

# ECOLIBRIUM 2023

Tackling travel impacts in live events:  
Information pack for events





## ABOUT ECOLIBRIUM

ecolibrium is an events industry response to the climate crisis - set up by organisations working at the forefront of the festival and events world.

**Our vision: Events united in environmental restoration**

We're a community with over 150 festival and event organisers, suppliers, artists and music companies, taking action to reduce and mitigate our impacts on the environment, safeguard the future of live events, and have a positive impact on event-goers and the planet.

We believe that reducing emissions and supporting climate solutions is vital, but our aims are more ambitious; the live events industry has the potential to educate and inspire millions of people each year to drive positive change.

**Our mission: Moving low-carbon travel into the heart of live events culture**

On average, 80% of an events' carbon footprint comes from travel. That's why ecolibrium supports the events community to measure, reduce and mitigate travel emissions – working with crew, suppliers, artists and audiences.



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

**T**AKE ACTION >

ecolibrium provides knowledge, tools and direction

**I**NSPIRE OTHERS >

Share positive stories and use our voice for change

**P**OSITIVE INVESTMENT >

Invest in climate solutions to balance unavoidable emissions



## Our impacts to date



46,639

TREES PLANTED



16,917

ACRES RAINFOREST  
PROTECTED



10

RENEWABLE ENERGY  
PROJECTS



32,771,257

TRAVEL MILES BALANCED



# 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](#), our Travel Carbon Calculators and Audience Travel Analysis Tool.

Once a plan has been put in place to create a reduction in travel emissions, ecolibrium supports event organisers to help audiences invest in ecosystem regeneration to balance unavoidable emissions, via ecolibrium's climate solutions programmes; Energy Revolution or Trees+.

We help you celebrate your positive climate investment with your stakeholders, with news of how their donations are supporting our project partners to support community-scale ecosystem regeneration and renewable energy generation.

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

**T**AKE ACTION >

**I**NSPIRE OTHERS >

**P**OSITIVE INVESTMENT >



## DONATIONS FAQ

### How do events collect travel balancing donations from audience members?

Donations can be:

- Added to the cost of tickets or vehicle passes
- Included in the ticket price
- Added at point of ticket sale as an opt out/in donation

### How much should the carbon balancing donation be?

This is totally up to you. We advise you:

- Base the price on the average distance travelled to an event using our Travel Log Tool – you can ask the ecolibrium team for help with this
- Consider an amount that works for your audience
- If you build our travel carbon calculator, then the amount will be automatically calculated based on the no. miles per ticket buyer.

### How does ecolibrium collect donations from events?

- On a quarterly, twice-annual, or annual basis, you can tell us the tCO<sub>2</sub>e or monetary amount that you would like to donate and we will submit an invoice.
- You will need to tell us which climate solutions programme you would like to donate the funds towards; Trees+ or Energy Revolution.

### What about company, crew and artist travel ?

- You can measure, record and carbon balance travel for office staff and production teams by logging travel in our Travel Log Tool, which is provided to all ecolibrium members

# TREES+

Trees+ invests in forest protection, ecosystem regeneration and support for communities on the frontline of climate change and in areas that are in need of funding to rewild and protect nature.

Full details of the programme and all projects supported - [Trees+ programme](#)

Cost to balance: £25 per tonne of CO2



## 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



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

Shoa Ehsani, UN Sustainability Officer

# ENERGY REVOLUTION

Supporting the transition to a low-carbon economy is vital.

100% of Energy Revolution donations go to projects that generate clean renewable energy, benefitting communities and promoting grid decarbonisation. Some of the projects we've supported so far:

- 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](#)

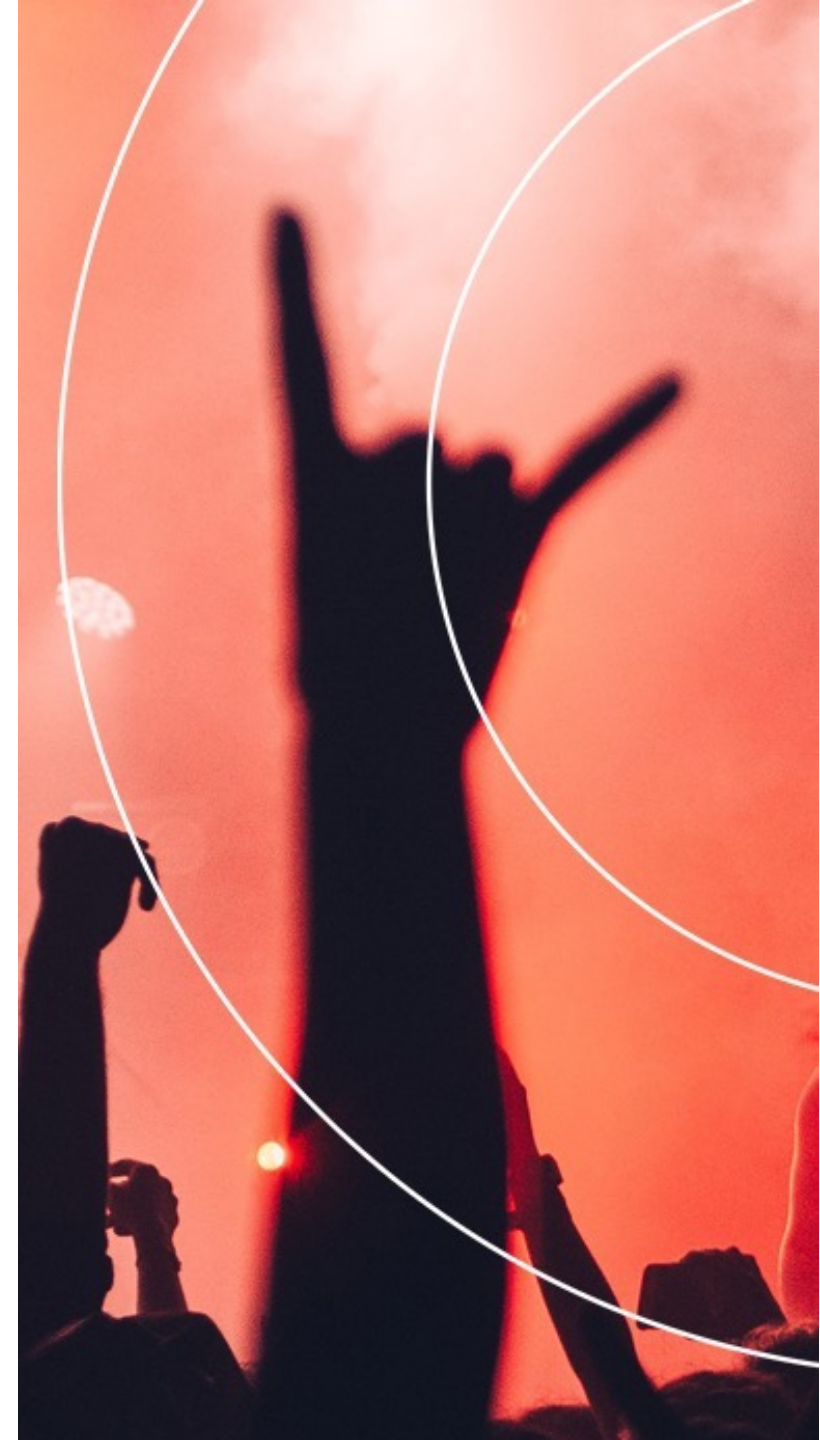




# MEMBERSHIP DETAILS

## 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
- Discounted environmental and B-Corp consultancy – with a team of experienced consultants specialising in sustainable events
- Marketing support – including content, logos and project case studies
- Discounted carbon literacy training for your team.



# Events united in environmental restoration

Join us to:

- Demonstrate that **your company is climate 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 **live event 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.
- 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





 **ecolibrium**

THANK YOU

Via our website: [www.ecolibrium.earth](http://www.ecolibrium.earth)

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    @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