

**JULIE'S BICYCLE** \*\*\*\*


**GO**GROUP  
GREEN OPERATIONS EUROPE

## Green Operations Europe Sustainable Festivals & Events

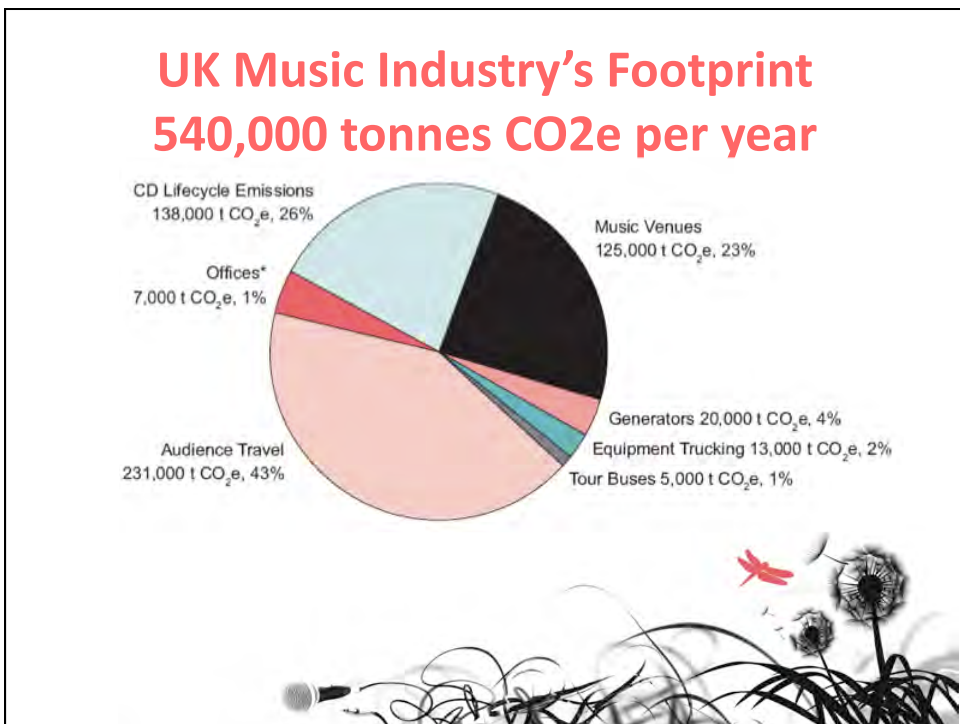
Julie's Bicycle  
Amsterdam  
23<sup>rd</sup> and 24<sup>th</sup> May 2011



### Mission

- Julie's Bicycle is a broad coalition of music and performing arts professionals, and scientists working with the arts and creative industries to make environmental sustainability a core component of their business
  - We focus on practical solutions which balance artistic, financial and social considerations
  - UK-based, with global operations
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## Industry Green Process

-3 stars based on achievement

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industry green

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- Year on year process for applicants => requires improvements
- Process and results assessed by Independent Advisory Board:



UNIVERSITY OF GLOUCESTERSHIRE



ENVIRONMENTAL CHANGE INSTITUTE



DEPARTMENT OF ENERGY & CLIMATE CHANGE



defra  
Best Foot Forward

- **Example:** Festivals scope for carbon footprint  
 Energy; Water; Waste; Audience Travel

## Industry Green applicants include:

- **Festivals:** Glastonbury; Latitude; Reading; Leeds; Lounge on the Farm; Bestival; Big Chill; Electric Picnic; Shambala; T in the Park; Oxegen; Wood; Truck; Lovebox; Brit Awards; Isle of Wight; Grassroots; Sonisphere Knebworth Park; Festivals Edinburgh; Womad; Rockness; Hyde Park Winter Wonderland; Dia de la Musica Heineken; Kew; Radio 1 Big Weekend.
- **Venues:** Wembley Arena; Wembley Stadium; Capital FM Arena, Nottingham; Royal Opera House; Cardiff International Arena; O<sub>2</sub> Apollo Manchester; Glynedebourne; Aldeburgh; Southampton Guildhall; Sage Gateshead; Arcola Theatre, Roundhouse; Comedy Theatre; Coulston Hall Bristol; Jerwood Space; Sheffield International Arena; National; Royal Shakespeare Company; Theatre Royal Plymouth; Town and Symphony Hall Birmingham.
- **CD Packaging:** EMI; Sony; Warner; Universal; Ninja Tune; Beggars; Robbie Williams; Nirvana; Gorillaz; Biffy Clyro; Seasick Steve; Jack Johnson; Brit Awards; Kate Nash; KT Tunstall; Matt Coste; Lauren Pritchard; Tired Pony





## Festivals: Energy Management

- Sources of energy
  - Diesel & Concession (e.g. bars) Diesel
  - Biodiesel & Concession Biodiesel
  - Onsite Renewable Energy Generation
  - Bottled Gas
  - Mains Electricity
  - Mains Gas



## Reducing energy impacts: Examples

- Reduce diesel use through rationalisation of generators and networks;
- All non-stage generators to move to waste vegetable oil biodiesel;
- Expand on-site power generation i.e. solar water heating for kitchens, and photovoltaics for electricity;
- Switch to efficient lighting, such as LEDs;
- Use and promote IG Festival/Outdoor Event tool



## IG TOOLS

A screenshot of a web browser showing a registration form for IG Tools. The form includes fields for Event Name, Region, Country, Event Year, Event Location, Event Size, Number of Stages, Number of Artists, Total Number of Tickets Sold Plus Revenue, Festival Length, Date Tickets Sold, Total Audience Size, and a Notes section.

Free online carbon calculators, specific for the performing arts

- Festivals/Outdoor Events
- Venues
- Tours
- Offices

Simply register on our website:  
[www.juliesbicycle.com/ig-tools](http://www.juliesbicycle.com/ig-tools)



## IG Tools Current Stats

- Total users: ~300
- Festivals / Outdoor Events: ~100

e.g. AndanÃ§as Festival Portugal, A Garden Party to Make a Difference, ATM (Le Collectif Des Festivals), Beacons Music and Arts Festival, Bestival, Big Chill Festival, Bristol Harbour, Cam Jam, C-Venues, Cambridge Folk Festival, Camp Bestival, Coachella, Daybaked, DefQon.1, Ealing Festival, Edinburgh Festival, Ferragosto Festival, Film Festival, Glastonbury, Grassroots Festival, Green Fair, Greenwich Summer Sessions, HullabaLOU, Hard Rock Calling, Hyde Park Winter Wonderland, Ideas 2011, Ilosaarirock, Indian Summer Festival, Isle Of Wight Festival, International Festival, Jazz in the Garden, Jazz Festival, Kendal Calling, Kew Summer Swing, Kids Fest, La Tacas Chile Festival, Latitude, Leeds Festival, Lounge on the Farm, Lovebox Weekender, Lowlands Festival, Malta Festival, Melbourne Writers Festival, Mystery Land, Neverending, Odin's Glow, Oklahoma Festival of the Arts, Open Air St. Gallen, Oxegen, Oyafestival, Paleo Festival Nyon, Parklife, Pinkpop, Radio 1's Big Weekend, Reading Festival, Rockness, Roskilde Festiva, Sensation Amsterdam. Secret Garden Party, Shambala. Shoreditch Festival, Solway Festival, Sonisphere, T in the Park, Trahumanci, Truck Festival, Wakestock, Wired Aerial Summer Tour 2010, Wireless, Womad Charlton Park Festival, Wood Festival, Workhouse Festival etc.



Industry Green can help festivals achieve real carbon results for some of the most recognised green 'kite marks'

Winners of the **A Greener Festival** 2010 award: **47**

**OUTSTANDING (11)**  
**COMMENDED (26)**  
**IMPROVING (10)**

Festivals with **Yourope Green 'n' Clean** award **23**

**BELGIUM (2); DENMARK (1); FINLAND (3); FRANCE (1); GERMANY (3); IRELAND(1); NORWAY (2); SCOTLAND (1); SPAIN (1); SWEDEN (1); SWITZERLAND (5); THE NETHERLANDS**





## Benchmarks

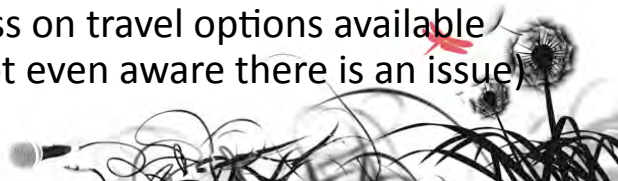
- Critical mass of Industry Green applicants and IG tool users => unprecedented data
- **First time ever:** Julie's Bicycle to publish industry benchmarks for festivals and venues
- Enable comparisons amongst industry
  - Who is 'good'
  - Who is 'bad'
- Timeline: next few weeks



## Lessons learned: (1) Festivals and Audience travel

### Jam Packed (2009): Part I: Audience Travel from Festivals (UK)

- **Audience travel:**
  - 2/3 of festival sector's emissions [c 57,000t CO<sub>2</sub>e]
  - 75% - car
  - 25% - coach and train
  - Average car occupancy - 2.6
- Lack of awareness on travel options available (festival goers not even aware there is an issue)



## Lessons learned: (2) Touring

### Moving Arts - Managing the Carbon Impacts of our Touring (2010): Volume I – Bands

**Bands: 85,000t CO<sub>2</sub>e**

- 72% Theatre circuit touring
- 16% Arena circuit touring
- 9% Club circuit touring
- 3% Stadium circuit touring
- 59% Overseas touring (international outside Europe)
- 26% within UK touring
- 15% Mainland Europe touring



## New directions: Green My Band

- Send out a green rider
- Use the IG tour tool
- Use venue, festival and supplier database
- Get IG CD packaging
- Procure low emission merchandise
- Communicate efforts
- Environmental policy



## Food for thought

The UK music industry (including festivals, touring, venues and offices) can save **£17m** and **290,000t CO2e** over 4 years (2011-2015) through energy efficiencies alone!

Energy consumption from 2011-2015 is estimated to **cost ~£187m** otherwise.

**This is what the UK music industry has been doing – what can you do/will you do next?**

**We are here to help**

**Thank you**

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