

MUSIC INDUSTRY CLIMATE PACK



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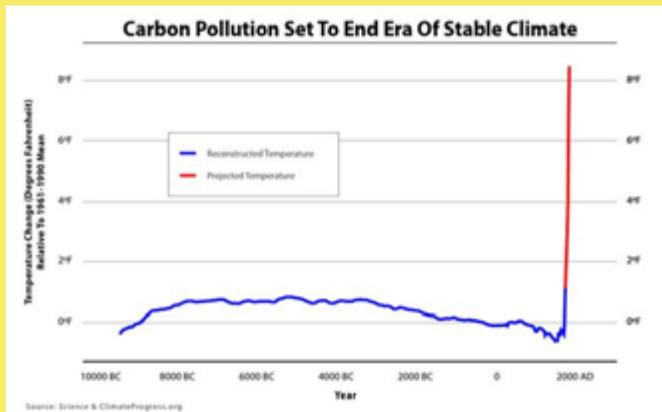
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THE CLIMATE & ECOLOGICAL EMERGENCY

50% of carbon emissions since the beginning of the Industrial Revolution have occurred since Kylie recorded 'Locomotion'!



In 40 years, the parts per million (ppm) of CO2 in the atmosphere have risen from 300ppm to 415ppm.

The scientific consensus is that 450ppm is a tipping point for climate breakdown from which there is no return for humankind. We are fast losing ice from the poles which for millennia have acted as Earth's heat reflectors and act to regulate liveable temperatures. As they disappear, a darker sea is exposed which absorbs more heat ...and so the feedback is amplified and accelerates, and the Earth quickly loses its habitable regions.

According to projections we are currently heading for a global temperature increase beyond 3°C by the end of the century.

WHAT DOES THIS MEAN?

A rise of 3°C would be extremely dangerous, taking us to a temperature we have not seen on this planet for around 3 million years - homo sapiens have only been around for 1 million years and we only started farming around 12,000 years ago.

3°C would lead to the desertification of Europe, the USA and all of the Global South - meaning the land turns to desert and water becomes scarce. The main food-producing areas of the world would become unviable, leading to global famine.

We are already seeing unheard-of flooding and 'wet bulb temperatures' - these are temperatures when sweat can no longer cool the body and deaths become unavoidable.

Deaths through hunger, organ failure and strokes would increase globally and the likelihood of war over dwindling resources would become extremely high. There would also be a huge increase in people fleeing their countries, multiplying the current refugee crisis by many times.

It is predicted that unless water usage is drastically reduced, severe water shortage will affect the entire planet by 2040.

We are already at 1.2°C warming and we cannot rewind this severe 'new normal', **but we can stop it getting worse.**

WE ARE ALSO IN AN ECOLOGICAL EMERGENCY

We have lost 60% of vertebrates since the release of 'Stairway to Heaven'.

The air we breathe, the water we drink, the food we eat, and the beauty of nature that nourishes our psychological well-being are all being compromised by economic systems that promote consumer-focused lifestyles. We are using up nature's resources almost twice as fast as they can be replenished.

Not only do forests absorb CO2 but they also provide over 20% of our oxygen. They cool the air to cause the rainfall necessary for food production.

As CO2 increases, so does the acidification of the oceans. This in turn is killing the phytoplankton, which provides 60% of our oxygen, by 1% a year.

As temperate regions become hotter, so deadly vector-borne diseases such as Malaria, Dengue Fever and Zika spread beyond the equatorial regions. West Nile disease is now common in Canada.

The increase in industrial farming has led to a 30% loss of animal and insect habitats. 1000 species of insects are threatened with extinction and we have already lost three quarters of our pollinating insects and worm populations without whom we will struggle to grow food. Cattle farming accounts for 18% of methane emissions, again exacerbating heating.

The most frightening part of this is that once we go beyond tipping points, the heating and species loss becomes unstoppable and irreversible. The world we leave our children would be unthinkable.

As performers and promoters, we are the canaries in the mine and we must continue to sing, from stage to roof top, that change is needed **now** from corporations and governments before it is too late.

"The choices societies make now will determine whether our species thrives or simply survives as the 21st century unfolds."
The Intergovernmental Panel on Climate Change (IPCC)

WTF DOES 'NET-ZERO' MEAN?

Human activity produces greenhouse gasses, such as Carbon Dioxide (CO2) and Methane (CH4). The more greenhouse gasses we add, the hotter the climate gets. Net-zero means that the amount we 'put in' and the amount we remove balances to zero. 'Removal' is stuff like offsetting by planting trees, and natural 'sinks' such as the ocean and rainforests which remove some of these gasses from the atmosphere.

Offsetting can be a bit vague, and not necessarily effective i.e. planting trees is great, but it takes around 30 years for a tree to reach it's CO2 absorbing best. So, the best way to reach 'net zero' is to reduce our output of greenhouse gasses to as close to zero as we can. This means using renewable energy in all areas of business, throughout supply chains, transport, and in areas of life such as the food we eat and the products we buy.

OPINION: BRIAN ENO



Climate change is a threat to life on this planet, but more immediately, to civilisation.

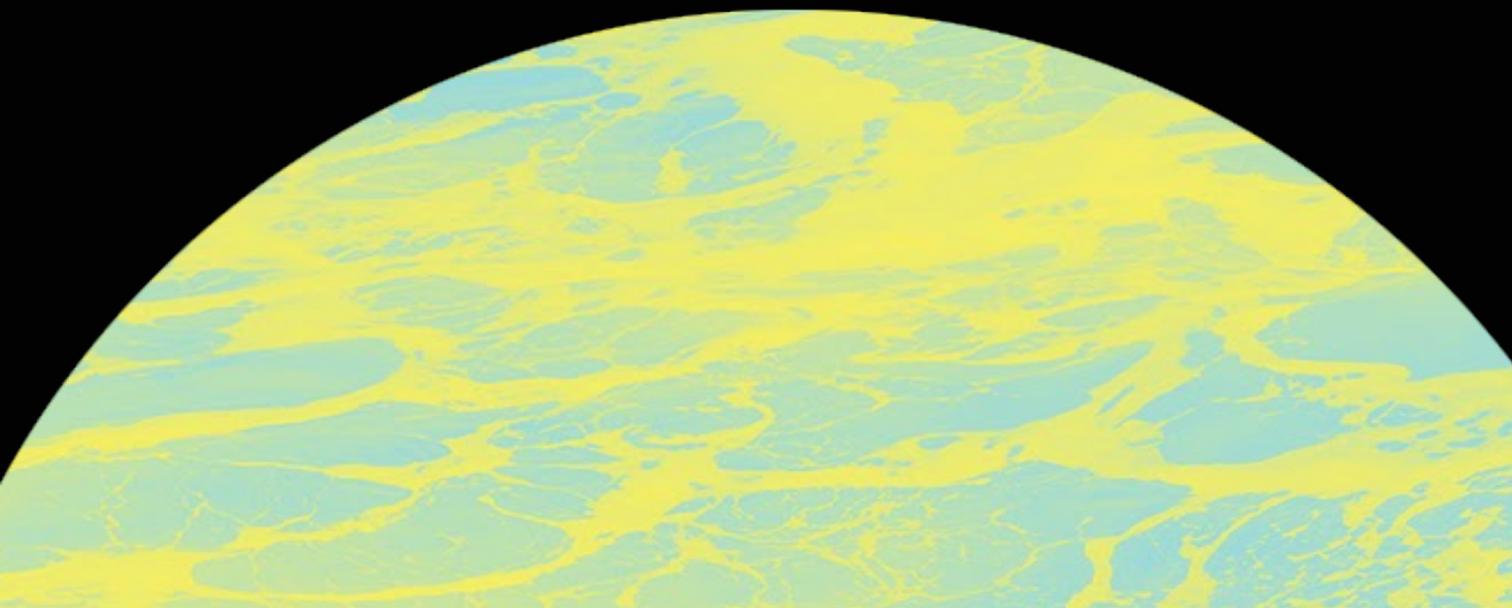
What do we need to do to deal with it? The list is long: we need to restructure our economic systems so that we stop treating Nature as ours to use up and throw away; we need to heal the inequalities of the world and start treating all people, everywhere, fairly. We need to begin restoring the biodiversity that keeps this planet healthy; and we need to forge new transnational ties, legal and political, so that we proceed forward as one planet. And those are only for starters.

But... don't those changes produce a better, healthier and fairer world anyway, a world most of us have been wanting to get to? Could it then be the case that the 'climate emergency' is also an opportunity, a chance to rethink - not just to prevent something bad but also to create something new and good?

The biggest challenge in human history has spawned the biggest social movement in human history. That movement is ever-growing... but it needs support. The avalanche is ready to fall, but it needs a push. That's what we in the music biz could do. We could trigger the whole cascade.

Civilisation is cooperation. If we want to save civilisation we need to walk the walk. We - us in this room and our colleagues - need to be at the front.

EarthPercent exists to help facilitate this.
LETS DO THIS TOGETHER.



MUSIC DECLARES EMERGENCY

Music Declares Emergency was created by music industry professionals and artists in 2019 to place music at the heart of the conversation and action in relation to the climate and ecological emergency.

Our declaration of a Climate and Ecological Emergency has been signed by over 6,000 individuals and organizations, with support from all the major and independent UK record labels, key industry institutions, leading live music businesses, and over 3,000 artists large and small across all genres.

MUSIC DECLARES EMERGENCY HAS TWO KEY OBJECTIVES:

1. To encourage discussion and enable collaboration within the music industry to create lasting sustainable change to business practice to realize a net-zero industry.
2. To use the power of music, and the immense cultural power of the music industry and musicians, to inform and motivate the general public to take an active part in conversations around the climate emergency and the responses to it.

Our work is immediately recognizable from the message, 'NO MUSIC ON A DEAD PLANET.'

That calling card has been seen across thousands of social media posts, in the pages of global media outlets, on the chests of some of the world's favourite artists as part of our sustainable, circular t-shirt campaign, on the main stage at festivals, and on the red carpet of key music awards ceremonies.

With the continued support of our declarers and music fans, Music Declares Emergency now has a presence in key music markets and countries across the globe, including the USA, Germany, France, Canada, Switzerland, and Chile. Further groups are in construction all the time. As music is global and our message is global, so will our reach become.

IN THE LAST TWO YEARS, WE HAVE:

- Brought musicians from all areas of music together in a shared call for urgent action on climate helping to increase public awareness and support for climate action.
- Partnered with Beggars Group and Ninja Tune to announce their transitions to net zero within defined timescales and to promote that change to the global media.
- Worked with Make My Money Matter and Switch.it to raise awareness around ethical investment choices.
- Led by example through our t-shirt range by showing a better way to do merchandise.
- Alongside Adapt and Bird On The Wire, curated the Climate Music Blowout conference in London in October 2021 to develop and strengthen connections within the UK music industry to encourage cross sector initiatives.

We will be running our second annual Turn Up The Volume week 18th - 24th April 2022. During this week we invite musicians and music lovers to join us by sharing public messages calling for climate action and music industry organisations to get involved by announcing your sustainability goals and action already being taken. It's a week to shout about the great work that's happening and to share knowledge on how to green our industry.

Follow us on social media for ways to get involved and updates: Instagram & Twitter: @musicdeclares

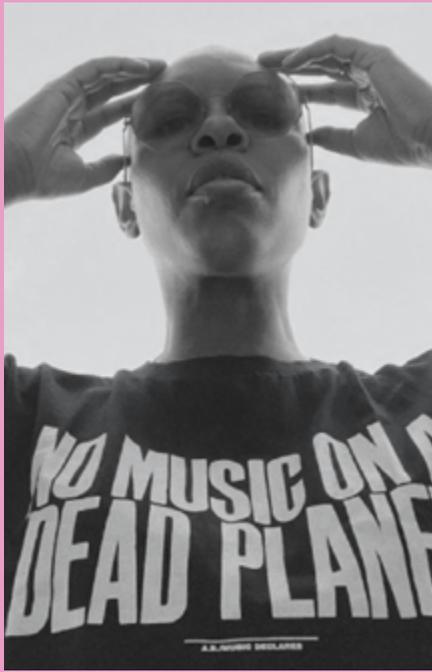
Climate breakdown will affect everyone, and we believe that everyone has the right for their voice to be heard in the debate around the national and international response to this unique, and existential, challenge.

We believe that music and music lovers can play a key role in creating a better, fairer, green society for all.

Because there's

NO MUSIC ON A DEAD PLANET.

MUSIC DECLARES EMERGENCY



ARTIST



10 THINGS YOU CAN DO:

1. SPEAK UP AND OUT

Recognise your power and use your position of influence to urgently communicate the emergency. Speak to your fans about the climate and ecological emergency whenever and wherever you can and call on them to join you in calling for more urgent and ambitious action from governments. You don't need to be an expert to know we need action. If you do one thing, do this. Culture has the power to change politics.

2. MAKE SUSTAINABILITY A PRIORITY

Let your team know including your management, agent, label, PR, and other partners. Have the conversation.

3. USE A GREEN RIDE

Template 'green riders' can be used to make sustainable requests for your backstage, technical and front of house riders. This can be from somewhere to refill bottles both front and backstage of the venue to nudging the venue to switch to renewable power. Download a template green rider through the QR code.

4. GREEN YOUR PHYSICAL FORMATS

Consider releasing music in innovative plastic-free ways or reduce plastic in your physical products (see record labels page for ideas and info).

5. GREEN YOUR MERCH

Don't produce unnecessary things, use organic sustainably produced cotton or hemp for t-shirts or print on your fans' existing clothes, work with manufacturers that have good social and environmental policies and are powered by renewable electricity. (See our 'merch' page for more ideas)

6. DON'T ENDORSE PRODUCTS YOU DON'T BELIEVE IN

Whether it's a fast-fashion tie-in or having your music used in a petrol-car advert, don't endorse things you don't believe in. You can find brands that are aligned with your values for funding partnerships, check out Petra Partnerships.

7. DON'T FLY AS MUCH

Route your tours efficiently and avoid one-off international appearances and promo. Promo can often be done via video call or phone. If you're lucky enough to be flown first class, consider turning it down on the grounds of being way more carbon intensive than flying economy. Download the Ecolibrium app to monitor the emissions of your travel choices with the opportunity to efficiently offset.

8. BE PROACTIVE

We know there is a lot of guilt associated with the climate impact of touring, get involved in an environmental project or start your own... Music Declares Emergency, FEAT and May Garden Project have all been set-up by musicians... you don't need to be an expert to start something or get involved, think of it as a conscience-offset!

9. DONATE

If you're making enough money with your music to live, we recommend donating a percentage of your profits to environmental causes via Earth% - they choose and monitor a selection of charities that are doing work in frontline communities, in conservation and campaigning and direct money from the music industry towards these causes... we're one of them, so that's one reason we're into it! Check out the other organisations they contribute towards via the QR code.

10. DO THE BASICS

These go for everyone, but they're incredibly important:

- Change your energy supplier to renewable, some are a lot cheaper than others. Visit ethical consumer link through the QR code.
- Switch banks to one that doesn't fund the fossil fuel industry visit SwitchIt.money, or for shorthand, the good guys are Triodos, Co-Operative and Nationwide. The worst offenders are Barclays and HSBC.
- Eat less meat and dairy. Your body will thank you, the animals will thank you and the planet will thank you...and that includes fish for those who don't think they count!

HOW TO TALK TO YOUR FANS ABOUT THE CLIMATE AND ECOLOGICAL EMERGENCY:

BE HONEST! You don't need to be an expert, you don't need to have zero carbon footprint or sail across the atlantic in a solar powered yacht to be allowed to talk about the climate and ecological crisis. The very basics are that we need to move away from fossil fuels immediately and governments need to create legislation that will make this happen. Climate science is not rocket science.

OPINION: NINA VINTHER

MEZZO AND MPhil STUDENT AT TRINITY COLLEGE, CAMBRIDGE



It's been about two years since I boycotted my choir's tour to Canada. At the time I was singing with Trinity College Choir, Cambridge, ranked fifth best choir in the world.

I was in my final year studying modern languages at Cambridge and had participated on the choir's USA tour the previous summer. I'd sung my heart out, explored big cities with my best friends, and watched the mindless onslaught of single-use plastic cutlery, packed motorways, air-conned hotel lobbies, and flights in and out of all-but-identical airport terminals. I was meant to be doing my favourite thing in the world, so why did I feel so upset?

To get on a plane to Canada the following year would have been a betrayal of my newly emerging climate conscience. I'd just found out that the several-hour flights would have an eye-watering carbon footprint of over 2 tonnes, whilst an average Malawian's annual carbon footprint (8760 hours) is less than 0.2 tonnes. The tour to Australia scheduled for the following year would be 10-tonnes-per-person.

The decision wasn't intended as a boycott, more as a conscientious objection. I was sad to think my friends would have fun without me, but this wasn't a whim, and I knew I wouldn't regret not going.

Everything went quiet for a bit. Next thing we knew, the entire choir tour was cancelled. A UK Cathedral and outreach tour was now being planned instead for Summer 2020. I couldn't quite believe it. I hadn't campaigned for all-out cancellation. I had just stated the facts, and said I wouldn't be going, yet I felt the proudest I had in my entire life. My one small act of resistance, my radical act, had penetrated the seemingly untouchable collegiate choir structure.

Understandably, many members of the choir, my friends, were confused and frustrated by the Canada cancellation. The unspoken question was, "Why are you spoiling it for everyone?" My unspoken answer was, "Surely giving up a free tour demonstrates just how important this is, in terms of environmental and social justice, and how by taking a stand we can challenge the status quo?" I think the mood has now changed, but it came as a shock to people at the time.

I think every musician has the power to hold a small corner of the industry to account; their employers, their colleagues, themselves. We can tour differently, we can do travel discussions differently, we can think about cultural exchange differently.

TOURING



Next month ecolibrium will release the next in their series of guides, the 'Sustainable Travel Guide for Artists & the Music Industry,' showing how everyone involved in touring can play a part in reducing emissions from travel. Pre-register for a copy of the report or find out more about ecolibrium's work at www.ecolibrium.earth/contact

Travel is typically the largest element of live events' carbon footprints. Cutting tour travel emissions means reducing fossil-fuel travel miles through fewer journeys, smart routing, more shared transport and low carbon travel modes, and fewer air miles for artists, production crew and audiences.

10 TIPS FROM ECOLIBRIUM'S UPCOMING GUIDE FOR ARTISTS', TOUR AND PRODUCTION MANAGERS:

1. Measuring your travel carbon footprint is an essential first step

Having the data on your travel emissions is key to understanding environmental impacts, identifying opportunities for reductions, setting targets, and assessing the success of changes. Tools for measuring also help to model impacts and plan carbon-efficient routes for future tours. ecolibrium's free Travel Carbon App can be used to easily record travel miles and associated carbon emissions when you're on the move. Just search for ecolibrium in the App Store or GooglePlay or get in touch with the ecolibrium team to access their offline tools for recording data.

2. Communicate and collaborate

Share your intention to cut tour travel impacts with all stakeholders, ask everyone to get on board, and tell them what they can do. Engage people early to embed sustainable transport goals into your plan. Everyone from set designers to sponsors need to do their bit and can make a big difference. Engage with peoples' values. Explain the benefits of sustainable travel, less pollution/ traffic congestion, alongside carbon reductions.

3. Make a 'Sustainable Transport Plan' at the outset of tour planning – this could include:

- Plan venues for route efficiencies. Fewer tours with extra dates in multiple cities per country are more carbon efficient and help reduce artist and audience travel
- Aim to reduce weight and people on tour: minimise crew, set, kit and luggage

- Use local suppliers for production or prioritise 'plug and play' venues
- Prioritise greener venues that consider transport impacts and that have good transport links – you can ask for their environmental policy
- Choose hotels that are walking distance to the venue
- Prioritise low carbon transport, i.e. shared vehicles, rail or coach as opposed to air for UK and European tours.
- If you must fly, consider choosing economy seats – due to space allocation on planes economy seats account for less carbon emission than business or first class seats.
- If you're travelling by tour bus, choose Euro 6 compliant vehicles.

4. Influence audience travel

Audience travel is the single most significant source of emissions for live events. Many artists can influence in some way how fans travel to events, by inspiring them directly to choose lower carbon travel options or working with venues to put better policies and facilities in place. Talk to venues about options and incentives for dedicated coach travel, links to public transport and car share platforms and mapping safe bike lock ups nearby.

5. Balance unavoidable emissions with climate investment

As a final but vital step, unavoidable emissions can be accounted for through climate investment – and ask your audience to do the same for their own travel.

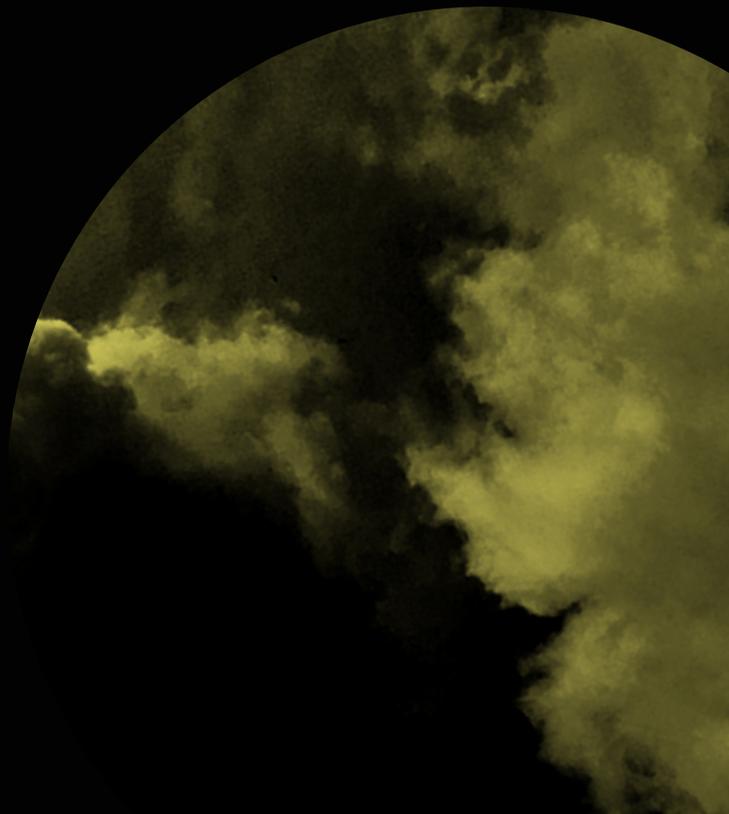
Find out more at www.ecolibrium.earth – check out our 'inspiration pages' for examples of where tour travel emissions have been reduced – and be in touch to receive the Sustainable Travel Guide for Artists & the Music Industry for more insights and ideas at info@ecolibrium.earth.

OPINION: CLAIRE O'NEILL

CO-FOUNDER, AGF



Whilst mitigation - reduction of emissions - is absolutely first and foremost, there is a place and a need for actually removing carbon from our atmosphere in order to keep global warming below 1.5degrees, within less than 10 years. We advocate permanent removal of carbon from the atmosphere. Whilst avoidance of future emissions (offsetting) is important (for instance through investments that prevent somebody elsewhere from causing emissions) to move towards a prevention of catastrophic climate change, investments that physically extract carbon from the atmosphere and lock it away in permanent forms are necessary. This is carbon drawdown. The IPCC and WWF recommend permanent removal of carbon from the atmosphere and it is a requirement for achieving Net Zero and Science Based Targets for keeping global warming within 1.5degrees. Examples of permanent removal of carbon include technological removal and storage in rock, rock weathering, biochar and soil enhancement. There are varying degrees of permanence, and a combination of natural and technological solutions can be adopted



RECORD LABELS

10 STEPS TO MAKE YOUR RECORD LABEL MORE SUSTAINABLE

1. Prioritise Sustainability

Make environmental sustainability a priority in your business, nominate someone on your team who is responsible for greening your activity. Put in place an environmental policy and action plan with a net zero target (e.g. by becoming carbon neutral by 2026). Make opportunities for members of your teams to get involved.

2. Green Your Pension

Switch pension scheme to one that does not invest in fossil fuels. This is probably the most effective thing you can do to act on the climate emergency, see Make My Money Matter for more info. In the UK, Nest, Royal London have schemes that don't invest in fossil fuel companies. Always check with your financial advisor.

3. Banking

Switch your banking to a bank that doesn't invest in fossil fuels see: switchit.money. If you can't switch (e.g., these more ethical banks don't offer int'l currency accounts yet), then ask your bank and pension supplier for their sustainability policy and ask them to divest from fossil fuels - every little bit of lobbying helps! Switch funds on deposit to a greener bank.

4. Energy

Switch to a renewable energy supplier or ask your landlord to switch. Find out if your suppliers are sourcing renewable energy - supplier rating here switchit.money. Get an energy efficiency assessment carried out on your building. Explore the potential to install solar panels on your office and/or home. Install a battery to make best use of the electricity generated. Replace gas boiler with air source heat pump and mechanical ventilation system. You'll need to get an energy assessment carried out on your premises by a professional.

5. Communications

Set up a green team who can focus on key areas and motivate each other. Use your social media platforms to raise awareness of the climate crisis and related issues.

6. Campaigning

Get involved in campaigning organisation and/or local environmental groups e.g. AIM Climate Action Group, Music Declares Emergency, Climate action network groups, Extinction Rebellion, Fridays for Future, Greenpeace, Friends of the Earth

7. Carbon accounting

This allows you to record the carbon footprint of your operations to create a baseline from which to reduce your emissions, and getting a clear understanding of where your largest impacts are in order to make the most effective reductions.

Carbon Accounting Tools:

- Julie's Bicycle are working on a record label specific tool as part of the IMPALA sustainability programme to be launched in early 2022. Ask to join the IMPALA pilot scheme krogozar@impalamusic.org
- Julie's Bicycle Creative Green Tools already existing (not adapted yet for record labels): juliesbicycle.com/reporting
- Greenhouse Gas Protocol's tool: quantis-suite.com/Scope-3-Evaluator

8. Travel

Track your business travel and calculate the carbon emissions using ecolibrium.earth. Use public transport or electric hire cars, bike or foot where possible. Avoid purchasing new vehicles particularly those that run on fossil fuels (the manufacture of new vehicles creates significant footprint whether electric or otherwise). Reduce or eliminate air travel where possible - use video conferencing.

9. Freight Vinyl and CDs

Careful planning can help minimise any unnecessary transport e.g., shipping direct to distributors from pressing plants rather than via a distribution centre. Use sea freight rather than air freight to ship to the USA, it takes 3-4 weeks longer but is much cheaper and much lower footprint e.g. sea-freight shipping agents Woodland, Davies Turner

10. Digital footprint

For servers or server space you use for your own websites - switch to servers that use 100% renewable electricity. IMPALA are talking to the main digital service providers about their sustainability policies. There is a huge grey area around the footprint of digital servers, scan the QR code and read the article by our web developer Spork on the topic.

SUSTAINABLE RECORD MANUFACTURING 101:

Manufacturing

Ask your pressing plant (and other suppliers) for their sustainability policy, in particular:

- Are they compliant with ISO14001 (internationally agreed environmental management system)? Also ISO50001 (certified energy management system) and ISO9001 (quality management) accreditation?
- What power supply do they use (electricity, gas), do they use renewable energy? Nuclear?
- Do they have waste reduction and recycling targets in place? For example, see Optimal's policy and disclosures by scanning the QR code.

CDs & vinyl

The most important thing is not to press too many copies, overstocks are expensive to make, transport, store and recycle - and of course all this creates an environmental footprint. Keep talking to your distribution network to make the best assessment of quantities required.

Local pressings

If possible manufacture in EU and USA to minimise transport footprint. If manufacturing in Europe (including UK) the EU's REACH regulation ensures that the pressings are made from a less toxic PVC. When speaking to manufacturers in USA check if they are pressing in the USA or in Europe - many manufacturing brokers in the USA use pressing plants in Europe and then air freight to USA. Also ask USA pressing plants for the provenance of the vinyl raw material they are using.



"We love these Nick Mulvey vinyls made from recycled ocean plastic found on the Cornish coast by tangibleformats.com"

Material choice

Use less material where possible - a 140gram vinyl has a proportionally lower carbon footprint than 180gram with regard to manufacturing and shipping, and no loss in audio quality.

Recycled vinyl

100% recycled vinyl pressings with sound quality comparable to non-recycled coloured vinyl are now available at some plants, and most plants can press on partially recycled vinyl. Generally this is the plant recycling their own offcuts and waste. They can be produced in black, other specific colours are possible depending on availability, or a mix of colours with every copy being different/unique which can be a selling point. Research is currently ongoing into using post-consumer plastic waste for audio pressings.

CD jewel cases

(which are made from polystyrene) have a high footprint to manufacture and are not easily recyclable. Card sleeves have 95% lower carbon footprint, and they can look beautiful!

Record sleeves

Should be printed on recycled card or if not certified by Forest Stewardship Council or Programme for the Endorsement of Forest Certification (PEFC) (FSC and PEFC certification ensures that the wood is sourced from sustainably managed forests.)

Avoid mixing **materials** or using additional processes, which makes it difficult or impossible to recycle sleeves and packaging (including the waste left over from manufacture) for example:

- Use vegetable-based inks and water-based varnishes
- Avoid UV varnishes, laminates or foil finishes
- Avoid CD digipacks consisting of card outer and plastic tray
- Use card fitments to keep box-set contents in place rather than foam fitments

Shrink-wrap

Footprint is small and using it can reduce returns and resulting additional manufacture & transport footprint, so it's not clear that it is always best to avoid shrink-wrap.

- Consider alternatives such as a more durable PVC dust cover or paper belly band (banderole)
- Or a peelable sticker to seal the sleeve with text e.g: "This record has not been shrink-wrapped to better protect the planet. Please don't return this record if the sleeve has sustained some damage in transit. The records inside should be perfect!"
- Compostable wraps/envelopes are now available, but check with supplier on their toxicity when biodegrading, and the conditions required to biodegrade. These will require the consumer to dispose of them appropriately so they should be labelled accordingly.

Mail order

- Ensure packaging materials for mail order are made from recycled card or FSC / PEFC sourced card, not a mix of plastic and card.
- Use paper sticking tape rather than plastic.
- Offer discounts to mail order customers to retain records which sustain damage to the sleeves in transit. (Another part of stopping the culture of returning records if there is a small dink on sleeve.)

Merchandise

Ask your supplier for their ethical & environmental policy - these suppliers have been recommended: Rapanui, No Sweat, Teemill (See our merch section)

Offsetting record manufacture

The footprint of each CD or vinyl record manufactured depends on the specification of each product, and the amount of carbon offset by each scheme varies depending on the success and management of each project. In addition, you may want to build in a cost of repairing climate damage as well as only offsetting the carbon produced, so the process is complex. But in order to simplify the process and prevent accurate carbon and environment accounting delaying action, we recommend using these amounts as a rough but fairly generous guide to the amount you should invest for offsetting (note these prices are kept in GBP as that is the original currency of the calculation):

- 140gram LP/12" disc + sleeve = £0.13 (twice for a 2LP etc)
 - 180gram LP/12" disc + sleeve = £0.17 (twice for a 2LP etc)
 - CD + card sleeve = £0.05 (twice for a 2CD etc)
 - 7" vinyl and sleeve = £0.05
 - Allow additional amounts for bulky packages
- Calculate the number of pressings you have made and the offset price required for the total number of units manufactured, then choose projects(s) from Gold Standard website and make donations accordingly.

OPINION: NIGEL ADAMS

FULL TIME HOBBY & HASSLE RECORDS



I've been thinking a lot recently about where we're headed as a planet, a country and closer to home a music industry. Not to trivialise the climate crisis but in a weird way it feels like the early internet days, and yes, I'm old enough to remember it all pretty clearly. The talk was so loud but for a long time it never really took hold. The dot.com bubble grew so big, then popped. WAP phones were the future? Our lives were going to be run by the internet? Right. Then they were. It filtered into every aspect of our lives before we knew it, and here we are. For the music industry, before many others, it was an industrial revolution.

The rumblings of the climate crisis have been a long time coming. The warning sound has been dampened at times by what we now know to be massive fossil fuel industry lobbying, and a financial crash. The beat is now getting louder, but we're looking out the window and it looks much the same? We're getting on with life as normal but the beat is getting louder still. This time though the stakes are infinitely higher.

Change is happening but it feels to me that the music industry, like any other, needs to take the climate crisis off AOB and act like it needs to really adapt. Our business is no different and we need to see everything through the lens of the climate crisis. It's more straightforward to act like other people will sort this out and what can we do really in the face of such an overwhelming issue? We've got albums to make, we've got vinyl to try and get delivered, videos to shoot and tours to re-book.

I yo-yo about where my head is at on all of this, as I'm sure others do too. It's easier to take onboard with like minds though and this is where MDE comes in – for me it has provided a structure, a sounding board and an inspiration and it's there for the industry at large.

I do believe the threat of the climate crisis is much closer than we're set up to deal with but I also think the ways in which we can adapt are within reach and will make lives better in the long run. It's heartening to see social justice becoming a much bigger factor within the music industry and that definitely gives me hope the willingness and ability to change is very much there, especially amongst those new cohorts who have never had business as usual.

If we can all start to truly adapt now and support each other to do that we can be the change and not be forced to change.



VENUES



10 TIPS FOR VENUES

1. Switch to 100% renewable energy. Or generate your own. What powers your venue is a key part of your sustainability and your emissions. Starting here takes a chunk out of your emissions and shows you are serious. Encourage your staff to switch as well. Tell your audience.
2. Measure your impacts. Knowledge is power. It's easy to do and costs nothing, just go here [ig-tools.com](https://www.ig-tools.com)
3. Once you know your impacts you can put in place an energy management strategy. You can start to look to reduce energy and water usage through simple practices and focus on increasing recycling rates, all of which will boost your sustainability.
4. Encourage your audiences to think about their impacts. By highlighting public transport links, cycle lanes or walking routes you can help reduce one of live music's greatest impacts, audience travel. If your links aren't great, encourage car sharing. Talk to your audience, local authorities, and media about the need for improved transport.
5. Speak to your partners, sponsors, and suppliers about how they can collaborate with you on targets and sustainability. Add environmental conditions to contracts and throughout your procurement and sponsorship policies.
6. Use your rider to show your commitment. Choose locally sourced food, cut down the meat and processed food, reduce (or remove) the packaging and say goodbye to plastic water bottles by encouraging staff and bands to carry their own refillable water bottles and providing filtered tap water or a water cooler backstage.
7. Use your venue to tell your audience about your commitment and to encourage them to get involved by giving space for messaging to local and national environmental organisations.
8. Use your relationships with artists to get them onboard with taking action. Explain what you are doing and the positive impacts that action is having and encourage them to take action and talk to their fans about that action.
9. Divest your money away from fossil fuel companies. Many of our pensions, banking, insurance policies and other financial services fund companies actively adding to the problem. Don't let them use your money to damage the planet. Go to www.switchit.money to check whether it's time to change.
10. Be positive. We all know that gigs are the best thing in the entire world and that live music is vital to happiness so take that positivity and use it to make a better world.

OPINION: HADI AHMADZADEH



Dancing is rubbish when dancing on rubbish, so why do we keep doing it?

When I started organising club nights in 2017, I was struck by the amount of waste produced by urban music venues on a nightly basis. To me it was a broken system for which solutions must exist. I put in the work to try and make the events that I had power over more circular, steadily organising waste streams and reducing single-use items.

To achieve measurable success proved very difficult as a promoter, primarily due to the red tape from venues and their suppliers. The first emotion was frustration towards the industry as a whole, though I quickly learned that the vast majority of venues and promoters do want to make their events less harmful to the environment, but they simply lack the time, money and expertise to make it happen.

In June 2019 I launched ecodisco, a new concept party that removed all single-use plastics and focused on raising awareness for sustainable nightlife strategies. Every ticket-buyer paid a £2 cup deposit in their ticket price and received a stainless-steel reusable cup and pink fabric lanyard on entrance to use throughout the night. We would

then encourage these to be returned on exit with the £2 being refunded in cash. The 2019 parties were a big success, landing us on BBC news and in the ES Progress 1000.

2020 brought a new challenge but also a massive opportunity. Venues had been happy to accommodate us for a one-off event but they rarely had time to listen to our guidance on long-term sustainable solutions. The impact of Covid19 was and is devastating, but it led to a positive transition for ecodisco, from 'awareness raising concept party' to 'sustainable nightlife consultancy'. I decided I had to use this time to build both environmentally and economically sustainable solutions that UK urban nightlife could adopt when events reopened.

A fantastic team of volunteers and subcontractors emerged from the ashes of the previous months and in Autumn of 2020 we won two grants from Innovate UK to fund the research & development of our reusable cup rental service plus a new and innovative reusable cup design. Our cup system involves the delivery & collection of reusable polypropylene cups with washing and storage off-site for just £0.15 per cup per event.

Fast forward a year and we have just finished an extensive piloting phase working across London venues Oval Space, Colour Factory, FOLD & most recently O2's Shepherd's Bush Empire. We are now on the hunt for urban venues that would like to run this system permanently, saving money on the purchase and disposal of single-use waste whilst also preventing millions of cups entering landfill. See the slides by scanning the QR code.

We are also close to launching HipCup, our own reusable cup produced in the UK using renewable energy contracts. This innovative product will allow customers to keep hold of their cup between drinks, helping to reduce losses. Alongside reusable cup systems we also work across carbon footprinting and specialist communications; head to our website at www.ecodisco.uk to learn more.

MERCHANDISE



10 TIPS FOR SUSTAINABLE MERCH

1. Forget about ticking the “sustainable option” box when ordering your T shirts and thinking it’s job done. You’ve got homework to do. When you’ve done it, don’t keep it to yourself. Share ideas with other bands. Ask for help from other artists. We are all in this together.
2. Work with your merch company and look for certified (e.g. Soil Association, Global Organic Textile Standard) organic cotton, fabrics that incorporate recycled materials, or clothing made from more sustainable fibres like bamboo or hemp. Where possible work with printers and manufacturers that have environmental policies and premises powered by renewable electricity. Check out: www.provenance.org and Ethical Consumer.
3. Cost is nearly always the barrier for using sustainable T shirts, hoodies, bags etc. So ask your fans “would you pay an extra £3 to know your T shirt was manufactured sustainably?”. It’s a dilemma question; can they really say no? Then let them know why their shirt costs more and they’ll feel happy and engaged in the process. It’s like most new approaches; initially there will be some challenges but if we all pull together in the same direction it will become the ‘new merch normal’ for fans after a while.
4. Don’t forget the decoration on the shirt. Toxic, oil based inks containing PVC and solvents? No thanks. Great quality planet friendly options are out there. Permaset Aqua is the business; water based, organic & vegan and very importantly, looks fabulous.
5. No more plastic bags wrapping individual merch items. T shirts can be neatly rolled and secured with recycled card bellybands. Much cooler, more personal, doesn’t crease them & takes up the same amount of space in shipping cartons or touring cases.
6. Manufacture as locally as possible and cut transport emissions at every stage. Every journey your merch makes, from import location, to warehouse, to printers, to other premises, to an e-commerce warehouse, to a tour pick up point – they’re all adding earth-heating emissions. Is everyone in the supply chain using renewable energy?
7. Stop making merch? Seriously. Those little “trinkets” your merch company say up basket-values, offer greater choice, get a few more quid out of your fans pockets etc invariably contain fossil fuels and are flown or shipped from the Far East, upping emissions. Sell less for more and explain why you’re doing it. Can signed art prints on recycled board printed with eco inks make you more money than plastic keyrings?
8. The lifecycle of clothing is just as important as it’s manufacture. Make things that last. Fans will wear band T shirts for years, decades even. Use educational labels or neck prints and suggest fans wash at lower temperatures and wash less often. Engage with your fans to explain why. Sustainable *fashion* is an oxymoron. Sustainable clothing is possible. Make suggestions for what happens when it’s life cycle is over?
9. E-commerce operations are a vital part of merch. Choose a partner using renewable energy at their premises and sustainable, plastic free packaging for EVERYTHING that gets shipped. It is all possible, including packing and fragile tape. E-commerce shipping emissions are still a major problem. Don’t part-ship webstore orders. For now, you can offset with tree planting. But be sure of the tree planting partners credentials, some do more harm than good.

That’s only nine, you say? Exactly. More from less.

OPINION: FAY MILTON

MUSIC DECLARES EMERGENCY & SAVAGES



When we were thinking about how to keep getting our message out during the pandemic, we started to think about producing NO MUSIC ON A DEAD PLANET t-shirts. We had previously printed over pre-existing clothing at gigs, creating not only t-shirts but also bags and jackets with the message on. They were super cool, but how could we get the message out further whilst live music was off-limits?

We thought long and hard about whether it was okay to create new products in an environment whose resources are so stretched. We decided to take the step because at that moment in time, it felt really urgent to keep the conversation about the climate emergency going, communication was and still is key.

We had been approached by Teemill who created the well-known CHOOSE LOVE t-shirts for Help Refugees. Teemill use 100% organic cotton, renewable energy throughout the supply chain, natural monsoon rain for growing the cotton and make sure all parts of the chain are ethical and socially responsible. These things are all important, however what really swung it for us was that they are practicing a circular economic model which allows the t-shirts to be sent back at the end of their life cycle for store credit and to be recycled into new t-shirts. They also only print to order, meaning that there is no left-over stock going to landfill. Anyone who has created merch knows, there's always stuff left over which is a pain in the ass to store and get rid of, it's also a massive waste.

There is no perfect system, every part of existing and creating uses resources to some extent, but the extremely wasteful way we have become accustomed to using resources has to end, and there are really positive ways to do that!

CHECK OUT TEEMILL.COM

MANAGER



7 THINGS YOU CAN DO TODAY

1. Firstly read our 'ARTIST' section and sit down to speak with your artists. It is their actions and support that will have the greatest impact.
2. Work with them to support environmental causes or campaigns they care about. Encourage them to speak out to their fans utilising our resources and support if they need guidance to find the right voice.
3. Build up relationships with trusted environmental partners, events, and campaigns. Encourage your artists to work directly with them.
4. Talk to your artists about ways to reduce the carbon footprint across their activities in music. Especially in product manufacture and touring. Across this document there are dozens of recommendations laid out for every area of the industry. What each artist can commit to will depend on their size. You are in the best position to help and encourage them to make those choices.
5. Write to government representatives at DCMS, BEIS, and your local MPs about the actions you're taking and your support for more ambitious climate policy.
6. Make environmental sustainability a priority in your business and put in place an environmental policy and action plan with a net zero target. (see below) Nominate someone on your team who is responsible for greening your activity. Scan the QR code for guidelines to writing an environmental policy and action plan .
7. Take meetings virtually without air travel where possible, for the journeys you have to make, find a good offsetting plan. (see below)

PLUS

DO THE BASICS

(These go for everyone, but they're incredibly important)

- Change your energy supplier to renewable, some are a lot cheaper than others so compare online.
- Switch banks to one that doesn't fund the fossil fuel industry visit SwitchIt.money, or for shorthand, the worst offenders are Barclays and HSBC. Triodos, Co-operative and Nationwide are the good guys.
- Eat less meat, fish and dairy. Your body will thank you, the animals will thank you and the planet will thank you...

WHAT IS OFFSETTING AND IS IT WORTH IT?

'Balance' out your carbon footprints by funding negative emissions (adsorbing carbon from the atmosphere) or emissions reductions elsewhere, for further info see Julie's Bicycle or Gold Standard.

Offsets can be used to balance any of your emissions, from office heating, business travel, manufacturing, distribution etc. But paying for offsets is not the same as reducing your impact - it is better to reduce the pollution you create than to pollute and then attempt to clean it up - and for example, a tree planted today to balance yesterday's emissions could take around 30 years to start doing the job. So, you should reduce your emissions as much as possible before turning to offsets and offsetting definitely shouldn't be the only thing you do.

OPINION: ADAM CALLAN & HIROKI SHIRASUKA

In 2019, we felt part of a growing number of managers (and others in the industry) who were concerned with how we could contribute to the most important challenge we face, how we secure our future and maintain a habitable world.

We had met up a few times around the ClientEarth event held at the Garden Museum that year and it was obvious we all needed to change the way we conduct our business, but that felt like one part of the puzzle - there's also a lot of money in the music industry, and there's people doing essential environmental work who need financial support. We wanted to find the best way to leverage the music industry to support this vital work.

As managers we could both easily relate to the fact that the industry is well placed to allocate small percentages to different parties. We're doing it all the time: writing splits on a new song, royalty rates in a recording contract, tour accounting, agency fees etc. the list goes on. It felt like a really simple idea to work with these industry systems to include the planet and our future on it as a stakeholder.

Fortunately we were able to bring together an incredible founding committee including Brian Eno, Sammy Andrews, Mike Smith, Lizzie Payne-James, Crispin Hunt, Alison Donald, Jamie Osborne, and Love Ssega to name a few (we now have a growing team of 30+ at this point and have launched EarthPercent USA), and the journey began.

Perhaps the biggest learning curve was working out where the money should go. That's why we decided to put together a team of leading experts from the environmental world - mainly scientists - such as Dr Tamsin Edwards, Prof

Brian Cox, Dr Saleem Huq, Dr Stuart Capstick, youth activists such as Fatima Ibrahim, Wilson Oryema and Lilian Liu and political and cultural figures such as Baroness Lola Young and Nnimmo Bassey. This team is made up of 15+ stellar individuals who we couldn't be prouder to work with.

It was clear - if we could raise a lot of money for the environment, it needed to go where it was needed most and not to one single recipient. We needed to help the music industry transition towards sustainable practices, and we needed to address Climate Justice. Climate Justice is taking action based on the fact that it is the rich, mostly white, global North who have benefitted the most from the carbon we have burnt - while it is the poorer, global South, largely people of colour, who will and already are feeling the worst effects of climate change.

We're very proud to have been able to create this organisation as part of an incredible team and hope that it will offer a solution to managers, artists, organisations and others who not only want to adjust their own businesses but also want to contribute to action that will help people and the planet.

A special thanks to Sarah Ditty and Astrid von Preussen for their help in shaping the organisation so far.

We're planning to announce our initial grantees this Winter, as well as make more public the advisory board and our initial donors. Please reach out to either of us to get involved!

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Adam Callan



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MUSIC LOVER



5 ACTIONS FOR MUSIC LOVERS

1. Support your favourite artists, festivals and local venues in making changes - help amplify them when they speak out, and let them know that green merch, and green venues/festivals are important to you.
2. Change what you can - eat less meat and dairy, and try to reduce food waste. Try initiatives like Veganuary or Meat Free Mondays, or just do it day to day. Switch to 100% renewable electricity in your home - so when you're listening to your records or streaming music, you know that your favourite sounds are powered by clean energy.
3. Travel green - cycle or take public transport to gigs, and carshare or take the coach or train rather than driving a half-empty car to festivals. Cut out flights where you can, and if you're flying, look for airlines that offset their carbon emissions. You can measure and offset all your travel impacts with a carbon calculator like the one created by Ecolibrium. (Scan QR Code to see)
4. Spread the word - speak to friends and family about climate change, and share what you're doing to make a difference. Going vegan/vegetarian can be a lot easier if you're figuring out new ingredients with friends.
5. Support local, national and global action - individual actions are great, but they're not a complete solution. Let your councillors/MPs know what's important to you, and support charities who are making change happen.

I've been carsharing to festivals for about ten years now, and it's a great way to keep your festival footprint down, and pick the brains of your fellow fans along the way. There are several sites to make it easy, and most festivals will recommend one, and often offer a chance to win tickets, or parking closer to the campsite if you come in a car share. I've got to chat to artists about their music, made friends with catering crews, and got a ton of recommendations from other music fans. If you want to travel carbon-light, but can't quite give up the convenience of the car, it's a great option, and you'll probably pick up a few new gig buddies along the way.

James Osborne, Music Declares Emergency & Music Fan

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Julie's Bicycle

CREATIVE • CLIMATE • ACTION

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