

EnviroTour 2017: Artists

A guide for artists and managers who want to implement sustainable production practices for their tours.

Strive For These Five:

The top five things the music industry can do to reduce its footprint

1. **Reduce landfilled waste** by cutting out single-use plastic waste with reusable bottles, serveware, water refill stations, eliminating plastic straws and by sourcing reusable or recyclable/compostable materials and supplying recycle/compost bins.
2. **Encourage fans to take alternative transportation** to the show i.e. carpool, bike, take mass transit. Fan travel to shows is by far the biggest environmental footprint of any live music event. Offer free ticket upgrades, exclusive access to sound check, or free merch to incentivize action.
3. **Reduce emissions** by switching to renewable energy sources, efficient lighting and using hybrid, electric, or biodiesel fuel in vehicles and generators. Offset remaining emissions with accredited offset provider.
4. **Source local, sustainable food** options for catering, tour busses, and/or concession areas.
5. **Communicating Progress and Engaging your Audience and Key Stakeholders** through website, social media, press, signage, staff meetings, etc.

● **Get Aligned**

- Work with your production team, promoter, manager, and booking agent to make sure everyone is committed to doing their part to reduce the tour's environmental impact. There needs to be cooperation by all parties in order to really create meaningful change on tour.
- Choose vendors and partners who share your vision for a more environmentally friendly tour. This will help you meet your goal and set a standard in the industry.
- Set realistic goals depending on the size of your tour and resources available. For example, if you're a smaller tour with a daily food per diem, commit to trying to eat one locally sourced meal per day.
- Before heading out on tour, make sure all touring staff are aware of these expectations and goals and ask for their cooperation and input.

- **Reduce Waste**

- Choose reusable materials whenever possible: provide reusable water bottles for touring staff or ask them to bring one from home, give runners reusable shopping bags, stock busses with reusable cups and mugs.
- Encourage fans to purchase sustainable merchandise and reusables (for more information on how you can reduce your plastic waste, check out the "[Plastic Pollution Coalition's Tour Plastic Free](#)" guide).
- Keep bins for recyclables on buses and trucks and dispose items into appropriate bins at venues (or at designated collection sites). This includes the basics like paper and plastic, but batteries and guitar strings can also be recycled, just be sure to check disposal guidelines for these items.

- **Engage Fans**

- Encourage fans to carpool or use alternative modes of transportation to get to the show. Fan travel is typically the biggest environmental footprint of a live event.
- Partner with social change organizations in the area. You can find vetted, credible local non-profits in the vicinity of the venue by using gogreennotes.org.
- Communicate your environmental goals in fan communication and encourage fans to do their part.

- **Reduce CO2 Emissions**

- When possible, use biodiesel, hybrid, and/or electric vehicles. Not only is this better for the environment but can help cut costs on tour.
- Reduce idling of tour buses and trucks by plugging in to shore power where available.
- Work with booking agent to book shows prioritizing an efficient path of travel.
- Work with an offset provider like Native Energy to help track your transportation and offset your carbon emissions at the end of your tour.
- Remind all tour personnel to turn off all lights, TV's etc in hotel rooms before leaving.

- **Reduce Environmental Toxins**

- Choose merch made from organic materials i.e. organic cotton t-shirts.
- Seek out local, organic food options, where possible.
- Choose non-toxic cleaning products and recycled content, chlorine free paper products (paper towels, toilet paper, etc.)

- **Use an EnviroRider**

- Send the EnviroRider to the venue when you send your Production Rider or integrate them into the same document. If every touring artist does this, it will change the industry! You can use the EnviroRider as a template to either incorporate into your existing rider or send as a separate document when advancing venues. Include a quick note that communicates why you're doing this and why you hope the venue will cooperate. If you have resources available, offer rewards or recognition to the top venues that excelled in your requests.

- **Best Overall Green Management Practices**

- Involve all tour personnel in efforts
- Track your savings (waste, water, energy, \$) from your environmental programs.
- Produce and release a tour environmental impact report.
- Share your efforts, ideas, problems and wins with other artists.

About the Sustainable Concerts Working Group (SCWG):

SCWG is a collaboration of music industry leaders and environmental advocates who believe in an environmentally responsible and sustainably driven music community. Spearheaded by Kim and Jack Johnson, SCWG brings together experts in the field to disseminate tools and resources that can help each stakeholder—artist, venue, promoter, fan— do their part to drive long term positive social and environmental change. Founding participants in the SCWG include: Kim and Jack Johnson, RPM, EFFECT Partners, US EPA, Julie's Bicycle, University of Waterloo, Reverb, Live Nation, AEG, and SMG. Live Nation, AEG and SMG are supportive of the industry greening efforts, however, not all venues or communities are able to implement all of these initiatives at this point.

Special thanks to EFFECT for compiling these resources and sharing their expertise.

For more, go to www.effectpartners.com