia, North America, and South America, cultural enhancements within the organisation, and a commitment to strategic investment in fundraising activities in the context of the cost-of-living crisis.



ACTION AREAS

 PROTECT & RESTORE NATURE

WHAT THEY DO

Work directly with rainforest communities and local non-profits to tackle root causes of deforestation and protect vital carbon sinks.

IN THE NEWS

→ [The deforestation solution that not enough people are talking about](#)

WHAT OUR GRANT SUPPORTS

A pilot Rainforest Lab in Peru to provide real-time satellite data to Indigenous communities, and the opening of two more Rainforest Labs in Oviri and Huaracayo in the Peruvian Amazon. Continued funding helps develop computer literacy and forest monitoring skills in communities where existing levels are low.

HIGHLIGHT ACHIEVEMENTS

Launching the first basic income project for Asháninka communities in the Peruvian Amazon, with the aim to demonstrate that this is the most ethical intervention to support marginalised groups and the most impactful approach offering much needed scale for rainforest protection.

WHAT'S NEXT

Starting the codesign of a new project with the Wabumari community in Papua New Guinea. By 2026, they aim to have fifteen Rainforest Labs partnerships across all three rainforest biomes.



ACTION AREAS

 CLIMATE JUSTICE

WHAT THEY DO

Run outdoor healing justice programs for youth impacted by incarceration in Yanaguana/San Antonio, Texas.

WHAT OUR GRANT SUPPORTS

Their work led by and in support of people most effected by climate change advocating for the right to a healthy and clean environment.



**NEW GRANT PARTNERS AWARDED IN LATE 2023
WILL PROVIDE FULL IMPACT REPORTING IN 2024**



ACTION AREAS

 JUST ENERGY TRANSITION

WHAT THEY DO

A women-run podcast network founded by journalists combining rigorous reporting and inventive storytelling to hold the oil industry accountable.

WHAT OUR GRANT SUPPORTS

Building out their online 'Petroganda' archive and securing a publishing partner network with The Guardian, The BBC, Al Jazeera, The New Republic, The Intercept, The Nation, and DeSmog.

HIGHLIGHT ACHIEVEMENTS

Expanded globally, with reporters in 15 countries. They helped expose The Atlas Network's role in global climate protest criminalization and launched a podcast on the this called "The Real Free Speech Threat". The Petroganda project catalogued PR firms' pro-fossil fuel messaging techniques, including anti-EV campaigns and how Big Oil has influenced UN summit hosting.

WHAT'S NEXT

Cross-border investigations into Total's art-washing in frontier countries, Discovery's influence on education, oil funding in entertainment, advertising's role in promoting fossil fuel propaganda and a series on how fossil fuel companies target Gen Z in their PR.

IN THE NEWS

→ [Amy Westervelt wins "Journalist Of the Year" from Covering Climate Now](#)





ACTION AREAS

 CLIMATE JUSTICE

WHAT THEY DO

Support grassroots-led efforts in the Global South to protect planet and people.

“**The flexible support provided by EarthPercent enables us to continue to respond to the priorities of the communities we seek to support and to channel funds where they are most needed. We welcome EarthPercent’s trusting partnership, your creative ideas and your interest in learning from our work.**”



WHAT OUR GRANT SUPPORTS

Frontline community resistance to fossil fuel expansion and carbon-intensive development; strengthening land tenure; protecting forests and carbon-sequestering ecosystems. A portion also contributed to their core grant-making costs.

HIGHLIGHT ACHIEVEMENTS


In 2023, Global Greengrants Fund UK made its highest number of grants in its history: 454 grants, totalling \$3.05 million, to communities on the frontline of environmental degradation in over 70 countries, from Argentina to Zimbabwe.

WHAT’S NEXT

Exploring potential programmes for the Caribbean and Arctic regions, expanding their work in East/Southern Africa, and increasing support of Indigenous Peoples’ environmental rights with a new global advisory board, incorporating Indigenous traditional knowledge.



ACTION AREAS

 LEGAL & POLICY CHANGE

WHAT THEY DO

Wield the power of law and the strength of partnership to protect people’s health and combat climate change.

WHAT OUR GRANT SUPPORTS

To support all their important Climate and Energy work, including advancing zero-emissions power, transportation, and freight.

HIGHLIGHT ACHIEVEMENTS

Persuaded the U.S. Postal Service - with more than 200,000 vehicles - to go electric rather than defaulting to gas-powered vehicles, which could save more than 100 million gallons of fuel per year. Made progress in their work to shift plans to replace energy from Midwest coal power plants with methane gas and blocked an air permit for the gas-powered crypto mining operations at Greenidge Generating Station on the shores of Seneca Lake in New York.

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

ACTION AREAS

 GREENING MUSIC

WHAT THEY DO

Work internationally across arts and culture to mobilise environmental action in the creative community.

IN THE NEWS

→ [The arts have a leading role to play in tackling climate change](#)

WHAT OUR GRANT SUPPORTS

Providing expert guidance to the music sector, engaging with networks like LIVE Green and IMPALA Environmental Taskforce, helping them to lead discussions on climate justice, and updating music sector-specific tools and resources in order to respond to industry requests for support.

HIGHLIGHT ACHIEVEMENTS

The full launch of Future Festival Tools for European events professionals, providing carbon impact results and advice for independent record labels, conducting 'Raising the Bar' research on sustainable cups for indoor venues, and collaborating on the 'Towards Zero Waste Festivals' project with Vision2025.

WHAT'S NEXT

Piloting the Green Events Code of Practice, enhancing the IMPALA carbon calculator for independent labels, launching the Towards Zero Waste Festivals toolkit as well as a toolkit on sustainable initiatives and accessibility, and expanding the Creative Climate Leadership network.



ACTION AREAS

 GREENING MUSIC

WHAT THEY DO

Collate and provide research, expertise and cross-industry innovation that is informed by the best science and supports the transition to a regenerative future.

IN THE NEWS

→ [Industry's Live Green Declaration to be Launched at GEI Conference](#)

WHAT OUR GRANT SUPPORTS

Expanding the LIVE Green coordinator role and facilitating essential support for projects including LIVE Insights audience research and covering production costs for the sustainable cups report, 'Raising the Bar.'

HIGHLIGHT ACHIEVEMENTS


Solidified role as the UK live music industry representative, gaining recognition from government, policy makers, MPs, and partners as an engaged and expert partner. Expanded the LIVE Green membership now reaching the orchestral sector and prioritised green commitments in the industry, supporting the Arts Green Book, sustainability clauses, and a groundbreaking guide on sustainable cups.

WHAT'S NEXT

Finalizing sustainability clauses, ensuring consistent reporting, coordinating with expert organizations, hosting sustainability talks, supporting projects like Low Emission Festivals, the Green Events Code, and taking on the Arts Green Book development.



ACTION AREAS

 GREENING MUSIC

WHAT THEY DO

MDE work to make the cultural and operational changes needed across the music industry to contribute towards a carbon neutral future.



WHAT OUR GRANT SUPPORTS

The launch of the 'Fan Club for Climate' at Reading and Leeds Festivals, which aims to create the world's largest climate conscious music community. Employing an administration assistant to streamline the organisation's work flows and increase capacity

HIGHLIGHT ACHIEVEMENTS

Supported development of new MDE groups in Indonesia, Denmark, China, Mexico, Brazil and Belgium and achieved NO MUSIC ON A DEAD PLANET's presence at events including Billie Eilish festival headline sets, Pulp @ Finsbury Park, Reading and Leeds Festivals, BST, All Points East, Love Saves The Day, Forwards, and Glastonbury.

WHAT'S NEXT

Grow Fan Club for Climate membership by 5k/year, have festival stalls and activations at 10+ festivals in 2024, develop data infrastructure and CRM to allow for measuring and monitoring of actions taken by Fan Club for Climate members



ACTION AREAS

 GREENING MUSIC

WHAT THEY DO

Partner with musicians, festivals and venues to green their live events and engage with fans at shows to take environmental action.

WHAT OUR GRANT SUPPORTS

Contributes to the salary of two summer interns, who support with vital volunteer recruitment, sourcing local farms for our Farm to Stage program, and research projects for various projects, and much more.

“

Unrestricted funds are vital to REVERB's continued success, and to that of most nonprofits. EarthPercent's model is an innovative way for the music industry to support organizations combatting the climate crisis and because EarthPercent's mission echoes our own...REVERB is especially honored to be a recipient of an E/P grant.”



“EarthPercent’s support has given us the confidence and motivation to be the voice of the deep-sea. Having E/P’s support and faith in our work means that we can approach other potential grantors with confidence.”



ACTION AREAS

 PROTECT & RESTORE NATURE

WHAT THEY DO

Advocacy work across a range of pertinent ocean issues, from climate change, overfishing and pollution, to emerging threats such as deep-sea mining.

WHAT OUR GRANT SUPPORTS

Raising awareness of the dangers of mining in the deep sea, a critical carbon sink. This includes launching a petition calling for a ban on deep-sea mining, organizing a gathering at the Dutch parliament to deliver the petition, and influencing the International Seabed Authority.

HIGHLIGHT ACHIEVEMENTS

Organised the largest petition against deep-sea mining, garnering over 342,000 signatures. Despite parliamentary challenges, the petition prompted a discussion on a moratorium in the Dutch Parliament. Active participation in the International Seabed Authority (ISA) led to a significant two-year delay in the decision to open the deep-sea to mining. The success also inspired a new initiative, The Ocean and Us Hope Tour.

WHAT’S NEXT

They will continue to advocate for a deep-sea mining moratorium as well as launching a major project, The Ocean and Us Hope Tour, aiming to connect people to the deep-sea. The initiative involves a journey from Alaska to Chile, engaging diverse communities and ocean stakeholders and collecting signatures for a declaration to the International Seabed Authority, chronicled on YouTube—a hopeful story to prevent future disasters.



ACTION AREAS

 PROTECT & RESTORE NATURE

WHAT THEY DO

Create parks and protect public land where they're needed most so that everyone will have access to the benefits and joys of the outdoors for generations to come.

WHAT OUR GRANT SUPPORTS


Transforming schoolyards from asphalt to welcoming community spaces, in rural tribal communities and in America's largest cities.

“

Your contribution to Trust for Public Land has helped transform more than 250 schoolyards from asphalt to welcoming community spaces, in rural tribal communities and in America's largest cities. With each schoolyard transformed, we positively impact students' and community member's health, the climate, educational outcomes, and the equitable distribution of the benefits of green space.”



ACTION AREAS

 JUST ENERGY TRANSITION

WHAT THEY DO

Work to catalyse a just transition away from UK oil and gas production by pushing the government to end expansion and to rapidly roll out onshore wind power.

WHAT OUR GRANT SUPPORTS

The launch of their Warm This Winter campaign, an ambitious coalition of climate and fuel poverty organisations calling for a transformation of the UK energy system. Also our funding provided additional Digital Media support to tailor and finesse Uplift's digital campaigning for the #StopRosebank campaign.

HIGHLIGHT ACHIEVEMENTS

Demonstrated significant public and political opposition to oil and gas developments, particularly through their powerful #StopRosebank campaign and constant briefing of MPs and business voices across the political spectrum, including as the new secretariat of the influential All Party Parliamentary Group (APPG) on Climate Change in the UK Government.

WHAT'S NEXT

Harness the upcoming UK 2024 General Election to move policy away from oil and gas; continue collaborating with political parties, leveraging the APPG on Climate Change and engaging trade unions. Build a public mandate through narratives around the dysfunction of the energy system and counter industry backlash by exposing its lobbying tactics.

IN THE NEWS

→ [Greenpeace, Uplift Sue UK Over Controversial Rosebank Oil Field](#)



ACTION AREAS

⚖️ CLIMATE JUSTICE

WHAT THEY DO

Support climate justice young leaders with trust-based funding, resources, and youth-to-youth capacity development.

WHAT OUR GRANT SUPPORTS

80% was allocated to the participatory grantmaking budget of USD 500,000 for 2023, and EarthPercent funding will cover up to 4 specific grants. The remaining 20% covered YCJF operations, including donor education and youth-to-youth capacity development.

HIGHLIGHT ACHIEVEMENTS

YCJF was launched during New York Climate Week, successfully mobilising over USD 3 million. Their first round of participative grant-making received nearly 1,800 applications, with over 70% originating from Africa and 95% from the Global South and for diverse projects including awareness, energy, women's empowerment, and Indigenous rights. They strengthened their advising and advocacy work to support donors in their giving journey to youth climate justice movements and hosted funders learning events during London and NY Climate Weeks.

WHAT'S NEXT

Entering its second year, YCJF aims to strengthen youth climate justice movements by refining its participatory funding model. The goal is to cultivate a skilled generation of youth organizers, providing reliable short and long-term funding while influencing the philanthropic landscape.



YOUTH CLIMATE JUSTICE FUND

Photo credit: Nathan Metenier

VISION2025

Outdoor Events · Climate · Action

ACTION AREAS

 GREENING MUSIC

WHAT THEY DO

Represent a growing network of over 500 outdoor events and businesses taking positive climate action

IN THE NEWS

[→ Vision 2025 Launch Towards Zero Waste Festivals Report](#)

WHAT OUR GRANT SUPPORTS

The update of the Creative Green carbon footprint tools and the Green Events Code of Practice, taking the Code from a working draft to a pilot project working with local authorities across the UK to explore implementation and adoption.

HIGHLIGHT ACHIEVEMENTS

Developed and launched the Green Events Code of Practice, securing £41k in funding for a pilot project with over 10 Local Authorities, paving the way for UK-wide adoption. Convened an industry working group to establish the inaugural Environmental Sustainability Chapter of the Purple Guide and published the Zero Waste Festivals Report, along with industry briefings on legislation and best practices.

WHAT'S NEXT

Launching a pilot program for the Green Events Code of Practice to pave the way for nationwide adoption in the UK by 2025, alongside fundraising for the third edition of the Show Must Go On report and the establishment of sector benchmarks.



ACTION AREAS

 JUST ENERGY TRANSITION

WHAT THEY DO

Lead a global effort to foster international cooperation to accelerate a transition to clean energy, end the expansion of coal, oil and gas, and equitably phase out existing production in keeping with what science shows is needed to address the climate crisis.

IN THE NEWS

[→ Colombia joins international alliance calling for treaty to end use of fossil fuels](#)



**NEW GRANT PARTNERS AWARDED IN LATE 2023
WILL PROVIDE FULL IMPACT REPORTING IN 2024**



ACTION AREAS

 PROTECT & RESTORE NATURE

WHAT THEY DO

Provide training, tools, innovation and support to a baseline of 10,000 farmers to catalyze the planting of regenerative ocean crops and yield meaningful economic and climate impacts.

WHAT OUR GRANT SUPPORTS

Training and support including the Ocean Farming Hub, a digital platform to support farmers with toolkits and a knowledge network; Intensive Farmer Training, supporting more than 900 ocean farmers and hatchery technicians; and market innovations to encourage economic justice in this industry.



WE ARE ALSO IN THE PROCESS OF AWARDING GRANTS TO THE FOLLOWING ORGANISATIONS:



WHAT THEY DO

Empower young BIPOC climate activists from Latin America to actively participate in international climate policy spaces, such as the conferences of the UNFCCC.



WHAT THEY DO

Formed by concerned music industry leaders to foster collaboration and set global benchmarks through a shared knowledge base.

ADDITIONALLY, IN 2022 WE AWARDED ONE OFF GRANTS TO:



HOSTING AND CURATING, PUBLIC ENGAGEMENT

Our purpose includes providing spaces for climate-concerned folks across the music industry to gather (in-person and virtually) in order to exchange ideas and forge new connections. We've hosted 11 events of our own, creating space for over 1,000 people to feel and learn together, as we confront the challenges of our future. We provide opportunities for our supporters to meet our grant partners to learn about their work and about more ways to get involved. We collaborate with like-minded partners, such as NESTA, Purpose Disruptors, Warner Music UK, the NED NY and the Environmental Funders Network, to host gatherings and sharing sessions such as Merch Matters – on the future of merchandise – and Culture x Climate, to share learnings from organizations working with cultural influencers.

We engage wherever we can to support public programming on climate, and in particular to explore the power and possibility of music in the climate crisis. EarthPercent team members, Trustees, ambassadors and supporting artists have been part of delivering keynote lectures, hosting conversations and programming or participating in panels at many of the world's most significant music events, including Glastonbury, SXSW, International Music Summit (Ibiza), Rio Music Conference, Wilderness, The Great Escape, and Great Northern Festival. We've appeared at leading events focused on music's environmental impact and sustainability ambitions, such as Green Events & Innovation Conference, the Sustainable Events Summit and Fast Forward.

 11	E/P HOSTED EVENTS
 1K+	ATTENDEES AT E/P EVENTS
 25	PARTNER EVENTS AND FESTIVALS
 2	SONGWRITING CAMPS
 1	PRODUCTION CAMP



OUR INITIATIVES

EARTHPERCENT INNOVATES WITHIN THE STRUCTURES OF MUSIC:

A key part of our work is to find creative and scalable climate actions for the whole music sector to be part of. We work with our advisory committees to generate long-term and sustainable initiatives on behalf of the planet:

The Earth As Your Co-writer:

- Our pioneering scheme launched in 2023 and tests the possibility for songwriters to co-credit The Earth with a share of a composition, generating a long-term income stream for the planet.
- This initiative has inspired Spotify and the IMPF to host songwriting camps where the writers create new songs inspired by and for the benefit of the Earth.

Earth Day Campaigns:

- Our 2022 and 2023 Earth Day campaigns saw 157 artists offer tracks to be sold on behalf of our grant partners — for many artists this was their first concrete action using their music on behalf of the planet. We engaged hundreds of thousands of music fans via artist communications through this campaign.

Live:

- In live we work directly with touring artists so they can contribute a percentage of their live revenue automated via their booking agent or accountant. We also collaborate with the rest of the live ecosystem including festivals, agents and promoters to allow them to contribute from their side.

Evovinyl:

- We also explore ways to connect our fundraising directly to supporting innovation for the music sector. We've issued five limited edition Evovinylns — including the world's first commercial release of a plant-based bioplastic record with Michael Stipe. This is a powerful way to showcase environmental innovation in manufacturing while raising funds for our partners.

EARTH AS YOUR CO-WRITER IMPACT:

- **24** PARTICIPATING 'PIONEER ARTISTS'
- **4** ALBUMS (1 RELEASED)
- **20** TRACKS (11 RELEASED)

EARTH DAY & EVOVINYL IMPACT:

- **157:** PARTICIPATING ARTISTS ACROSS 2022 & 2023
- **£51,477.62** RAISED





“I am currently writing my next album – it’s an album about interconnectedness and the art of coexistence. There is no greater teacher than Mother Earth. There is no greater home, or provider. There is no better place than Earth And that is why I want to co-write this whole album with Mother Earth as a co-writer, because without her there wouldn’t be any such thing as music.”

— AURORA

OUR GOALS FOR 2024

In 2023, we have demonstrated that across music, both artists and businesses can make a huge difference by recognising the Earth as a stakeholder, and including a percentage for the planet in their work. In 2024 we will expand these efforts by:

- Scaling up our work and growing our network of participating music organisations and artists. This is music's moment to demonstrate its power to act collectively for future generations.
- We plan to double our income, continuing to support our existing grant partners and bringing on up to 5 new organisations.
- Moving The Earth As Co-writer from pilot phase to full launch, opening up the opportunity to further cohorts of songwriters around the world to include the Earth as a beneficiary of their work.
- Collaborating with UN Live, Spotify, MDE and a collective of partners, on the launch of Sounds Right: a music movement to recognize the value of nature and inspire millions of fans to take action
- And we will continue to convene gatherings and go to spaces held by others with the hope of growing the movement, continuing to learn together, creating space for both grief and joy as we navigate these complex and interconnected crises.

**UNLEASHING THE POWER OF MUSIC
IN SERVICE OF THE PLANET.**



**Music Declares Emergency -
Willow Smith onstage**

With gratitude to our patron, Brian Eno, our Trustees, our Music Committees, our Expert Advisory Panel Members, and to all our supporters who have taken action with us for our planet:

Adonis	El Buho	JoyCut	Pictish Trail
Alanas Chosnau & Mark Reeder	Elder Island	Julia Holter	Pixx
Alfie Templeman	Emel Mathlouthi	Jurgis DID	Poly Agency
amigas	Emeli Sande	Kaerhardt	Poppy Ackroyd
Amirali	Emilia Vancini	Kaitlyn Aurelia Smith	Prima Queen
Ana Quiroga	English Teacher	Kate Davis	PURE
Andre Corea	Erland Cooper	Lanterns On The Lake	Rasha Nahas
André Salvador and the Von Kings	Everpress	Laura Misch	Reka and /Beyond/
Andree Martis	False Window	Laurence Guy	Ricardo Villalobos
Andy LeMaster	Federico Albanese	LET1 Music	Richard Coleman
Andy Quin	Fer	Lily Moore	Ritt Momney (Jack Rutter)
Anjuna Group	Fink	Limbo Music	Rodrigo Y Gabriela
Anna B Savage	Finneas	Lime Garden	Root Creative
Anna Calvi	First Artists	Lola Kirke	Rostam
anrimeal	Fito Paez	Lost Village Festival	Rutger Hoedemaekers
Artists Way	Flower Face	Love International	S Carey
Auntie Flo / Highlife	Forwards Festival	Lutalo	SAM LEE
AURORA	Fovea Hex	Machine Drum feat. Jesse Boykins III (DJ Phil Remix)	Say She She
AVA	FRANC MOODY	Maggie Rogers	Seb Pringle (Crystal Fighters)
AVAWAVES	Frank Wiedemann	Mandy, Indiana	Seb Wildblood
Bad Sounds	Fraser T Smith	Mara Simpson	Sebastian Mullaert
Balmorhea	Fred Again	Martyn	Secretly
Beatie Wolfe	FROM THE FIELDS (Blue Dot, Kendall Calling)	Matt Black (part of Coldcut)	Shambala Festival
BELIEVE / TUNECORE	Future Utopia	Matthew and the Atlas	Simon Mejia/Bomba Estereo
Bette Adriaanse	Gabrielle Aplin	ME REX	Sonia Stein
Big Thief	Galya Bisengalieva	Metronomy	Sophia Space Agency
Billie Flynn	Generation Live	mev2 feat. mittageisen	SØS Gunver Ryberg
Billy Locket	Gently Tender	Michael Begg	Soundwalk Collective
Bird on the the Wire	Gesloten Cirkel	Michael Stipe	Squirrel Flower
Black Star Records	Giant Artist Management	Modern Woman	Ssega Kiwanuka (Love Ssega)
Brand New Moon	Gigi Masin	Monte (Simón Mejía)	Steve Mason
Brian Eno	GRANDAD	Mount Kimbie	Talk Show
Bring Me The Horizon	Hania Rani	Mr Bruce	Tam Lin
Broadside Hacks	Hannah Peel	Müller & Makaroff	TAMBOURHINOCEROS
Brooke Annibale	HAWKR	Murkage Dave	Tapir!
Cambridge Audio	Helen G (Helen Gregory)	Mutek Mexico	The Album Leaf
CHVRCHES	Helen Ganya	Mutek Montreal	The Big Moon
Ciaran Austin	Hilang Child	Mystery Jets	The Black Chapel Collective
Coldcut	Hinako Omori	Myune	The O2
COLDPLAY	Hipgnosis/Manager of Nile Rodgers	Nekton	The Subways
Colin Newman	Holly Humberstone	Neon Festival	The Weather Station
Cosmic Pineapple	Holy Fuck	NEW ALLOTMENT MEDIA	Tiny Leaves (Joel)
COSMO SHELDRAKE	Honeyglaze	Nick Carlisle	Tom VR
Courtney Marie Andrews	HOT CHIP	NICK MULVEY	Tom Walker
Damefrisør	Housewife	Nick Mulvey	Treeboy & Arc
Damien Dempsey	Hylo Athletics	Nicki Wells	Tummyache
Daniel Bandt	Ichiko Aoba	Nile Rodgers	Turtle (Jon Cooper)
DARGZ	IMS	Nothing But Thieves	Tusks
De Moi	ISHA	NYX electronic drone choir	United Freedom Collective
Deantoni Parks	Isobel Waller-Bridge	Odyssee	Victoria Canal
Death Cab	ISYLA	Olivia Reid	Violet Skies
deathcrash	Jack Johnson	Oracle Sisters	VRIL
DEBIT	JACOB COLLIER	Orlando Weeks	Walkin' Jim Stoltz
Declan McKenna	JAMES	Oscar Browne	Wará
Dodie	JARV IS	Patch and The Giant	Warmduscher
Drowned In Sound	Jemima Coulter	Paul McDonald	Warner Music Group UK
Dry Cleaning	Joe Hertz	Paul Stolper Gallery	Waves Rush In
Dylan Henner	Joep Beving	Penguin Cafe	Wayne Snow
Earth Agency	John Webb	PETE TONG	We Out Here
	John Webb	Pete Tong	Westerman
	Joy Anonymous	PETER GABRIEL	Weval
			Wide Awake Festival

**HELP MAKE AN IMPACT.
JOIN US.**

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 [**@earthpercent**](https://www.instagram.com/earthpercent)



**AFROCARACOLAS SABERES ITINERANTES
(GLOBAL GREENGRANTS)**

Photo credit: Beth Benedict