



ecolibrium

ANNUAL REPORT 2023

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

Report and Financial Statements for the Year Ended 31st December 2023

Charity number 1171961 | Company number 09727842



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ECOLIBRIUM VISION & MISSION STATEMENT

VISION

EVENTS UNITED IN ENVIRONMENTAL
RESTORATION

MISSION

MOVING LOW-CARBON TRAVEL INTO THE HEART
OF LIVE EVENTS CULTURE



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 festival sector in reducing the environmental impacts of travel - the industry's most significant impact.

As a community of festivals, suppliers and industry organisations, we have learnt a great deal about how to reduce emissions, shared that widely through reports resources and tools, and while on that journey, collectively invested an amazing £650,000 in community renewable energy, forest protection, tree planting, ecosystem regeneration and communities whose lives are being severely impacted by climate change.

This year's corporate partnership with You.Smart.Thing has enabled us to work with and support an innovative tech-driven online route planner service, to help event-goers plan travel and donate to our climate action funds. The partnership has been positive for both parties, and we anticipate this will continue to be a valuable relationship going forward.

Our vision and mission statements reflect our core purpose of supporting members to measure, report and reduce impacts with our tools and resources. We have now embarked on an exciting journey to rename and rebrand the charity to reflect this focus.

Our 2030 strategy is focused on three impact goals:

- Establish best practice – define and normalise best practices 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.

During 2023, we have worked closely with a core group of members to better understand the data required for robust carbon footprinting, how to collect this more easily, and how this can be used to develop our tools and guidance.

As we look forward to 2024, we will focus on gathering data to establish industry benchmarks, working with partners to build online tools for the industry, and onboard new members, and an exciting rename and rebrand.

I am very happy to present to you the 2023 Annual Report.



Chris Johnson, CEO ecolibrum, May 2024



:ecolibrum

2023



£188,000 invested in environmental restoration



19,000+ trees planted to regenerate ecosystems & create livelihoods



1 community-benefit renewable energy project funded



5,200+ acres of threatened rainforest protected to sink carbon & preserve biodiversity



For the 2023 end-of-year impact campaign we moved away from a focus on “miles balanced” (i.e. total CO₂e balanced compared to the number of travel miles).

Instead, we focused on our members’ and partners’ collective impacts in terms of environmental restoration, creating community and helping events take climate action and connect with their audiences by using the platform of festivals and events to inspire system change. This move highlights our commitment to focus on supporting our members to reduce travel emissions as a first step and make climate investments that support ‘People and Planet’ first.

ECOLIBRIUM IMPACT REPORTING IN 2023

The shift in focus in sharing and celebrating our collective impacts has led us to include reporting on:

- Number of members engaged
- Total financial investment in figures ££
- Total number of audience members reached.



160+ members - a community of live events and music industry companies



£659k+ invested in environmental restoration



65,880 trees planted to regenerate ecosystems & create livelihoods



10 community-benefit renewable energy projects funded



21,700 acres of threatened rainforest protected to sink carbon & preserve biodiversity



620,000+ event audience donations channeld to climate action 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

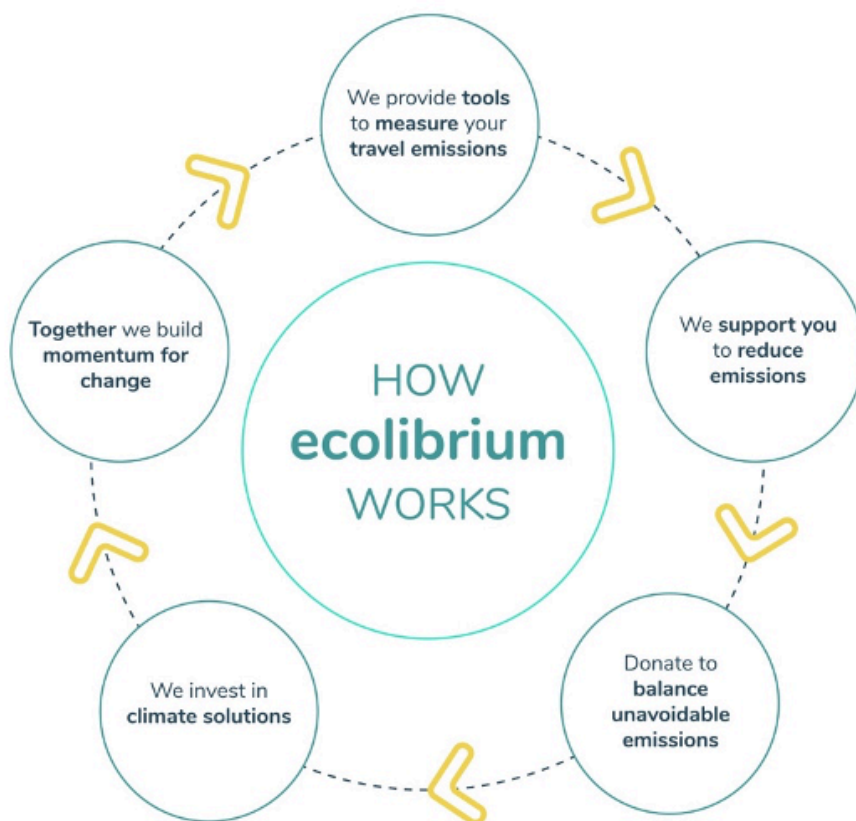
ecolibrium works with everyone in the live events industry to respond to the climate crisis. We are a rapidly growing community of events, festivals, suppliers, artists and music companies taking action to reduce the environmental impacts of travel, the largest source of emissions from live events. The premise of our work is that we are more effective together, pooling experience expertise and resources to move forward as an industry.



4. OUR PROGRAMMES

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

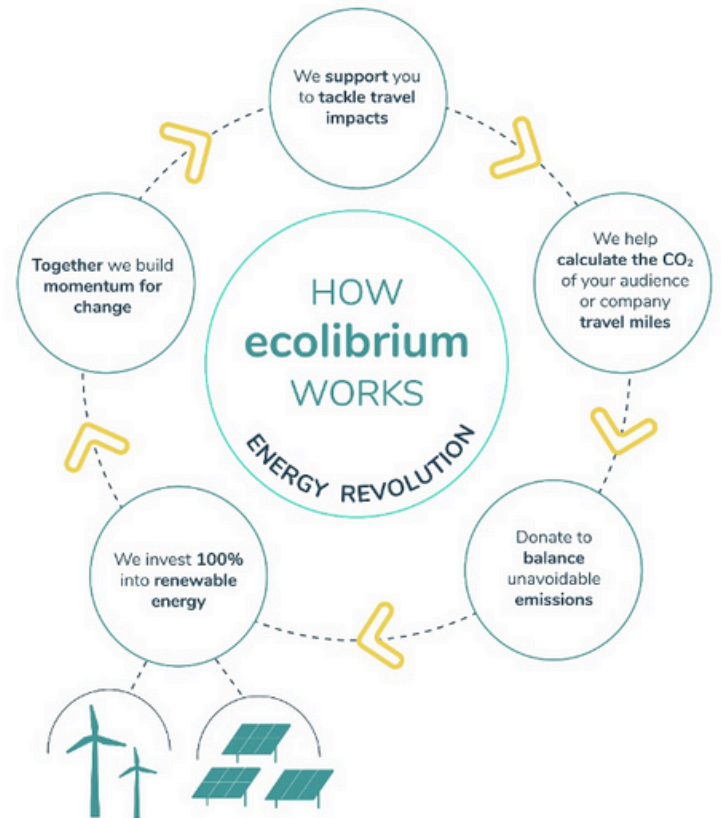
Our two climate action funds, Energy Revolution and Trees+ have been designed for event organisers and their audiences to harness the power of their events and communities to make a positive impact on the planet.



Energy Revolution is our renewable energy programme.

Members are supported to collect climate investment donations from audiences to address unavoidable travel emissions.

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



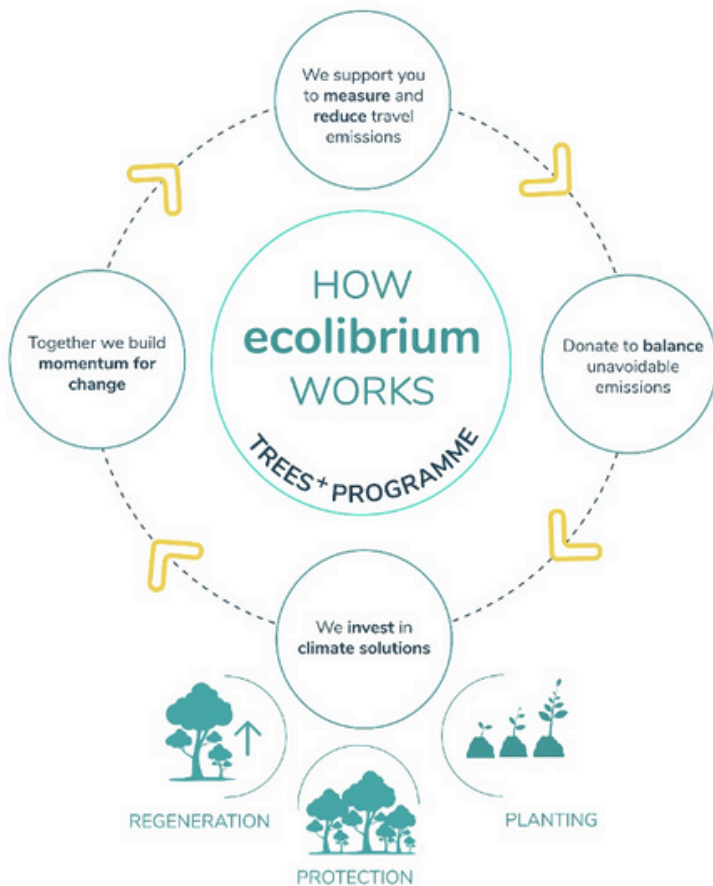
Trees+ is ecolibrum's dedicated ecosystem regeneration programme:

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 £259,402 with three partners.



5. ACHIEVEMENTS & PERFORMANCE

Overview

In 2023, the ecolibrium community's total climate fund increased by over 67% from £113,644 in 2022 to £190,024. This total figure was based on donations to ecolibrium's Energy Revolution and Trees+ programmes.

Donations to Trees+ totalled £64,428.38, an increase of 5.7%, whereas donations to Energy Revolution decreased 23% from £52,702 to £40,587, reflecting our decision to support our festival members to choose either programme, where previously festival member donations were channelled to Energy Revolution.

We supported our environmental partners to plant three times more trees than in 2022, from 6600 to 19,602, by channelling more donations to the Trees+ programme with focus on ecosystem regeneration and livelihood creation for communities through reforestation. Similarly, the acres of threatened rainforest that we collectively protected increased from 3,882 to 5,385 - a 38.7% increase.

Donations to our Energy Revolution programme were invested with inspirational partner Energy Garden (London). We received a loan repayment from Bristol Energy Coop (BEC) in 2023, which has been re-invested.



Introducing the ecolibrium+ pioneers pilot

In 2023, we launched our 'ecolibrium+' pilot and worked with a selection of core members to trial a best practice approach to supporting our community of events to tackle travel emissions. This involved a commitment from the pilot events to use ecolibrium's tools, templates and guidance to:

- **Collect event travel data, including scopes 1-3**
- **Create a travel emission reduction roadmap**
- **Finance climate action by adding a mandatory climate contribution (based on their average audience travel impacts) into the cost of vehicle passes or tickets.**

The process is designed to help members engage more easily with our mission and vision and commit to both making carbon reductions and raising funds for climate action. We plan to continue to work with these core members and expand the pilot in 2024.

ecolibrium+ supports our mission: Moving low-carbon travel to the heart of live events culture by engaging our members in collecting tangible data and recording year-on-year progress to create effective reduction strategies.

ecolibrium+ supports our vision: Events united in environmental restoration - adding a mandatory climate contribution will vastly increase audience engagement and our capacity to invest in climate.





Corporate Partner

In 2023, ecolibrium welcomed corporate partner You.Smart.Thing, whose wayfinding travel platform and curated plans nudge visitors towards net-zero travel (pictured below).

The partnership involved You.Smart.Thing integrating climate action donations via ecolibrium into their smart travel planning platform. This expanded the reach of our mission and vision through different sectors in the event industry.

Industry Event Partners

ecolibrium partnered with **The Event Production Show (1-3 March)** trialling the You.Smart.Thing travel planner and appearing on a panel at the event. Trustee, Graham Brown, represented ecolibrium on the “Sustainable Solutions Now” panel.

ecolibrium was once again a sponsor at the **Sustainable Event Summit (16 October)** and attended the morning roundtable session and industry networking lunch.

ecolibrium partnered with the **UK Festival Awards (December 23)** to introduce a new category by launching the first **Transport Impact Innovator Award**, to recognise events taking action on travel. ecolibrium’s founding member **Boomtown** won the 2023 award having taken the following steps to reduce travel:

- ➔ Encouraged audiences onto public transport
- ➔ Run a comms campaign around travel
- ➔ Measured CO2 in innovative ways
- ➔ Worked with suppliers/talent to cut travel.

Our partnership with the UK Festival Awards successfully raised the profile of best practices in sustainable travel strategy.

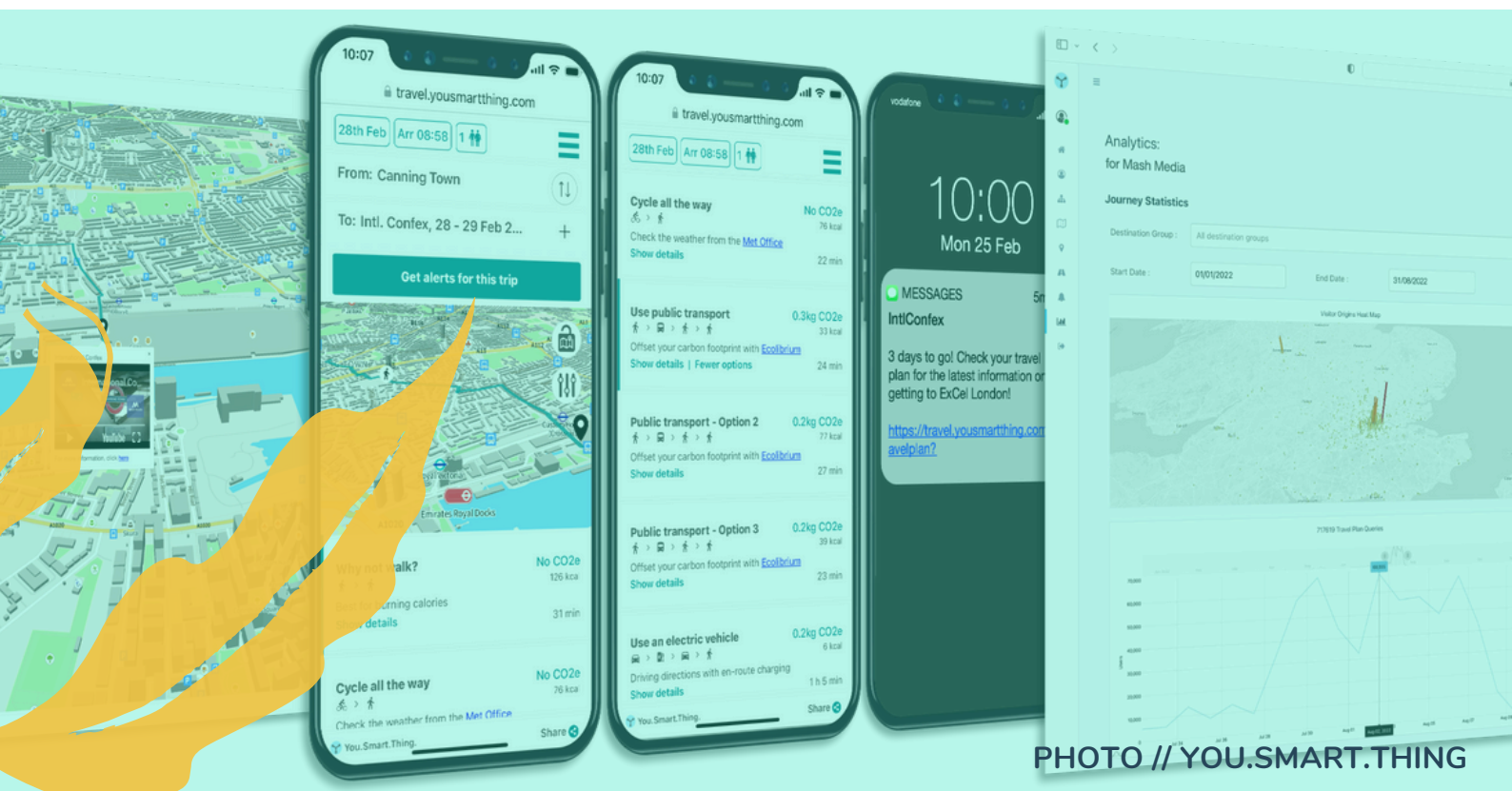


PHOTO // YOU.SMART.THING



Working with Suppliers and corporate events

In 2023, we continued to work with all the major festival coach suppliers; Big Green Coach, SMC coach travel, and Tuned in Travel, to 'carbon balance' coach travel to festivals booked through their nationwide coach services. We also worked with electric buggy provider Electric Wheels, another company helping events to cut emissions.

Through our partnership with **Isla** we also work with corporate event producers. Isla has its own set of measurement tools and reduction strategy advice for the corporate event sector and ecolibrium fulfils the climate finance element of their strategy. We have worked with Strata Creative, Chorus and Racoon Events to provide climate finance services for a number of their clients.

Working with Artists

Although ecolibrium's main focus is working with festivals, we are delighted to be working with artists and tour production companies as well.

In 2023, we worked with World Wise Touring and Nick Mulvey to raise climate funds from Nick Mulvey's tour, and worked with 5000 Management and Novo Amor in the same way.

Sporting Events

In 2023, ecolibrium maintained relationships with sporting event members who organise mass participation running and trail running events; including Ourea Events, Racoon Events and Threshold Sports. We also continued to work with Trail Running Scotland and welcomed Ultra-X, a company that organises ultra-marathons across the world.



We 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 2023, we collectively raised a total of **£64,428** 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 65,886 trees and protected more than 21,722 acres of rainforest.

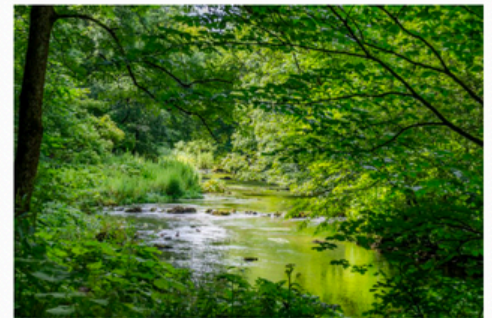
We are working with 5 regenerative projects across the world:



Rainforest Trust



Temwa



UK Woodland Tree Planting



Forest Conservation,
Indonesia



Coast and Forest Conservation,
Guatemala



Press & Marketing

In 2023 ecolibrium focused on sharing our vision and mission statements, as well as our language and reporting framework with our members. We updated our video to share with members as part of our end-of-year campaign and worked with key industry organisations to share ecolibrium's services and achievements.

Key Campaigns & Partners:

The new edition Green Travel and Transport Guide for Events was launched on the 18th of May. The guide was sponsored by Tuned in Travel and aimed to amplify our new brand mission and vision statements, celebrate our members through a series of inspiration case studies and update our best practice advice and guidance.

By the end of 2023 the guide had been downloaded by over 500 event professionals.

As part of the guide launch, we added "Inspiration" case studies to our website and featured these across socials throughout a month of the launch, along with key assets and resources from the guide.

Newsletters + Socials

Our newsletters continue to reach our community with an open rate of over 50% to our 300+ event member teams.

Our Instagram and LinkedIn page followers ended the year at just over 750 followers on each platform.

Member Events

ecolibrium ran two member webinars in association with the Association of Independent Festivals, extending our reach to their membership also and to the wider industry through our social channels.

On June 15th the first webinar helped to raise awareness of the latest guidance published in the Green Travel and Transport Guide.

The webinar of October 5th, also run in partnership with the AIF featured two of our climate action partners: The Rainforest Trust and Energy Garden London speaking about the positive impacts of our member's donations. Over 70 event professionals signed up to join each session and we recorded the webinar for watch on catch up.

Focus on restoration

ecolibrium historically measured impacts in miles balanced and tonnes CO2. With the introduction of our updated mission and vision our communications now focus on sharing the positive impacts of our project partners - with blogs and posts sharing impacts in terms of people, planet and profit.



Updated ecolibrium video

In 2023 we updated our video, making several versions: to share at conferences and events, for members to play on screens and shorter snippets for socials. We also created a version for our members to share as part of the end of year campaign which thanked them for their support.

Trustee, Ed Gillespie provided the voice over and our festival members kindly donated clips from previous events. Watch the video below.



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 of 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 of this area, knowing that finance can play an important role in this critical issue. ecolibrium is delighted to have Wayne's expertise in this role.



OUR MEMBERS



A COMMUNITY OF 160+
EVENTS, SUPPLIERS, ARTISTS
AND MUSIC COMPANIES

NEW MEMBERS IN 2023

In 2023 ecolibrium expanded our membership and welcomed new event organisers for Greenman Festival, Ultra X, Trail Running Scotland, AEG's Silverworks Island, Snowbombing and Broadwick Live worked with us across several new events throughout the year. We also gained new suppliers Harrier UK and food traders Nom Nom Ltd and artist Nick Mulvey through his touring company World Wise Touring.

Existing members who worked with us to cut travel impacts and to make climate investments were: 2000 Trees, AEG Presents (All Points East /British Summer Time Hyde Park), Big Green Coach, Bluedot, Boomtown, Edinburgh TV Festival, Electric Wheels, Festival of Thrift, Good Cause Travel, Green Events Co. Greenbelt Festival, Kambe Events (Shambala / Starry Skies), Kendal Calling, Novo Amor Tour, Ourea Events (four events), Raccoon Events (National Cycling Show / National Outdoor Expo / Run Show Boston / Run Show Chicago), Showman's Show, SMC Coach Hire & NCN, Strata Creative, Team Love (Forwards 2023 / Love Saves the Day), Threshold Sports (Race to the Stones / Race to the King / Endure Leeds / Endure Reading), The TicketSellers, TRO Media (Anthropy), Truck Festival, and Tuned in Travel.

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 2023.

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
J Parrish
J Chalabi

Independent examiner

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



PHOTO // 2000 TREES

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 2023.

Reference and administrative details:

Year ended 31 December 2023

		2023		2022
	Note	Unrestricted funds £	Total funds £	Total funds £
Income and endowments				
Donations and legacies	5	195,326	195,326	118,858
Investment income	6	7,346	7,346	8,974
Total income		<u>202,672</u>	<u>202,672</u>	<u>127,832</u>
Expenditure				
Expenditure on raising funds:				
Costs of raising donations and legacies	7	–	–	756
Expenditure on charitable activities	8	87,427	87,427	40,234
Total expenditure		<u>87,427</u>	<u>87,427</u>	<u>40,990</u>
Net income and net movement in funds		<u>115,245</u>	<u>115,245</u>	<u>86,842</u>
Reconciliation of funds				
Total funds brought forward		282,407	282,407	195,565
Total funds carried forward		<u>397,652</u>	<u>397,652</u>	<u>282,407</u>

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



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

31 December 2023

	Note	2023 £	2022 £
Fixed assets			
Programme related investments	12	255,187	215,727
Current assets			
Debtors	13	99,157	2,048
Cash at bank and in hand		64,532	88,456
		<u>163,689</u>	<u>90,504</u>
Creditors: amounts falling due within one year	14	<u>16,733</u>	<u>16,493</u>
Net current assets		<u>146,956</u>	<u>74,011</u>
Total assets less current liabilities		402,143	289,738
Creditors: amounts falling due after more than one year	15	<u>4,491</u>	<u>7,331</u>
Net assets		<u>397,652</u>	<u>282,407</u>
Funds of the charity			
Unrestricted funds		<u>397,652</u>	<u>282,407</u>
Total charity funds	16	<u>397,652</u>	<u>282,407</u>



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 2023 goes to several members and partners who have been critical in reaching this point.

- **Jon Blansard at Trago Studios for his work on the 2023 ecolibrium video and Trustee Ed Gillespie for providing script support and the voiceover.**
- **Our excellent board of Trustees, who support our work in so many ways.**
- **You.Smart.Thing, our innovative corporate partner for 2023.**
- **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.**
- **Lewis Silkins (Nigel, Lauren and team) for their invaluable advice and support.**
- **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.**
- **Jessica Parrish, ecolibrium's Business Development Advisor, who has driven ecolibrium's fundraising activity.**

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.

