

: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

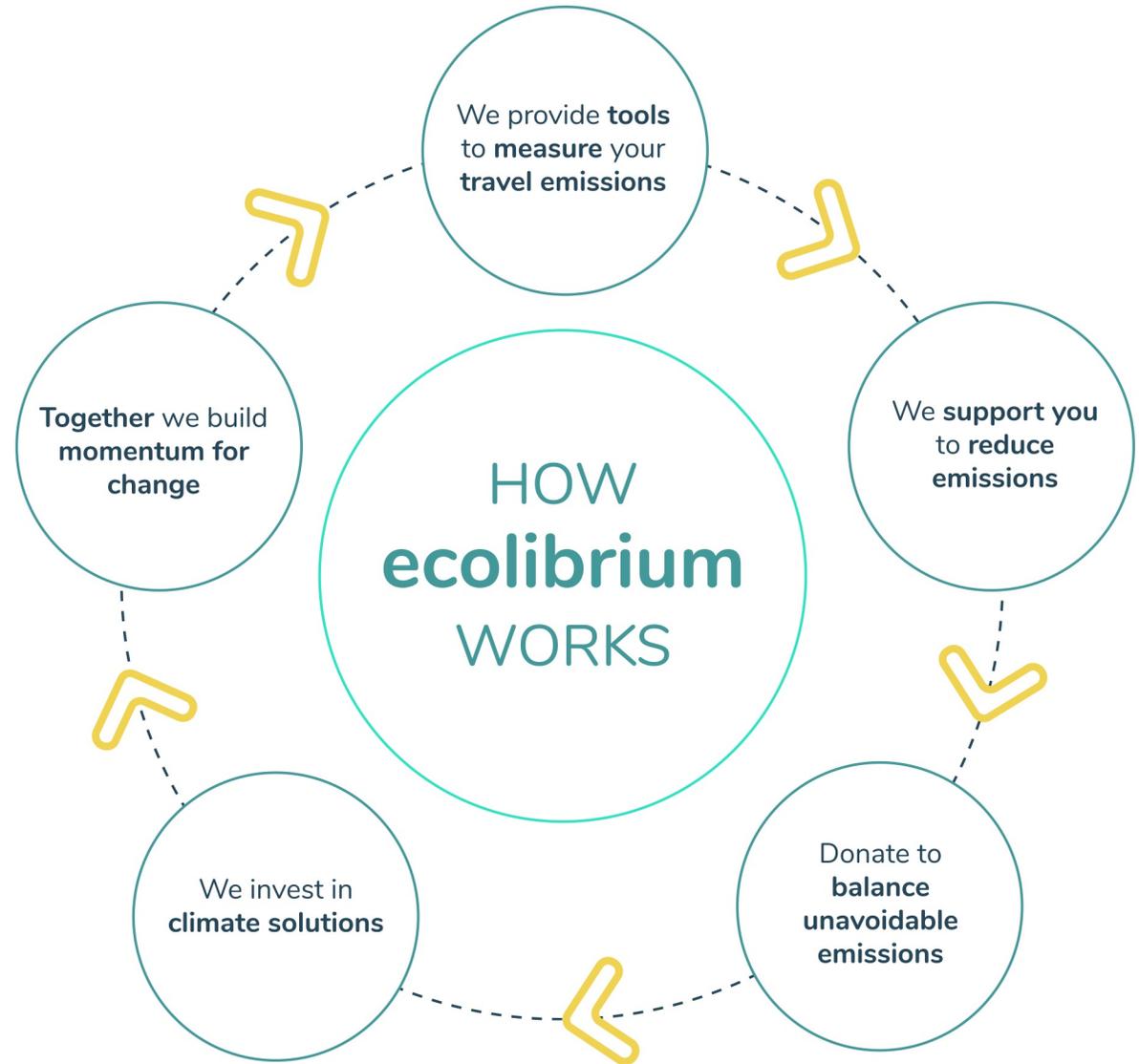
HOW IT WORKS

We provide resources, tools, advice and inspiration for event organisers to measure and reduce travel-related emissions from live events – and engage audiences, staff and suppliers in the journey.

These include our Sustainable Travel Guides, as well as our Travel Carbon Calculator and Audience Travel Analysis Tool.

The Calculator is available online and you can build it into your ticketing pages. You can also use our travel carbon calculator app.

Once plan has been put in place to reduce travel emissions as much as possible, ecolibrium supports event organisers to give people travelling to the event the option to balance their unavoidable emissions with a donation toward ecolibrium's climate solutions programmes; Energy Revolution and Trees+.



OPTIONS FOR COLLECTING DONATIONS

Travel balancing for audience members can be:

- Included in the ticket price or added at point of ticket sale as a voluntary or opt out donation
- Added to the cost of car and campervan passes.
- Collected via contactless donation stations onsite at your event
- Collected via your cashless system.

How much is the donation? You can choose:

- To add an additional fixed price based on the average distance travelled to your event
- To embed our carbon calculator into your ticket- buying process enabling buyers to work out and balance exact journey emissions. We can work with your ticket agent to help make this happen.

Tackle your company and crew travel:

- Balancing company travel (for office staff and production teams) as well as audience travel.

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



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](#)



WHY ECOLIBRIUM

ecolibrum 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 100 members, festivals, suppliers, global artists and music companies. Join us to:

- Demonstrate that **your company 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 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:

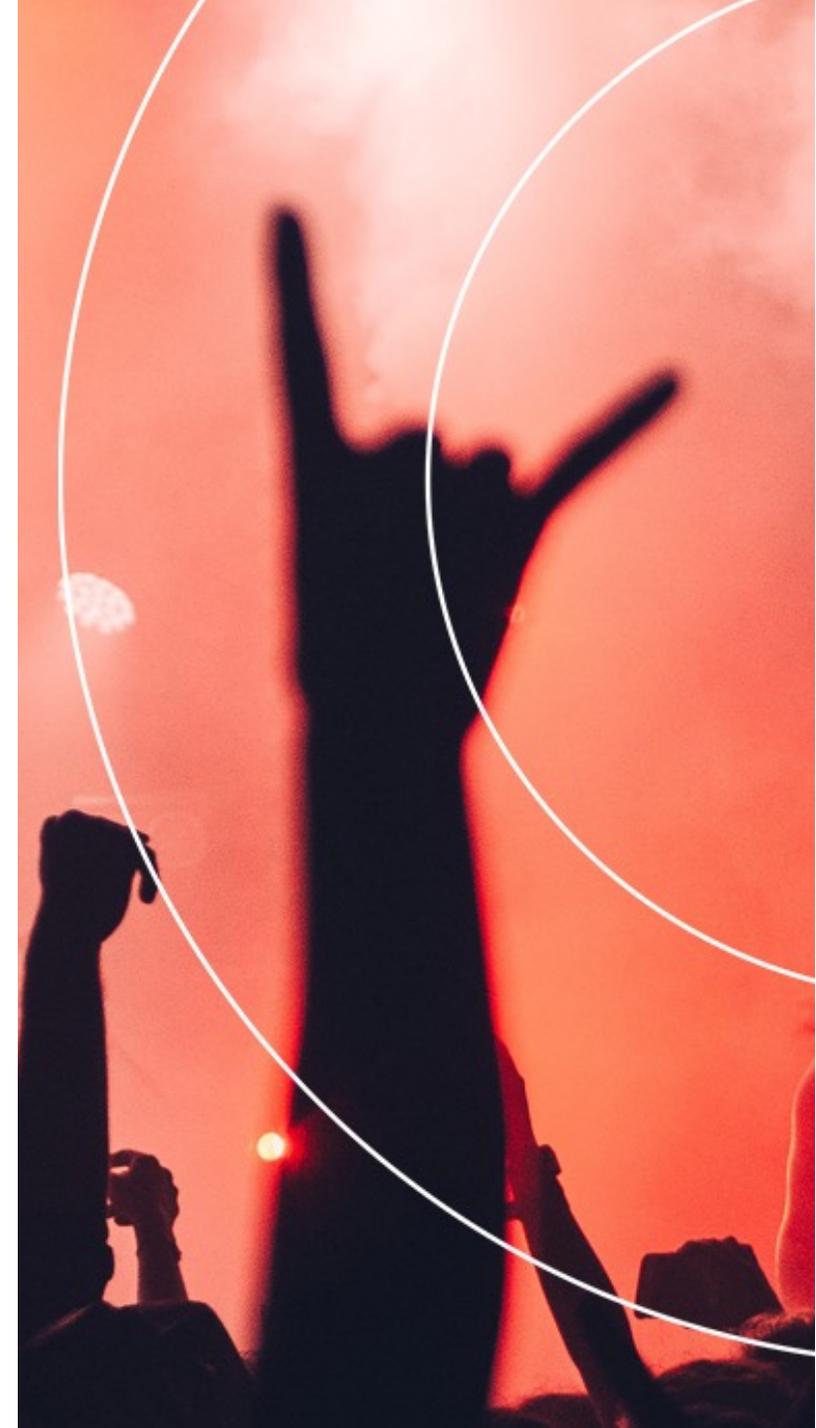
- We are a **UK registered charity** with exceptional governance standards, known trustees from the industry, and a track record.
- We **undertake in-depth due diligence** on all partners, which is made available to members.
- Established in 2015, we have worked with over 100 members to balance the CO2 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



MEMBERSHIP DETAILS

ecolibrum membership is free for festivals and events & includes:

- Being part of a growing community of festivals & events, suppliers and music companies with the opportunity to share knowledge
- 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's tools and resources
- An annual certificate showing the carbon emissions you've balanced and details about the climate solutions 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
- Discounted carbon literacy training for your team.





JOIN NOW

For more info and to join,

visit: www.ecolibrium.earth

email: hello@ecolibrium.earth

Find us on socials at @ecolibriumearth

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