

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.

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

ENERGY REVOLUTION

Energy Revolution is ecolibrium's event and supplier focused program. Since 2015 over **50 UK festivals and 30 supplier members have balanced the carbon emissions** from more than **13 million miles of travel** with investments in clean renewable energy.

ecolibrium supports members with resources and campaigns to encourage their audiences, staff, artists and suppliers to make more sustainable travel choices. **We provide tools** to measure carbon emissions and unavoidable emissions can be balanced through projects that **generate clean renewable energy**.

ecolibrium invests 100% of balancing donations made by members into renewable energy projects.



BOOMBTOWN

AIF Presents

FESTIVAL CONGRESS

AMERICAN EXPRESS
presents

BST HYDE PARK

READING FESTIVAL



SHAMBALA

THE NATIONAL
RUNNING SHOW
13th - 14th June 2020
Business Design Centre
LONDON



HAY FESTIVAL
imagine the world

WILDERNESS



>LL POINTS E>ST

DOWNLOAD



HOW IT WORKS

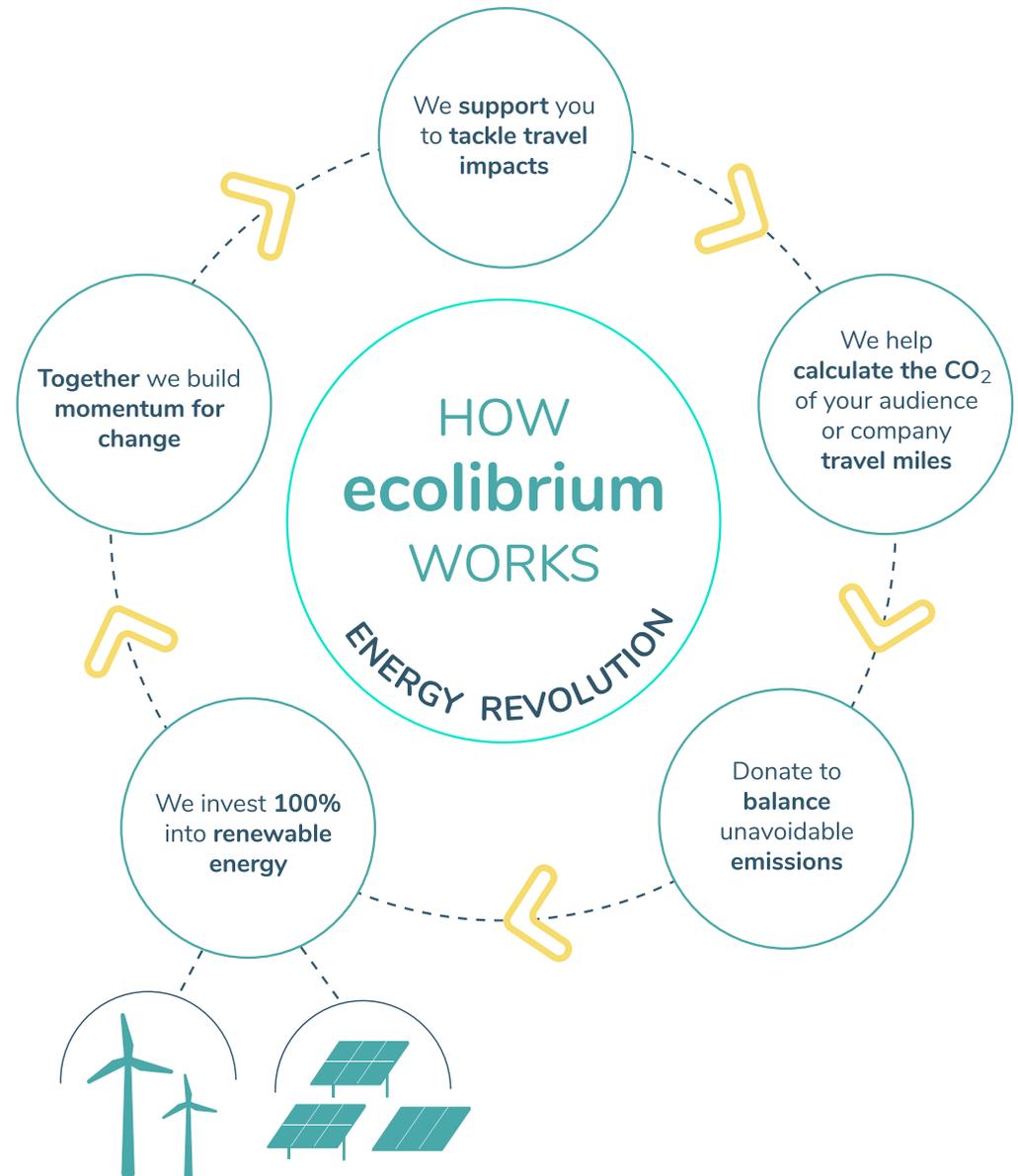
ecolibrum has a range of resources and tools that support events to engage audiences, staff and suppliers in reducing the environmental impacts of their travel. These include our Sustainable Travel Guides and our Travel Carbon Calculator. The Calculator is available online and you can build it into your ticketing pages – we also provide an offline version and an app.

ecolibrum supports event organisers to give people travelling to the event the option to balance their emissions with a donation.

Options for collecting donations

- Mandatory or voluntary travel balancing for audiences at point of ticket sale or added to car and campervan passes - you can choose:
 - to add a fixed price based on an average journey
 - to embed our carbon calculator to into your ticket-buying process to work out and balance exact journey emissions – we can work with your ticket agent to help make this happen.
- Contactless donation stations onsite at your event.
- Via your cashless system.
- Balancing company travel e.g. for office staff and production teams.

We provide set up guides for whichever option you choose and assets to help you communicate the impacts of your donations and the renewable energy projects you've supported.





WHY ECOLIBRIUM

ecolibrium is a live events industry response to the climate crisis - it was created by organisations in the industry after the COP21 talks in Paris in 2015, and research showing that up to 80% of an average live events' carbon footprint comes from travel. We are a community taking action together – over 50 festivals, 30 festival suppliers, global artists and companies. Join us to:

- Demonstrate to audiences and stakeholders that your event is **environmentally responsible** and that you are addressing your most significant impact – **travel**.
- **Engage your audience** in a positive narrative and action on **climate change**.
- Feature in our **PR campaigns** alongside some of the **industry's pioneers**.
- Be part of an **industry-wide community** that's making real positive change by investing in **climate change solutions**.

REPUTATION & INTEGRITY

Reputation and integrity is vital for ecolibrum and for all of our members. Equally important is our 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.



Established in 2015, we have worked with over **50 events & 30 suppliers** to balance the CO₂ from more than **13 million travel miles**.



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.

MEMBERSHIP DETAILS

Joining ecolibrum is free for festivals and events & includes:

- Support to set-up ecolibrum carbon balancing for your audience in a way that works for you.
- Your event profiled on the ecolibrum website.
- Use of the ecolibrum online Travel Carbon Calculator and the offline Company Travel Log Tool and app to record staff travel.
- An annual certificate showing the carbon emissions you have balanced and details about the renewable energy projects your donations have supported, for you to share.
- ecolibrum e-newsletters with sustainability advice, event industry and project news.
- Marketing support – including content, logos and project case studies.





JOIN NOW

For more info and to join,
visit: www.ecolibrum.earth
or email: hello@ecolibrum.earth

Ecolibrum is the trading name of The Festival Energy Revolution; registered charity no.1171961. Registered office: Kambe House, 34 Portland Square, Bristol, BS2 8RG