



**SAVAGE LANDS**

**ANNUAL  
REPORT  
2025**



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# 1. WHY CREATE SAVAGE LANDS ?



« **Savage Lands was not born from a strategy, but from a refusal.**

A refusal to watch biodiversity disappear while producing ever more discourse with no real impact. A refusal to accept that ecology remains confined to already convinced circles, disconnected from those who could actually shift the balance.

At its origin lies a concrete reality: A land in Central America, and the gradual disappearance of living ecosystems before our eyes. And a meeting – with Dirk Verbeuren – that made it possible to connect this reality to an underutilized force: the global metal scene.

Metal is not a backdrop. It is a culture. A structured, loyal, and committed community. Artists capable of mobilizing far beyond traditional circuits. Where others see a marginal world, we saw leverage.

Savage Lands was built on a simple intuition: to transform cultural energy into direct action. To stop opposing artistic engagement and environmental impact. To merge them.

The artists who join us are not symbolic supporters. They take a stand. They get involved. They agree to tie their image to a concrete, measurable approach. That is precisely what gives this project its value.

This activity report does not seek to embellish. It presents facts. Hectares protected. Projects launched. Partnerships engaged. And above all, a trajectory.

Savage Lands is an attempt. An attempt to move from declarative ecology to action-driven ecology. To prove that another model is possible – more direct, more demanding, more grounded in reality.

What comes next will depend on our collective ability to go further. Without compromise.

Thank you for your support.»

## 2. OUR FIRST YEAR OF OPERATIONS IN EUROPE



« **For me, Savage Lands is first and foremost a personal story.**

Getting involved with Savage Lands means joining a movement—a cultural, artistic, and environmental movement demonstrating that music can be a powerful force for mobilizing action to protect the natural world. This idea was a strong personal motivator: to help grow a committed community capable of transforming the energy of the metal scene—among both artists and fans—into concrete action for nature.

Since our inception just over a year ago, our teams have mobilized with remarkable energy. We have succeeded in purchasing our first hectares of forest in France, marking the first concrete steps in our preservation mission. At the same time, we have participated in numerous events—whether appearing on stage or hosting environmental outreach stands—to raise awareness, engage in dialogue, and rally support for our project.

We also helped form a coalition with renowned environmental NGOs—the Alliance of the Trees—to join forces and develop future joint conservation projects.

In this journey, certain partners hold a special place. The Hellfest festival—a long-standing partner—has become a highlight for us, almost like an anniversary celebration. It is a key moment to meet our supporters and the artists who stand with us, showcase our initiatives, and engage with the public.

While we receive many expressions of support for the purpose of our project—and even though the urge to move ever faster is very real—we have chosen to proceed with caution and consistency. Our actions must be meaningful. Selecting the land to protect and choosing the partners we work with require time, reflection, and mutual trust. For protecting nature is not merely about acting quickly; it is above all about acting rightly, building solid, sustainable projects, and ensuring that every action is part of a long-term conservation story.

It is this commitment to high standards that guides us today and which will continue to guide our commitments in the years to come. It is therefore with undisguised pride that I present our first activity report to you.

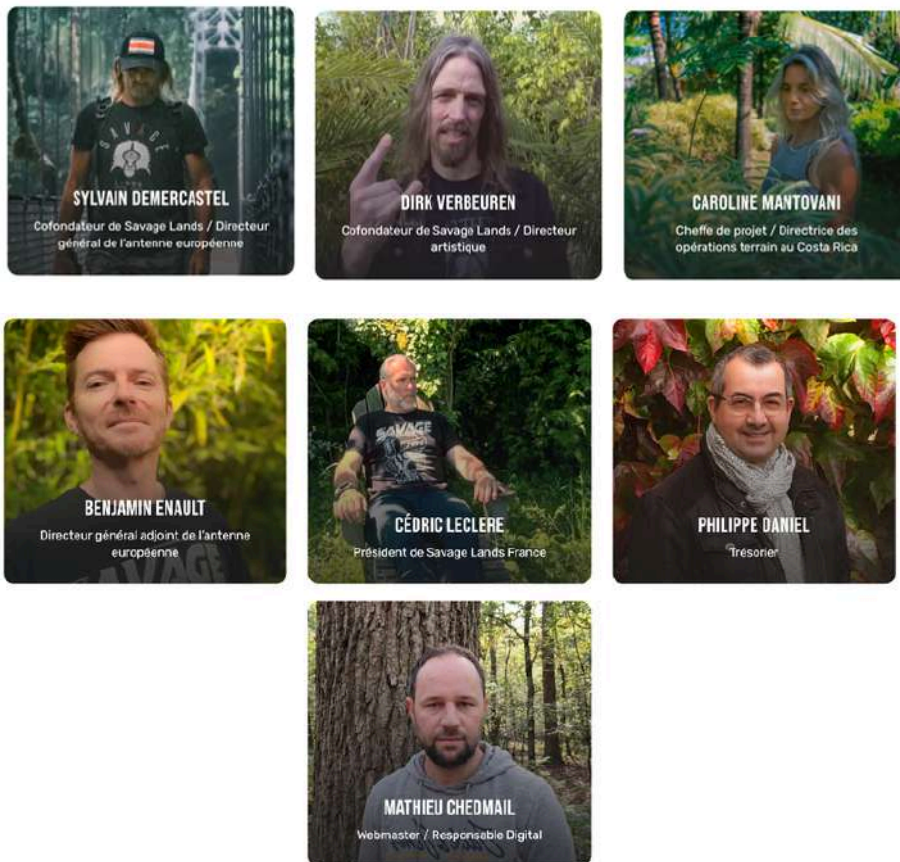
Happy reading»

## 3. OUR GOVERNANCE

The team is made up of people from all walks of life: music professionals, artists, civil society members, and environmental experts.

### THE BOARD :

The board members have over 20 years of experience in their respective fields and are driven by the need for large-scale citizen mobilization and the implementation of concrete biodiversity protection projects on the ground.



### Savage Lands Europe is a *loi 1901* non profit organization

Its missions of general interest are :

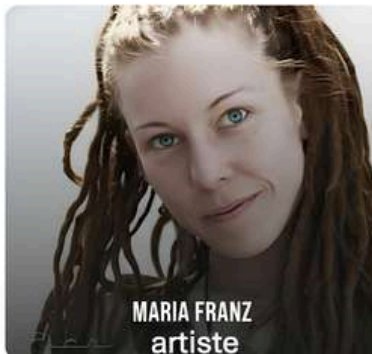
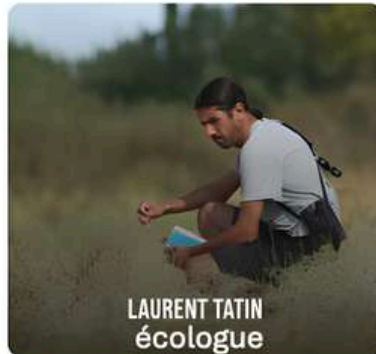
- **Sanctuarized biodiversity area** : Purchase land and preserve it. Secure conservation lands that guarantee concrete and measurable preservation.
- **Reforestation and taking action for ecosystems** by collaborating with specialized and respected local NGOs, while forging a connection with local residents.
- **Inspire and recreate** the lost connection between humanity and its environment. Through events, stories, publications, and works of art. Inspiring action!

## THE ADVISORY BOARD :

Composed of scientists and artists, the advisory board meets two to three times a year.

Its mission is to help the team define the association's strategy, provide a complementary scientific perspective on projects, and assist in developing initiatives with the artist community.

The first council established in 2025 will continue to evolve and diversify to support our development.



## 4. AN ARTISTIC PROJECT WITH PURPOSE

**Savage Lands represents a new way of raising awareness about biodiversity conservation, featuring resident musicians alongside nationally and internationally renowned guest artists.**

All of Savage Lands' artistic output—whether music, videos, merchandise, or events—serves the association's environmental mission.

In fact, the artistic project and the mission are inextricably linked, both in the organization's statutes and in its strategy.

The label signed the association itself rather than just "a band," meaning that 100% of the revenue generated by the music goes toward funding on-the-ground initiatives.

Consequently, reforestation and sanctuary projects are funded by streams of Savage Lands' music on standard platforms and by purchases of physical media.

### To listen is already to give!

**June 2024 saw the announcement of the NGO's official launch and an initial partnership with Hellfest.**

An event concert on the main stage allowed us to celebrate with many guests like Andreas Kisser (Sepultura), Shane Embury (Napalm Death), Vincent Dennis (BODY COUNT), Daniel de Jongh (TEXTURES), Silje Wergeland (THE GATHERING), Jesper Liveröd (NASUM), Alejandro Londono Montoya (CULTURA TRES), Chloe Trujilo...



Featuring numerous collaborations with renowned artists such as Kai from Heilung, Alissa White-Gluz, Andreas Kisser, and Dirk Verbeuren, Savage Lands' debut album was recorded in California.

"Army of the Trees" was released in February 2025. The song "Army Of The Trees" strengthens the Francophone presence. Pillars of the French metal scene are joining SAVAGE LANDS in protecting global ecosystems: Niko (TAGADA JONES), Steeven Corsini (LOCOMUERTE), Auré Jäger (AKIAVEL), David (SIDILARSEN), Julien Truchan (BENIGHTED), Stéphane Buriez (LOUDBLAST), and Nils Courbaron (SIRENIA, DROPDEAD CHAOS).

## 5. A COMMUNITY, A MOVEMENT

**Savage Lands embodies the ambition to create a large-scale, international movement for biodiversity protection.**

To this end, in 2025, we launched various initiatives designed to unite the efforts and projects of artists, audiences, and environmental associations.

### 5.1 «The Army of the trees »



*Army of the Trees* is the title of the album, but also the rallying cry for supporters of the Savage Lands concept.

That is why, in 2025, an open-license brand was created, allowing anyone to adopt the Savage Lands approach while adapting it to their own visual and communication style.



**JUST ONE CONDITION:  
THE USE OF THE ARMY OF THE TREES BRAND MUST FUND SAVAGE LANDS' ENVIRONMENTAL PROJECTS.**

In 2025, numerous bands, artists, and festivals got on board by using the "Army of the Trees" brand in their communications or merchandise.

**Today, the "Army of Trees" includes numerous honorary members such as:**

Andreas Kisser (SEPULTURA) / John Tardy (OBITUARY) / Maria Franz (HEILUNG) / Chris Harms & Pi Stoffers (LORD OF THE LOST) / Chloe Trujillo (BD OF EYES) / Robert Trujillo (METALLICA) / Alissa White-Gluz (ARCH ENEMY) / Jesper Liverod (NASUM) / Aldebert



## 5.2 « THE ALLIANCE OF THE TREES »

Savage Lands relies on grassroots environmental organizations for its projects.

These associations possess valuable technical knowledge of local issues.



In 2025, Savage Lands spearheaded the creation of a group of associations the *Alliance of the trees*.

The alliance highlights projects dedicated to protecting and restoring biodiversity and forests within mainland France and its immediate European neighbors. Signage and information regarding these forests will be installed at each selected site.



THE "TOP PICK" PROJECTS DEFINED AND VALIDATED BY THE ALLIANCE OF THE TREES ARE DESIGNATED AS METAL FOREST.

Today the *Alliance of the Trees* brings together four organizations :



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## **Meeting with ...**

**Damien Saraceni,**  
Co-Delegate General,

Association Francis Hallé pour la forêt primaire



### ***Can you remind our readers of your association's mission ?***

We simply aim to create the conditions for a large-scale primary forest to be reborn in Western Europe. Our ambition is a forest of 70,000 hectares.

### ***Why did you join the Alliance of the Trees ?***

Francis Hallé and the team met Sylvain and Benjamin from Savage Lands, and the idea of a multi-party coalition took root. We were particularly struck by the members'—and especially Savage Lands'—desire to break down silos around the environmental message by reaching new communities, particularly the metal community, which is known for its capacity for action and mobilization.

### ***What do you think of the Savage Lands project ?***

It's a fantastic initiative! Building bridges with the music world shows that, in this day and age, ecology isn't a niche topic. The energy we can harness through music—and its emotional power—can be channeled toward the natural world, and that is the great mission of Savage Lands.

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## **5.3 The « Youth brigade »**

The association is firmly committed to engaging everyone who wants to take action, including the youngest among us.

That is why, when Soline contacted us with the desire to mobilize her fellow middle school students for hands-on projects, we said yes immediately.

Today, a "Youth Brigade" made up of around ten students aged 14 to 18 organizes hedge-planting weekends and attends events—all with a "Metal" spirit.

In the future, we hope to see many more youth brigades.

## 5.4 Metalheads entrepreneurs

**Savage Lands also enjoys significant grassroots support from the community of "Metalhead" entrepreneurs.**

The association is regularly contacted by enthusiastic partners who wish to contribute and "do their part."

A fine demonstration that the community is in motion—here are a few examples :

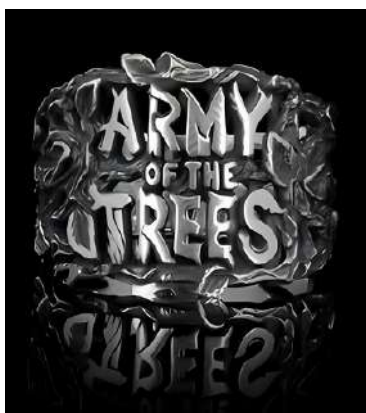


Chef Olivier Leclerc, a regular on the podiums for France's best burgers, has created a 100% local and eco-friendly Savage Lands burger.

Served at the "La Cuisine du Comptoir" restaurant in Poitiers, it helped raise €4,500 for the association.

This wonderful adventure began thanks to Tonton, host of the radio show "Metal Fury," who—after enjoying a meal at Olivier's—came up with the idea of creating a special burger.

Breton brewery Merlin became a partner in 2025, launching with "Savage Lands"—a West Coast IPA full of character. €1 from every can sold is donated to Savage Lands.



The second edition of ring designs by the Parisian jeweler Flibustier in support of Savage Lands. Proceeds from the two rings—featuring motifs inspired by lush biodiversity—allow for a 25% donation of the profits.

## 6. OUR PROJECTS

**After establishing a solid foundation in Costa Rica, the NGO is gradually expanding its activities into Europe and other regions.**

### 6.1 One forest near Reims

One of the first tangible realizations of Savage Lands in France is the preservation of a magnificent 3-hectare forest near the Montagne de Reims Regional Natural Park.

This operation is being carried out in the form of a 99-year ORE (\*Obligation Réelle Écologique\*—a real-covenant ecological obligation) with the support of local stakeholders: the Mayor of Trépail, Mr. Denis Boudville; his First Deputy, Mr. Arnaud Beaufort; Mathilde Servaes from the "Fondation du Patrimoine"; and Lea Joly from the Montagne de Reims Regional Natural Park.



The Trépail forest is of great importance regarding water quality. Indeed, the forest—particularly in its southern section—is home to numerous springs and a multitude of small ponds formed by the impermeable clay soil. All the water flowing across the forest plateau converges to feed the Trépail underground river, commonly known to villagers simply as "La Source" (The Spring), as it supplies the entire village with drinking water.

These 3 hectares make it possible to envisage future developments and symbolize the mobilization of the metal community.

#### **Understanding the principle of the Environmental Real Obligation (Obligation Réelle Environnementale, O.R.E) :**



An O.R.E is a land-based environmental protection mechanism characterized by its contractual nature and the fact that it can be initiated by any landowner. It enables the establishment of environmental protection for a period of up to 99 years through a notarized deed.

## 6.2 A forest in Touraine

Driven by the ongoing ambition to create protected forest sanctuaries, Savage Lands partnered with Komorebi—a citizen-led ecological forestry group (GFCE)—to purchase three hectares of land in Touraine.

The collaboration with Savage Lands was a natural fit, as Komorebi's membership also includes metalheads. The newly protected area will serve as a site for scientific monitoring and data collection to measure the impact of allowing the forest to evolve naturally on biodiversity.

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### Meeting with ...

**Amélie Roy,**  
Co-manager GFCE Komorebi



### ***How did the encounter with Savage Lands come about ?***

Following a press article in which we expressed our need to rally more members to purchase a forest plot, Cédric from Savage Lands got in touch with us.

It was a stroke of luck for us, because anything that helps expand our network and reach as many people as possible to safeguard and protect biodiversity makes us collectively stronger! We are delighted to join the "Army of Trees." On a personal note, many of our members are metal fans—and some have been musicians since their teenage years. It is therefore a genuine pleasure to be able to combine biodiversity conservation with metal music.

### ***What are the upcoming projects for 2026 ?***

We are continuing to look for forest plots to acquire in our region. We are also setting up working groups to advance the forest management plan for our first shared plot—specifically to restore a cabin near the plot's pond so we can gather there. Savage Lands is also funding the purchase of three trail cameras for wildlife observation, particularly around the pond, allowing us to share what goes on there.

#### **What is a Citizen and Ecological Forestry Group (Groupement Forestier Citoyen et Écologique - GFCE) ?**



A G.F.C.E. is a civil company that owns one or more forest tracts and promotes their improvement and management.

A G.F.C.E is composed of partners committed to preserving biodiversity and landscapes.

### 6.3 A campaign for the Jane Goodall wildlife reserve

Savage Lands and the Jane Goodall Institute France collaborated in 2025.

Among the selected projects and partnerships, a "wildlife reserve"—established as a protected sanctuary through the Association for the Protection of Wild Animals (ASPAS)—aligns perfectly with Savage Lands' commitments.

This reserve, located in the commune of Ploubezre in the Côtes-d'Armor—near Lannion—is the only Jane Goodall Reserve in the world.

It protects 60 hectares of alluvial forest along the banks of the Léguer River.

On September 20, 2025, Hellfest Productions and Savage Lands invited the band Heilung and around twenty festival-goers to a procession in the reserve.



*Crédits : Pixback photography*

This magical moment provided the occasion for a shamanic blessing of the forest by the group Heilung.

All participants were then made aware of biodiversity issues by ASPAS volunteers, so they could become "sentinels of the living world."



*Heilung's shamanic blessing.*

*Crédits : Pixback photography*



*Future guardians of wildlife: Heilung with ASPAS volunteers, Hellfest teams, and invited festival-goers.*

*Crédits : Pixback photography*

## 6.4 Support for the creation of an ecological corridor in Burundi

Southern Burundi is home to the last remaining chimpanzee groups. Their habitats are under severe threat from logging, frequent bushfires, agriculture, and village expansion. Driven out of their natural habitats, the chimpanzees take refuge in small strips of riverine forest, bringing them into contact with local populations and leading to conflicts that are sometimes fatal for both sides.

As a second project supported through the partnership with the Jane Goodall Institute France, an ecological corridor is being developed. This initiative works by, for, and with local communities to restore chimpanzee habitats across the area stretching from Burundi's southern border (with Tanzania) to the Bururi Forest Nature Reserve.

A collaborative framework is being established between local communities and ranger services to jointly protect the chimpanzees and their habitats.



*Crédits : Institut Jane Goodall*



*Crédits : Institut Jane Goodall*

## TRIBUTE TO



*Crédits : Institut Jane Goodall*

### ***Dr Jane Goodall (1934, avril the 3rd - 2025, october the 1st)***

Renowned ethologist, environmental and peace activist, and animal behavior expert Dr. Jane Goodall has passed away at the age of 91.

The entire Savage Lands team is deeply saddened by this great loss.

We had the immense privilege of meeting her in 2024 and speaking at length with her during her address on peace at UNESCO.

We shared the conviction that music unites hearts and has the power to mobilize people toward greater environmental awareness. Her organization had frequently received support from numerous artists, such as Moby and Maroon 5.

Dr. Jane Goodall kindly posed with us for this photo for the metal community.

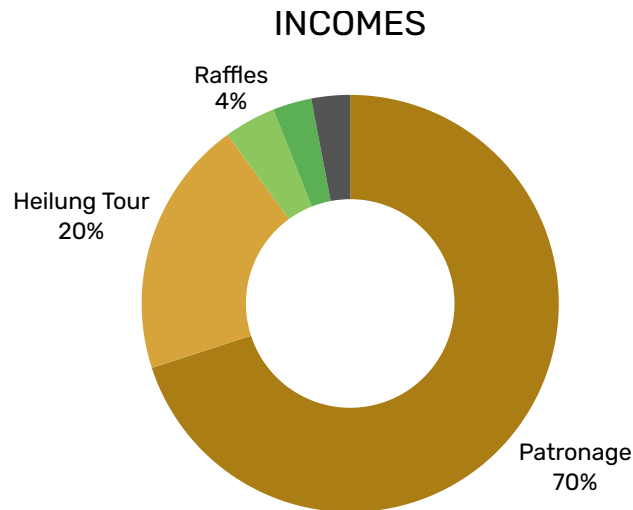


*Crédits : Savage Lands*

## 7. FINANCIAL REPORT

The following table presents the simplified 2025 financial statement for the Savage Lands Europe association :

PRODUITS 2025 (€)		291 358	CHARGES 2025 (€)		122 552
<b>DONS &amp; CONTRIBUTIONS</b>		282 952	<b>OPERATIONS</b>		67 201
Don HELLFEST Production	200 000		Corridor écologique (Burundi - Jane Goodall)	20 000	
Tournée HEILUNG	56 995		Achat forêt : Parc Naturel Montagne de Reims	18 000	
Tombolas	13 510		Achat forêt : Tours (GFCE Komorebi)	18 125	
Soutiens "entrepreneurs Metalheads"	12 447		Participation réserve vie Sauvage Tregor	10 000	
			Opérations diverses (Nars, Trégor ...)	1 076	
<b>ADHESIONS &amp; DONS INDIVIDUELS</b>		8 406	<b>FRAIS OPERATIONS (transport, logement)</b>		6 269
			<b>COMMUNICATION</b>		28 662
			Médias et relation Presse	12 000	
			Studio de création	15 000	
			Création graphique, sérigraphie	1 662	
			<b>ADMINISTRATIF (JURIDIQUE, COMPTA, ...)</b>		10 072
			Avocats (dépôts de marque, statuts )	7 680	
			Comptabilité	2 000	
			Frais bancaires	392	
			<b>SALAIRES PERMANENTS</b>		10 348
			Salaires chargés	6 037	
			urssaf	3 559	
			Retraites	752	



Our primary source of revenue is corporate Patronage (70% of our income) from various partners and festivals—most notably Hellfest.

In an effort to diversify our funding sources, we have finalized additional partnerships.

For instance, during this fiscal year, we were fortunate to receive a percentage of ticket sales from the band Heilung’s European tour.

Shown in dark green, membership fees (€8k) account for 3% of our revenue.

Shown in light green, raffles and merchandise sales (€13k) represent 4% of our revenue.

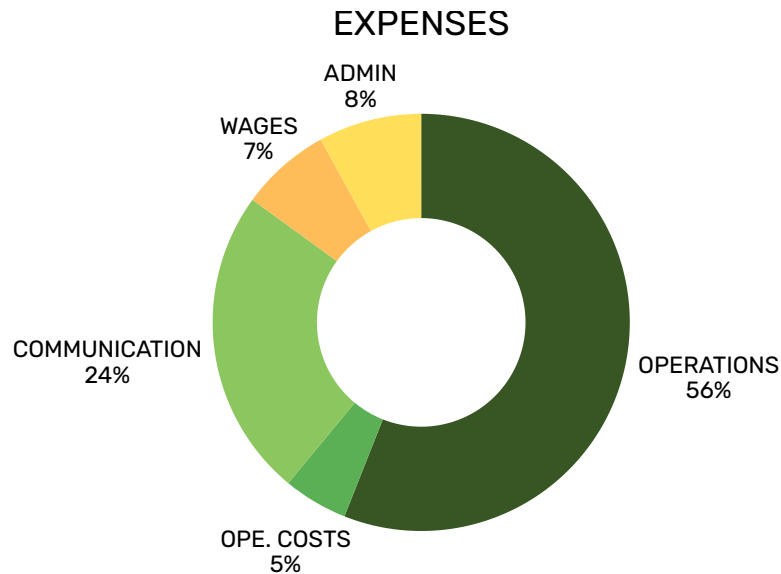
Shown in gray, various initiatives by "Metalhead entrepreneurs"—involving contributions from the sale of their products (burgers, beer, jewelry, etc.)—have provided significant donations totaling €12k, or 3% of our revenue.

We would also like to take this opportunity to thank all our supporters.

**From a €15 membership to major donators,  
every euro counts !**



*Crédits : Savage Lands*



Forestry operations and associated costs account for 61% of our expenses (excluding communications regarding these projects).

To this, we must add communication costs for these operations, as well as the investments required to create our initial communication materials (exhibition stands, point-of-sale displays, and posters), which represent 24% of our spending.

Administrative expenses—such as legal fees for filing articles of association and trademark registration, purchasing software licenses, and registering domain names for the website (all essential costs when setting up an association)—account for 8%.

We were able to hire our first employee during the year; this represents 7% of the budget, including salary and associated payroll charges (social security and pension contributions).

The balance sheet shows a surplus of €170k (Income minus Expenses), which is easily explained :

- A forest acquisition project takes a great deal of time.

We find that it takes an average of 6 to 8 months.

Indeed, it is necessary to identify local projects, build trusting relationships with new partners (such as associations and local authorities), and verify the credibility and potential of the projects.

Then, all administrative procedures must be carried out with lawyers and notaries.

- For this first year of the Europe office's operations, we also adopted a prudent management approach.

We therefore chose not to multiply projects and land acquisitions, but rather to focus on those with high potential and capacity for future development.

We look forward to seeing you in 2026.



**THANK YOU  
FOR YOUR  
SUPPORT!**