

# JOIN ENERGY REVOLUTION

## For Festivals, Events & Venues



### WHAT IS ENERGY REVOLUTION AND WHY JOIN?

Up to 80% of a typical festival's emissions comes from audience travel. Energy Revolution is here to help you visibly tackle this environmental impact by turning audience fossil-fuel travel miles into an investment in 100% clean, renewable energy.

Energy Revolution is a registered charity working with the UK Live Events Industry to act on climate change by reducing and balancing travel-related carbon emissions. We work with audiences, festivals, the supply chain and artists to measure carbon impacts, give advice on how to reduce emissions where possible, and then invest donations directly into projects which create clean, renewable energy to balance unavoidable emissions.

### WHAT'S IN IT FOR YOU?

- An easy no-cost way to show that your event or venue is environmentally responsible and addressing your major impact – travel.
- Engaging your audience in a positive narrative and action on climate change.
- Inclusion in our PR campaigns alongside some of the UK's event pioneers.
- Becoming part of an industry-wide community that's making real positive change by turning a fossil fuel problem into a solution for the future.

Joining Energy Revolution is **free** for festivals, events and venues and includes:

- A profile at [www.energy-revolution.org.uk/participating-festivals/](http://www.energy-revolution.org.uk/participating-festivals/)
- Support to set-up Energy Revolution carbon balancing for your audience in a way that works for you.
- Use of the Energy Revolution [Travel Carbon Calculator](#).
- Use of the Audience Travel Impact Tool – to help you measure and record data in order to identify key areas to tackle.
- Access to industry guides such as 'The Energy Revolution Guide to Sustainable Travel' (*latest ed. October 2018*).

- Energy Revolution e-newsletters with info about the renewable energy projects your donations have supported, for you to share with audiences.
- Marketing support - including logos, social media assets, videos and more.
- An annual certificate celebrating the miles and KgCO2e balanced by your festival.

## HOW DOES IT WORK?

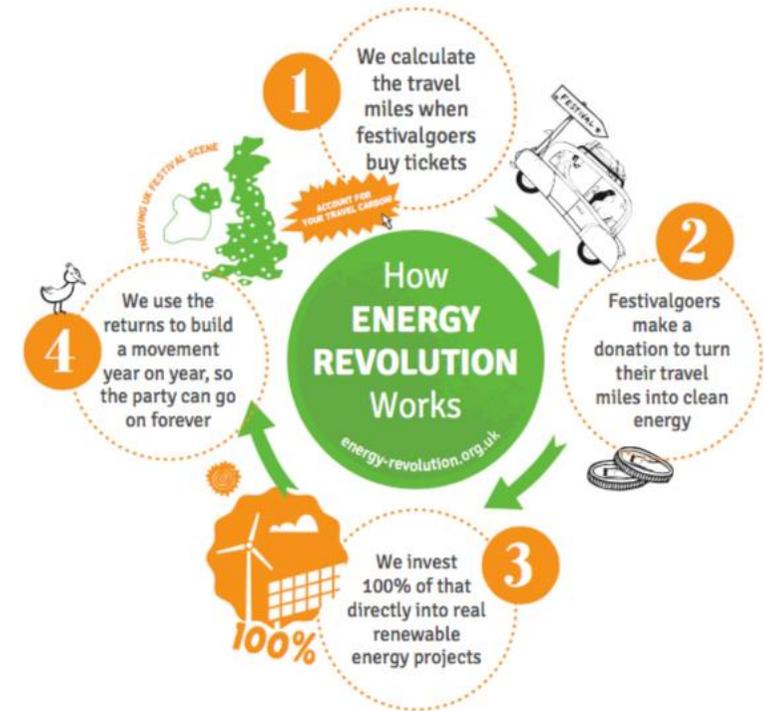
Energy Revolution helps you collect donations at the point of ticket sale, giving audiences the option to balance the emissions from their travel with a small donation. 100% of these donations will be invested in renewable energy projects.

## SETTING UP DONATIONS

Options:

1. If you sell car park and campervan passes to your event then the most effective way to ensure all those vehicle journeys are balanced is to incorporate donations into the tickets. We suggest £1 from every car park pass and £3 from every campervan pass goes towards a balancing donation.
2. Embed the [Travel Carbon Calculator](#) into your ticket sales page – this enables audiences to input their postcodes and travel method to calculate the emissions from their journey and the donation amount required to balance that journey. This option engages audiences in the action of acknowledging their environmental impacts.
2. Offer a fixed price donation, or donations, at the point of ticket sale. These can be based on your audience’s average journey – for example; a 200-mile round-trip is balanced by a £3 donation – or you can give a range of journey options. This fixed-price option can appear as an additional ticket-type or ‘extra’ which makes it easy to add to your online payment process.

All of these options are already available with [The Ticket Sellers](#) who have supported Energy Revolution and more than 13 partner festivals in setting up donations. Once signed up you’ll receive a full set up guide.



## WHAT HAS BEEN ACHIEVED SO FAR?

- Over 5 million travel miles have been balanced with energy partners including: **Converging World**, **Bristol Energy Co-op**, a community-owned wind turbine project reducing fuel poverty in local homes, biomass boilers in outdoor pursuit youth centres and a project helping homeowners finance solar PV installation on rooftops.
- **40 partner events** are working with Energy Revolution and their audiences to balance travel emissions to events. These include Boomtown, Shambala, Download, Reading, Wilderness, Kendal Calling, Love Saves the Day and Port Eliot.
- We work with **event suppliers** to balance their travel emissions, including, Tuned in Travel, Rock City Stage Crew, BES Systems, Chai Wallahs, Diplomats of Sound, Refresh West, Smart Power Ltd and Charge and Store.
- 2017 saw international Grammy-winning artist Joss Stone balance 2.7 million travel miles from her world tour.



## GREAT, SIGN ME UP!

Together as a festival community we can be a force for change. Get in touch with project coordinator Abi Moores to sign up at [hello@energy-revolution.org.uk](mailto:hello@energy-revolution.org.uk)