



Photo // CEDIA Rainforest Trust

ecolibrium

ANNUAL REPORT 2021

The Festival Energy Revolution Ltd trading as ecolibrium
(A company limited by guarantee)

Report and Financial Statements for the year ended 31st December 2021

Charity number 1171961 | Company number 09727842

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Photo // Home Farm



ecolibrum is a live events industry response to the climate crisis - a community of events, festivals, suppliers, artists and music companies **taking action**.



Our mission is to tackle the largest single source of emissions in the live events industry - **travel**.

① STATEMENT FROM THE CEO

ecolibrum's journey started in 2015 as an industry response to COP21, with big ideas and ambitious targets. We set out to engage the whole sector in reducing the environmental impacts of travel - the industry's most significant impact.

Our first target was to balance 10 million miles of travel emissions within five years. We have smashed that target, achieving investments equivalent to balancing 19.3 million miles of travel to date. Whilst this is a useful metric for communications, it is our measurable impacts that matter; i.e. How many organisations we engage and inspire to take action, the emissions avoided and mitigated as a result of our activity, and the impacts beyond carbon offsetting as a result of the investments we make in ecosystem protection and regeneration.

As a community of 135+ organisations, we have collectively invested over £300k in community energy, forest protection, tree planting, ecosystem regeneration and support for communities most affected by climate change.

Whilst the last two years have been challenging in many ways due to the pandemic, not least financially, ecolibrum has managed to maintain and expand activity. In 2021 we appointed a new Project Manager, Naomi Lawson; launched a strategic partnership with ISLA, a sustainable event agency making waves in the brand and corporate event space; increased event membership by 32% and supplier members by 30%; secured our first corporate partner, Cube Modular; and worked with

“As a community of 135+ organisations, we have collectively invested over £300k in community energy, forest protection, tree planting, ecosystem regeneration and communities most affected by climate change.”

Universal Music UK to balance global staff travel and raise awareness of sustainable travel practices across their teams.

The landscape of our work is increasingly dynamic. Language and attitudes to climate solutions change quickly; i.e. There is a growing focus on net zero, successive changes to carbon offset markets and standards, and an increasing demand for verified carbon balancing options. Business-wise, there are challenges such as fluctuations in carbon-balancing project costs, and new competitors. However, the outlook is confidently positive for ecolibrum, with increasing interest and engagement in our services.

Looking forward our strategy is focused on providing more inspiration to music artists and live event industry suppliers through best practice guides and expanding our partnerships and client base across the industry. In 2022 we plan to launch a 2030 vision, a three-year business strategy, and increase staff capacity to support the organisations next phase of growth.

I'm very happy to present the 2021 Annual Report.

**Chris Johnson, CEO ecolibrum,
May 2022**



② 2021 IN NUMBERS

6,293,720 TRAVEL MILES BALANCED

1,342 TONNES CO₂ MITIGATED

79 UK FESTIVAL MEMBERS

54 SUPPLIER MEMBERS

15 CLIMATE PROJECTS SUPPORTED

1030 ACRES RAINFOREST PROTECTED

5,000 TREES PLANTED

19.3 MILLION TOTAL TRAVEL MILES
BALANCED TO DATE

£225,000 INVESTED IN COMMUNITY
RENEWABLE ENERGY SO FAR

③ AIMS & OBJECTIVES

The charity's objects are specifically restricted to the following:

To promote sustainable development by:

- a) The preservation, conservation and protection of the environment and the prudent use of resources.
- b) The promotion of sustainable means of achieving economic growth and regeneration. To advance the education of the public in subjects relating to sustainable development and the protection, enhancement, and rehabilitation of the environment.

Sustainable development means 'development which meets the needs of the present without compromising the ability of future generations to meet their own needs.'



Photo // Adam Dickens, 2015 Temwa, Malawi

ecolibrum's Mission

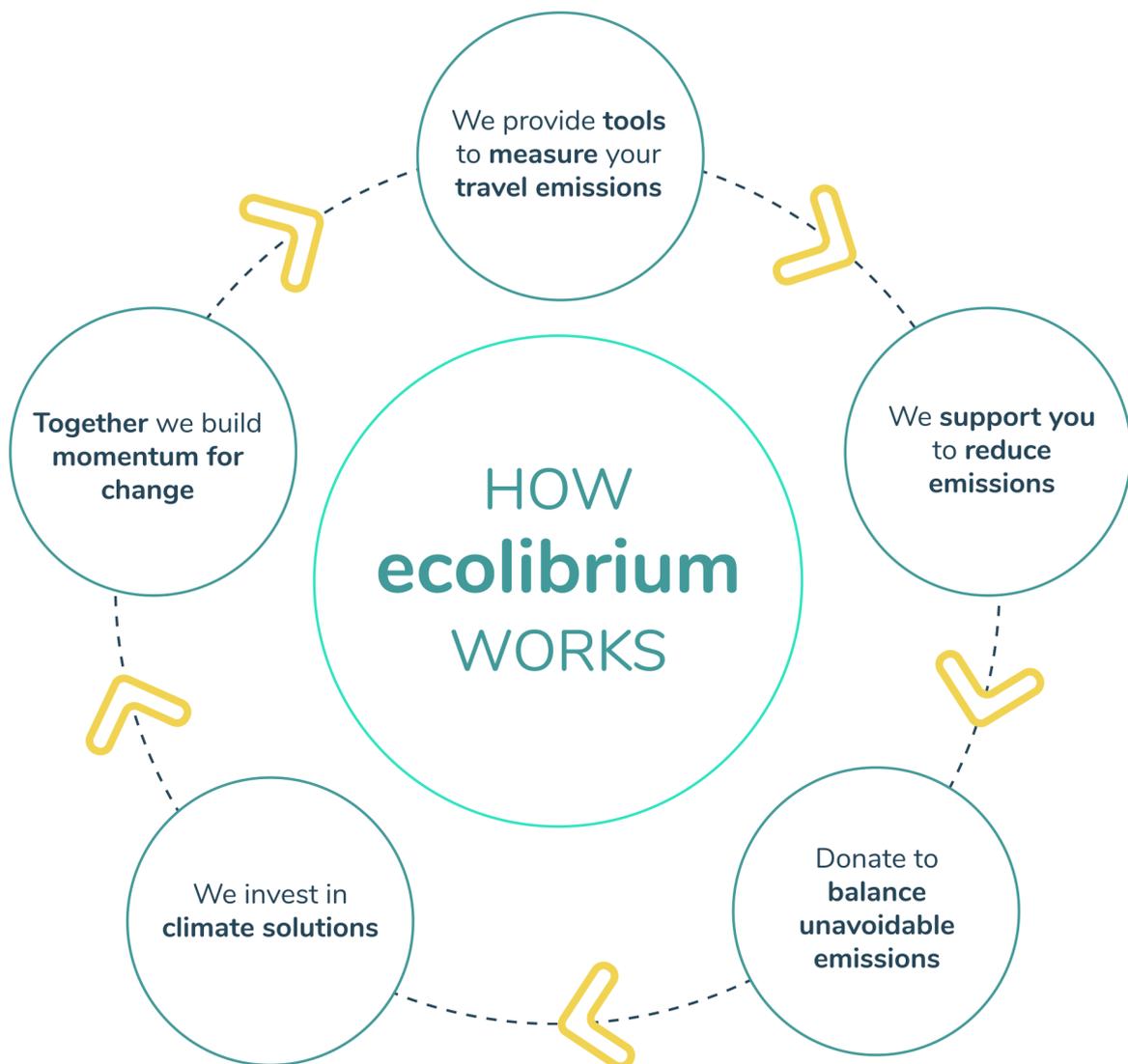
ecolibrum aims to work with everyone in the live events industry to respond to the climate crisis. We are a rapidly growing community of events, festivals, suppliers, artists and music companies taking action to reduce the environmental impacts of travel: the largest source of emissions from live events.

The premise of our work is that we are more effective together, pooling experience expertise and resources to move forward as an industry.

4 OUR PROGRAMMES

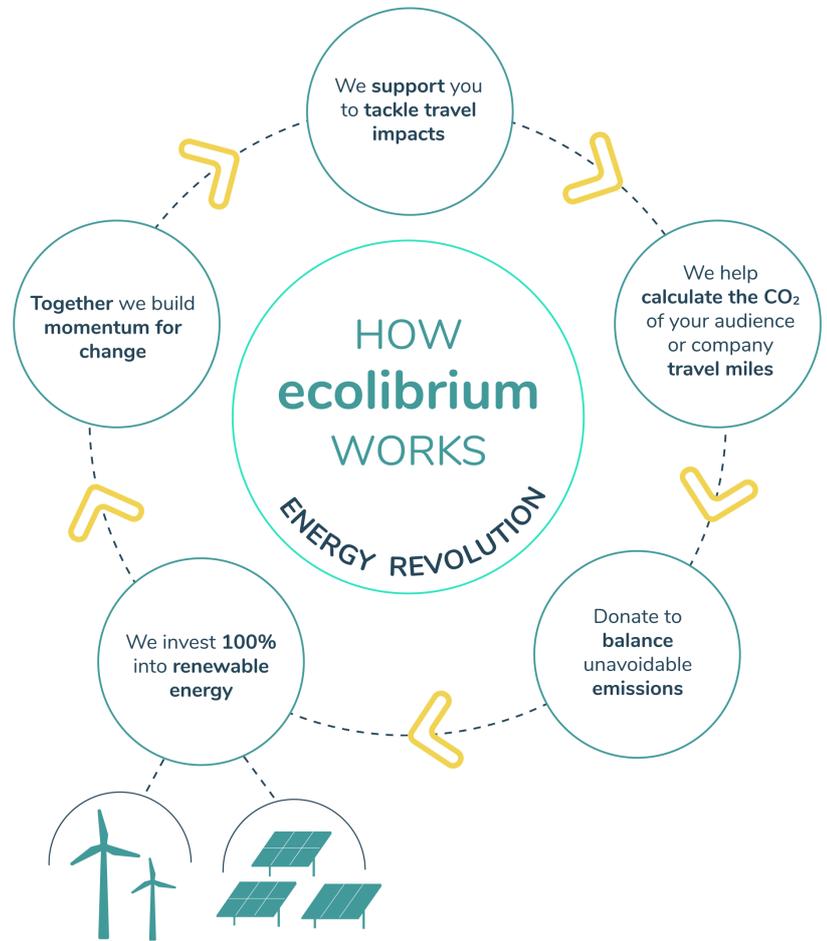
ecolibrum provides advice about sustainable travel as well as tools and inspiration to take action and reduce impacts.

Our two core programmes, Energy Revolution and Trees+, provide options to invest in climate solutions to balance unavoidable emissions, through community renewable energy generation and ecosystem protection and regeneration.



ENERGY REVOLUTION PROGRAMME

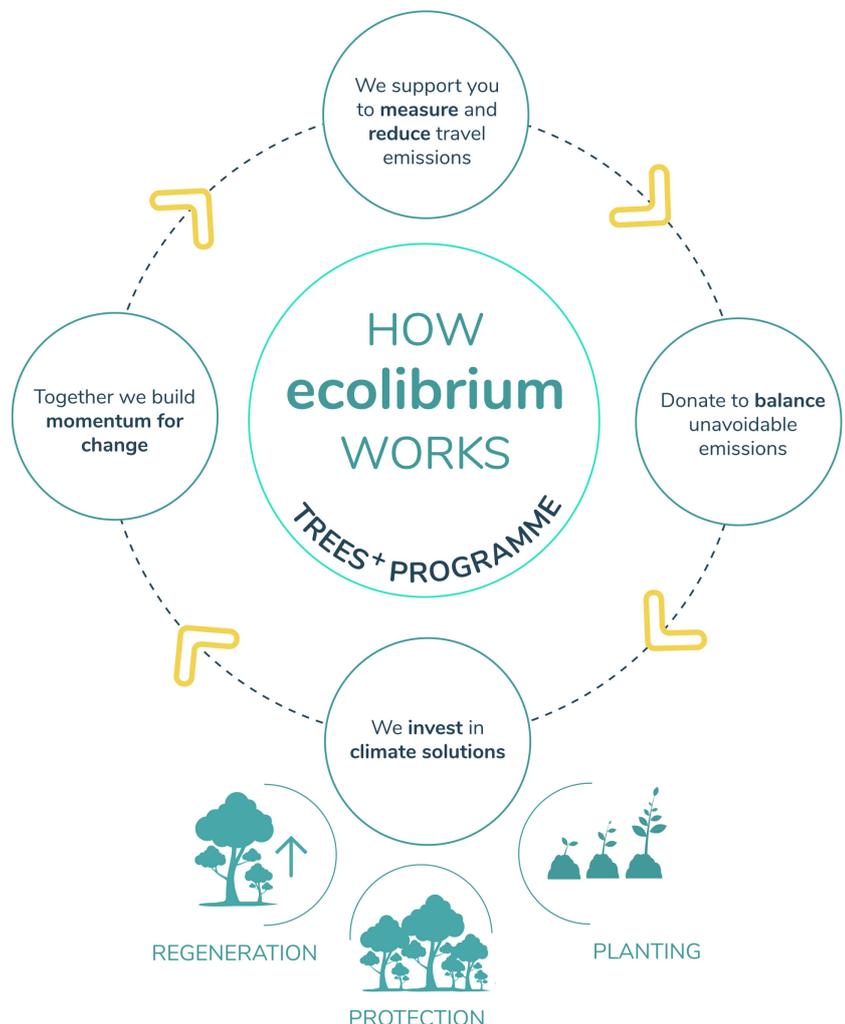
Energy Revolution is our event and supplier focused programme. We support all of our members with resources to approach travel more sustainably, and with tools to measure their emissions. We support event members to collect carbon-balancing donations from audiences to address their unavoidable travel emissions. ecolibrium then invests 100% of these balancing donations to projects that generate clean renewable energy.



TREES+ PROGRAMME

Developed and launched in 2019, Trees+ is ecolibrium's dedicated programme for the music industry provides artists, labels, event suppliers and music companies with confidence to take action on travel impacts, the single largest source of emissions in the sector.

Since 2019, we have invested £78,549 with three partners.



⑤ ACHIEVEMENTS & PERFORMANCE

Overview

In 2021 we focused on re-engaging members after the disruption of a two-year hiatus for many events. We increased event membership by 32%, from 54 to 79 members. Growth of supplier members also increased by almost a third from 38 to 54, bringing the total number of ecolibrium members to 135. During this year we balanced the equivalent of 6.3 million travel miles, bringing the total since the charity was founded to 19.3m.

Diversification in a challenging year

It was another chaotic year of cancellations for events due to coronavirus. Despite this, we expanded our membership, and welcomed a number of new sports events.

During this period, we explored ways to diversify income and activity, building resilience and testing growth opportunities:

- **Partnership with ISLA** sustainable events agency: Cultivating a new stream of carbon balancing donations from one-off corporate events who are not signed up as ecolibrium 'members' but are working with ISLA to measure event-related emissions.
- **T-shirt campaign with EMI:** We worked with EMI to support several of their artists to sell merchandise bundled with tree planting (partnered with charity Temwa)
- **Universal Music UK:** We provided advice and a carbon balancing service to Universal Music UK, to balance their global staff travel emissions
- **Corporate partner initiative:** working with Cube Modular as our very first partner, we launched a new corporate partner initiative to raise unrestricted funds and highlight innovative practices.



Photo // Love Trails Festival, one of the sports events that joined ecolibrium in 2021, by Clement Hodgkinson

Corporate Partner

Cube Modular have been a perfect partner for ecolibrium. Their offering is a game-changing portable accommodation solution - due to its modular, foldable building designs, which include Continest containers, ten units can be transported on a single truck, offering huge savings on road haulage costs and similar reductions in carbon emissions.

Working with suppliers

We supported our 54 supplier members to monitor and calculate their travel emissions, to look at reducing these emissions and to make more sustainable travel choices as businesses, as well as to invest in climate solutions.

In 2021 we worked with SMC coach travel, Tuned in Travel and The Big Green Coach to balance all coach travel to festivals booked through their nationwide coach services. This effectively means that a significant percentage of coach travel to UK greenfield events was balanced with ecolibrium.

The Big Green Coach initially balanced travel to major events such as Reading, Leeds, Isle of Wight, Latitude, Camp Bestival, Wireless and Creamfields as a partnership with Barclaycard. Subsequently, they have expanded to balance services to wider event types such as to Wembley for football matches as part of a partnership with EWR Alliance.

Renewable Energy Project Partners

The norm is for ecolibrium to work with one partner each year for the Energy Revolution programme to maintain clear communications. However in 2021 we went ahead with investments with two partners to ensure financial return and an inspiring public-facing story for event organisers and their audiences, as follows:

1. Energy Garden London: Community-owned renewable energy projects

This is a truly inspirational and multi-faceted project that we have committed to continue working with in 2022 through the Energy Revolution programme. A typical project size of 250 kWp generates around 270 MWh of electricity and saves around 57,000 tonnes CO2 each year. The revenue from these solar projects supports the development and maintenance of community gardens across the London Underground, bringing benefit to the environment, commuters and local people. **More details here**

2. Bath & West Community Energy (BWCE)

A not-for-profit enterprise set up in 2010 with the aim of delivering renewable energy, energy supply and energy efficiency projects through a community-owned energy model. Investment from donations to ecolibrium's Energy Revolution climate solutions programme in 2021 will contribute to BWCE's new fund to develop further community solar generation projects, in particular roof top solar on schools within the community, which will reduce the cost of energy for the schools and significantly reduce their annual carbon emissions. **Find out more here**



Photo // Bath West Community Energy

We now have investments with a total of ten inspirational community energy projects:



The Schools Energy Co-operative



Electric buses with The Big Lemon



The Converging World



Bristol Energy Co-op



Solar PV Systems & Biomass Heating



Wind Turbine at Alvington Court



Solar for Schools



Low Carbon Hub



Energy Garden



Bath & West Community Energy

Trees+ Programme

By the end of 2021 we had raised a total of £78,549 for our Trees+ partners, supporting the regeneration of vital ecosystems and the protection of threatened rainforests that sequester carbon. Trees+ also supports community development initiatives and provides our members with a verified offset to support climate goals and reporting requirements. By the end of 2021 ecolibrium members had collectively planted 40,108 trees, protected more than 12,500 acres of rainforest.

We are working with five regenerative forest projects across the world:



Rainforest Trust



Temwa



UK Woodland Tree Planting



Forest Conservation,
Indonesia



Coast and Forest Conservation,
Guatemala

Press & Marketing

Our team and trustees have worked throughout 2021 to establish ecolibrium as a thought leader and trusted source of advice on measuring and reducing travel emissions at live events. We joined panels and talks at The Association of Festival Organisers (Feb), The Greener Events and Innovations Conference (March), The launch of Isla's sustainability tools for corporate events (May), The Vision: 2025 Conference at The Showman's Show and Event Buyers Live (October) and Music Declares Emergency's Climate Blow Out Conference (November).



Photo // Travel
Carbon Calculator



Photo // Greentea Peng



Photo // All Points East Certificate

In April we launched our Travel Log App to make it easier for members and event industry professionals to track travel miles and balance carbon emissions on the go. We launched the app with a month-long campaign with ambassadors from across the industry; from artist Sam Lee to Music Declares Emergency Founder Maddy Read-Clarke, sustainability consultants and festival organisers. The app was featured in Access All Areas, Standout Magazine and Festival Insights and had a double-page editorial in the Event Industry News 'Sustainable Supplier Guide.'

In May we launched a campaign with EMI Record and their artists, Greentea Peng, Olivia Dean and Jack Savoretti, which saw a tree planted for every t-shirt sold with our partner Temwa. Through the campaign ecolibrium increased our reach through new channels and gained high profile artist online advocates.

For our end of year total impact campaign for members and industry press we worked with an external design agency and a local artist to create bespoke certificates for members, as well as creating digital assets for socials and press. We took the decision to move announcements to early 2022 to provide members with full details of the impact of their donations; including details on individual Energy

Revolution partners as well as miles and tonnes of carbon balanced, number of trees planted and acres of threatened ecosystem protected.

Governance

In 2021 the board appointed its second female Chair, industry sustainability expert Liz Warwick. As a qualified chartered surveyor (MRICS), BREEAM AP and assessor, RICS Ska rating assessor, WELL AP, Fitwel Ambassador and Energy Consultant, lead for sustainability at Cambridge Folk Festival, and Vision: 2025 steering group member, she brings a wealth of experience and expertise to the board.

Wayne Lee remains as Treasurer. He is an ACCA qualified accountant with nearly 30 years' experience in the profession, starting in practice before moving into industry with both SMEs and large multi-national companies, within different sectors. In 2019, he studied sustainability with Harvard Business School online, to further his understanding within this area, knowing that finance can play an important role in this critical issue. ecolibrium are delighted to have Wayne's expertise in this role.

In 2021 ecolibrium changed its banking to Triodos in a move to completely divest from fossil fuels.



Photo // Renewable Energy Wind turbines

⑥ LEGAL & ADMINISTRATIVE INFORMATION

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31 December 2021.

Reference and administrative details

Registered charity name	The Festival Energy Revolution LTD trading as ecolibrium
Charity registration number	1171961
Company registration number	09727842
Principal office and registered address	Kambe House 34 Portland Square Bristol BS2 8RG UK

Trustees

R F Bond
E R Gillespie
C S Johnson
B D Robinson
C Rutherford
T Smallwood
W Lee
G J D MacVoy
G J Brown
E J Warwick

Independent examiner

Paul Cridland FCA
61 Macrae Road
Ham Green
Bristol
BS20 0DD

7 FINANCIAL REVIEW

During the year, the charity generated a surplus of £2,394 (2020: deficit of £7,330). The statement of financial activities in section 8 gives further information on the income received and expenditure incurred. At the year-end unrestricted funds totalled £195,565 (2020: £193,171) of which £16,848 (2020: £17,269) represented free reserves.

8 STATEMENT OF FINANCIAL POSITION

Year ended 31 December 2021

	Note	2021 (£)	2020 (£)
Fixed assets			
Programme related investments	12	202,502	200,090
Current assets			
Debtors	13	2,559	2,468
Cash at bank and in hand		27,729	27,827
		30,228	30,295
Creditors: amounts falling due within one year	14	18,278	5,056
Net current assets		12,010	25,239
Total assets less current liabilities		214,512	225,329
Creditors: amounts falling due after more than one year	15	18,947	32,158
Net assets		195,565	193,171
Funds of the charity			
Unrestricted funds		195,565	193,171
Total charity funds	16	195,565	193,171

For the year ending 31 December 2021 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

9 FINANCIAL ACTIVITY

The Festival Energy Revolution

Company Limited by Guarantee

Statement of Financial Activities

(including income and expenditure account)

Year ended 31 December 2021

			2021	2020	2020
	Note	Unrestricted funds (£)	Unrestricted funds (£)	Total funds (£)	Total funds (£)
Income & endowments					
Donations and legacies	5	27,458	27,458	76,002	-
Investment income	6	9,855	9,855	7,455	-
Total income		37,313	37,313	83,457	-
Expenditure					
Expenditure on raising funds:					
Costs of raising donations and legacies	7	936	936	9,442	-
Expenditure on charitable activities	8	33,983	33,983	81,345	-
Total expenditure		34,919	34,919	90,787	-
Net income and net movement in funds		2,394	2,394	(7,330)	-
Reconciliation of funds					
Total funds brought forward		193,171	193,171	200,501	-
Total funds carried forward		195,565	195,565	193,171	-

The statement of financial activities includes all gains and losses recognised in this year. All income and expenditure derive from continuing activities.

BOARD OF TRUSTEES



Liz Warwick
Lansdowne Warwick,
Sustainability Consultant



Chris Rutherford
Boomtown, Co-founder
& Director



Wayne Lee
Financial Controller



Ben Robinson
From the Fields,
Company Director



Tom Smallwood
Chai Wallahs,
Director



Ed Gillespie
Author, Director
Greenpeace UK



Graham Brown
Brown Fox Comms,
Director



Graham MacVoy
GMC Events, Managing
Director



Chris Johnson
Shambala Festival, Co-founder
and Sustainability Lead



Rick Bond
My Favourite Holiday
Cottages, Director

11 THANK YOU

As a small and growing charity, ecolibrium has been able to exceed expectations thanks to the active support and involvement of our members, partners, trustees, industry organisations and sponsors. We want to thank everyone involved for everything that has been done to help us get to this stage. Together we are making a valuable contribution to better environmental practices and showing leadership in responding to the climate crisis.

Special mention in 2021 goes to several members and partners who have been critical in reaching this point.

- Kambe Events, producers of Shambala festival, who continue to provide office space for the staff team on a pro-bono basis
- Abi Moores, Project Manager of ecolibrium since 2018 who moved on in June 2021 after overseeing huge growth and development for the charity
- Digitwell for their hard work and expertise in developing the ecolibrium's Travel Log App
- Our excellent board of Trustees who support our work in so many ways
- Cube Modular as our first corporate partner in 2021
- StandOut Magazine and Access All Areas for their generous coverage
- And a huge thank you to all of the ecolibrium members for their ongoing support

