



GREEN TOURING

10 things to get you started

Regardless of the length of your tour, the size of the show you play or miles you log on the road, you can start to incorporate more environmentally friendly touring methods into your practice to reduce your impact immediately.

The following is a list of action steps that can help get you going. They've been developed specifically to address the needs and impact of touring artists. There are many more, but this is a good list to get you on your way to operating in a more sustainable way. You can even save some money in the process! (money saving changes denoted with a (\$) symbol)

1) Transportation

- If you have a diesel vehicle, van or bus, consider using **biodiesel** instead of regular petroleum diesel. Biodiesel is an alternative fuel made from vegetable oil. It's non-toxic, biodegradable and made from renewable resources.
- (\$) If your vehicle uses gasoline, you can still make a difference by regularly checking the air pressure in your tires, minimizing idle time, and plugging in to the venue to save fuel.
- Encourage your fans to carpool, bike, or use public transportation to get to your shows and provide incentives to do so such as a reduction in the ticket price or a free sticker for a bus receipt!

Links: www.biodiesel.org, www.biodieselnow.com, www.biodieselandamerica.org, <http://sustainablebiodieselalliance.com/>, www.greasetnotgas.com

2) Hotels

If you are staying in hotels while on the road, consider choosing places that have made commitments to operate in a more sustainable way. There are a growing number of hotels that have determined that being green can be good so support these properties whenever possible. There may even be discounts available because of your green touring commitment.

Links: www.greenhotels.com

3) Recycling

- Set up **recycling** for cans, bottles, and paper in your vehicle and practice space as well.
- Insist that venues provide recycling options backstage, around the venue, and in the parking lot.
- If you really want to be hardcore, you can **compost** on the road as well!

Links: www.epa.gov/msw/recycle.htm, <http://earth911.org/>

www.CLIFGreenNotes.com/Green



- 4) **Minimizing** waste and energy consumption.
- (\$) **Use re-usable items** like waterbottles, dishware, utensils, and bags for eating and shopping.
 - When you can't use re-usable materials, consider biodegradable and/or recyclable materials like corn plastic or recycled cups and utensils.
 - (\$) Encourage venues to switch from incandescent to **compact fluorescent light-bulbs**.
 - (\$) Use **e-files** instead of printing documents.

Links: www.kleankanteen.com/, http://www.energystar.gov/index.cfm?c=cfls.pr_cfls,
www.reusablebags.com

- 5) Paper and Printing
- When printing promotional and marketing materials consider an **environmentally friendly printer** that uses non-petroleum based inks and recycled or other sustainable fiber papers. There are a number of options that exist and these services are cost competitive to conventional printing services.
 - There are also a growing number of environmentally friendly choices for the production of your albums. Talk to your label and find out about the alternatives.

Links: www.greenerprinter.com, www.ecoprint.com

- 6) Food
- Buy **organic and locally-grown foods** in each city when possible (visit farmers markets for the freshest!)
 - Arrange for the venue to provide the same.
 - If you eat meat, buy sustainably raised/local organic meat when possible.
 - Buy **fair trade** food and beverages when available.
 - (\$) **Buy food in bulk** to minimize packaging, and donate excess food to shelters.
 - Tweak your rider to include more pesticide-, antibiotic-, GMO- and chemical-free food choices.

Links: www.organicearthday.org, www.organic.org, www.localharvest.org, www.fairtradefederation.org,
www.maketradeffair.org,

- 7) Merchandise
- Offer more **sustainable merchandise** options such as those made from organic cotton, bamboo, and/or hemp fabrics. These alternative fibers are produced in a manner that is less harmful to our planet and are becoming increasingly cost competitive. Most of the products have expanded their colors and cuts to fit your needs.

Links: www.econscious.org, www.tsdesigns.com, www.haenow.com, www.americanapparel.com,
www.sustainablecotton.org,

www.CLIFGreenNotes.com/Green



8) Body care and cleaning products

- Purchase **environmentally friendly personal care products** including hair care and make-up products. They're better for you – and not tested on animals.
- Use **non-toxic cleaning supplies** for your vehicle. There are a growing number of green options available.

Links: www.burtsbees.com, www.seventhgeneration.com, www.methodhome.com

9) CO₂ Offsets

- Unfortunately, there's no such thing as a zero impact event (or lifestyle) yet. Even after you "green" your tour, you will still be responsible for some CO₂ production, among other things.
- Following the reduction of your impact up front, you can **offset** the remaining CO₂ emissions by purchasing renewable energy credits. Offsetting does not eliminate the emissions you've created (nothing will!), but it helps you make up for some of what you've done by investing in renewable energy products (like wind turbines) to help build new sources of clean energy that we can all use in the future. There are many areas of a touring operation that are responsible for your "CO₂ footprint" including transportation, venue and performance energy usage, hotels etc. The largest contributor to the music industry's collective footprint, however, is fans' transportation to shows. That usually accounts for about 90% of the total CO₂ from any one show or festival.
- **Purchase quality renewable energy credits and encourage your fans to do the same.** Encouraging them to purchase CLIF Bar Cool Tags is one easy way to get your fans involved and thinking about their own impact.

Links: www.nativeenergy.com, http://www.green-e.org/base/re_products?cust=b www.clifbar.com

10) Educate

- Your fans represent an even greater potential for collective change. **Talk to your fans** about your efforts as well as what they can do. You can do this in many ways - hosting contests, handing out informational flyers, speaking in between songs, sending email blasts, posting links on your website etc.

Thanks for reading!