



ecolibrium

ANNUAL REPORT 2022

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

Report and Financial Statements for the Year Ended 31st December 2022

Charity number 1171961 | Company number 09727842



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OUR NEW MISSION STATEMENT

OUR VISION

EVENTS UNITED IN ENVIRONMENTAL
RESTORATION

AND MISSION

TO MOVE LOW-CARBON TRAVEL INTO
THE HEART OF LIVE EVENTS CULTURE



PHOTO // HOME FARM

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.

As a community of over 150 festivals, suppliers, and industry organisations over these years, we have now collectively invested £471,014.05 in community-scale renewable energy, forest protection, tree planting, ecosystem regeneration, and communities most affected by climate change.

We have bounced back from the low activity of the pandemic, and the community is growing again, with 17 new members in 2022. Our industry profile is also growing, with more partnerships (for example, Music Declares Emergency, UK Festival Awards, Festival Insights), conferences, and media features. This year's corporate partnership with Sunbelt Rentals, one of the largest infrastructure companies in the sector, and a leader in sustainable strategy, has been a great success, and a partnership for 2023 is already secured.

In January 2022, we took a step back to consider positioning and long-term strategy. The landscape for our work continues to be dynamic, and not without challenge in terms of imperfect international carbon offsetting standards, public perception of nature investments (particularly tree planting as a mechanism for offsetting), and a lack of robust measurement and reporting of emissions in the sector.

In response, we have pivoted away from 'miles balanced' and 'net zero' as leading concepts, toward an approach and language that focuses on positive investments that lead to environmental restoration. This represents the collective commitment to invest in our future as a live events community, and steps away from the complexity of 'offsetting'. Our new vision and mission statement reflect this, and we also remain resolutely committed to supporting members to measure, report and reduce impacts with our tools and resources. Our new 2030 strategy is focused on three impact goals:

- Establish best practice – define and normalise best practice for low carbon travel and transport in the live events sector.
- Build a community taking measurable action – build a community of members on a clear path to a 50% reduction in travel emissions by 2030.
- Invest £1m+ in nature and climate projects - restoration and protection of ecosystems, positive social impact, renewable energy, and carbon mitigation.

From humble beginnings, ecolibrum is now firmly established in the live events sector, growing, and has vigour in its mission and vision.

I am very happy to present to you the 2022 Annual Report.



Chris Johnson, CEO ecolibrum, May 2023

2022 IN NUMBERS

100+ MEMBERS

12 CLIMATE PROJECT PARTNERS

3882 ACRES RAINFOREST PROTECTED

6,600 TREES PLANTED

14M TRAVEL MILES BALANCED

4,873 TONNES CO₂E BALANCED

£113,644.37 INVESTED

ECOLIBRIUM ALL-TIME NUMBERS



**33 MILLION EQUIVALENT TOTAL
TRAVEL MILES BALANCED TO DATE**

**£471,010.05 INVESTED IN
REGENERATION PROJECTS**

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.'

The scope of ecolibrium's mission

ecolibrium works 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.

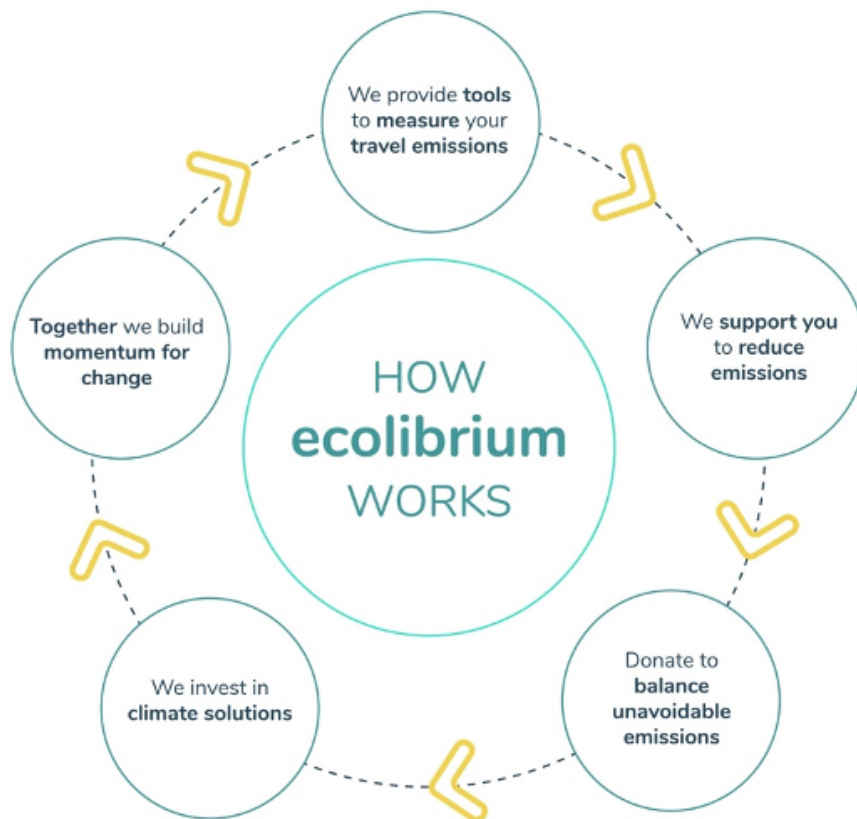


PHOTO // ENERGY GARDEN

4. OUR PROGRAMMES

ecolibrum provides advice about sustainable travel and the tools and inspiration to take action to measure and reduce impacts.

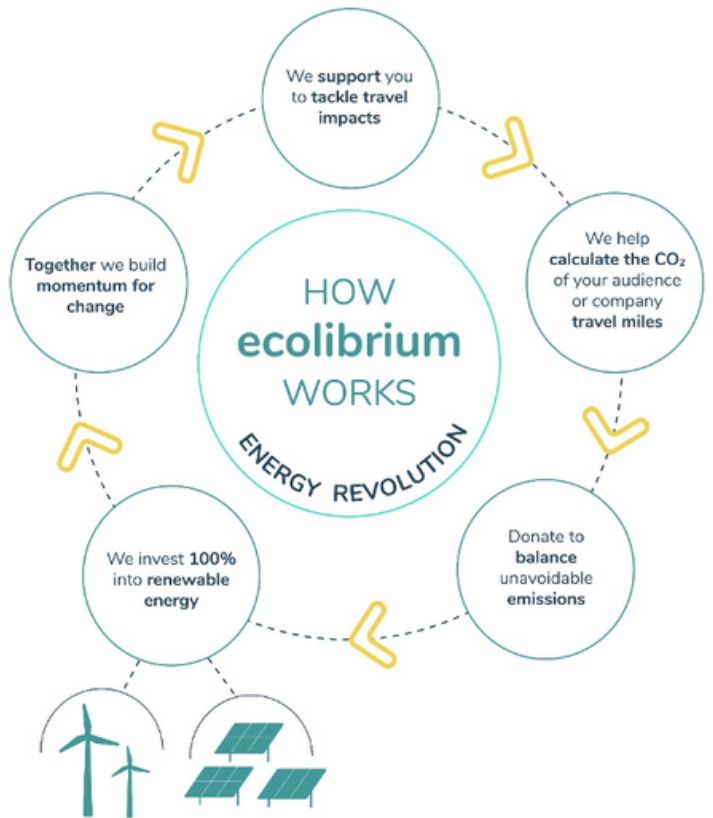
Our two core programmes, Energy Revolution and Trees+, also provide options to invest in climate solutions to balance unavoidable emissions through community renewable energy generation and ecosystem protection and regeneration.



Energy Revolution is our renewable energy focused programme.

We provide our members with resources to approach travel more sustainably, and with tools to measure their emissions. We support members to collect carbon-balancing donations from audiences to address unavoidable travel emissions.

ecolibrum then invests 100% of these donations to community-scale projects that generate clean renewable energy and provide multiple social benefits.



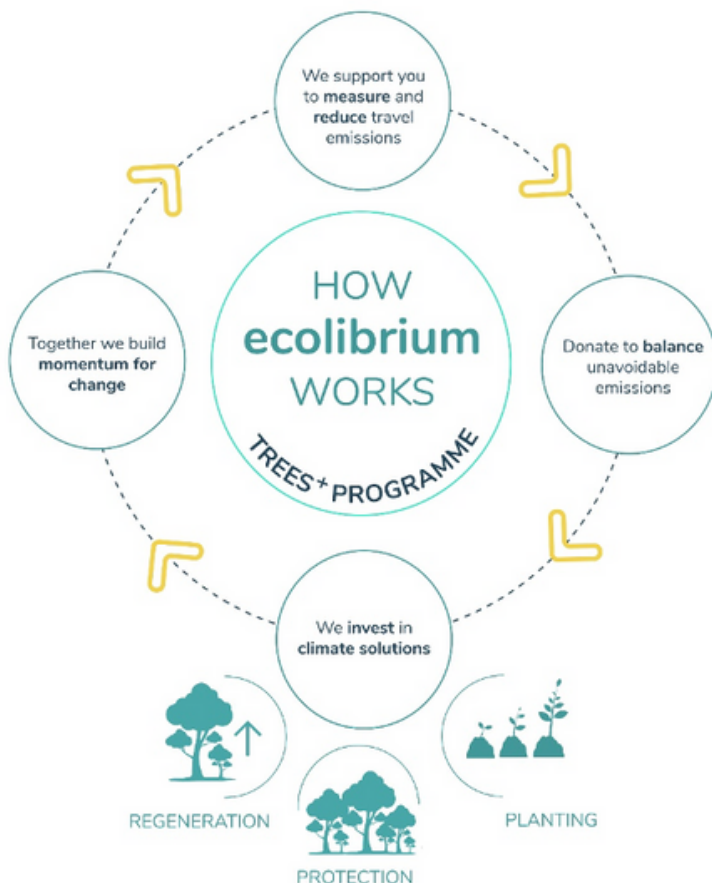
Trees+ is ecolibrum's dedicated ecosystem regeneration programme:

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

Since launching the programme in 2019, we have invested £78,549 with three partners.



5. ACHIEVEMENTS & PERFORMANCE

Overview

In 2022 ecolibrium continued to focus on re-engaging and building relationships with members after the disruption of the pandemic, returning to impact and Income levels achieved pre-covid. In 2022, 4,873 tonnes of CO₂e were balanced compared to 1,342 in 2021, representing a tripling, with the associated number of 'equivalent miles balanced', increasing from 6.3 million in 2021 to 19.3 in 2022. However, our success is not adequately measured only by miles balanced, but rather by the impact of investments; all of the impact metrics reported by partners have increased year on year.

Refreshing our vision, mission and branding

An exciting development this year has the opportunity to revisit our vision and mission statements, with the support of trustee and creative guru Ed Gillespie. After seven years since the charity's foundation, and with so much change in the environmental space, it was time to reflect on our impact, positioning, language and approach. Moving away from language centred on carbon and net zero (which events find it difficult to engage with), and toward 'the world we want to be part of creating', we have encapsulated our vision in the theme of restoration, and we believe, articulated more clearly the purpose of ecolibrium in our new mission statement – to move low-carbon travel into the heart of live events culture.

Alongside the new vision and mission statement, we developed beautiful new branding, launched alongside the new Sustainable Travel Guide for Artists and the Music Industry on Earth Day. This new visual identity is slowly working its way across our communications and assets.





Reaching into the Music Space

A key element of strategy in 2022 was to test the appetite for ecolibrium's services in the music space, a concerted step beyond the focus of live outdoor events for the charity.

Activities included:

- Continuing to work with Universal Music (UK) to balance staff travel miles.
- Releasing the first edition of the Sustainable Travel Guide for Artists and the Music Industry on Earth Day, in collaboration with Music Declares Emergency (MDE) and their Climate Action Pack.
- Advising AEG (North America team) on a strategy and tools to measure travel impacts across venues and events.

The guide was well received, but we have learnt over the year that we do not have the resources to expand with impact into a new space with our current resources.

In addition, partners such as Music Declares Emergency are doing such great work with artists, that we prefer to position ourselves in support of their work. ecolibrium will stay focused on live events – it's what we know and do well, and putting our energy in this space delivers more impact.



Corporate Partner

Sunbelt have been a valuable partner for ecolibrium in 2022: Their holistic approach to sustainability, both in terms of their operational impacts and services to clients, is pioneering, and we continue to work with them on their travel strategy.

Working with suppliers

We supported more suppliers in 2022- rising to 59 members - to support them to measure and work on strategies to reduce emissions.

In 2022, we also continued to work with all the major festival coach suppliers; SMC coach travel, Tuned in Travel and The Big Green Coach, to balance coach travel to festivals booked through their nationwide coach services. Collectively they are demonstrating best practice as a travel sub-sector and should be applauded.

Renewable Energy Partners

In 2022, we continued to work with inspirational partner Energy Garden London, a community-owned renewable energy project.

This is a truly inspirational and multi-faceted project that we have committed to remain with into 2023 as the Energy Revolution project partner. A typical project size of 250 kWp generates around 270 MWh of electricity and saves around 57,000 tonnes of CO2 each year. The revenue from these solar projects supports the development and maintenance of community gardens across the London Overground, bringing benefits to the environment, commuters and local people.

Find out more [here](#).



PHOTO // SUNBELT RENTALS

We now have investments with 10 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

In 2022, we collectively raised a total of **£60,941.92** 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.

So far, ecolibrium members have collectively planted 46,708 trees and protected more than 16,453 acres of rainforest.

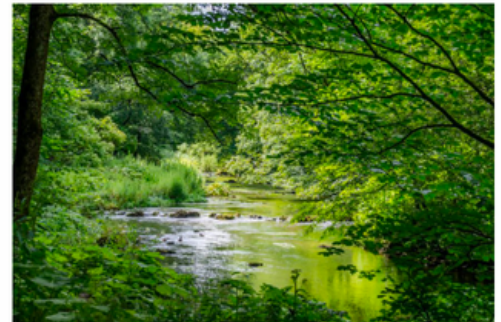
We are working with 5 regenerative projects across the world:



Rainforest Trust



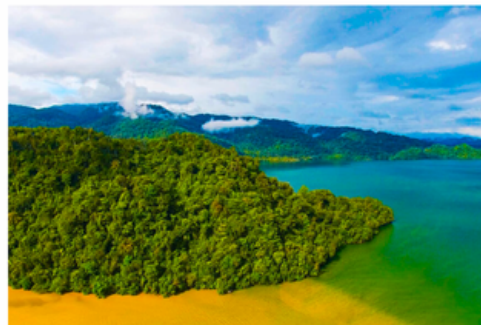
Temwa



UK Woodland Tree Planting



Forest Conservation,
Indonesia



Coast and Forest Conservation,
Guatemala



Press & Marketing

In 2022 ecolibrium revisited and refreshed its vision and mission statements, as well as our language and reporting framework. We have encapsulated our vision in the theme of restoration and articulated our mission: 'To move low-carbon travel into the heart of live events culture' – more clearly. This change has seen a redevelopment of our website and branding, which has carried through all of our comms, from socials to press releases.

Key Campaigns & Partners:

Sustainable Travel Guide for Artists and the Music Industry launched, Earth Day 2022.

We developed a partnership with Music Declares Emergency, with extracts of the guide pre-released in their Music Climate Pack (Jan 2022) and a panel appearance at their 'Music Climate Blow Out' conference, where we joined the discussion with **A Greener Future** and **Client Earth**. The event helped to forge new links with charity **Earth Percent** and put us on their ecosphere map of climate action in the music industry, with the potential for future income from their funding model.

We joined 1% for the Planet as an environmental charity partner meaning we can receive funding from their business partners - including our member, Ourea Events.

Awards

IQ Green Guardian Winner 2022

Our new guide was featured in IQ Magazine, and led to ecolibrium winning a Green Guardian 2022 award in October.

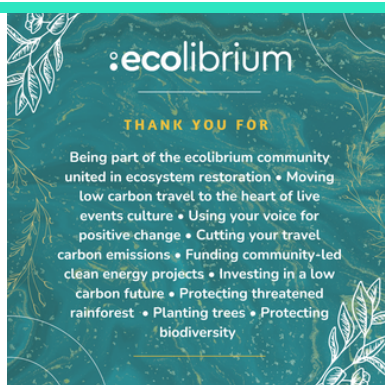
Events

With our vision reframed around events united in environmental restoration, we spoke at several industry events on the importance of measuring & reducing emissions from travel, including the AFO conference, and Event Buyers Live, and we were a panel sponsor at Vision: 2025's Sustainable Event Summit.

Focus on environmental restoration

ecolibrium has always measured its impacts in miles balanced and tonnes of CO2, but over the year our day-to-day communications took more of a focus on sharing the wider positive impacts of our project partners. With blogs and posts sharing impacts in terms of people, planet and profit: how initiatives are meeting UN sustainability goals, addressing climate justice and support for communities rather than simply in miles or emissions.

PROUD TO BE VOTED A
GREEN GUARDIAN OF THE
LIVE MUSIC INDUSTRY



ecolibrium
Tackling Travel Impacts



ecolibrium 'Direction of
Live Events' Panel Sponsor

VISION 2025 & FUTURE
Festival Tools

Present
SUSTAINABLE
EVENTS
SUMMIT
2022

19TH OCTOBER
THE SHOWMAN'S
SHOW

ecolibrium
Tackling Travel Impacts

End of year Campaign

We celebrated 2022 donations with press, partners & members:

“ecolibrum doubles reach and positive impact in 2022”

- Industry press: Standout, AAA, Festival Insights, Power of Events Access All Areas
- News shared by members + partners blogs, Ticketpass Festival Flyer, Julie’s Bicycle, Rainforest Trust, Temwa, Energy Garden
- 50% increase in engagement across Instagram.



Governance

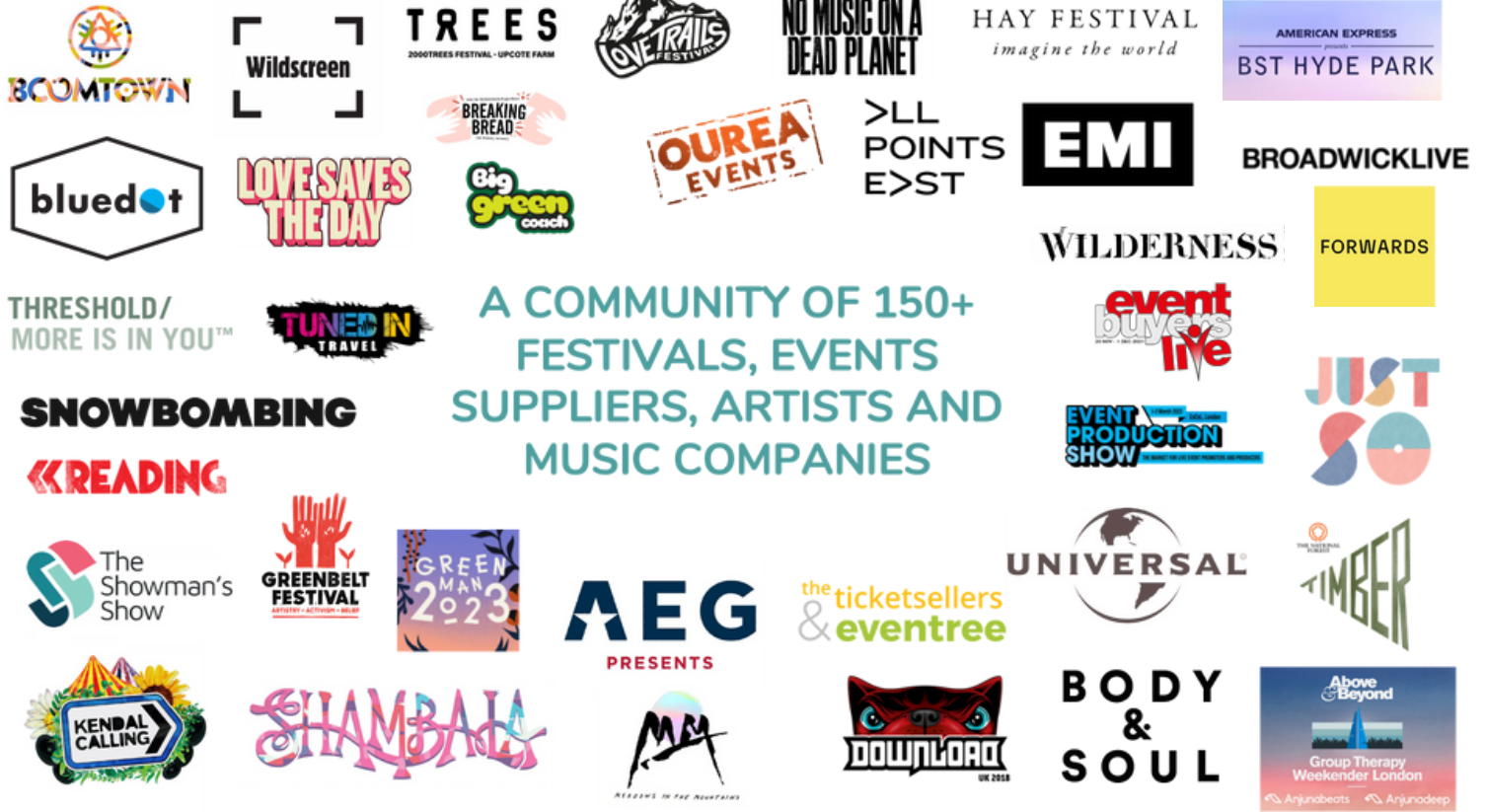
Industry sustainability expert Liz Warwick remains Chair of the Trustees. As a qualified chartered surveyor (MRICS), BREEAM AP and assessor, RICS Ska rating assessor, WELL AP, Fitwel Ambassador and Energy Consultant and Sustainability Lead at Cambridge Folk Festival, she brings a wealth of experience 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 multinational companies, within different sectors. In 2019, he studied sustainability at Harvard Business School online, to further his understanding in this area, knowing that finance can play an important role in this critical issue. ecolibrum is delighted to have Wayne’s expertise in this role.



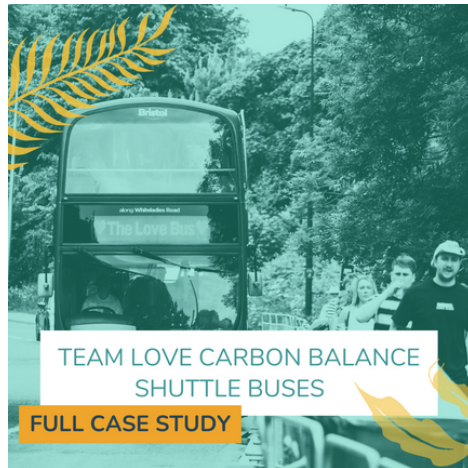
PHOTO / SHAMBALA FESTIVAL

OUR MEMBERS



A COMMUNITY OF 150+ FESTIVALS, EVENTS SUPPLIERS, ARTISTS AND MUSIC COMPANIES

SHARING INSPIRATIONAL CASE STUDIES



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 2022.

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. STATEMENT OF FINANCIAL ACTIVITY

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 ending 31 December 2022.

Reference and administrative details:

Year ended 31 December 2022

	Note	2022 Unrestricted funds (£)	2021 Total funds (£)	2021 Total funds (£)
Income and endowments				
Donations and legacies	5	118,858	118,858	27,458
Investment income	6	8,974	8,974	9,855
Total income		127,832	127,832	37,313
Expenditure				
Expenditure on raising funds:				
Costs of raising donations and legacies	7	756	756	936
Expenditure on charitable activities	8	40,234	40,234	33,983
Total expenditure		40,990	40,990	34,919
Net income and net movement in funds		86,842	86,842	2,394
Reconciliation of funds				
Total funds brought forward		195,565	195,565	193,171
Total funds carried forward		282,407	282,407	195,565



8. 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 7 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.

9. STATEMENT OF FINANCIAL POSITION

Year ended 31 December 2022

	Note	2022 £	2021 £
Fixed assets			
Programme related investments	12	215,727	202,502
Current assets			
Debtors	13	2,048	2,559
Cash at bank in hand		88,456	27,729
		90,504	30,288
Creditors: amounts falling due within one year	14	16,493	18,278
Net current assets		74,011	12,010
Total assets less current liabilities		289,738	
Creditors: amounts falling due after more than one year	15	7,331	18,947
Net assets		282,407	195,565
Funds of the charity			
Unrestricted funds		282,407	195,565
Total charity funds	16	282,407	195,565



10. BOARD OF TRUSTEES

Chair: Liz Warwick (Sustainability Consultant, Lansdowne Warwick)
Treasurer: Wayne Lee
Governance Lead: Rick Bond
Communications Strategy Lead: Ed Gillespie (Author, Director Greenpeace UK)
Supplier Strategy Lead: Graham MacVoy (GMC Events)
CEO: Chris Johnson (Co-founder Shambala Festival)
Industry PR Advisor: Graham Brown (Brown Fox Comms)
Festivals Expert: Ben Robinson (Founder-director, From the Fields)
Festivals Expert: Chris Rutherford (Co-founder & Director Boomtown)
Sustainability in Music: Tom Smallwood
Touring Expert: Jamal Chalabi (Backlash Productions)
Fundraising Lead: Jessica Parish (Business Development Expert)



Ed Gillespie



Graham Brown
Brown Fox Comms, Director



Graham MacVoy
GMC Events, Managing Director



Ben Robinson
From the Fields, Company Director



Chris Johnson
Shambala Festival, Co-founder and
Sustainability Lead



Wayne Lee
Financial Controller



Rick Bond
My Favourite Holiday Cottages,
Director



Tom Smallwood
Chai Wallahs, Director



Liz Warwick
Lansdowne Warwick,
Sustainability Consultant



Chris Rutherford
Boomtown, Co-founder and
Director



Jamal Chalabi
Tour and Production Manager,
Backlash Productions



Jess Parish
Head of Business Development,

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 in the sector, investing in restoration, and showing leadership in responding to the climate crisis.

Special mention in 2022 goes to several members and partners who have been critical in reaching this point.

- Andrew at DigitWell for his work and expertise on the ecolibrium App
- Our excellent board of Trustees, who support our work in so many ways
- Sunbelt as our corporate partner
- StandOut Magazine, Festival Insights and Access All Areas for their generous coverage
- The TicketSellers for continuing to play a significant role as a partner, and for being pioneering in their approach
- Jessica Parish, new trustee, for her support in fundraising
- Garrett Creative for their support in developing the new brand
- Our two amazing team members; Naomi Lawson, Project Manager, and Bethan Riach, Communications Manager, whose dedication and skills make the project possible.
- Liz Warwick and Wayne Lee for their active input in their roles as Chair and Treasurer and in the investment subcommittee.
- Fay Milton and Lewis Jamieson at Music Declares Emergency, for their supportive partnership working.

And a huge thank you to all of the ecolibrium members for their ongoing support. We [you] are the ones we've been waiting for.

