



## Green Musician's Mini Guide

This mini guide covers the basics for musicians and their managers to green their activities.

**Avoiding** emissions is the most important step

e.g. don't print more T-shirts than you need or travel more than necessary

**Reducing** emissions is the next important step

e.g. use cardboard CD packaging instead of plastic, turn off gear when you can

**Offsetting** your emissions also plays a role as a final step

e.g. plant trees or invest in renewable energy projects through a carbon offset company

### What is Green Music?

Green Music Australia is harnessing the cultural power of music and musicians to lead the way to a greener world.

With global warming already bringing us a picture of the more extreme climate we're creating, the music industry is realising we're part of the problem - and that means we can be part of the solution. So many musicians want to reduce their environmental impact but don't know where to start. Green Music Australia is here to make it easy, providing tools, case studies, encouragement and hands on support, partnering with others across the sector to make change happen.

We run campaigns on key issues to build support and momentum for change.

And we celebrate successes and leaders, showing others how much can be done.

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## 1. Playing Gigs

Whether you're doing a gig at the local pub, a dozen stadium shows across the country, or an outdoor festival, there are a few key considerations:

### Getting yourself to the venue (or festival)

- Can you take less equipment? Hire equipment locally?
- Can you transport equipment by more efficient methods (e.g. road freight instead of plane)?
- Can you reduce number of vehicles and/or artists/crew travelling? Use fuel-efficient vehicles (hybrids)? Reduce number of people flying, or eliminate air travel completely?
- Can you travel in off-peak times to improve vehicle fuel efficiency?

### Getting punters to the venue (or festival)

The impact of audience travel is greater than artist travel, because there are so many more audience members than artists.

- Play at venues that are accessible by public transport and/or walking/riding;
- Promote public transport & car-pooling options when promoting your event;
- Play at venues that provide incentives such as cheaper parking for full cars, cheaper tickets for people who ride their bike, or combine event tickets with public transport tickets;
  - Consider building these into your own ticket sales.

### Deciding how often & where to tour

- Determine when is the most effective time to tour (e.g. on the back of a new album);
- Consider how far away and how far apart venues are. Do a number of shows in the same area, and/or arrange gigs in nearby towns and regional centres to minimise travel;
- See if you can exclude any tour legs (e.g. flying from Sydney to Perth for a small show);
- Map out the tour route to calculate how many kilometres will be travelled and identify the shortest route (i.e. an inland highway may be shorter than a coastal route).

### Choosing the Venue/Festival

As an artist seeking to reduce your emissions look for venues that meet criteria such as:

- Availability of public transport;
- Recycling systems to reduce landfill;
- Energy efficient and/or natural lighting and cooling;
- Operating air conditioning units one or two degrees outside "normal" operating temperatures;
- On-site renewable power (e.g. solar or bio-diesel generators) or buy GreenPower\*.

Another powerful step is asking the venue/festival if they can look into meeting these criteria. Better yet put them in your contract as a requirement for you to play at their venue.

### Further Reading:

[juliesbicycle.com/files/JB-GUIDE-Audience-Travel.pdf](http://juliesbicycle.com/files/JB-GUIDE-Audience-Travel.pdf)

For outdoor event organisers:

[liveperformance.com.au/greener\\_live\\_performances/outdoor\\_events\\_resources](http://liveperformance.com.au/greener_live_performances/outdoor_events_resources)



For touring & production managers:

[liveperformance.com.au/greener\\_live\\_performances/production\\_and\\_touring\\_resources](http://liveperformance.com.au/greener_live_performances/production_and_touring_resources)

For Venue managers:

[liveperformance.com.au/greener\\_live\\_performances/venue\\_resources\\_0](http://liveperformance.com.au/greener_live_performances/venue_resources_0)

## 2. Recording and Publishing

- Use cardboard CD packaging. *CDs are the 2<sup>nd</sup> biggest polluter in the music industry, but, using cardboard packaging instead of plastic reduces the emissions by 95%\**
- Record at energy efficient studios – see the points above on energy efficient venues;
- Releasing music digitally means no packaging. However, digital media has a big carbon footprint of its own and there is no clear answer on which option is more sustainable.
- Reducing time in the studio by careful **planning** can save you time, money and emissions;

## 3. Merchandise

- Consider raw materials- minimise fossil fuel based materials such as plastic;
- Choose materials like organic cotton that don't use toxic pesticides and petrochemicals;
- Use locally sourced materials to limit transport emissions;
- Choose ethically produced products from companies that guarantee social and economic rights of employees (e.g. FairTrade and FairWear certifications).
- Choose products that are reusable, recyclable and/or biodegradable;
- Don't over-package your merch - it doesn't need to come in its own plastic wrapping. Don't provide punters with plastic bags to put their newly purchased merch in;
- If printing: choose recycled paper. If that's not possible choose paper from sustainably managed forests (the best is FSC, followed by PEFC).
- Try and accurately estimate the volume of merch needed – there's nothing more wasteful than tossing a stack of 2010 tour t-shirts that didn't sell. Don't overdo it.

### Further Reading:

[juliesbicycle.com/files/JB-GUIDE-Sustainable-Merchandise.pdf](http://juliesbicycle.com/files/JB-GUIDE-Sustainable-Merchandise.pdf)

[juliesbicycle.com/files/JB-GUIDE-Communicating-with-your-supply-chain.pdf](http://juliesbicycle.com/files/JB-GUIDE-Communicating-with-your-supply-chain.pdf)

[juliesbicycle.com/files/JB-GUIDE-Sustainable-CDs.pdf](http://juliesbicycle.com/files/JB-GUIDE-Sustainable-CDs.pdf)



## 4. Influencing Fans

As cultural role models, with access to the ears of the public, artists are in a unique position to transfer important ideas to huge numbers of people. This involves 3 steps:

1. **Know a bit about climate change** and some simple solutions fans can put into action.
2. **Shout it from the roof tops.** Let the industry, media, fans and government know how you feel about climate change and what you're doing to improve your own footprint.
3. **Practice what you preach** and lead by example.

Influencing fans can be done on two fronts;

1. Influencing fans to reduce emissions associated with getting to and from your shows; and
2. 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 info and encouragement for audience to use public transport and car pooling;
- Encouraging fans to bring their own reusable water bottles;
- Encourage people to use recycling bins if provided;
- If your show involves camping, provide fans with info on how to reduce their emissions by not burning fires, not throwing away tents, purchasing locally etc.

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

- Providing relevant web links to sites that provide tips on how to reduce domestic emissions;
- Supporting & promoting environmental campaigns (e.g. 350.org divestment campaign);
- Sharing tips like basic examples of how to save energy around the home.

### Further Reading:

[juliesbicycle.com/files/JB-GUIDE-Communicating-with-audiences.pdf](http://juliesbicycle.com/files/JB-GUIDE-Communicating-with-audiences.pdf)

## 5. Top Green Music Tips

Encourage and promote lower impact audience travel.

Use cardboard CD packaging instead of plastic.

Consider ways to green your tours.

Choose sustainable suppliers (merchandise, venues etc).

Monitor your footprint and work to reduce and offset emissions.

Communicate with your audience about the environment and let them know what you're doing.