

EnviroRider 2019

Designed to help agents and production managers communicate with venues on sustainable action items requested for artist's performance. This is a summary document, more more in-depth support, please reach out to info@EFFECTPartners.com

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:**

- Share this rider with your production team, promoter, and facilities team to make sure everyone understands the ask and is committed to doing their part. There needs to be cooperation by all parties in order to really create meaningful change.
- Communicate plan and goals to venue staff. Provide rewards and incentives to help get cooperation and buy in.

- **Reduce Waste:**

Tip: Divert waste from landfills by developing a comprehensive waste management plan with your local waste management provider. Establish waste

reduction goals and make sure all vendors at your facility are in compliance with these goals.

- ❑ Reduce waste by sourcing materials that can be reused, recycled, or composted. Avoid plastics! *Tip: Make sure you get a list from your local waste management provider of acceptable materials and how they need to be sorted to make sure it actually gets properly recycled or composted. They should also provide appropriate bins for proper collection.*
- ❑ Make sure facilities/janitorial staff is trained on proper waste management collection and disposal. Their cooperation is critical in actually reducing landfilled waste.
- ❑ Always have an equal ratio of clearly labeled waste to recycling/composting bins throughout venue including backstage/production areas, kitchens, concourses, parking lots and entrances. A majority of people will use the correct receptacles if they are provided and have proper signage and ideally, the waste holes match the shape of the waste.
- ❑ Reduce single-use plastics: water bottles, straws, plastic cups, plates, etc.
- ❑ Offer water refill stations in front of house and backstage.
- ❑ Properly dispose of/recycle guitar strings, florescent lights/LED lights, batteries, toners, and other electronics. Please provide collection bins for these in production offices.

- **CO2 Emissions:**

Tip: You can significantly cut back on venue CO2 emissions by switching to renewable energy sources. But there are also immediate and easy steps you can take to cut back on CO2 emissions from other sources:

- ❑ Encourage venue staff to take alternative transportation to work. Provide locker rooms/showers for those who choose to bike, walk, etc. and premier parking for those who carpool or use fuel efficient vehicles.
- ❑ Provide safe bike storage for venue staff who commute by bike and bike storage or valet for fans.
- ❑ Use cleaner alternatives to diesel generators like grid electricity, solar, biodiesel or ultra-low sulfur diesel wherever possible. To find biodiesel in your area, visit biodiesel.org

- ❑ Ask all vehicles to power off while they are unloading supplies. Post visible signage to this effect.
- ❑ Use energy efficient vehicles (hybrid, electric) for venue transportation and runner vehicles.
- ❑ Provide plug-in availability to land power to reduce tour vehicle generator use (generator power creates more negative environmental impacts than does grid power).

- **Energy Use:**

Tip: Track your energy usage through [Energy Star's Portfolio Manager](#). This takes approximately 1 hour if you have energy and water usage records and can set you up for both environmental and cost savings benefits.

- ❑ Work with your utility provider to do a free environmental audit. Make a plan to move toward a more efficient energy plan that will save you money.
- ❑ Source venue energy from renewable sources (i.e. solar, wind, etc.)
- ❑ Use central lighting and HVAC control system to reduce energy when building is not in use.
- ❑ Cut energy use by using energy efficient lighting (LED, T8, etc) and appliances (Energy Star rated).
- ❑ Use occupancy sensors in the building to reduce unnecessary energy use.
- ❑ Offset your energy use through an offset provider like Native Energy.

- **Water Use:**

Tip: Water is perhaps our most valuable and limited resource. Simple and cost effective retrofits can help reduce water use by 25%-60%.

- ❑ Install low flow water/shower heads.
- ❑ Use faucet sensor and aerators.
- ❑ Use waterless urinals.
- ❑ Use Energy Star rated dishwashers and clothes washers.
- ❑ Recycle water through a gray water collection system.

- **Catering/Food Services:**

Tip: Source caterers/food vendors who share your environmental goals. Work with them to make a plan that helps reduce food waste and supports local, sustainable agriculture.

- ❑ Provide refillable water stations in lieu of plastic single-use bottles. Sell branded reusable cups/bottles for serving soda, beer, etc.
- ❑ Use locally sourced and organic food wherever possible.
- ❑ Donate or store excess, uncontaminated food at the end of the night instead of throwing away.
- ❑ Collect food scraps/organics out of the kitchens to use for compost. Tip: If waste management provider does not accept organics/compost, source local farmers who often will gladly take food scraps off your hands to use for their farms! Or invest in your own composting system.
- ❑ Use large vessels/pump style containers for condiments (ketchup, creamers, etc) instead of single use packaging.
- ❑ Recycle fryer oil for conversion to biofuel.

- **Fan Engagement:**

Tip: Make it as easy as possible for fans to participate. With tens of thousands of fans at any given show, fan travel and waste has the largest environmental footprint of any live show. Engaging fans in the solution will go a long way in reducing the music industry's environmental impact while contributing to positive behavior change.

- ❑ Clearly provide useful tips and information in fan communication, on website, on social media, and at venue for how fans can do their part to contribute to the show's environmental goals.
- ❑ Encourage fans to take alternative transit and create incentives like upgraded seats, free bike parking, discounts for local transit, etc. Advertise mass transit routes on venue website and/or work with local transportation to provide special routes.

- ❑ Set-up the ability for fans to offset their emissions when they purchase a ticket (less than \$1 per ticket).
 - ❑ Put together a volunteer green team to help sort waste and educate fans.
 - ❑ Invite local non-profits to table at the show. You can find vetted, credible local non-profits in the vicinity of the venue by using gogreennotes.org.
 - ❑ Obtain a recycled paper or tree-free ticket stock and let fans know by printing that it's recycled on the tickets. (i.e. "This ticket was printed on 100% recycled paper.)
- **Best Overall Green Management Practices**
 - ❑ Involve all staff in efforts, especially Senior Management.
 - ❑ Track your savings (waste, water, energy, \$) from your environmental programs.
 - ❑ Produce and release an environmental impact report.
 - ❑ Share your efforts, ideas, problems and wins with other venues.

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, Reverb, University of Waterloo, 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**