

REFOREST × SANCTUARIZE × INSPIRE



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2K22

SAVAGE LANDS



SAVAGE LANDS *WHAT IS IT?*

- 1 An **NGO set up by metalheads** : Dirk Verbeuren of Megadeth and Sylvain Demercastel,
- 2 Supported by international artists (Andreas Kisser, Kiko Loureiro, Mario Duplantier, Heilung, Alissa White Gluz and more...),
- 3 And the sometimes lesser-known but super numerous metalheads:
YOU!

WHY DO IT?

- 1 Plant trees, create protected areas, give space back to wild life because **without ecosystems there is no possible future!**
- 2 Create a dynamic movement with the Metal community, achieve visible results and inspiring results.

COSTA RICA? *WHAT ABOUT FRANCE?*

COSTA RICA :
AN EXAMPLE IS ALWAYS INSPIRING, BUT THIS EXAMPLE UNDER THREAT.

The first country to halt and reverse deforestation.
A symbol for the whole world...

It's about showing that it can work to inspire. It's essential! Without concrete examples, no one will follow...
Yet Costa Rica's forests and biodiversity are threatened by an unprecedented wave of destructive real estate investment.

The number of wild animals is plummeting (50% fewer monkeys over the last 15 years). Nevertheless, Savage Lands intends to take action in other territories and **France is of course on the list of future projects.**

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SUPPORTED BY

HELLFEST

A STORY THAT BEGAN TWO YEARS AGO AT HELLFEST...

A guitar built from a dead tree in Costa Rica, played and signed by artists at Hellfest 2022. Then a raffle to raise funds and win this guitar.

The winner to donate this symbolic guitar to the NGO at Hellfest 2023.

Artists agreeing to participate musically, and

Hellfest made it easy for us from the outset, then proposed to commit to a concrete, sustainable and historic action!

No eco-compensation... but rather a willingness to go further than just ticking the obligatory boxes to tick. Hellfest has always done big things in music, and by massively supporting Savage Lands, it is once again proving its desire to do more and better.

WHAT'S THE POINT OF ALL THIS?

BLA BLA, CRITICISM, SHOUTING MATCHES, JEALOUSY... WHY NOT BUT START BY PLANTING SOME TREES!

There are a lot of NGOs out there, but Savage Lands is probably one of the only ones founded by well-known artists from the metal world, who try to **unite this community and embark on a shared adventure where everyone feels useful.**

Planting trees and creating protected areas is not a detail. It's a symbol but it's also very measurable in terms of the results we can rapidly achieve on the theme of biodiversity. The idea is to be sufficiently inspiring for our actions to generate others, to be multiplied by mimicry, by a desire to be part of the adventure, or simply awareness.

Trying and inspiring to set up other initiatives is the key to going beyond simple gestures of compensation.

RELY ON METALHEADS?

HELL YES!

Because metal brings together people who know how to get involved in setting up associations, concerts and bands. It's a fantastic audience because it's a player, not just a consumer. So it's probably one of the best communities to work with to get results.

GET MORE INFORMATIONS AND SUPPORT US AT [SAVAGELANDS.ORG](https://www.savagelands.org)

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SAVAGE LANDS AND THE SHOW AT HELLFEST?

RATHER THAN HOLD A CONFERENCE, WE THOUGHT IT WOULD BE A GOOD IDEA TO EXPRESS OURSELVES IN MUSIC...

It's also an opportunity to invite artists on stage to put on a show for the cause supported by the NGO.

And it's also a way for you to **fund our actions, simply by listening, since 100% of the proceeds will go directly to the NGO!**

Yes, for the first time, it's not a band that has been signed by a label, but the NGO itself.



SAVAGE LANDS, A BAND OR SUPERGROUP OF VIPS?

A core group of artists compose the music (Dirk, Poun, Sylvain, étienne, Flo, Aurélien among others) and VIP guests participate according to their availability. The objective is to **create a buzz around the cause we're defending...** And as we Metalheads like to make a lot of noise, we thought there was something we could dig up!

The musicians who represent Savage Lands are at the service of this NGO. It's not about creating another band. It's an open project, and **the real star is the project we're supporting.**

So everyone is invited to participate. Roles may change, artists may take turns, but **what remains are the commitments and projects carried out in the field by Savage Lands.**

Together we can create a **dynamic** around music, and **prove that metalheads know how to get moving** when the going gets tough...

**BECAUSE YES,
IT'S AN EMERGENCY!**

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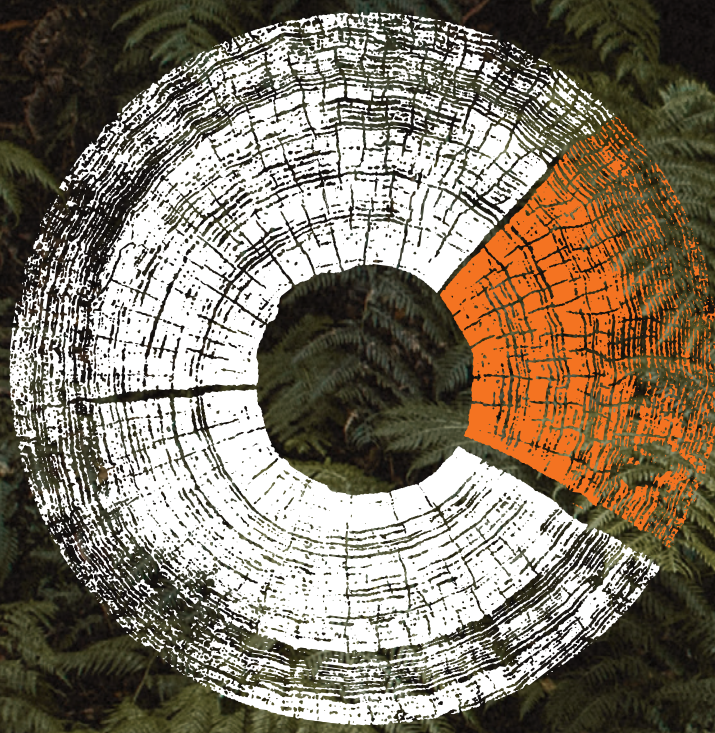


SHIFT THE SYSTEM!

IF BETWEEN 3.5% AND 10%

of a population mobilize around a common goal for long enough to exceed a critical threshold, then the transformation of the dominant social structure becomes possible, notably through changes in legislation or the emergence of new standards.

Source: The Global Tipping Points Report, december 2023



FORESTS **80%**
ARE HOME TO
OF THE WORLD'S TERRESTRIAL
BIODIVERSITY

To preserve species, nothing is more effective than protecting their habitat. Did you know that there are an estimated 8 to 12 million species living on Earth (excluding bacteria), and that only 2 million have been catalogued to date? We estimate that no fewer than 1 million species are threatened with extinction this century, primarily due to habitat loss.

PRESERVING FORESTS IS THE MOST EFFECTIVE WAY OF SAVING MILLIONS OF SPECIES.



UNFORTUNATELY THEY REPRESENT ONLY 3% OF THE TREES IN THE WORLD

On the other hand, young trees have no significant effect on carbon for decades... But, it is today that we have to limit global warming.

Source: revue «Frontiers in Forests and Global Change»

PROTECT FORESTS MEANS SAVING BIODIVERSITY

Tropical forests are home to most of the Earth's biodiversity. They are rich and complex ecosystems, the fruit of a long evolution, impossible to reconstitute simply by planting trees. Part of this biodiversity will disappear forever if we continue to nibble away at the last remaining tropical forest sanctuaries. Thousands of species have already disappeared before they were even recorded, and **wild vertebrate populations have fallen by 69% since 1970.**



FORESTS: POLLINATION RESERVES

Preserving the forest also means saving the pollinators crucial to agriculture: domestic and wild bees, butterflies, ladybugs, insects, reptiles, hummingbirds and bats... **Over 70% of the world's food crops benefit from animal pollination, as do 90% of wild flowering plants.**

GLOBAL FOOD SECURITY DEPENDS ON IT.

75%

of freshwater resources come from forested catchment areas, with the forest acting as a giant water purifier.

THE BIODIVERSITY OF TROPICAL FORESTS HAS PROVIDED US WITH 60 TO 80% of the molecules now used in antibiotics and cancer treatments. Like the Madagascar periwinkle, the source of medicines to combat infantile leukemia. Forests undoubtedly contain the medicines of tomorrow.



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