

An aerial photograph of a dense, vibrant green forest. A winding river or lake, with a slightly darker green hue, flows through the center of the landscape, surrounded by rolling hills and valleys covered in thick vegetation. The lighting is bright, highlighting the textures of the trees and the curves of the water.

ecolibrum

Tackling Travel Impacts in the
Live Events Industry



ABOUT ECOLIBRIUM

Travel is 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 real 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 >

ecolibrium 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 AND REDUCE

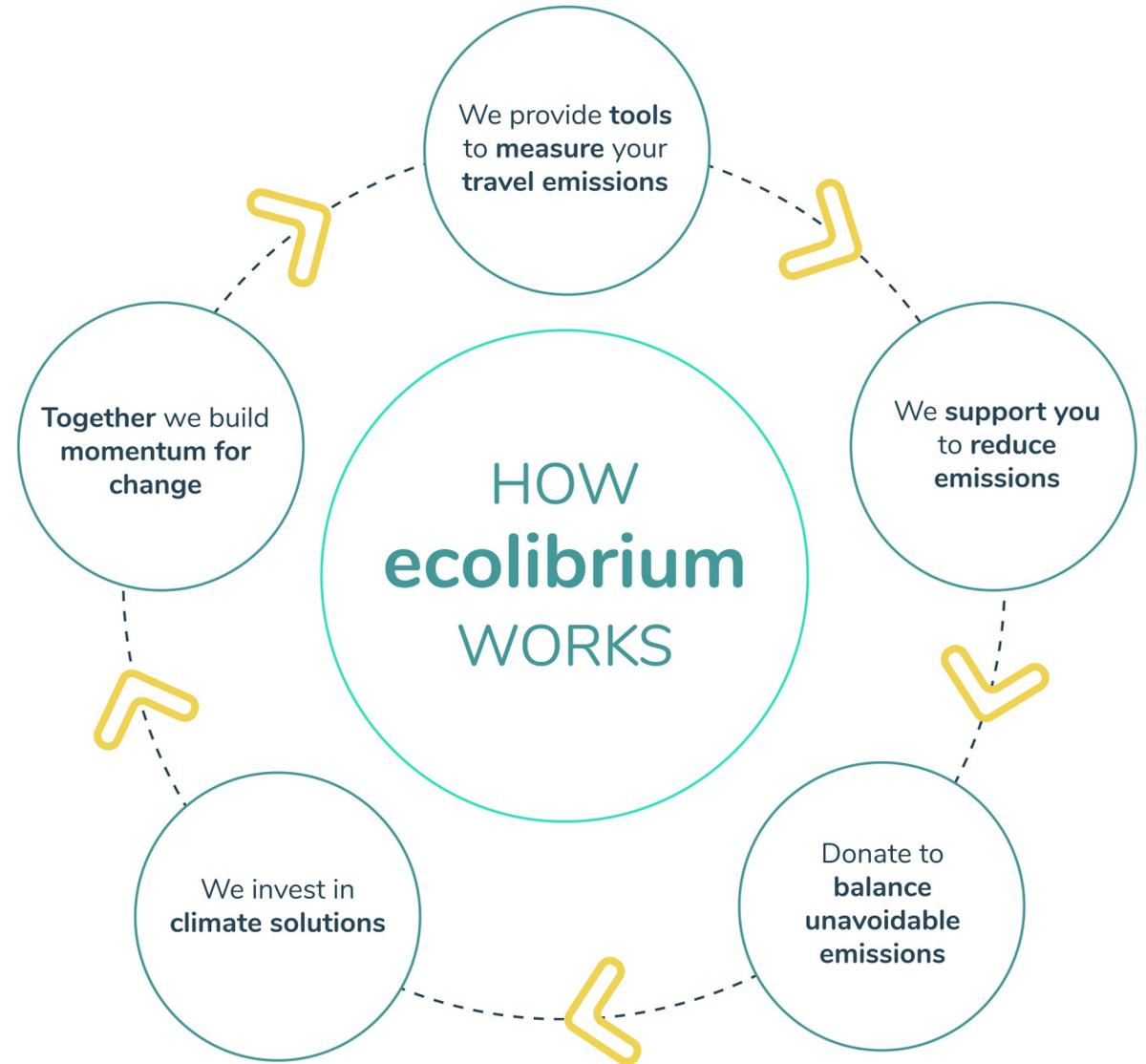
Measure your travel CO2 using our travel carbon calculator tools, or provide us with your mileage and travel details and we'll work out the emissions. Use the ecolibrium resources to understand travel impacts better and take action to make reductions.

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.



THE TREES+ PROGRAMME

Trees+ invests in forest protection, ecosystem regeneration and support for communities on the frontline of climate change.

Full details of the programme and all projects supported at <https://ecolibrium.earth/trees/>

Cost to balance: £25 per tonne of CO2 - This includes:



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

Shoa Ehsani, UN Sustainability Officer



PROTECTION

Protecting areas of threatened rainforest, reducing deforestation and preserving biodiversity



REGENERATION

Social and environmental regeneration through tree planting, sustainable farming, forestry protection and local governance in parts of the world at most risk from climate change



CARBON BALANCE

REDD+ and Verified Carbon Standard ecosystem conservation projects to carbon offset travel emissions



ECOLIBRIUM

15% administration fee which allows the charity to grow the movement for music industry action on climate change

ENERGY REVOLUTION

Supporting the transition to a low-carbon economy is vital. The cost to carbon balance through Energy Revolution is £50 per tonne CO₂e and ecolibrium invests 100% of donations to projects that generate clean renewable energy, benefitting communities and promoting grid decarbonisation. Example of previous [projects supported](#):

- Community Gardens in London with Solar PV and youth training
- Wind Turbines in India and the Forest of Dean
- Solar panels on school roofs across the UK
- Electric bus routes in Brighton
- Community-owned solar energy cooperatives in Bristol and Oxfordshire

Full details of the programme at [Energy Revolution](#)





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 equilibrium 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 **undertake in-depth due diligence** on all partners, which is made available to members.
- Established in 2015, we have worked with over 100 members to balance the CO2 from more than 19 million travel miles.
- We have a **strong, clear and transparent** rationale and methodology for everything we do.
- Carbon balancing is reported in accordance with the **UK Government Woodland Carbon Code** for UK tree planting projects.
- Carbon offsetting through Trees+ is through VSC and REDD+ verified project partners



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 ecolibrium 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.

For more info and to join,
visit: www.ecolibrium.earth
email: hello@ecolibrium.earth
Find us on socials at
[@ecolibriumearth](https://www.instagram.com/ecolibriumearth)

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