

HUMANS • MUSIC

LOVE YOUR MUSIC. LOVE YOUR PLANET

MANIFESTO



"Beyond Transition, Regeneration"

The music industry is embarking on a major shift: the ecological transition. It is seeking to reduce its impact and rethink its tours, productions, and festivals. **This is an essential step.**

But the transition is a long road, fraught with technical, economic, and political obstacles. As we move forward, the planet continues to be depleted. Reduction is not enough if, in the meantime, forests disappear, soils become impoverished, and oceans suffocate.

Regeneration is the necessary counterpoint to ensure that the transition still has fertile ground in which to take root.

That is why we affirm: **regeneration must accompany the transition, here and now, on a global scale.**

Every concert, every album, every cultural event carries a collective responsibility. The impact of music knows no boundaries, and neither does its footprint. If we want music to remain a living, universal force, it must also contribute to restoring life wherever it is heard: restoring ecosystems, strengthening biodiversity, protecting water, revitalizing the air we breathe.

Regeneration is not a "right to continue impacting." **It is a duty to restore balance.** Everything we cannot avoid altering today, we must regenerate through strong, immediate action that gives back to the planet more than it loses.

Music has always inspired, mobilized, and transformed societies. Today, it can **become one of the first cultural industries to take on a global mission: reducing its footprint AND regenerating life.**

We therefore call on everyone involved—artists, producers, labels, festivals, venues, audiences—to join this movement. Not to be "less bad," but **to be actively beneficial.** Not to wait for the transition to be complete, but to offer the Earth a livable future right now.

Music can lead the way and **become one of the first cultural industries to aim beyond neutrality and commit to active regeneration.**

