



Green Music Australia Info Sheet

Artists - Reducing Emissions

As per the [energy hierarchy](#) avoiding emissions in the first instance is infinitely more desirable than reducing or offsetting emissions. But we don't live in a perfect world and unfortunately going on tour, recording or powering your website will always create some emissions.

If you cannot avoid certain emissions then the next step is to reduce them. Like avoiding emissions, reducing them falls into four broad categories:

1. Playing gigs;
2. Recording & publishing;
3. Merchandise; and
4. Influencing fans.

Playing Gigs

Whether you are doing a gig at the local pub around the corner, half a dozen stadium shows across the country or an outdoor festival, there are a few key considerations when it comes to reducing greenhouse gas emissions:

1. The Venue (or festival)

Emissions generated by venues can be substantial. Everything from lighting and air conditioning through to refrigeration and PA's consume energy. This energy is invariably in the form of electricity from coal-fired power plants.

As an artist seeking to reduce your emissions footprint you should be looking for venues that:

- Operate with GreenPower - GreenPower is a government accreditation program for renewable energy. Renewable energy is generated from sources like mini hydro, wind power and biomass which produce no net greenhouse gas emissions. When your venue buys GreenPower these funds are invested in the renewable energy sector. Depending on the percentage of GreenPower purchased by the venue will determine the reduction in your gig's emissions;
- Use energy efficient lighting - such as energy efficient bulbs and/or Light Emitting Diode (LED) technology;



- Use energy efficient air conditioning units and operate these units one or two degrees warmer or cooler than normal operating temperatures to save additional energy;
- Use energy efficient refrigeration systems;
- Use energy efficient public address systems;
- Use generators that operate on alternative fuels such as bio-diesel;
- Implement effective recycling systems to reduce waste going to landfill.

2. Getting to the Venue (or festival)

You can reduce a lot of your gig's emissions by focussing on the following steps:

- How much equipment are you taking? Can you reduce your load? Can you hire equipment locally;
- How are you transporting your equipment? Can you move some or all of it by more efficient modes of transport (i.e. train) than road freight?
- How are artists and crew travelling? Can you reduce the number of vehicles used and/or persons travelling? Can you use fuel efficient vehicles (i.e. hybrids, etc). Can you reduce the number of persons travelling by plane?
- Can you travel in off-peak times to improve vehicle fuel efficiency?
- Use premium fuels which result in a cleaner burn and less exhaust emissions.

3. Getting punters to the Venue (or festival)

- Play at venues serviced by effective public transport (for punters);
- Play at venues that provide punters with public transport and/or car pooling options;
- Play at venues that offer event tickets with combined public transport tickets;
- Play at venues that provide cheaper parking for cars that are full (thus providing an incentive for people to travel more efficiently).

Recording and Publishing

Every artist needs to record, publish and distribute their music. To limit greenhouse gas emissions associated with recording and publishing an artist can consider some or all of the following possible solutions:

- Record at energy efficient studios - when you are looking for a suitable studio ask if they use energy efficient equipment (sound recording, lighting, air conditioning, etc). You could



also ask if they have ever undertaken an energy audit and if so, whether they have implemented the recommendations from such an audit;

- Where possible, reduce the time you have to spend at the recording studio (i.e. planning your recording time can save you time, money and emissions);
- Investigate options to publish and distribute online (thereby saving substantial emissions associated with packaging and transportation);
- Where the decision has been made to produce a physical album or CD, investigate opportunities to substitute packaging such as plastic jewel cases with cardboard sleeves - Plastic jewel cases are made from fossil fuels and therefore add greenhouse gas emissions to our atmosphere;
- Distribute your music locally to reduce transport emissions including selling your music at gigs, etc.

Merchandise

If you have to produce merchandise then you should look for ways to reduce the greenhouse gas emissions generated through the production and distribution of this stuff:

- Don't create merchandise made from fossil fuel based materials such as plastic;
- Use locally sourced materials;
- Use ethically produced products from companies that can guarantee the social and economic rights of employees;
- Try not to buy merchandise that has to be shipped half way around the world;
- Where possible use material like organic cotton - such a decision reduces emissions because these crops don't rely on petrochemical fertilisers derived from fossil fuels;
- Try and transport merchandise using existing artist, crew and production transport - don't use a dedicated vehicle to transport merchandise if you can avoid it;
- Don't over-package your merchandise - it doesn't need to come in its own plastic wrapping;
- Don't provide punters with a plastic bag to put their newly purchased merchandise in; and
- As hard as it is, try and accurately estimate the volume of merchandise produced - there is nothing more wasteful than having to toss a stack of 2010 labelled tour t-shirts that didn't sell during the tour.

Influencing Fans

Reducing greenhouse gas emissions associated with the Australian music community without doubt, can best be achieved by influencing your fan base to reduce their emissions. This can be done on two fronts. First by influencing fan to reduce emissions associated with getting to and



from your shows, and secondly be encouraging fans to reduce emissions in their day-to-day lives. You can influence your fans to reduce emissions associated with your show by:

- Providing information on public transport options to get to and from the event;
- Listing information on car pooling - this might involve a dedicated car pooling page on your website or directing fans to a dedicated online car pooling service;
- Encouraging fans to bring their own water in reusable containers rather than buying bottled water;
- If you show involves camping, then providing your fans with details how to reduce their emissions footprint by not burning fires, using non recyclable materials and goods and by purchasing locally sourced food and drink.

You can influence your fans to reduce their every day emissions by:

- Providing relevant links on your website to sites that provide tips on how to reduce domestic emissions;
- Giving some basic examples of how to save energy around the home.