



AMPLIFY : HOW TO BUILD A FAN-BASED CLIMATE MOVEMENT

Taylor Swift broke voter registration records with a simple social media post telling her fans, “I’ve heard you raise your voices, and I know how powerful they are.” But how powerful can they be? Can concert-goers and music fans become a force for positive social change?

Every year in the United States, over 250 million people attend concerts, providing a rare opportunity to bring communities together and remind them of their collective ability to produce change. **By turning backstage concern into mainstage advocacy, music artists can serve as much-needed climate messengers who amplify the climate movement by mobilizing fans to take action.**

To unlock this climate solution, Planet Reimagined partnered with Ticketmaster, Live Nation’s Green Nation, iHeartRadio, REVERB, and Climate Outreach to design a digital and in-person study that surveyed thousands of live music fans across the U.S. The findings include:

“Music artists have the power and influence to encourage fans to take action. They can make a difference and have an impact on social issues by speaking up, leading by example, and showing their support. I believe that more music artists need to take part in this.”

- Fan of Taylor Swift

— Live music fans care about climate change and are ready to act

- ▶ Nearly 3 out of 4 live music fans (72%) said climate change is an important issue, and 78% are already taking some form of climate action.

— Most fans support artists taking action on climate change

- ▶ 70% of survey respondents do not oppose artists using their platforms to speak out about climate change, and 53% agreed that they should.

— Many fans are likely to take climate action when their favorite artist asks

- ▶ Fans who are concerned about climate change are likely to sign petitions (68%), vote based on climate issues (60%), and contact government officials (42%).

Artists : Let’s Make It Happen!

— Engage Fans Through Mainstage Advocacy

- ▶ Use the stage to speak directly to fans through pre-show videos or brief conversations between the songs.
- ▶ Use positive language to highlight climate solutions.

— Promote Climate Action

- ▶ Encourage fans to participate in social and civic efforts instead of focusing on personal lifestyle changes.
- ▶ Highlight opportunities for fans to join local climate organizations in their communities.
- ▶ Team up with other artists and venues to maximize the impact.

— Lead by Example

- ▶ Show fans how you are taking climate action in your own life to make your advocacy more credible and compelling.
- ▶ Make action more accessible by showing fans the “how-to.”

