

A large crowd of people is gathered at a night concert. The sky is filled with falling confetti, creating a festive atmosphere. The crowd is dense, and many people have their arms raised. The lighting is dark, with some stage lights visible in the background.

EARTH / PERCENT

UNLEASHING THE POWER OF MUSIC IN SERVICE OF THE PLANET

Grant Giving Strategy

Where does the money go?

At EarthPercent, we know there is no single solution to the climate crisis and nobody has all the answers yet. For the best chance of having deep, long-lasting, and positive impact for the planet and communities around the world, we are supporting a variety of different interventions and solutions:



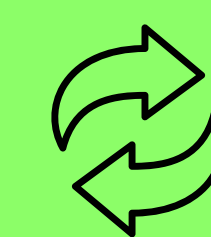
Directly to those at the frontline and with lived experience of climate change.



Fast-tracking solutions that science has told us we need to invest in.



To what we call the ‘hidden wiring’ for system-wide impacts – changing laws, regulations, and economic incentives.



To changing cultural norms and narratives and helping artists step into their power of advocacy.

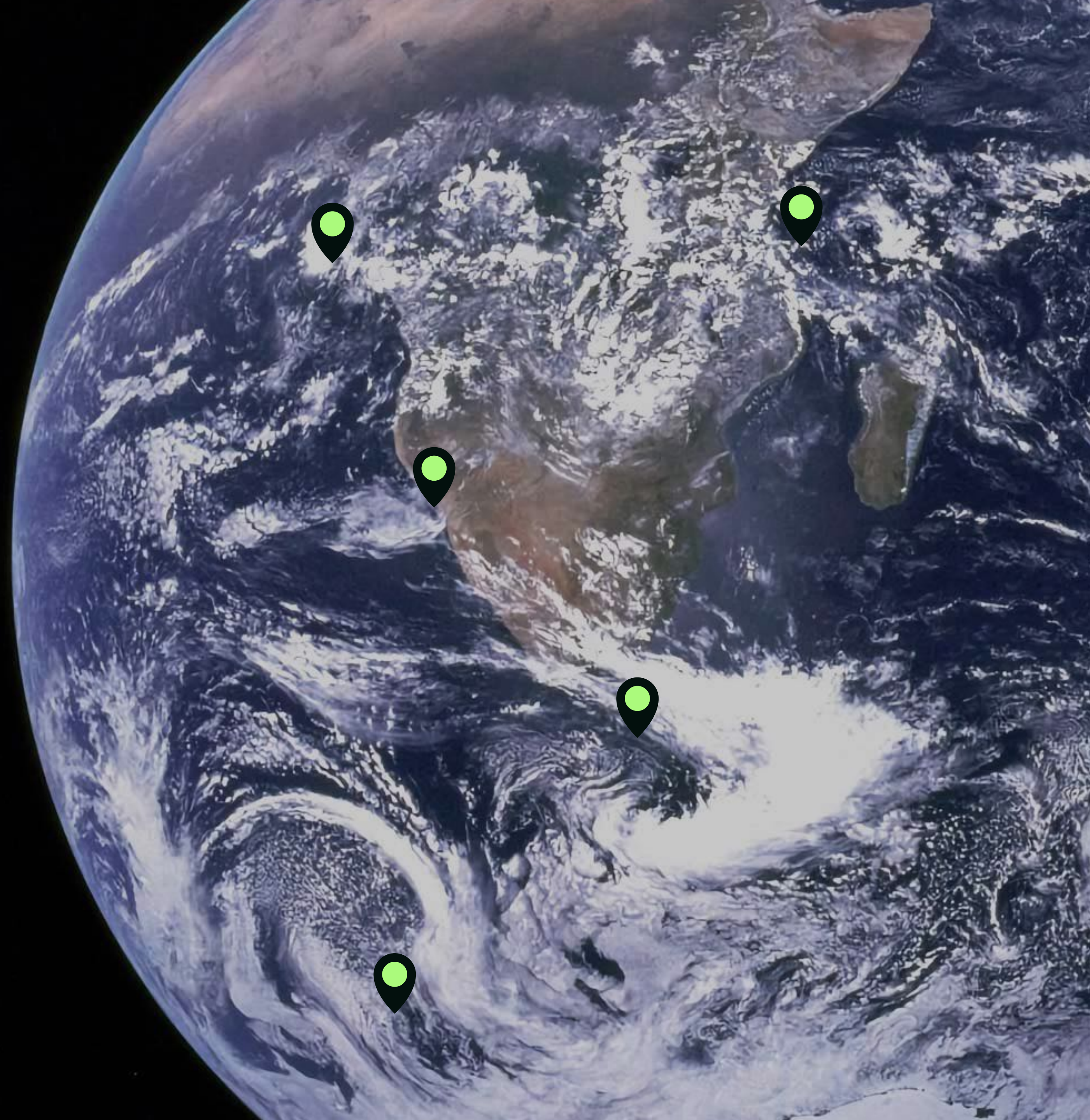


Towards innovation and experimentation, helping seed and scale new ideas.

EarthPercent is focused on getting resources to where they are most needed and that stand the best chance of creating change at multiple levels.

We look to fund what's going to make the biggest and fastest difference whilst also funding efforts that will prove critical in the long-term.

To do this, we make grants that work towards three key objectives across five key areas of climate action...



Our Vision: A healthy, equitable and liveable planet for generations to come.

1. A greener music industry

2. Climate is stabilised, nature is protected and restored

3. Cleaner, healthier, fairer, and thriving communities

Action Area 1: Greening Music

Action Area 2: Just Energy Transition

Action Area 3: Protect & Restore Nature

Action Area 4: Legal & Policy Change

Action Area 5: Climate Justice

2025 IMPACT GOAL:
Improve environmental impacts of the music industry.

2025 IMPACT GOAL:
Contribute to measurable emissions reductions and advance renewable energy.

2025 IMPACT GOAL:
Contribute to the measurable protection and restoration of critical ecosystems and reduce air pollution.

2025 IMPACT GOAL:
Change laws, regulations, and economic incentives to work better for the climate, nature, and people alike.

2025 IMPACT GOAL:
Contribute to positive outcomes on climate that are led by and benefit the most affected and vulnerable communities.

KEY PRIORITY:
Improving research on music's climate impacts.

KEY PRIORITY:
Accelerating a phase out of the extraction and use of fossil fuels.

KEY PRIORITY:
Protecting and restoring forests, oceans, and soils.

KEY PRIORITY:
Holding big polluters to account.

KEY PRIORITY:
Supporting people and communities to define and advocate for systemic change.

2025 IMPACT GOAL:
Artists are supported to speak out effectively on climate issues.

KEY PRIORITY:
Advancing nature-based and citizen-powered renewable energy.

KEY PRIORITY:
Ensuring clean air for all communities.

KEY PRIORITY:
Supporting new and improved regulations and financial incentives.

KEY PRIORITY:
Just, healthy, and low-carbon housing, food, and transport.

KEY PRIORITY:
Supporting tools and training for artists, companies, and fans.

Expert Advisory Panel

Every grant we make is vetted by our world-leading Expert Advisory Panel – an international, multidisciplinary, multi-generational, and diverse group of climate scientists, academic researchers, economists, climate communicators, youth activists, community organizers, and policymakers.

Expert Advisory Panel, UK/Global



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, Department of Musicology, University of Oslo



Dr. Tamsin Edwards

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



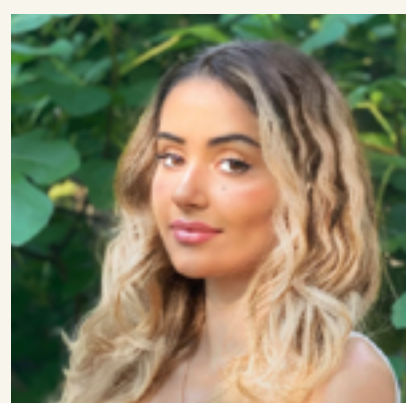
Baroness Lola Young of Hornsey OBE

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



Fatima Ibrahim

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



Sophia Kianni

Executive Director of Climate Cardinals and 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

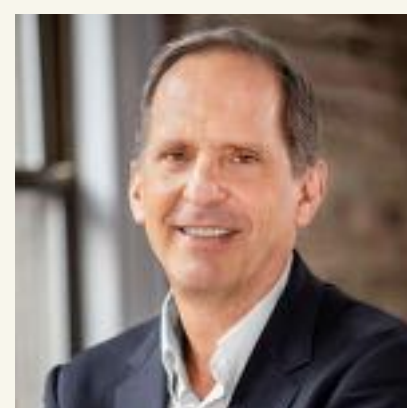
Climate justice activist, mental health advocate and Co-founder of Bad Activist Collective

Expert Advisory Panel, USA



May Thazin Aung

Climate Finance
Researcher at the
International Institute
for Environment
and Development



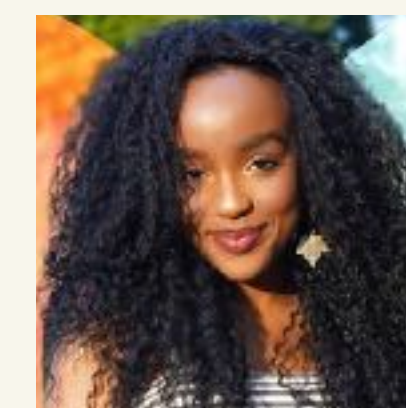
Armond Cohen, esq.

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



Jessica Olson, esq.

Vice President of Policy at
CALSTART and 2017 finalist
for MIT C3E Women in Clean
Energy Award



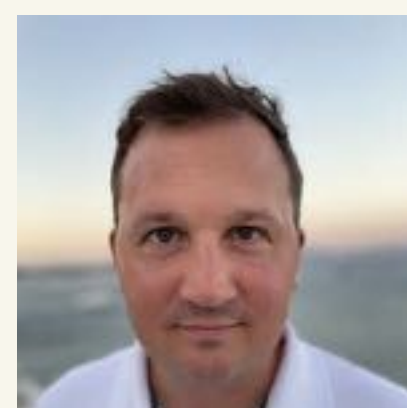
Kevin J Patel

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 at The Nature
Conservancy



Dr. Beverly Wright

Deep South Centre for
Environmental Justice

Our Grant Partners

We work with our Expert Advisory Panel to steer our Grant Giving by:

- 1. Identifying new grant partners**
- 2. Conducting rigorous due diligence**
- 3. Vetting and approving grant applications**

Our Grant Partners 2022/23



Trust for Public Land drives the US movement to close the outdoor equity gap. TPL have protected over three million acres of public land, created more than 5,000 parks and trails, raised \$84 billion in public funding for outdoor spaces, and connected over nine million people to the outdoors.



One Tree Planted aims to make it simple for anyone to take action by planting trees. Their projects partner with local communities and knowledgeable experts to create an impact for nature, people, and wildlife by rebuilding forests, providing local jobs and restoring biodiversity.



Uplift aims to catalyse a just transition away from UK oil and gas production by pushing the UK government to end the expansion of national oil and gas production and to rapidly roll out onshore wind power – currently the quickest and cheapest energy source.



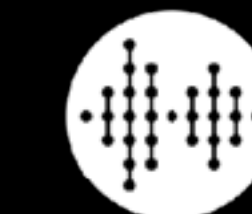
Since 2007, ClientEarth has used the law to fight climate change, prevent biodiversity loss and protect people's right to a healthy planet. They have taken governments to court and won, halted major polluting projects, and protected irreplaceable forests and rare creatures.



Global Greengrants Fund has supported grassroots-led efforts to protect the planet and people's rights since 1993. Our grant will support local and indigenous communities organizing against new fossil fuel developments and carbon-intensive projects.



Cool Earth works directly with rainforest communities and local non-profits to tackle root causes of deforestation and protect vital carbon sinks. Our grant will fund Rainforest Labs that provide real-time satellite data to indigenous communities defending against deforestation.



CRITICAL
FREQUENCY

Critical Frequency is a women-run podcast network combining rigorous reporting and inventive storytelling to expose corporate greenwashing. Our grant supports them to launch the Petroganda Library to be used by legal teams and researchers to hold Big Oil to account.



Since 2004, REVERB have led the green music movement, helping artists, festivals and venues to reduce the impact of over 350 tours and 6,000 concerts. They aim to make all of music climate positive with their campaign 'Music Climate Revolution'.



Cool Effect sources voluntary market carbon projects of high additionality, permanence and community benefit standards. Their 'Carbon Done Correctly' approach guarantees that a project's reduction in carbon emissions would not have happened under any other circumstances.



Women4Oceans works across a range of ocean issues, including climate change, overfishing and pollution. Our grant will support their urgent work to raise awareness of the dangers of mining in the deep sea, a critical carbon sink.



Earthjustice works across the US with the power of the law to protect people's health, preserve the natural world, advance clean energy and combat climate change. Their legal work has protected countless species, saved irreplaceable wetlands and fuelled the rise of 100% renewable energy.



The Charles Roundtree Bloom Project is an outdoor healing justice program for youth impacted by incarceration in Yanaguana/San Antonio, Texas. 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.



The Youth Climate Justice Fund supports climate justice young leaders with trust-based funding, resources, and youth-to-youth capacity development. 80% of our grant contributed to its participatory grant making budget and 20% went towards supporting their core operational costs.



The Fossil Fuel Non-Proliferation Treaty Initiative is a global effort to foster international cooperation to accelerate a transition to clean energy for everyone, 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.

Our Grant Partners from the Music Climate Collective



A Greener Future (formerly A Greener Festival) helps events, festivals and venues become more sustainable with research, certification, training, expertise and knowledge sharing. Our support is helping them roll out a free access area on their online platform, to help more people in music get started with climate action.



Music Declares Emergency works to make the cultural and operational changes needed across the music industry to contribute towards a carbon neutral future. Our grant is supporting the roll-out of the 'Fan Club for Climate' across the UK, which aims to create the world's largest climate conscious music community.



Julie's Bicycle works internationally across arts and culture to mobilise environmental action in the creative community. Our support has helped them update their free Creative Green carbon footprint tools and develop the Creative Climate Leadership programme, an international training and transformation programme for artists and professionals in the creative sectors including music.



Vision:2025 is a growing network of over 500 outdoor events and businesses taking climate action. Our grant is supporting the development and piloting of the Green Events Code, which provides clear and robust minimum standards and shared targets for sustainability across the outdoor events industry.



LIVE Green brings the live music industry together to take climate action. Our grant has enabled them to hire a LIVE Green Coordinator to support venues and festivals to take demonstrable steps towards net-zero and align them on common reporting metrics and projects, such as developing sustainability clauses in contracts.

About the Music Climate Collective:

To fast track and maximise the impact in our greening music action area we have created an alliance with the BPI and LIVE called the Music Climate Collective. The collective looks to secure funds for, and help coordinate, the incredible decarbonisation work that is already being done in the music industry by some of the amazing organisations you can see to the left.

In doing so we want to make best practice guidance, case studies and reporting tools standardised across the industry, and made freely available for all in one place. Improving the efficiency of the work in this space, and increasing the accessibility and ease of implementation.

**Get in touch to
see how you
can support
EarthPercent**

 hello@earthpercent.org

 [earthpercentorg](https://twitter.com/earthpercentorg)

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



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