

ENERGY   
**REVOLUTION**  
Movement for change



# ENERGY revolution

FOR ARTISTS & AGENTS



# WHAT IS energy revolution

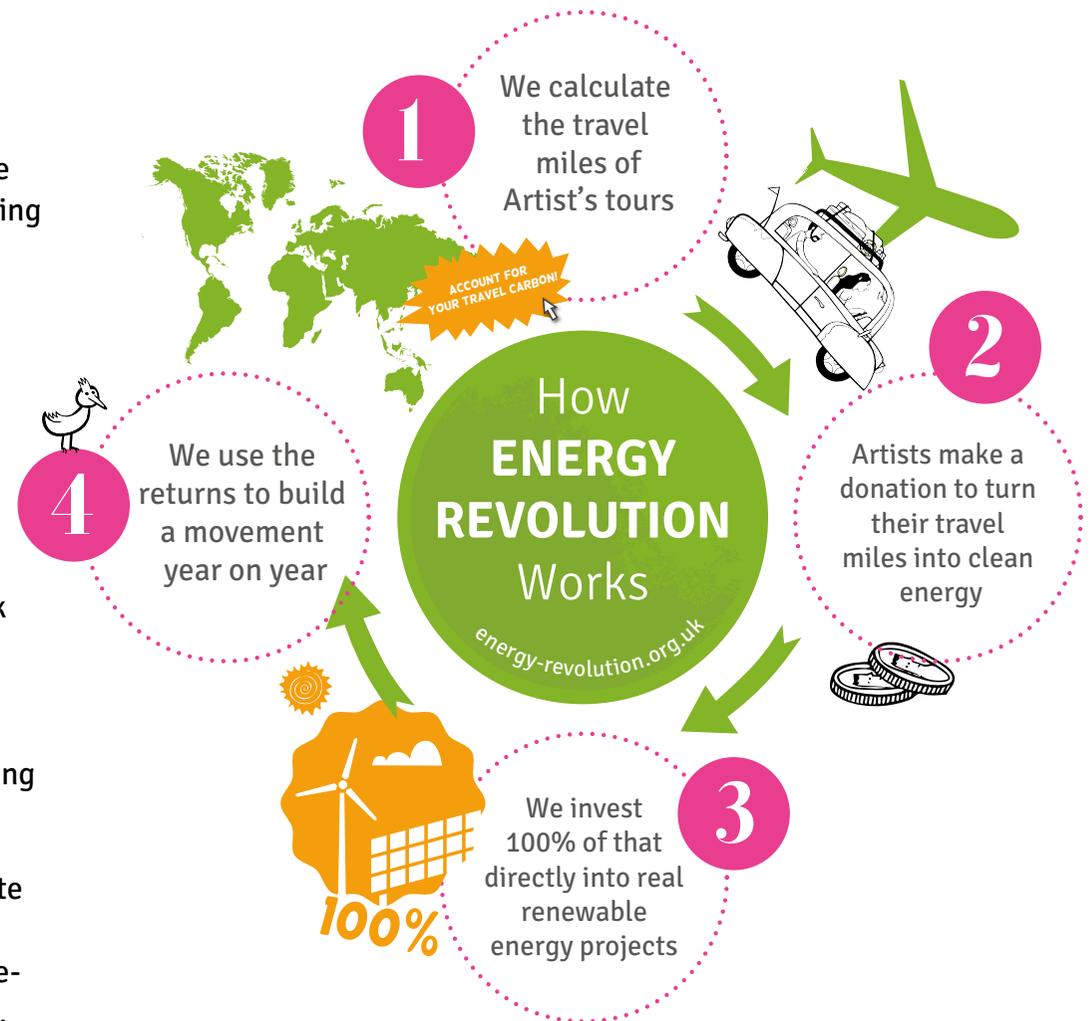
## AND WHY JOIN?

Energy Revolution is a UK charity that is pioneering an industry-wide response to climate change in live events. We support artists to measure and manage travel emissions from touring, and provide a carbon balancing service, helping individuals and companies to take positive action.

The most significant environmental impact of both events and artist touring is typically from the greenhouse gases emitted during fossil fuel based travel. Energy Revolution supports artists to reduce emissions where possible, and balance unavoidable travel emissions through projects that generate clean renewable energy, and which also have a wealth of positive social impacts.

Using our **Travel Carbon Calculator**, and our suite of tools, you can work out the CO2e emissions from your tour travel, and the donation needed to balance them. Individual artists, bands, production teams, touring companies, venues, supply companies and audiences can all calculate the impact of their travel. Energy Revolution invests 100% of all balancing donations into renewable energy to create 'Carbon-Balanced Touring.'

The music and live events industry has huge opportunity to make a create change, with artists' actions inspiring others to make positive changes. By joining Energy Revolution you become part of a community of change-makers, helping to turn a problem into a solution for future generations.





HOW WOULD

# it work for me?

- Anyone can sign up – artist, agent, promoter or venue owner.
- We'll give you a Travel Carbon Calculator so you can start inputting your journeys or we can create a spreadsheet that compiles all your travel data.
- Using our industry-certified metrics, the tool will calculate your travel miles, emissions and the donation required to balance them.
- Energy Revolution will make the process easy for both artists and promoters by creating quarterly statements for the donations.
- Make the balancing donation with Energy Revolution and we'll invest 100% of your donation in clean renewable energy.



Grammy-winner Joss Stone is the first artist to balance travel from an international tour with Energy Revolution. Joss's 'Total World Tour', of every country in the world, started in 2014 and finishes in 2019 and Energy Revolution has balanced 2.7 million travel miles so far.

100% of the carbon-balancing donations Joss has made will go towards wind power generation and reforestation in India's Tamil Nadu. Investing in clean, renewable energy in India helps replace energy from coal-fired power stations, as well as enabling more carbon to be sequestered by the replanted native forest. The forest helps to regulate the water cycle, improve soil quality and reduce ground temperatures to benefit the local population. Joss's donations will leave a long-lasting legacy of social and environmental benefits for generations to come.

## CASE STUDY

# joss stone



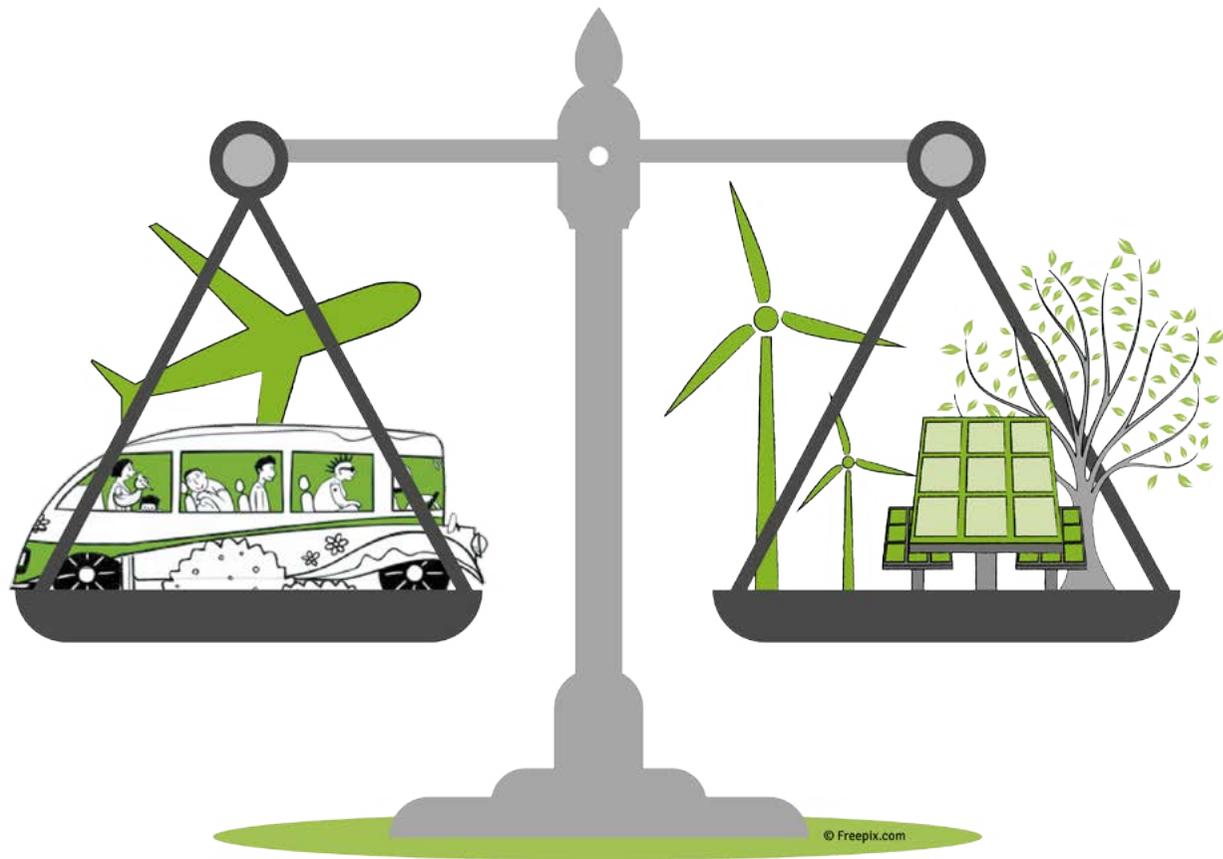
# 'CARBON BALANCING' OR 'OFFSETTING'

## our approach



Energy Revolution shares the view of WWF, Greenpeace and Friends of the Earth, that we should recognise, reduce and account for carbon emissions, in that order. Reductions come first, and we believe if there is an unavoidable negative impact it can be 'balanced' with the positive impact of investment in renewable energy solutions for the future.

We understand that travel emissions are an inevitable result of being a touring musician but we will work with you to measure these emissions and help reduce them with advice to make your travel more efficient. To balance unavoidable emissions Energy Revolution will use your donation to turn your travel miles into positive clean, renewable energy investments that help move us away from fossil fuel dependence.



# get involved

ENERGY   
**REVOLUTION**  
Movement for change

- Find out more about Energy Revolution at [www.energy-revolution.org.uk](http://www.energy-revolution.org.uk)
- Learn how the project works for artists at [www.energy-revolution.org.uk/artists-and-agents/](http://www.energy-revolution.org.uk/artists-and-agents/)
- If you want to talk to us about the initiative and find out how it can work for you, or if you're ready to sign up, contact Energy Revolution Project Coordinator, Abi Edgar at [hello@energy-revolution.org.uk](mailto:hello@energy-revolution.org.uk)

