

GREENING THE ARTS – a music industry example

Budapest, HUNGARY

3rd March 2011

Ben Challis



GREENING THE MUSIC INDUSTRY

- A Greener Festival
 - Julies Bicycle
 - Reverb (USA)
 - Green Events
Germany
-
- Photo – recycling at Bonnaroo (USA)



A GREENER FESTIVAL

WWW.AGREENERFESTIVAL.COM



Research

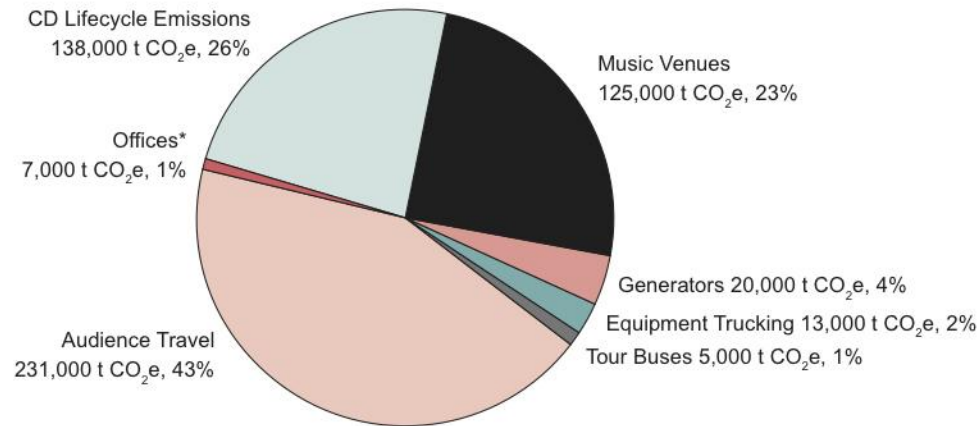
- The music industry has been at the forefront of promoting sustainable practices and real and meaningful change in its business practices. In 2008 A Greener Festival published the results of a survey of 1407 music fans across the United Kingdom, Germany, Finland and the Netherlands which showed quite clearly that **music fans want green events.**

Research

- Over 80% consider noise, traffic and waste are a negative impact from music festivals
- 56% think CO2 emissions are an issue (up 26% in two years)
- 48% would pay more for greener events
- 36% consider green issues when buying a ticket

Julies Bicycle First Step Research

Figure 7.1: GHG emissions per annum from the UK Music Market: Recorded and Live
Total GHG emissions = ~ 540,000 t CO₂e



*Emissions from managers, agents, promoters, collection societies and trade body offices.

Julies Bicycle

- The cross music industry initiative on climate change
- *First Step* research detailed the UK music industry's carbon footprint based on credible research from Oxford University
- CD Packaging agreement
- *GREEN MUSIC GUIDE* produced with the Mayor of London's office
- Sustainable touring research
- www.juliesbicycle.com

JULIE'S BICYCLE 
TAKING THE HEAT OUT OF MUSIC

Julies Bicycle

- Green My Band
- Green Music Business Award
- Touring Research
- Now extended to theatre, orchestras and art galleries



Why would a promoter go green?

- Its what your audience wants
- Its what your competitors are already doing
- It protects OUR planet
- Its what will be legislated for - from a European perspective this is already happening

Strategy

- It will become increasingly important for all business and organisations - small, medium, big, private and public sector - to have environmental policies in place as customer and user expectations change and new legislation is put in place to reduce greenhouse gas emissions, waste, landfill etc. It is important to structure change NOW.

What can event organisers do?

- Think about transport – have a transport plan – promote public transport and lift shares where possible
- Recycle, reuse and reduce - don't waste!
- Ask caterers to use utensils and packaging which can be recycled
- Put deposits on glasses so these are re-used

What can event organisers do?

- Promote sustainable business practices
- Even in the office – use manage your use of power, use recycled paper etc
- Think about carbon offsetting BUT think about this carefully



Strategic management

- Consideration of environmental issues, sustainability and corporate social responsibility should be part of It should be part of any strategic management planning
- It is responsible
- It is what your customers want
- It might save you money

The supply chain is important

- There will be new demands from artists as they begin to ensure their tours and shows are greener – green riders!
- There will be new demands from the audience who will look for green practices
- This will filter (quite quickly) into the supply chain as managers, agents and promoters look to suppliers to provide environmentally efficient services and solutions

GLASTONBURY

- Onsite composting
- On-site Recycling
- Pollution aware
- On-site water reservoirs
- Nearby sewage treatment
- Promoting public transport, 47,500 come by public transport: 16,000 train, 7500 National Express, 25,000 coach
- Bio-tractors running on bio-diesel from recycled vegetable oil
- Solar array
- *Love the Farm – leave No Trace*

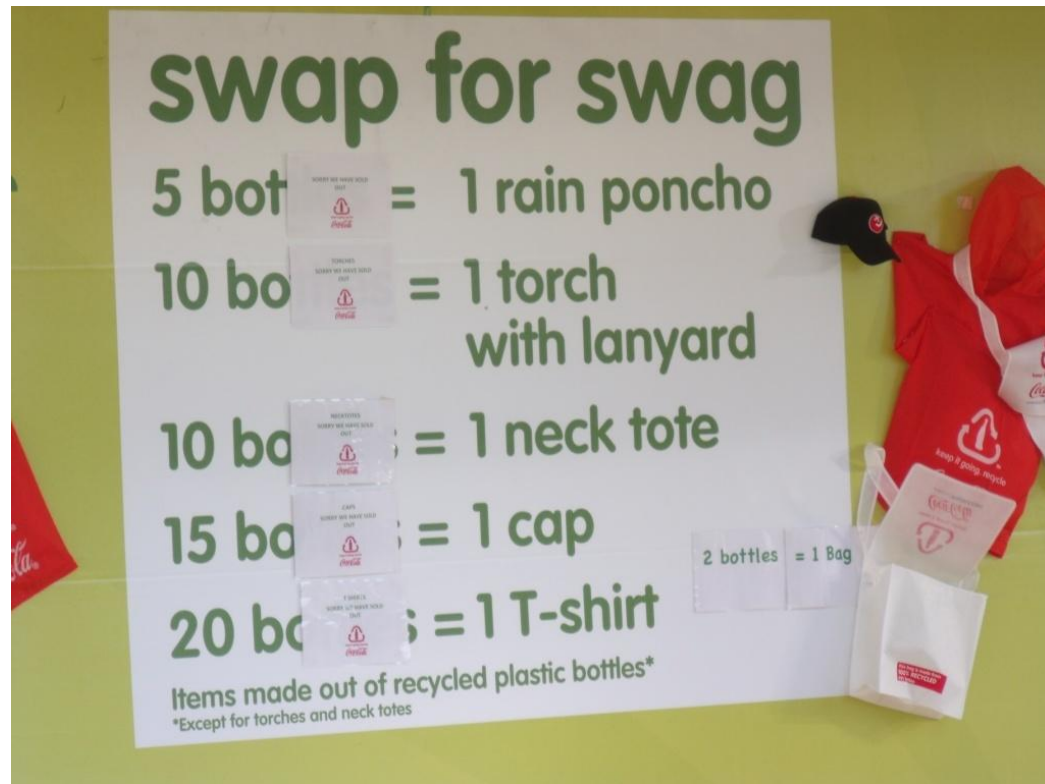


Sonisphere 2010

- Excellent rail and shuttle bus links
- Coach services
- Swap for Swag
- Water taps



Events are a great place to spread messages – your sponsors know!



ENGAGE!

- The arts are not usually seen as a large polluter nor are the arts seen in the same way as heavy industry or fossil fuel power generation.
- But the arts do have a role in adding to humankind's greenhouse gas emissions and should be doing everything they can to reduce these and reduce their environmental impact on the planet.
- Perhaps more importantly, the arts are a fantastic way to engage with people to explain what they can do to change their lifestyles to be more planet friendly and secure the world's environment for future generations to enjoy.

Isle of Wight Festival – *Give bees a chance*



The arts – and artists - are so important

Dr David Viner
British Council Programme Leader, Climate Change

**SIR PAUL
McCARTNEY**

"It's really great that the Isle of Wight Festival has initiated such change over the last few years in making the event as 'green' as possible. I'm glad that winning the Greener Festival Award last year has helped to encourage them to take further action in 2010. It is fantastic for artists like myself to see festival organisers investing in ways to reduce their CO₂ emissions and taking responsibility for the environment. Not only will this approach encourage others in the music industry to look at best-practice but it will also highlight to audiences that times are changing and we all have to do our bit at events such as these as well as at home"

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Photographer: Bramley Guinness

The sign is set against a background of a green field and a blue sky. To the right, a portion of another sign is visible with text including 'our awareness...', 'Green ENVIRONMENT...', and 'ALL HAVE A GREAT HOPE...'

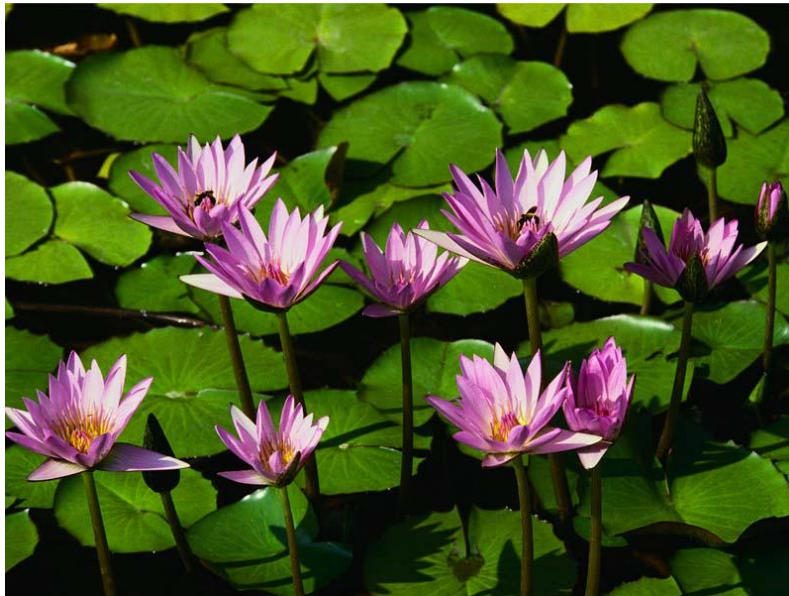
We want this Boom 2010



We DON'T want this



RESOURCES



www.agreenerfestival.com

www.juliesbicycle.com

www.reverb.org/

<http://www.green-events-germany.eu>

www.greenmusicinitiative.de/

<http://liveearth.org/>