



## Charity Partner Opportunity 2021

### BACKGROUND

ecolibrium is a live events industry response to the climate crisis – a community of events, festivals, suppliers, artists, and music companies taking action to reduce the largest source of impact in our industry, travel impacts, and investing in climate solutions. Since 2015, ecolibrium has worked with over 55 festivals, 40 suppliers, global artists, and major companies such as Universal Music and Festival Republic, to balance the carbon emissions from over 13 million travel miles. We provide resources, tools, advice, and inspiration to reduce travel emissions and aim to invest £1m in climate solutions by 2025 – supporting ecosystem protection, regeneration, and clean energy.

The effect of the Covid-19 crisis has been profoundly challenging for the live events industry. We share the same passion and determination as our members about the value of our industry - economically, socially, and creatively, and we believe in the vital and significant role we have to play in tackling the climate crisis through action and leadership.

The appetite for more sustainable practices dramatically surged in 2019, and the climate and ecological crisis hasn't conveniently 'paused' in 2020. Sustainable and safe travel options for audiences, artists and crew will still be needed when we return to live events, and we are still here to provide a not-for-profit service for all organisations.

We have created resources, guides and tools, and helped the industry balance over 13 million travel miles. Now we need to scale up, engage the whole sector, support innovative practices, and deliver the crucial climate solutions and leadership our natural systems and future generations need.

For us to be ready to support the industry when travel returns, we need your help.

### CHARITY PARTNER OF THE YEAR 2021

Ecolibrium is seeking a corporate partner for 2021. But we aren't just looking for any company. We want to find someone that shares our core values:

- **The live events industry is one of the UK's greatest assets** – a hub of innovation, creativity, and passion, that enriches society and has the power to inspire positive change
- **The events industry can reduce impacts and show leadership**, demonstrating positive practical action that benefits the environment, businesses and audiences.
- **Collaboration is the most powerful tool** – together we can design and resource knowledge, take action, and communicate.

## What's in it for you?

Ecolibrium is an established and trusted charity and brand in the festival, events and music sectors, with significant engagement and media exposure.

As ecolibrium's official and exclusive Charity Partner for 2021 we will:

- Feature the partnership on our website homepage and across all of our social media channels throughout the year
- Work together to generate industry media exposure
- Profile you as our partner to our 54 festival and event members in the UK via our members newsletter
- Support you to audit your company's annual travel emissions and become carbon net neutral
- Support you with ideas and assets to engage positively with your stakeholders about the work we are doing
- Offer staff briefings via Zoom from our Project Manager and CEO about how your support is making a difference
- Our exclusive charity partner logo for your use
- Fulfilment of your CSR objectives through supporting our UK registered environmental charity

## What we are looking for:

If your company works in the live event industry and intends to benefit from tackling travel emissions, then you could be our new partner for 2021.

As your chosen charity partner for 2021 we are looking for an unrestricted donation of a minimum of £2500 which will go towards the core running costs of our charity, with the added option to also make carbon balancing donations to ecolibrium which will go towards tree planting, protection and regeneration or renewable energy projects.

Interested? Contact ecolibrium Project Manager [abi@ecolibrium.earth](mailto:abi@ecolibrium.earth) to discuss more.