



SUSTAINABLE TRAVEL GUIDE FOR ARTISTS & THE MUSIC INDUSTRY



 **ecolibrium**
Tackling Travel Impacts



ABOUT THIS GUIDE

This guide is for anyone and everyone who works in music. Especially artists, who have a platform from which to share their voice.

The following pages provide up-to-date information, best practice tips and inspiration, to empower the live music industry to understand and take action on its greatest carbon impact: travel.

Artists have a unique opportunity to raise awareness on these issues and advocate for more sustainable travel and transport at their shows. They can help radically

reduce the negative environmental impacts of live music and events, disrupt business as usual, and bring audiences on the journey to help maintain a healthy planet for generations to come.

If you have enough background and are already inspired then jump to the chapter on 'Taking action' to dive into the practicalities of making a tour more sustainable.

“ [As musicians] we have enjoyed a high-carbon lifestyle. The challenge now is to not only make personal sacrifices, but to insist on the systemic change that’s needed. Business as usual is over.

Robert Del Naja (Massive Attack) 2019





ABOUT US

ecolibrum is a UK charity founded in 2015 as a live events industry response to the climate crisis, following COP21 climate talks in Paris and research showing that audience travel accounts for around 80% of a typical greenfield event's overall carbon emissions.

ecolibrum is an ever-growing community of events, festivals, promoters, suppliers, artists, agencies and music companies, working together to take action on the environmental impacts of travel.

ecolibrum provides resources, tools, advice and inspiration to reduce travel emissions and invest in climate solutions – supporting ecosystem protection and regeneration and clean energy generation. Since 2015 ecolibrum has helped to fund ten renewable energy projects, and worked with its climate solutions partners to plant over 40,000 trees and protect over 12,000 acres of threatened rainforest.

www.ecolibrum.earth

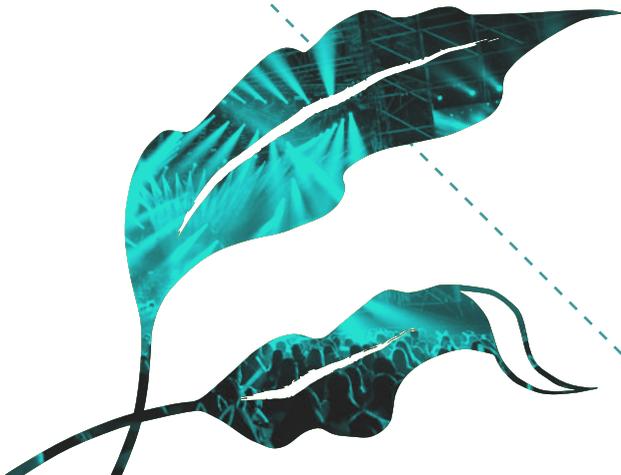
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ecolibrum

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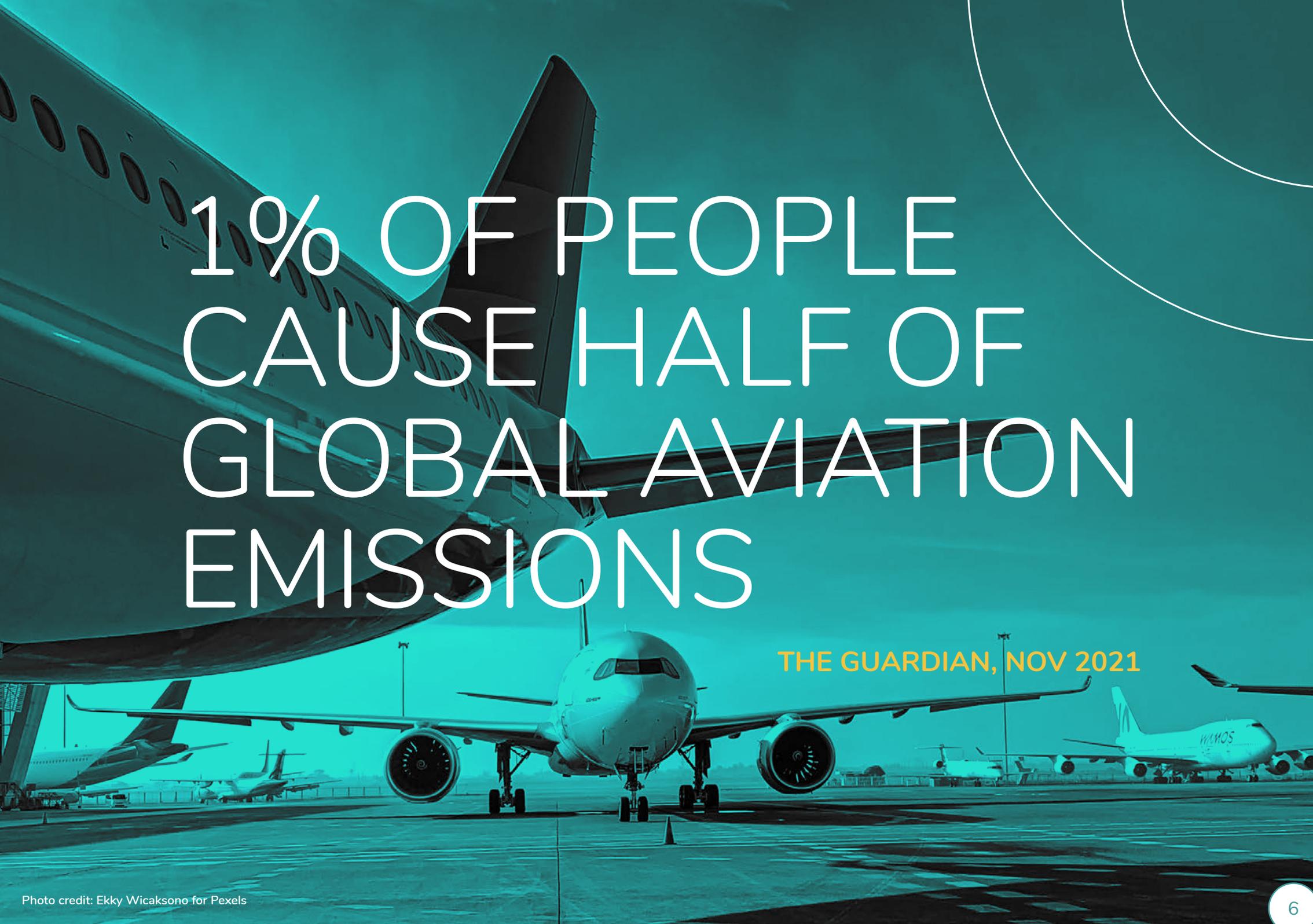


ACKNOWLEDGEMENTS

This guide is co-authored by the team behind the influential festival industry environmental report, *The Show Must Go On*, including Liz Warwick, author of the report's Travel and Transport chapter. It also draws on information from previous research and publications from *Julie's Bicycle*.

Thanks to Liz Warwick (Sustainability Consultant, Lansdowne Warwick) and Chris Johnson (Event Sustainability Consultant, CEO of *ecolibrum*, Chair of *Vision: 2025*, and Sustainability Lead at *Shambala Festival*) for their input, and to the team at *Music Declares Emergency* for their useful feedback, including Sam Lee, Maddy Read-Clarke and Fay Milton. Thanks also to the team at *Garrett Creative* for designing the guide.

**MUSIC
DECLARES
EMERGENCY**



1% OF PEOPLE CAUSE HALF OF GLOBAL AVIATION EMISSIONS

THE GUARDIAN, NOV 2021

INTRODUCTION

Why travel?

2

Travel and Transport are the most significant sources of emissions from event production and touring, typically accounting for more than 80% of an outdoor event's carbon footprint in the UK.¹

In 2019, transport was the largest emitting sector of greenhouse gas (GHG) emissions in the UK, producing 27% of the UK's total emissions.² For the music industry to play its part in preventing climate catastrophe, and to act in accordance with the UK Climate Change Act, Paris Agreement and global net zero targets, tackling travel is essential.^{3 4}

Transport is essential for putting on live music events and tours. Reducing transport emissions requires a shift in industry approaches to production and planning but also in global policies and social attitudes.

¹ [The Show Must Go On report](#) ed. 1, Vision: 2025, 2015

² [Transport and Environment Statistics 2021 Annual report](#), Department for Transport, May 2021

³ [United Nations Paris Agreement 2015](#)

⁴ [Committee on Climate Change Net Zero 2019](#)



Governments enforcing more stringent regulations and subsidising new practices would hasten the change, but the music industry has its own energy, community and creativity to power new practices and we can no longer afford to wait for legislation. Cutting music travel emissions will involve artists, production teams, travel bookers, suppliers, venues, audiences and a host of hidden extras within merchandise and other new materials.

By taking the lead, the industry has the opportunity to influence and inspire millions of fans to step up and engage with the climate crisis – so that more people make individual changes, stay informed, and use their voices to demand that politicians make life on this planet their priority.

Leadership

Many artists are reconsidering their touring choices. Coldplay have announced their plans to reduce travel impacts by arranging tour itinerary to minimise air travel, with sustainable aviation fuel (SAF) used where flying is unavoidable, amongst other measures.⁵ The 1975 used hybrid power for gigs and pledged to plant a tree for every ticket sold.⁶ Massive Attack opted for train travel for their European tour and shared data with researchers at The Tyndall Center for Climate Change to help them understand and lessen their impacts and plan for a carbon neutral tour.^{7 8}

The next two pages have case studies on industry leadership from Coldplay and Radiohead

⁵ Coldplay: Band ready for backlash over eco-friendly world tour (Oct 2021)

⁶ The 1975 set to have their greenest-ever gig with hybrid-powered generators to reduce carbon footprint [iNews](#)

⁷ Massive Attack touring Europe by train, Dec 2019

⁸ Super Low Carbon Music report, [Tyndall Centre for Climate Change, 2021](#)

LEADERSHIP CASE STUDIES

Coldplay's Music of the Spheres tour

Coldplay's sustainability plan for the Music of The Spheres Tour is based around three principles to achieve a net zero tour:

- **Reduce:** reduced consumption, reduced waste and cutting emissions by 50%
- **Reinvent:** new green technologies and sustainable low-carbon touring methods
- **Restore:** funding nature and tech-based projects, drawing down more CO2 than is produced.

Artist & crew travel

When considering travel, Coldplay commit to using electric vehicles or biofuel for ground freight and transportation where possible. The tour route itself has been designed to limit air travel, however where flying is completely necessary the band pledge to fly on commercial flights and pay a surcharge to use sustainable aviation fuel.

Fan travel

To tackle emissions from fan travel, Coldplay have created a free tour app, which encourages fans to use low carbon transport and then rewards them with discount codes to use at the venues. The data from the app is used to calculate the audience's travel carbon footprint, which will be balanced with investments in nature-based solutions, such as re-wilding and conservation, to draw down carbon from the atmosphere. For every ticket sold they have pledged that at least one tree shall be planted and sustained for its lifetime.

The band have committed to continue measuring their progress – both positive and negative – and to sharing their findings.

[Read the full case study](#)

Radiohead measure emissions and target reductions

In 2007, Radiohead worked with Best Foot Forward to analyse environmental impact data from two US tours.⁹ They found that the biggest factor of their carbon footprint was fan travel – generating 86% of the CO₂ emissions of their theatre tour, and 97% for their amphitheatre tour – mainly due to car travel emissions. Most of the emissions generated by the band and the crew also came from travel.¹⁰

Using the data, Radio head set out to create a Carbon Neutral Tour in 2008. To reduce emissions from audience travel, concerts were held exclusively in cities and urban areas with good public transport links. As an incentive fans arriving with a public transport were offered earlier admission – this was promoted through a communications campaign along with an appeal to fans coming by car to liftshare.

A travel emissions tool, similar to ecolibrium's **Travel Carbon Calculator**, and was added to online channels and ticket purchase links along with information on climate change.

To cut transport from crew and production travel two equipment sets were rented – one for Europe, one for America and sound systems were hired locally for each tour country to reduce the need for trans-Atlantic shipping and freight.

Careful planning meant that freight shipping weights dropped from 20 metric tons to only one metric ton. The most efficient routes were taken between tour venues in order to avoid crew flights. All tour trucks were chosen for their efficiency and powered by biofuel where possible.

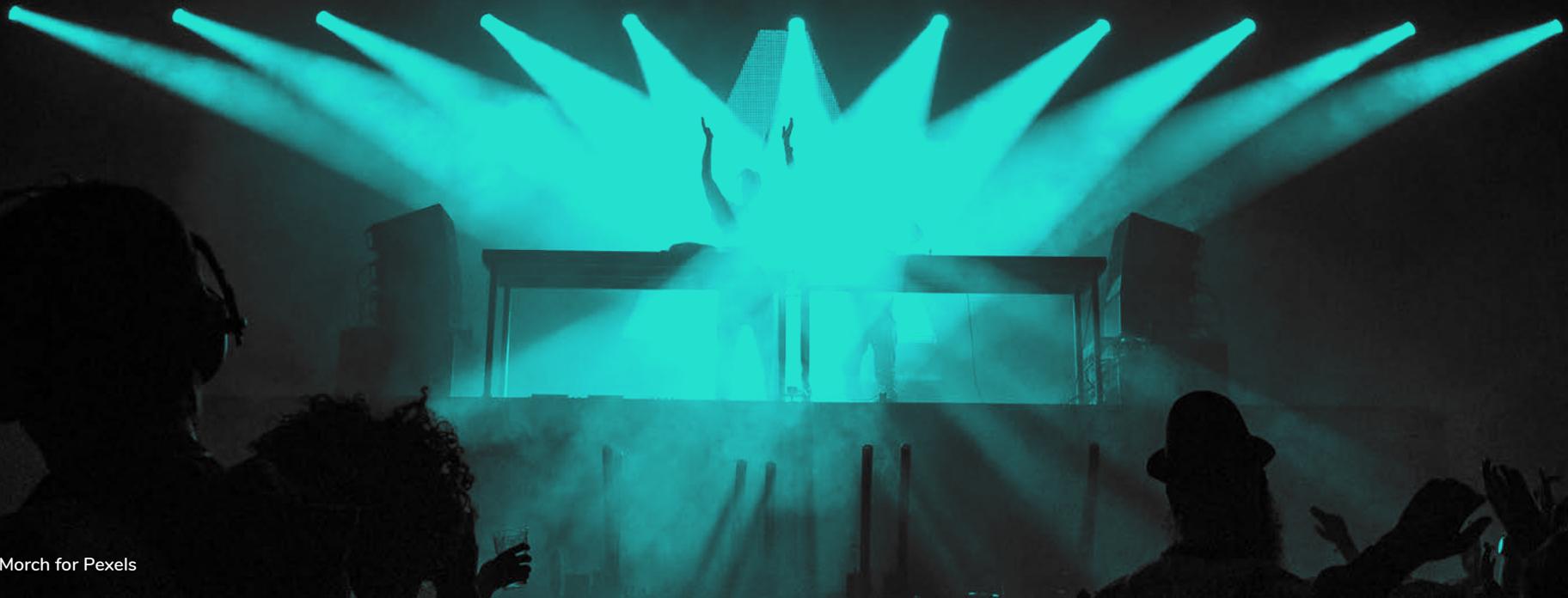
See chapter eight for more
inspiration from music
industry green leaders

⁹ Radiohead archive: [Best Foot Forward](#)

¹⁰ The Guardian, 2007, [Radiohead seek to reduce global impact](#)

“ NO ONE HAS A
FAVOURITE POLITICIAN
BUT EVERYONE HAS A
FAVOURITE MUSICIAN.

Dr Gabrielle Walker, Climate Change Scientist
and Ambassador for Client Earth



FACING THE MUSIC – THE IMPACTS OF TRAVEL & TRANSPORT

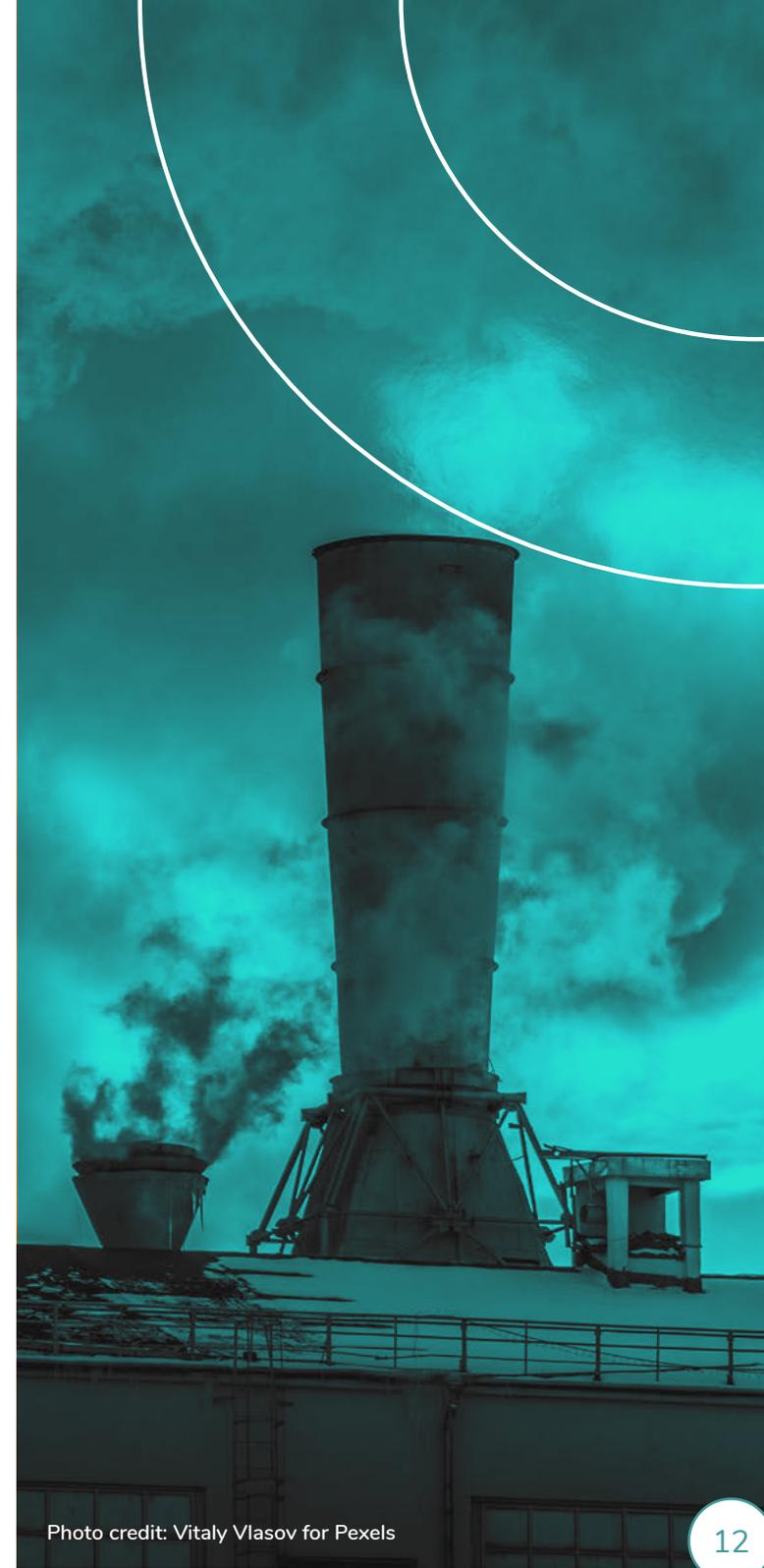
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We are facing a climate crisis – a ‘code red for humanity’ as declared by The Intergovernmental Panel on Climate Change (IPCC) in August 2021.¹¹ Due to human activity global greenhouse gas emissions (GHGs) have increased by 70% between 1970 and 2004: meaning we have quite literally changed the chemical composition of our atmosphere. These GHGs prevent the loss of energy back into space, resulting in a warming of the atmosphere, destabilisation of our climate systems, rising sea levels, ocean acidification, heatwaves, droughts and more extreme weather.

Transport emissions significantly contribute to air pollution, leading to serious health problems; inflammation of the airways, decreased lung function and respiratory symptoms, and decreased life expectancy - moreover, air pollution contributes to thousands of hospital admissions per year.¹²

¹¹ IPCC report: ‘Code red’ for human driven global heating, warns UN chief, August, 9 2021

¹² UK Government, Public Health England: [Air pollution: Applying All Our Health](#)





Whilst air pollution from transport has halved since 1990 due to new technologies and emission controls, the number of vehicles on the road is rising and the corresponding rise in carbon monoxide, nitrogen oxide, benzene, black smoke and fine particle emissions continues to cause serious issues.

The impacts of travel and transport in the music industry

In 2007, Julie's Bicycle undertook a study to understand the environmental impacts of the music industry. The report found that the sale of music products and live music performances to UK consumers was creating approximately 540,000 tCO₂e per year, roughly equal to the average annual emissions of a town of 54,000 inhabitants or the annual emissions from 180,000 cars.¹³

The report found that live music performance sectors, together with audience travel, accounted for three-quarters (approx. 75%) of the UK music industry's GHG emissions, while recorded music sectors accounted for a quarter (approx. 25%) of GHG emissions.¹⁴

¹³ Based on the UK annual average per capita emissions at the time of the report (2007) ~10t CO₂ (CDIAC, 2007). The UK annual average mileage of all cars was 8,770, which resulted in 3t CO₂ per car if assuming it is an average petrol car (DfT, 2007).

¹⁴ [The First Step UK Music Industry Greenhouse Gas Emissions](#), Executive Summary, page 4, Key Findings (Julie's Bicycle, 2007)

WHAT ARE WE AIMING FOR?

It's important to remember that travelling isn't the problem. It's how we choose to travel that defines our environmental impacts. We've got to kick the carbon habit and aim for zero emissions. This may not be possible overnight in every situation, but there are changes we can all make to travel more responsibly.

For artists advocating for a better future, it's important to be well informed and make good travel choices – then take it one step further and share this learning, normalising new practices for other artists and asking audiences to be part of the change.

Top sustainable travel aims for artists

Less fossil-fuel travel miles overall – for artists, production and audiences =

- Efficient routing
- Shared or renewably powered transport
- Fewer air miles



Understanding the carbon impact of travel choices

The bar chart below shows how many km can be travelled in different vehicles while creating 1 kgCO₂e.



Air Travel

Mile for mile travelling by plane is the most damaging way to travel for the climate, and it's not just the CO₂ pumped out from jet engines that have an impact. Other substances, including water in the form of contrails, as well as soot and nitrous oxides, all trap additional heat at flight altitude.

Always look for an alternative means of transport first, such as train or coach. If there is no option but to fly, choose to travel economy, fly direct and select an airline that is trying to reduce their impact on the planet.¹⁵ This is not an endorsement of flying or of any airline, but recognises that some flights produce less carbon than others.

Some airlines are using biofuel mixes on certain routes and others are adopting carbon offsetting as standard. By 2021 all international airlines will be able to voluntarily offset any carbon emissions above 2019/2020 base levels under the UN's CORSIA (Carbon Offsetting

and Reduction Scheme for International Aviation) agreement pilot scheme and this will become mandatory in 2027.¹⁶

The [graph on the previous page](#) also shows the positive impact of sharing passenger transport: the more passengers per vehicle the less carbon per passenger mile.

•••• Make a plan to share transport wherever possible to reduce emissions and costs.



Photo credit: Maurício Mascaro for Pexels

¹⁵ Atmosfair eco-friendly airlines 2019 and Top airlines for Sustainability Dow Jones Sustainability Index:

¹⁶ UN Carbon Offsetting and Reduction Scheme for [International Airlines](#)

Contractor and Supplier Transport

Moving goods by road consumes about 50% of all global diesel used.¹⁷ Light commercial vehicles and heavy goods vehicles (HGVs) make up 15% and 5% respectively of travel miles in the UK.¹⁸ Empty load HGV mileage, where a lorry has delivered goods and then returned back empty to base, is estimated at 30% of the total.¹⁹

More efficient vehicles and logistics will help, but for road haulage to meet zero carbon climate targets, the future will need to involve a mixture of electric vehicle technology, hydrogen fuel cells, and advanced biofuels - none of which is ready to be deployed at scale. We can therefore expect that contractor transport will be powered by diesel for much longer than other parts of an events' travel carbon footprint. As a result, our focus should be on reducing the number of contractor vehicle movements and transport mileage.

See case studies on how contractors and suppliers are cutting travel emissions on [page 37](#)

¹⁷ Department for Transport, 2017

¹⁸ Department for Transport, 2018, RFS0125

¹⁹ Research undertaken by Liz Warwick for Event Vision: 2025, 2020





WHAT ARE WE AIMING FOR?

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Shambala Festival

How can tour teams approach transformation?

1. Make a Stand

Communicate the intention for your gig, tour or event to be 'net zero' carbon travel. Ask everyone to get on board and tell them what actions they can take. Engage early.

2. Promote the benefits

You're more likely to engage audiences and suppliers if you resonate with peoples' values. Talk about the co-benefits of sustainable travel alongside the carbon reductions:²⁰

- Clean air
- Health and wellbeing
- Protecting nature
- Less traffic congestion
- Your own incentives

Incentives might include: free merchandise or early entry when arriving by public transport or coach, or advertising the financial savings of shared forms of transport.

4. Create the Community

Share success stories that help everyone feel part of a shared effort that adds up to big changes. Research shows that acting as a collective spurs people to make better choices.²¹

When you join ecolibrium we can help by providing content and assets to communicate the benefits of travelling more sustainably and can help you get inspired by sharing how other members have successfully engaged audiences and suppliers.

[Learn about membership](#)

²⁰ Centre for Climate Change and Social Transformations – CAST, Cardiff University

²¹ Centre for Climate Change and Social Transformations – CAST, Cardiff University, Department for Transport 2017. Chatterjee et al, 2018 Changes in Level of Household Car Ownership, Individual reported festival occupancy.

TAKING ACTION

Challenges

The main reasons we don't travel more responsibly are time and cost. We've all been there – looking in disbelief at the fact it can cost less than £30 to take a quick flight to European city versus hundreds of pounds and a day and a half to take the train. This really adds up when considering multiple journeys and a whole team of people and kit to transport.

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Challenges of low carbon travel options e.g. train and coach:

- Higher costs
- Longer travel times
- Reliability (in some countries)
- Lack of options in some cases
- Comfort level

It's not always an easy decision to take on the added cost and considerations of coach and train travel - but the real cost of flights is our future. We can no longer afford not to take the low carbon option, whatever the cost, and so our business models and practices must adapt.

We will need systemic changes to our transport system and incentives to travel in different ways that are driven by bigger picture government regulations, industry investment, and technological advancements. Until these changes are implemented we can work within current systems to measure and reduce our impacts. The rest of this section explores how we can take action now.



Practicalities

Reducing a tour's GHG emissions from travel and transport requires consideration at the very early planning stages by everyone involved: artist, manager, agent, promoter, tour, production and suppliers.

The main areas to consider are:

- The travel route
- Venue selection
- Tour travel logistics
- Goods & services procurement
- Audience travel.

Some quick-wins:

- Use rail rather than flying where possible
- Use logistics companies with fuel-efficient vehicles (see [case studies](#))
- Use local suppliers and services wherever possible
- Choose venues with good transport links – urban sites are preferable
- For overseas touring sea freight when possible rather than air freight
- Reduce weight: aim for less kit and less people on the tour.



Measure

Measuring your carbon footprint is an essential part of the journey to successful environmental performance, and it is yet to become the norm.

We need to measure to establish what our impacts are in the first place, and to judge whether the changes we make for the next tour have reduced emissions. Comparing data sets also helps us to model the merits of different options, ie. option one would result in 1 tCO₂ and option two, three times that amount etc.

Are you measuring your carbon footprint?

If not, there are free specialist online tools that will help you do this: The [Julie's Bicycle Creative Green \(CG\) Tools](#) provide free online tools to record and understand all aspects of the impacts of your venue, office, tour, production, event or festival. The CG tools make it easy to measure energy use, water consumption, waste generation and recycling, travel

and production materials. You can use the results to report on impacts and inform your environmental strategy and organisational priorities.

ecolibrium provides tools and guidance specifically for measuring travel emissions: members have access to an offline Travel Log spreadsheet which calculates emissions per vehicle or passenger journey. The Audience Travel Data Tool helps artists and event organisers to record and understand audience journey impacts.

Our [travel carbon app](#) is free to download from [Googleplay](#) and the [App Store](#) and lets anyone in your team log travel on the move, with the option to carbon balance emissions through climate investment.



TEN POINT SUSTAINABLE TRANSPORT PLAN



To be most effective at reducing your travel emissions we recommend creating a Sustainable Transport Plan, to outline how travel impacts will be considered and monitored and to set targets for reductions. Targets help to focus everyone's attention, and provide a baseline from which to gauge whether your plans to reduce emissions have been successful.

- 1 Set and agree priorities at outset between stakeholders
- 2 Appoint a 'Green Transport Champion' within the team
- 3 Plan to measure transport impacts where possible: artist travel, transfers, production equipment, deliveries, suppliers and contractors
- 4 Communicate your aims with all parties and discuss methods for measurement and reductions
- 5 Target reductions
- 6 Develop partnerships with organisations that can help reduce miles
- 7 Communicate aims via websites, social media, contracts, Terms & Conditions, handbooks, emails, ticketing, websites, event information and FAQs
- 8 Measure and monitor impacts
- 9 Review performance
- 10 Make a commitment to repeat each year and look for more improvement

ADVICE FOR TOUR STAKEHOLDERS

Artist

- Share environmental aspirations for the shows
- Review Green Rider templates
- Discuss low carbon options for artist transport: Are trains, tour buses, coaches or shared forms of transport an option?
- Is flying economy an option? An economy seat saves carbon emissions compared to **Business Class and First Class**
- Can other artists collaborate and team up on tours as opposed to separate tours to share production?
- Discuss production equipment aspirations.

Economy vs. First and Business Class

For long haul flights, carbon emissions per passenger per kilometre travelled are about three times higher for business class and four times higher for first class, according to the Department for Business, Energy and Industrial Strategy (BEIS).

This is because there's more space per seat, so each person accounts for a larger amount of the whole plane's pollution.²²

Booking Agent

- Review touring transport options with low carbon travel in mind
- Plan venues for route efficiencies
- Fewer tours with extra dates in multiple cities per country are more carbon efficient
- Prioritise greener venues that consider transport impacts – ask venues for an Environmental Policy
- Discuss Creative Green Touring certification (See [Julie's Bicycle](#))

Set Designer

- Discuss environmental aspirations for the shows
- Create an ethical sourcing policy for materials, e.g. FSC or recycled wood only, plastic-free or recyclable or recycled plastics only.

- Can sets be streamlined or minimised to reduced transport costs?
- Plan everything early so that minimising weight can be prioritised.

Production

- Discuss equipment, musicians, dancers, lighting, AV, PA etc. to consider amount of production transport required
- Can CGI be used to reduce the amount of physical set and therefore transport needed?

Tour Manager

- Discuss budgets and how transport emission reductions can be achieved
- Incentivise green decisions
- Measure and manage mileage and emissions
- Share green touring advice.

Core Production Team

- Communicate your requirements to the core team of contractors
- Ask for transport mileage or fuel use data
- Prioritise contractors with an environmental policy and those who use Euro 6 compliant vehicles, HVO fuel and efficient loads.

Travel Agent/ Person Responsible for Transport

- Communicate the requirement to reduce emissions to the person responsible for booking travel, hotels and transfers
- Prioritise low carbon transport for artists. Choose rail or coach, as opposed to air, for UK and European tours

- Choose hotels near to venues
- Check if electric cars are feasible options for hire in the venues' country.

Haulage Company

- State desire to reduce mileage and emissions at the outset
- Discuss HVO fuel and low carbon/efficient vehicle options.

Tour Bus Operator

- Choose Euro 6 compliant buses.

Staff

- Choose local crews
- Communicate + incentivise low carbon transport options
- Promote vehicle sharing
- Ask for travel mileage or fuel use.

Sponsors

- Discuss the issues and opportunities with sponsors
- Discuss joint collaborations to reduce transport impacts
- Partner with low carbon sponsors.

Audiences

- The best results for encouraging more sustainable audience travel is at ticketing stage. Catching people at point of purchase helps them to make an easy decision. Later communications involves re-logging online or extra thought to change or add transport options. The simpler the process the better
- Discuss the options with your ticketing partner on what can be included at this stage
- Provide options for dedicated coach travel, links to public transport and car share platforms

- Provide clear travel information in advance on the website, eg. a map of the site and the locality with the nearest bus stops, EV charging points, bike parks and other local transport links clearly marked
- Promote sustainable options in communications, e.g. social media posts about car share options and coach tickets
- Highlight incentives that are on offer for sustainable travel
- Engage audiences with calculating their travel emissions and/or making an investment in climate solutions programmes to balance unavoidable travel carbon.

Merchandise

- Ethically source merchandise and look at where it is manufactured to reduce transport miles.

CLIMATE INVESTMENT

Once you have measured the environmental impacts of your travel and reduced them as much as possible, you can take positive action by balancing unavoidable emissions with climate investment through ecolibrium's programmes:

- **Trees+** supports our partners to protect threatened rainforest, plant trees, restore and conserve ecosystems and support communities on the frontline of climate change.
- **Energy Revolution** invests in projects that generate clean renewable energy, benefitting communities and promoting grid decarbonisation.

6

“Trees must be planted, existing forests and peatlands that hold and absorb carbon must be protected.”

Shoa Ehsani, UN Sustainability Officer

Reputation & Integrity

Reputation and integrity is vital for ecolibrium and for all of our members. Equally important is confidence in the impact of the climate investments we make together. We achieve this in the following ways:

- We are a UK registered charity with exceptional governance standards, known trustees from the industry, and an established track record
- We have a strong, clear and transparent rationale and methodology for everything we do
- We undertake in-depth due diligence on all our partners, which is made available to members.



Join to tackle your travel impacts

Joining ecolibrium is free and includes:



Support to set up balancing travel impacts in a way that works for you



Use of the ecolibrium Travel Log Tools



A profile on the ecolibrium website



An annual certificate showing the impact of your donations and the projects you have supported



ecolibrium e-newsletters with sustainable travel advice and industry and project news



Marketing support – including content, logos and project case studies about the impact of your donations.

Case Study:

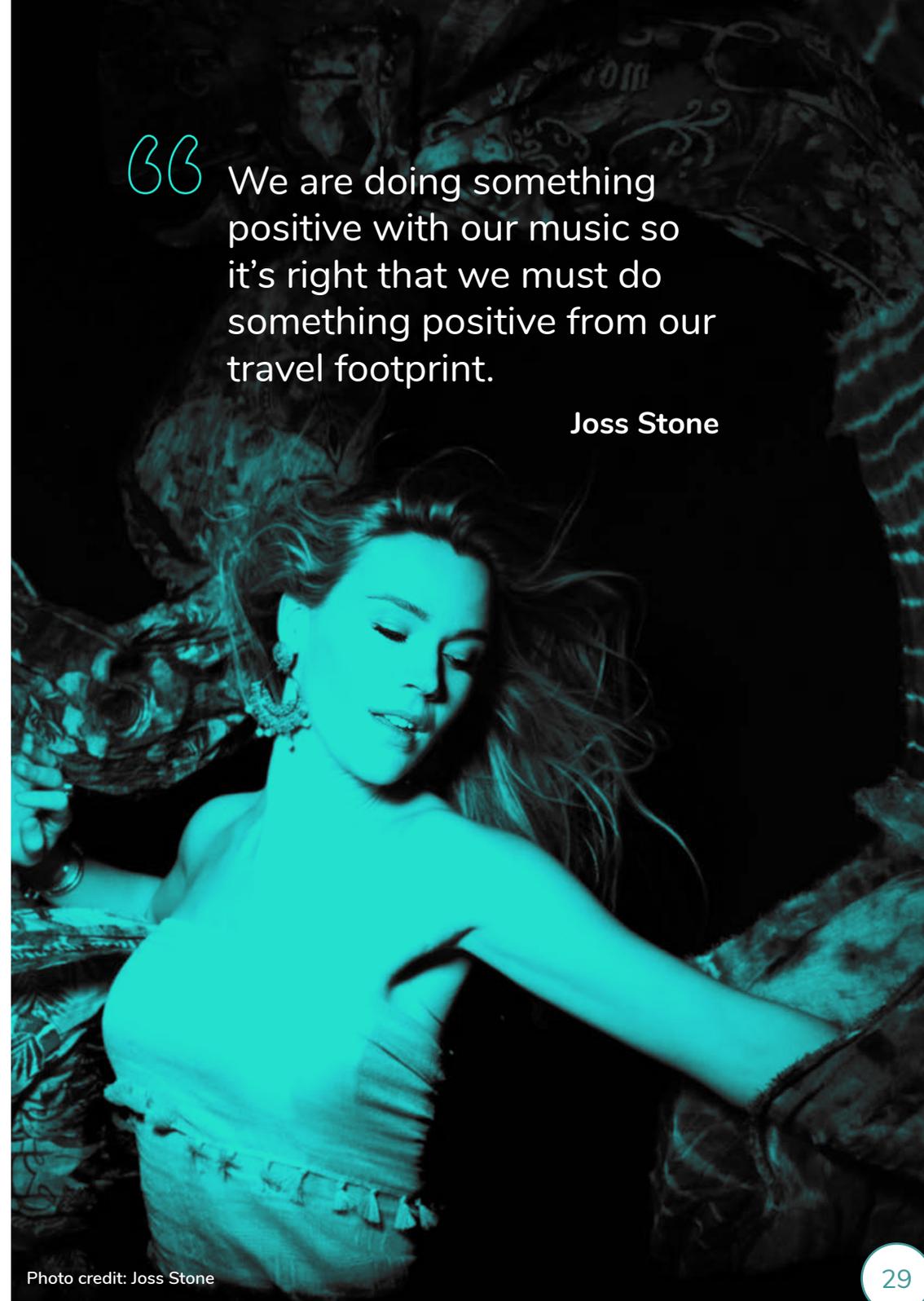
Joss Stone balances carbon emissions of Total World Tour

Grammy-award winning artist Joss Stone carbon balanced the travel emissions from her Total World Tour of every country in the world with ecolibrium in 2020. The tour ran from 2014-2019 and ecolibrium worked with Joss to reduce touring emissions where possible – this included reducing touring party numbers, taking more direct flights and travel by coach where possible.

Unavoidable emissions were balanced with donations towards wind power generation and reforestation in the state of Tamil Nadu, India for the first half of her tour and the second half was balanced through the Trees+ programme, planting nearly 2,000 trees in the UK and protecting 125 acres of threatened rainforest in Laos.

“ We are doing something positive with our music so it’s right that we must do something positive from our travel footprint.

Joss Stone



SPEAK UP AND OUT

Use your voice

We believe that reducing emissions and supporting climate solutions is vital, but ecolibrium's aims are more ambitious; the live events industry has the potential to inspire and educate millions of people each year, highlighting key issues and showing leadership by taking action on the climate crisis.

Shout about what you are doing with confidence; encourage other artists and your fans to calculate, reduce and balance. ecolibrium will work with you on any press and support a socials campaign to engage the industry and audiences.

“ Saving our planet is now a communications challenge.

Sir David Attenborough



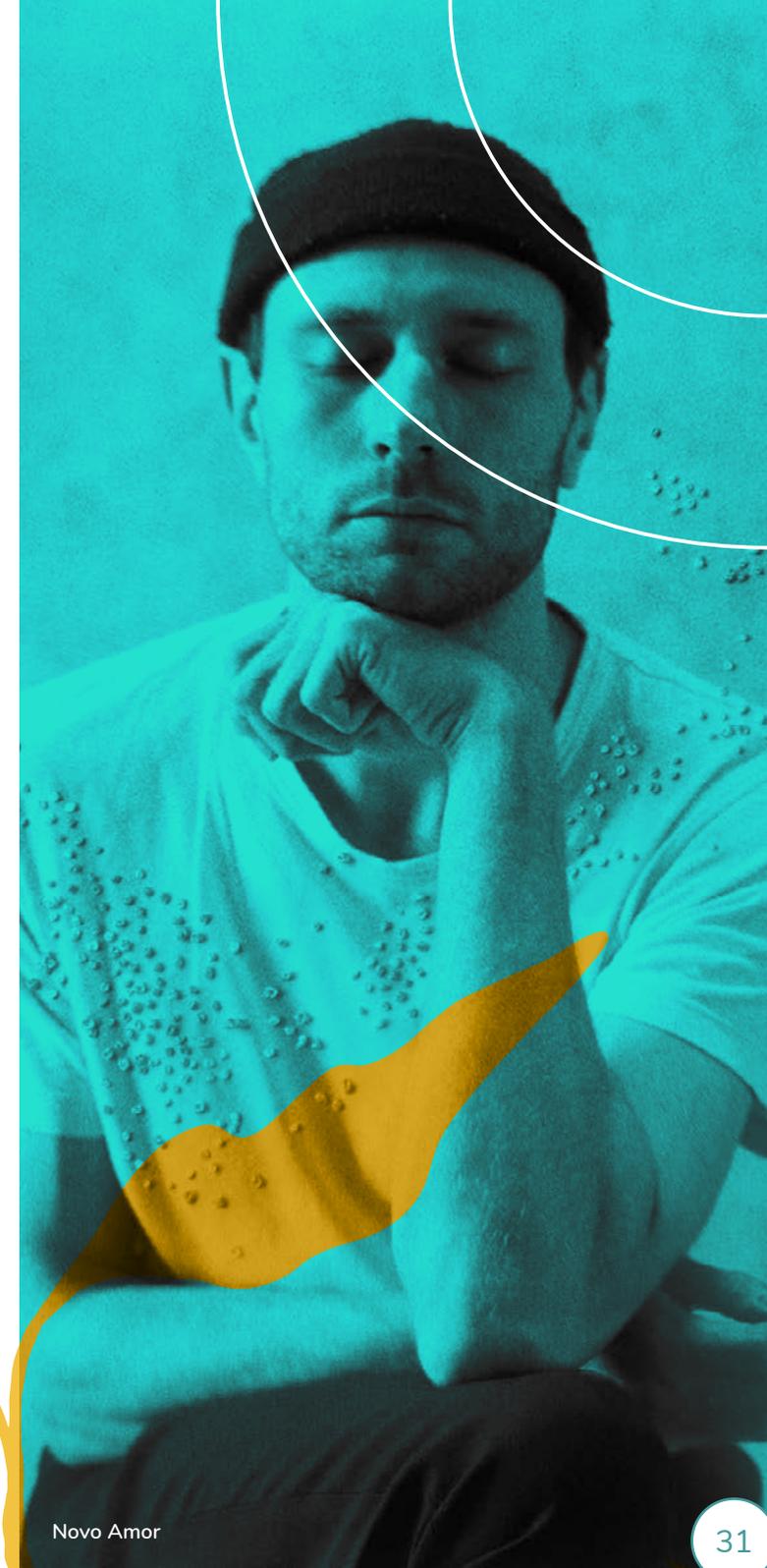
Case Study:

Novo Amor speaks out for climate

Welsh multi-instrumentalist, singer, songwriter and producer Novo Amor worked with ecolibrium to record and balance the carbon emissions from the tour of his debut album 'Birthplace' in October 2018 with investment in renewable energy. The video of the title track had a strong sustainability message, aiming to highlight how the use of plastic is impacting the planet.

Novo Amor worked with Julie's Bicycle and ecolibrium to limit the environmental impact of his tour dates by minimising waste at shows and fuel consumption from travel. He balanced unavoidable carbon emissions from European and North American tour dates with ecolibrium by investing in Solar for Schools, a project that installs solar panels on school roofs across the UK, allowing them to produce low-cost clean electricity, while also educating children about the importance of a low carbon future.

[Read the full case study](#)



INSPIRATION

The 1975 – planting a tree for every ticket sold

The 1975 committed to planting a tree for every ticket sold ahead of their arena tour of UK and Ireland for 2020 (which was postponed due to coronavirus). For one show of the tour in Finsbury Park, London, the band planned to use sustainably sourced HVO fuel, paperless ticketing, repurposed merchandise and a traffic light system highlighting the carbon footprint of every meal. They also committed to planting 1,975 trees throughout the surrounding London boroughs.

Their most recent album, Notes on a Conditional Form, included the song 'People,' which features a message from climate change activist Greta Thunberg and they pledged profits to civil disobedience movement Extinction Rebellion.

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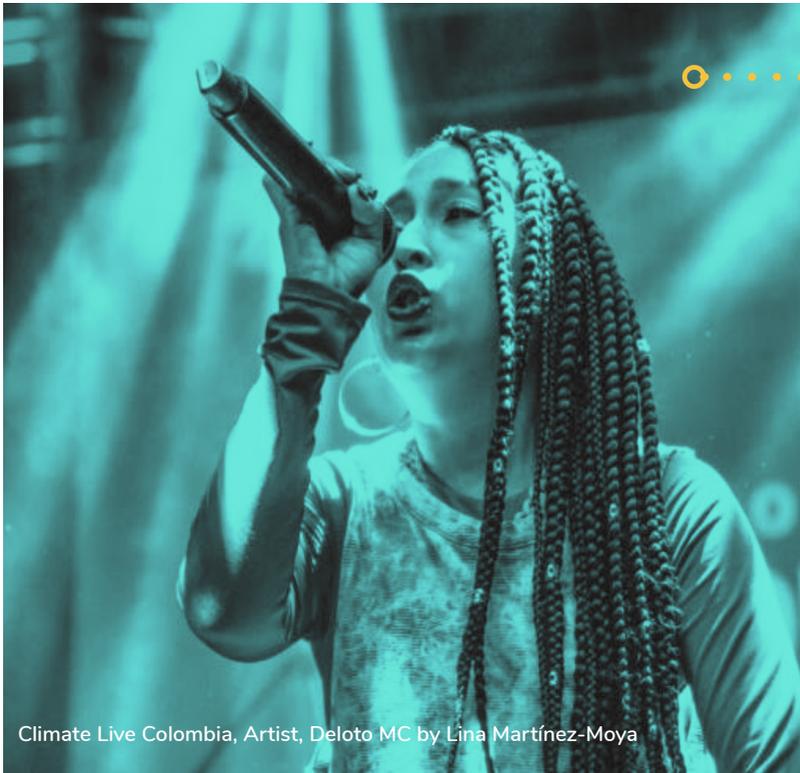
THE 1975

Jack Johnson: Greening the 2018 Tour

Jack Johnson and his crew researched the environmental impacts of previous tours and took action to minimize the footprint of their 2018 tour. They tackled travel emissions by using sustainable biodiesel to fuel tour trucks, using ground and sea freight for kit instead of flying and engaging fans in car-pools and lift sharing. The tour team collaborated with the 'All At Once' campaign, working with not-for-profit community groups to support sustainable local food systems and plastic-free initiatives.



Jack Johnson by Caitlyn Ridenour, CC BY-SA 2.0, via Wikimedia Commons



Climate Live Colombia, Artist, Deloto MC by Lina Martínez-Moya

No fly policy for international Climate Live concerts

Climate Live is a series of youth-led global climate concerts, which kicked off in 2021 with simultaneous events in over 25 countries. They aimed to empower audiences to engage in the climate movement and were led by the youth climate groups who organise the Fridays for Future school strikes, with artists, activists and scientists joining them to take to the global stage to fight for climate justice. The concerts featured leading international artists but one of the key aspects of their sustainability policy was not to allow artists or speakers to fly to events.

Train Travel Trail Blazers:

Festival Express²³

In the summer of 1970, a chartered train dubbed the Festival Express crossed Canada carrying some of the world's greatest rock bands; The Grateful Dead, Janis Joplin, The Band, Buddy Guy, and others journeyed together for five days, stopping in major cities along the way to play live concerts.

Damon Albarn - Train tour for Africa Express

Africa Express was founded in 2006, by Blur and Gorillaz frontman Damon Alban, along with other musicians and music industry friends, to promote the concept of musical collaboration that breaks down boundaries and borders. In 2012, as part of the Olympic Festival, Africa Express hired a converted diesel train and invited 100 artists from Africa and the West to tour around the United Kingdom.

[Read the full case studies](#)

²³ Festival Express Tour 1973

²⁴ BBC News

²⁵ Massive Attack publish Tyndall Centre for Climate Change Live Music Roadmap, June 2021

Massive Attack EU Tour by train

In December 2019, Massive Attack announced they would tour Europe by train to reduce their carbon emissions.²⁴ The band also donated four years of their tour data to the Tyndall Centre for Climate Change for a report into the music industry's carbon footprint.²⁵



Photo credit: Massive Attack, alterna2, CC BY 2.0 , via Wikimedia Commons

Better Merch

The 1975

In 2019, The 1975 asked fans to bring the band's old t-shirts or those of any other bands to be reprinted with a new design instead of releasing new ones for the tour.

EMI T-shirts for Trees campaign

In 2021, EMI worked with ecolibrium on a campaign which saw artists; Green Tea Peng, Olivia Dean and Jack Savarotti donate £1 from every organic salvaged cotton t-shirt sold to ecolibrium to plant a tree in Northern Malawi with the charity Temwa. Over 1000 trees were planted, with more artists set to join the campaign.



Two music festivals measure audience travel to inform low carbon strategy

Cambridge Folk and Greenbelt Festival have both carried out detailed audience surveys to calculate the impacts of travel and target changes.

At Cambridge Folk the survey revealed that festivalgoers would be motivated to make more sustainable choices if they were aware of the relative carbon impact of different travel options.

Greenbelt carried out a detailed travel survey at audience arrival with volunteers from two universities. They established that the majority of vehicles were cars (73%), 16% were SUVs or MPVs and 6.8% were motorhomes, as well as finding out the average number of passengers per vehicle. Having this information enabled them to develop a plan to reduce emissions.



Fisherman's Friends at Cambridge Folk Festival



Photo credit: Michael for pexels

“In the Key of Green” Venues, artists and promoters collaborate for efficient tour travel

From 2020–2021, The Nordic Jazz Comets “In The Key Of Green” project set out to study ecologically sustainable practices in live jazz productions in the Nordic countries. The project brought 14 established jazz clubs and festivals and five jazz groups from Denmark, Finland, Iceland, Norway and Sweden, together to plan five tours and 20 concert events in September 2021 with the aim of keeping the carbon footprint to a minimum. Travel emissions were reduced through the collaboration of artists, organisations and venues which allowed efficient tour routing. Unavoidable travel emissions were calculated and compensated for through carbon offset schemes.²⁶

²⁶ Europe Jazz Network news article: ‘Support live jazz and find your new favourite band’

Contractor and Supplier Case Studies

Peter Smidt – efficient haulage

European music transport specialist Pieter Smidt works on artist tours at all scales. All their vehicles are Euro 6 compliant (the latest European emission standard), and they are exploring electric and hydrogen fuel cell options for the future.

Electric charging availability and cost is still an issue throughout Europe, so their current focus is on HVO fuel. In 2019, they carried out two successful pilots with Eurosonic and Into The Great Wide Open festivals in the Netherlands.

They carefully plan logistics to ensure that vehicles stay close to destination venues, rather than returning to base after load-in, to save miles, and they collaborate

with competitors and colleagues on specific projects to save empty loads and travel costs. They have also invested in 7-meter longer trailers, which save 30% fuel per drive.

Cambridge Folk Festival choose local to cut supplier travel emissions

Held in urban green parks, Cambridge Folk Festival, UK, is close to bus routes serving the train and main coach and bus stations and the city centre. Since 2019 the event has built up a social media and communications campaign and enhanced internal processes to promote eco awareness, including sustainable travel. As a result staff and contractor car passes decreased by one third by encouraging car share and low carbon travel. Traders' and caterers' travel emissions reduced by 30% over two years due to a policy of selecting more local suppliers –

making a saving of over 2 tonnes of CO₂.

Cube Modular deliver portable buildings for events with an 80% reduction in travel CO₂

Cube Modular provides portable building solutions that help reduce carbon emissions from travel and transport for the sports, retail and events world. Due to their innovative foldable technology, ten units can be transported on a single truck, offering an 80% reduction on road haulage costs and similar reductions in carbon emissions.



Electric Vehicles

Electric Vehicle charging for audiences and crew

Some events have trialled offering EV charging as an incentive for drivers to ditch fossil fuel options by removing concerns about finding a EV charging point post-event. Only by measuring and understanding the CO2 footprint of providing the infrastructure of the service can we begin to understand the benefits. Temporary EV charging points require their own energy source and this must be considered, eg. Will you charge using generators with HVO or diesel, or can you use battery power or a grid connection with a green tariff. On balance it might be less CO2 heavy, and just as beneficial to simply signpost the nearest EV charging points to the site and highlight points on route to event locations.



Electric Wheels at Shambala Festival

Electric Wheels for zero emissions onsite vehicles

In 2019, Electric Wheels zero emissions vehicles were used onsite instead of diesel vehicles at Greenbelt Festival, Shambala Festival, The Festival of Light and Hampton Court Garden Festival.

For more inspiration visit
[ecolibrium's website](#)



Collaboration Case Studies

The Ticketsellers engages audiences in sustainable travel at point of ticket sale

Since 2016, ticket agent The Ticketsellers have embedded ecolibrium's Travel Carbon Calculator into their ticket-buying process, meaning that their event clients can offer travel carbon balancing to audiences in a simple and accurate way at point of ticketsale. Since then they've helped their event clients' audiences balance the CO2 from over 3 million average car miles through investment in clean renewable energy with ecolibrium.

Making a Stand with Music Declares

Music Declares Emergency is a community of artists, music industry professionals and organisations that are standing together and to declare a climate and ecological emergency and call for an immediate governmental response to protect all life on Earth. The MDE **#NOMUSICONADEADPLANET** campaign is a call to action for the music industry.

Find resources and declare your support
www.musicdeclares.net



USEFUL LINKS

Additional resources to reduce projection and touring impacts:

ecolibrum

Travel Log App: [Google Play](#) or [App Store](#)
[Sustainable Travel Guide](#) for Festivals and Events

More inspiring [case studies](#)

[Join ecolibrum](#) for free offline Travel Logging tools and advice

Other Resources

[Julie's Bicycle Green Rider Advice](#)

[Julie's Bicycle Jam Packed: Audience Travel Report](#)

[Julie's Bicycle Audience Travel Guide](#)

[Julie's Bicycle Touring Guide](#)

[Music Declares Emergency: Music Industry Climate Pack](#)

[Tyndall Centre for Climate Change: Super-Low Carbon Live Music Report](#)

[Best Foot Forwards: report on Radiohead's tour impacts](#)

[SiPA](#) is The Sustainability in Production Alliance. Find their list of easy wins in greening tour productions in association with the Touring Production Group (TPG) [here](#)

Clean Scene Report: [Last Night a DJ Took a Flight.](#)

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