



ecolibrum

Tackling Travel Impacts in the
Live Events Industry



ABOUT ECOLIBRIUM

Travel is typically the largest source of carbon emissions from live events.

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 travel impacts and invest in climate solutions.

The charity was founded in 2015 by organisations in the industry after the COP21 talks in Paris, and research showing that up to 80% of an average live events' carbon footprint could come from travel. Since then our members have balanced the equivalent of over 13 million travel miles through our climate solutions programmes.

We believe that reducing our emissions and supporting climate solutions is vital, but our aims are more ambitious; the live events industry has the potential to inspire and educate millions of people each year, highlighting key issues and showing leadership by taking action on the climate crisis.



We aim to help **TIP** the balance towards a future with clean air and stable, healthy and diverse ecosystems.

TAKE ACTION >

ecolibrum provides knowledge, tools and direction

INSPIRE OTHERS >

Share positive stories and use our voice for change

POSITIVE INVESTMENT >

Invest in climate solutions to balance unavoidable emissions

HOW IT WORKS

MEASURE & REDUCE

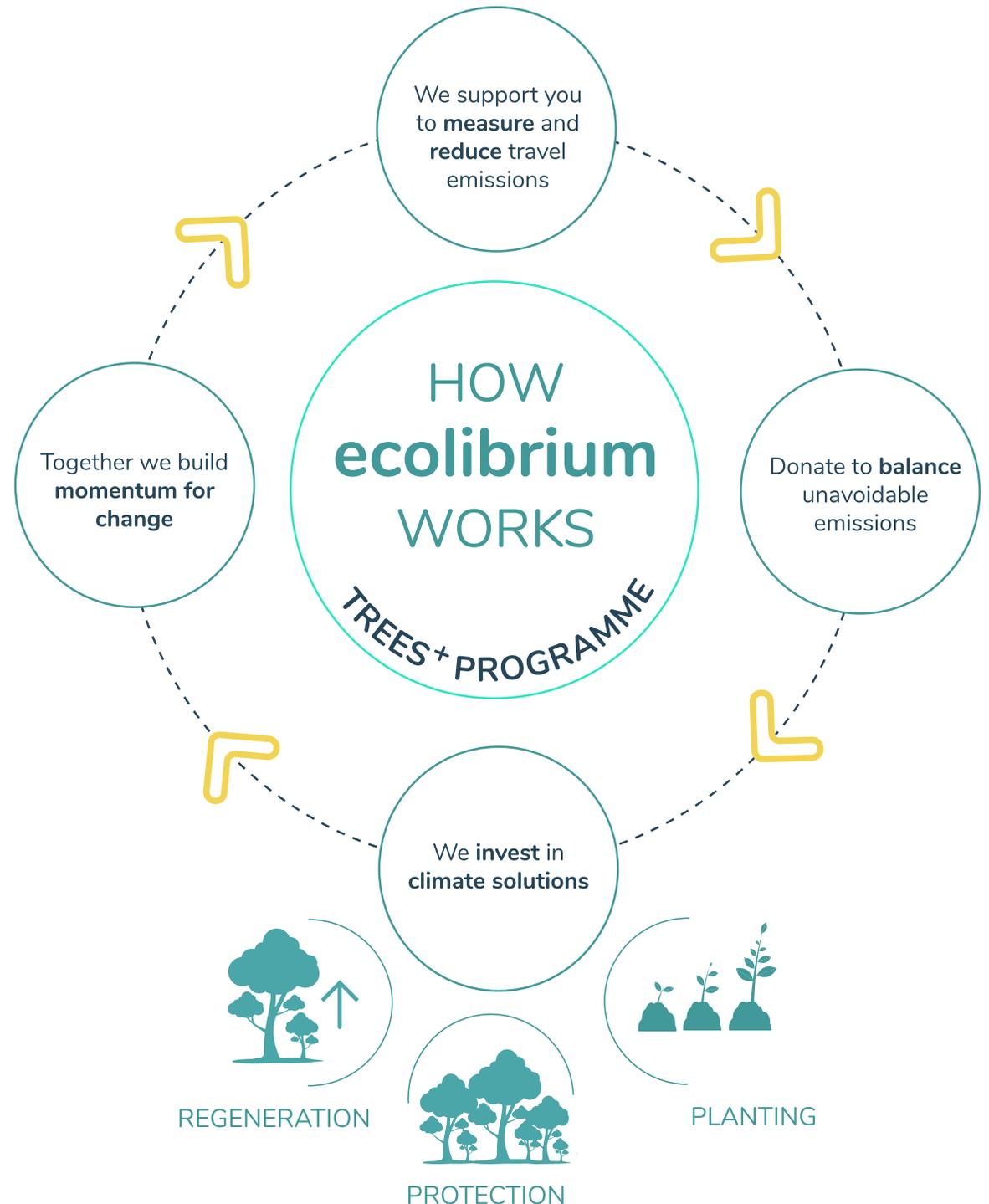
Measure your travel CO₂ using our travel carbon calculator tools, or provide us with your mileage and travel details and we'll work out the emissions. Use the ecolibrium resources to understand travel impacts better and take action to make reductions.

CLIMATE SOLUTIONS

Balance emissions by investing in climate solutions with the Trees+ programme.

SPREAD THE WORD

All members are provided with support and assets to communicate a strong story about these positive actions.



TREES⁺ PROGRAMME

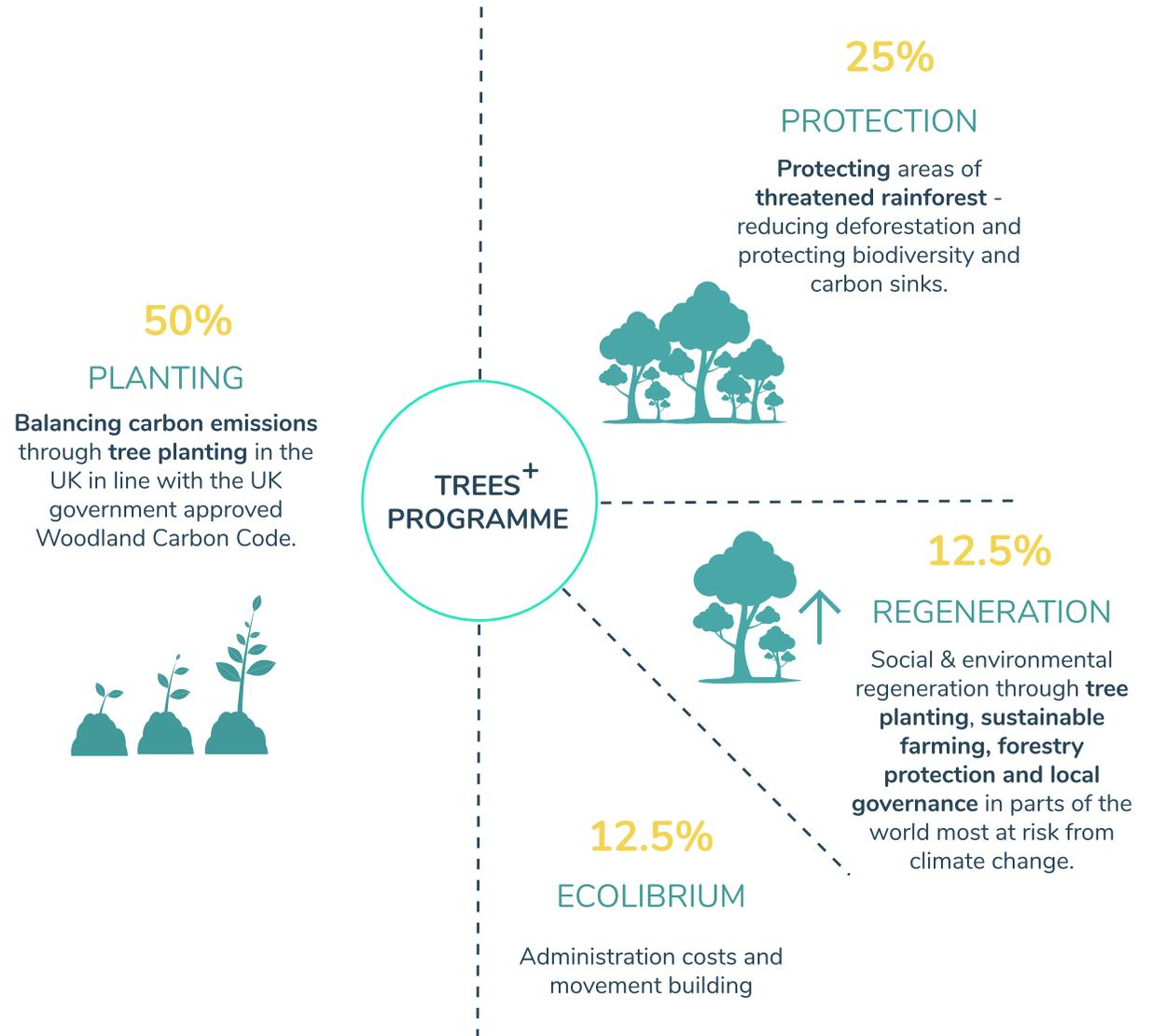
Trees+ is ecolibrum's dedicated programme for the music industry - it provides artists, labels, event suppliers and music companies with resources to take action on travel impacts; reducing carbon emissions and investing in forest protection, ecosystem regeneration and support for communities on the frontline of climate change.

The Trees+ programme includes the option to mitigate the impacts of unavoidable travel emissions by investing in climate solutions with social and climate-positive investments.

“Trees must be planted, existing forests and peatlands that hold and absorb carbon must be protected.

Shoa Ehsani, UN Sustainability Officer

Travel balancing is based on £15 per tonne of CO₂. Every tonne of CO₂ balanced through the Tree+ programme includes:





CHOOSE ECOLIBRIUM



Show **environmental leadership** by tackling your most significant impact – **travel**.



Engage your **community** and fans in a positive narrative about taking action on the climate crisis.



Join our **industry PR campaigns** alongside some of the UK's music industry pioneers.



Be part of an **industry-wide community** that's making real positive change by investing in climate solutions.

REPUTATION & INTEGRITY

Reputation and integrity is vital for ecolibrum and for all of our members. Equally important is confidence in the impact of the climate investments we make together. We achieve this in the following ways:

- We are a **UK registered charity** with exceptional governance standards, known trustees from the industry, and a track record.
- We have a **strong, clear and transparent** rationale and methodology for everything we do.
- We **undertake in-depth due diligence** on all partners, which is made available to members.
- Carbon balancing is reported in accordance with the **UK Government Woodland Carbon Code** for UK projects.



JOSS STONE

Grammy-winner Joss Stone was the first artist to balance travel from an international tour with us. Joss's Total World Tour, of every country in the world, started in 2014 and finished in 2019 and ecolibrum worked with Joss to try to reduce touring emissions where possible – this included reducing touring party numbers, taking more direct flights and travel by coach where possible.

Unavoidable emissions were balanced with donations towards wind power generation and reforestation in the state of Tamil Nadu, India for the first half of her tour and the second half was balanced through the Trees+ programme – planting nearly 2,000 trees in the UK and protecting 125 acres of threatened rainforest in Laos.

“We are doing something positive with our music so it's right that we must do something positive from our travel footprint.”



JOIN NOW

Joining ecolibrium
is free and includes:



Support to set up
balancing travel impacts in
a way that works for you.



Use of the ecolibrium
Travel Log Tools.



A profile on the
ecolibrium website.



An annual certificate
showing the impact of your
donations and the projects
you have supported, for you
to share.



ecolibrium e-newsletters
with sustainable travel
advice and industry and
project news.



Marketing support –
including content, logos
and project case studies.

ecolibrium

For more info and to join
visit: www.ecolibrium.earth
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