



Green Music

Taking action on climate change



1. Forewords

Boris Johnson, Mayor of London

Tackling climate change is one of the toughest challenges to our future development. But we can make a difference.

Reducing our carbon emissions is the surest way to prevent climate change, and I am committed to a 60 per cent reduction of London's carbon emissions from 1990 levels by 2025.

This plan will help the music industry to reach that target and avoid some of the potentially disastrous consequences of carrying on 'business as usual'. It provides practical actions for all aspects of the music industry, from venues to festivals, studios to merchandising.

The London music industry is estimated to contribute around 465,000 tonnes of carbon dioxide equivalent gases each year – which is equivalent to the energy use of all of the homes in Islington.

The scale of the challenge is large, but impressive leadership

and innovative practices are already inspiring change. Leading performers such as KT Tunstall and Radiohead are setting an example by reducing the environmental impact of their tours, and using their influence to communicate with audiences.

At a time when many organisations are struggling to make ends meet, the environment might not be at the top of everyone's agenda. But as well as reducing emissions, several of the ideas in this plan – switching to greener equipment, reducing energy consumption, reusing materials – will, in the medium term, save you a considerable amount of money.

The changes we make do not have to be expensive or difficult to manage to have a huge impact on our purses as well as the planet.

Boris Johnson
Mayor of London

Jazz Summers, Chairman Julie's Bicycle

The problem with climate change is its scale: huge, complex, unwieldy, a problem that no single person, government or state can solve alone. Six billion people are busy contributing their pennyworth of CO₂, and global emissions are growing.

The music industry is small and our emissions the merest sliver on the global pie chart of CO₂ contributors. So it's easy to think that what we do won't really make a difference. But it does. In fact the music industry can make a difference disproportionate to its size, and we intend to.

In 2007 the then Mayor of London announced a 60 per cent London reduction target by 2025 and, despite a change in administration, that target remains. We, as an industry, are proud to sign up to it.

Green Music has been designed to take the size, complexity and

clumsiness out of the problem and find straightforward solutions, which, together, will make the difference. Most parts of the industry can get involved by reading this guide and using it at work.

If we all did this, we could reduce our CO₂ by almost 60 per cent in line with London's overall ambitions.

Problem solved.

Jazz Summers
Chairman Julie's Bicycle



2.Context

The UK music industry is world class and its artists and entrepreneurs include some of the best creative talents in the world. London occupies a unique place both in the UK and internationally. Home of most of the music industry's institutions, London has been the chosen destination of artists and businesses for decades. Music plays a unique role in people's lives and has an enviable capacity to take a lead. In tackling climate change, Julie's Bicycle supports the Greater London Authority's (GLA) ambitious and inspiring **Climate Change Action Plan**, and is working with the Mayor of London to help make London one of the best cities in the global effort to reduce greenhouse gas emissions and promote sustainability.

Julie's Bicycle was established to help the UK music industry reduce its greenhouse gas (GHG) emissions and develop a business with sustainability at its heart. In 2008 the Environmental Change Institute, Oxford University, on behalf of Julie's Bicycle, produced **First Step: UK Music Industry Greenhouse Gas Emissions 2007**, a pivotal report that scoped the carbon impacts of the UK music industry and provided recommendations for reductions¹. This research found that the music industry is creating at least 540,000 tonnes (t) CO₂e a year and London contributes approximately 465,300 CO₂e of that total.

¹ C Bottrill, M Boycoff, G Lye, D Liverman. (2008) **First Step: UK Music Industry Greenhouse Gas Emissions 2007**. Environmental Change Institute, Oxford University, Oxford. www.juliesbicycle.com/publications; www.eci.ox.ac.uk/publications/2008.php

Why act now?

1. Play your part

Scientific consensus across the globe concedes that we urgently need to stabilise greenhouse gas emissions and that industrialised countries such as the UK have the greatest responsibility to act. While the London music industry is not a large contributor of emissions overall, it plays a substantial role in the cultural life of the city. The potential to influence public awareness and action means playing your part can have a significant impact.

2. Save money

Being more efficient with transport and energy – and even potentially generating your own energy – can save you money and strengthen a company in the face of volatile fuel prices and availability.

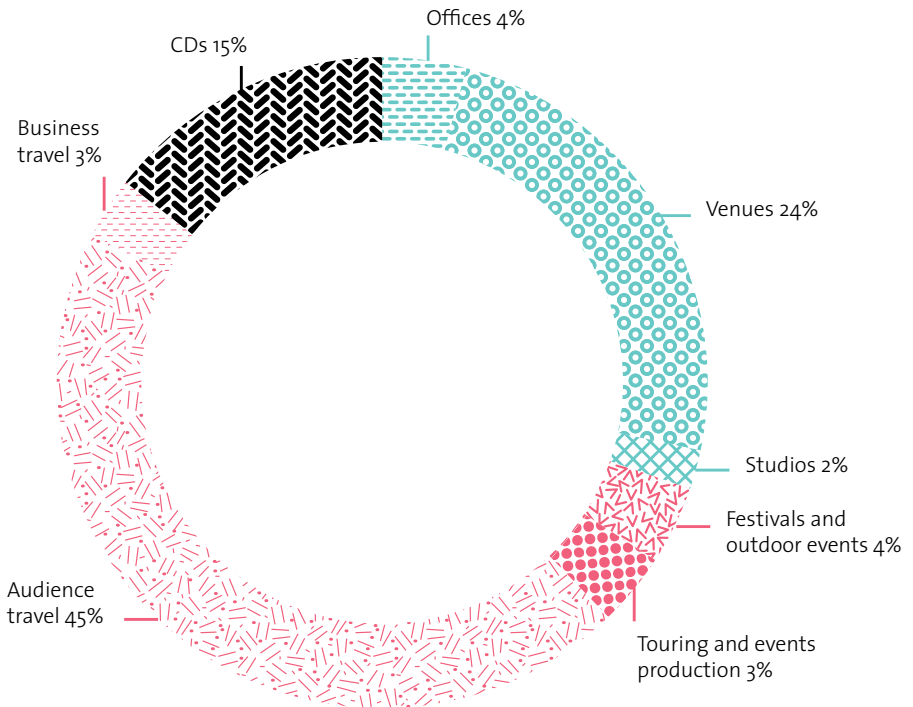
3. Stay ahead of regulation

Future legislation, taxes and trading schemes will inevitably drive the cost of carbon up. Staying ahead of legislation can allow you to exploit financial incentives, such as trading, and build in prudencies.

4. Gain competitive advantage

Companies that demonstrate climate responsibility can gain a competitive advantage with environmentally concerned clients, consumers and staff.

Figure 1: London music industry's greenhouse gas emissions²



² This report focuses on the major greenhouse gases (carbon dioxide (CO₂), methane (CH₄) and nitrous oxides (N₂O). Measurements of methane and nitrous oxides are converted to their equivalent global warming potential compared to carbon dioxide. For the science, methodology and assumptions behind these figures and the reductions described in figure 2, table 1 and table 2 please see the Science section of the **Further Information** document that accompanies the **Green Music Guide** - available for download at www.juliesbicycle.com/green-music-guide or www.london.gov.uk/mayor/publications/



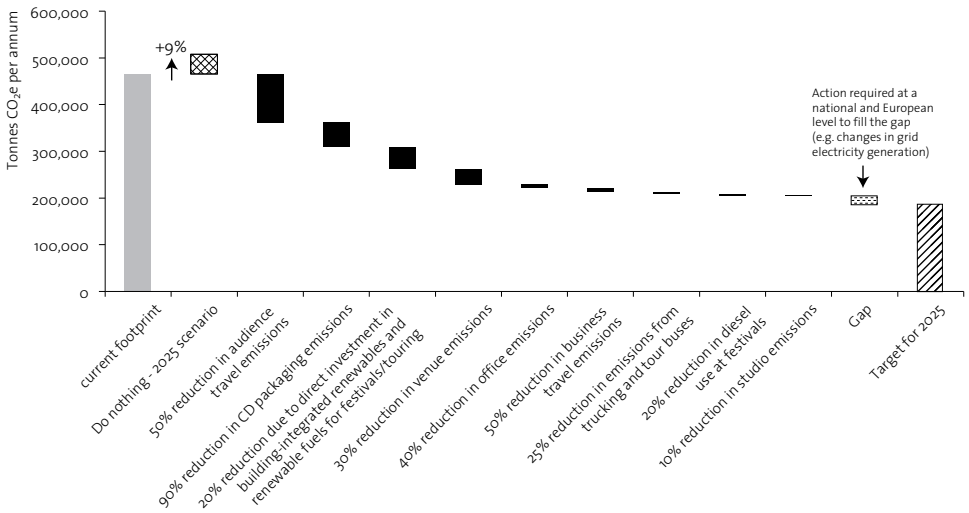
The main things you can do:

- carry out annual greenhouse gas audits of your business activities so you have a picture of where you are and the reductions you need to achieve each year
- measure, manage and reduce building energy use
- get your supply chain involved in reducing emissions
- switch to a low-carbon emissions electricity supplier.

This guide provides information about what you can do – and how to meet the GLA **Climate Change Action Plan** target of 60 per cent reductions by 2025³.

³ In line with the **Green Theatre Action Plan**, Julie's Bicycle is using current emissions figures as the baseline for reductions to 2025, as sufficiently robust data from the music industry in 1990 was not available.

Figure 2: Waterfall chart of current London footprint showing percentage reductions leading to 2025 reduction of 60 per cent from 2008 baseline ⁴



⁴The 'Do nothing' scenario assumes music industry emissions increase in line with growth projections for London's commercial and public sector in the Mayor's **Climate Change Action Plan**.



What have we left out and why?

Although merchandise is not included in the emissions figures for the UK or London, advice is included in this guide as the sector contributes a significant amount. Also ticket production has not been researched to date. 'Paper-free' is a real option for an increasing number of tickets but, due to commercial confidentiality, we do not have actions or information that we can share at this stage.

The emissions produced by music distribution centres, CD transportation logistics and the digital download master were excluded as they are supply

chain emissions and not under the direct control of the music industry. Retailing is excluded as it is included in London's retail sector. However, we have included some basic advice on these areas.

The manufacture, marketing, distribution and retail of music listening devices and music instruments and equipment are not covered by the First Step report and are excluded from this report. General advice is available from relevant industry bodies and the Carbon Trust (www.carbontrust.co.uk).

Table 1: Comparative emission reductions and their sources by sector.

Sector	2008 emissions tonnes CO ₂ e	2025 emissions tonnes CO ₂ e	Description of reductions
Offices	19800	11880	20% reduction through efficiencies such as behaviour change and retro-fitting, a further 20% through capital investment
Venues	112500	78750	10% reduction through efficiencies such as behaviour change and retro-fitting, a further 20% through capital investments
Studios	9000	8100	10% reduction through efficiencies such as behaviour change and retro-fitting
Festivals and outdoor events	18000	14400	20% reduction through fuel efficiency - ensuring they operate at maximum load and updating generator stock
Touring and events production	16200	12150	25% reduction through more efficient driving behaviour, more efficient vehicles and improved logistics
Audience travel	207900	103950	50% reduction through changed locations, increased car occupancy and more public transport
Business travel	14400	7200	50% reduction through better driver behaviour, better journey planning, video conferencing, fewer journeys and switching to more public transport, cycling and walking
CDs	67500	14647	90% reduction of packaging through 100% switch to card or equivalent low-impact packaging alternative
Sub-total	465300	251077	46% reduction of 2008 total emissions

Table 2: Further emissions reductions and their sources across the industry.

Further reductions	2008 emissions tonnes CO ₂ e	2025 emissions tonnes CO ₂ e	Description of reductions
Due to direct investment in renewables		204781	20% of office, venue and studio electricity from building-integrated renewables. All festival power and trucking requirements met from renewable sources
Sub-total			10% reduction of 2008 total emissions
Due to decarbonisation of National Grid		185035	25% of UK electricity from renewable sources by 2025
Sub-total			4% reduction of 2008 total emissions
Total			60% reduction of 2008 total emissions achieved

3. How to use this guide

This plan is divided into four sections: Buildings, Performances, Travel and Products. We suggest you check all relevant sections.

This guide should be seen as the starting point for any number of low-carbon initiatives in the music industry, and as such it will be a dynamic document. Please visit www.juliesbicycle.com/green-music-guide or www.london.gov.uk/mayor/publications/ for further information including resources, sample letter to suppliers, sample green rider, case studies, advice on green electricity tariffs, lower-impact vehicles, small-scale renewables, offsets and the science behind this guide.

Buildings

Venue owners and managers, and their clients: artists, managers, tour managers, promoters, agents and labels, studio owners and managers, as well as their clients: artists, managers, engineers, producers, labels and publishers.

Performances

Festival and event promoters and producers, artists, managers, tour managers, agents, labels, as well as venue and festival owners and managers.

Travel

Everyone!

Products

Record labels, replicators, manufacturers, artists, merchandisers, promoters, managers, artists, publishers.

Taking action:

Where possible, for recommended actions we have estimated the carbon saved, capital cost, payback period and effort required (based on a medium-sized company/venue/event).

These are identified with the following symbols:

- C** = CO₂e savings achieved by the action
- £** = capital cost of the action
- ↓** = time it will take to realise a saving on the capital investment
- e** = effort required to implement the action

“Climate change is undoubtedly the most urgent and compelling problem of our age, and we are compelled to do what we can to help solve it.”

Tony Wadsworth,
BPI Council Chair