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Can Sound Make You Want To Support The Planet? Sumthing Thinks So.

September 25, 2025, AMSTERDAM – On the 10th anniversary of the United Nations Sustainable Development Goals, social enterprise and certified B Corp **Sumthing** and music and sound partner **MassiveMusic** release the sonic identity they crafted together. With this, Sumthing became the first nature tech company to harness the power of sound to accelerate global restoration efforts and motivate people to take action to support nature.

This collaboration brings together nature, technology, and music to create an emotionally resonant sound that supports Sumthing's mission to build a digital platform that unites all supporters and nature projects and create one global movement for nature. The new sonic identity blends organic and digital elements with "call and response" musical patterns that reflect how positive environmental action can ripple outward and grow into global movements.

"Having a sonic identity transforms how we connect with people emotionally," said **Gijs Schuringa, Co-founder and Head of Growth at Sumthing**.

"Restoring nature at scale can't be done alone. To succeed, we need to come together and unite and create a power that's a multiple of our individual efforts. This is what we call 'the Sum of Things'. MassiveMusic perfectly captured that vision into sound."

Recognised by the United Nations as an actor in the UN Decade on Ecosystem Restoration, Sumthing connects supporters with vetted nature restoration projects and has facilitated partnerships with global brands such as Google, Deloitte and Triodos Bank. In the past year alone, the platform channeled over €1 million into more than 20 nature projects across all continents. With their new sonic identity in place - [listen here](#) - the organisation expects a significant growth of 300% in impact this year.

This collaboration represents MassiveMusic's commitment to support purpose-driven, global innovation. Following MassiveMusic's recent global rebrand the collaboration demonstrates how the company's expanded capabilities can drive environmental change.

"We've seen how sound can completely transform how people connect with a brand's mission," said **Becky Lowe, Head of Client Services, EMEA**

MassiveMusic. "With Sumthing, we're now using our sonic expertise to accelerate global nature restoration efforts."

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[Press kit can be found here](#)

About Sumthing Sumthing is an Amsterdam-based social enterprise building a global movement to create a world where supporting nature is a normal part of everyday life for everyone. On their digital platform, they unite supporters with vetted nature projects, making giving to nature more accessible and transparent.

Learn more at www.sumthing.org

About MassiveMusic

MassiveMusic, part of the Songtradr brand portfolio, is the global music and sound partner for leading brands, agencies, & platforms. By blending creativity, data-driven insights, and market-leading technology, MassiveMusic delivers scalable music strategies, innovative technology services and award-winning creative solutions, driving measurable business value and shaping the future of sound.

Learn more at www.massivemusic.com.