

# EnviroRider™

## *HOW TO USE THIS DOCUMENT*

The following is a guide provided to artists and tour managers who are seeking to develop a rider reflecting their goals to minimize the environmental footprint of their tour. The EnviroRider™ was developed in 1991 by Effect Partners and is updated annually. Effect Partners is a leader in sustainability innovations in the music and live event industries.

### **If you are a touring artist, manager or agent:**

This document represents a list of options to consider as you are creating your rider. By selecting the portions of this document that resonate for you, it is possible to help guide the venues where you are performing to reduce the environmental footprint of your performance.

### **If you are building operator, promoter or concessionaire/caterer:**

You will be able to preview some standard requests that artists are including in their hospitality riders as tour-related sustainability initiatives become more common. This information can be used to be ahead of the curve, preparing space, staff, and systems to accommodate such requests more readily. It does make a difference as some artists/tours are choosing venues based on their commitment to sustainability.

# EnviroRider™

Let your tour rider work for you AND the planet. Below, you'll find a three-part guide for building an EnviroRider™ that requests venues to support your tour's commitment to a minimized environmental footprint, complete with straight-forward recommendations for them to implement before, during, and after show day.

Share this rider with your production team, promoter, and facilities team to make sure everyone understands the ask and is committed to doing their part. Cooperation by all parties is crucial in order to really create meaningful change. Communicate the plan and goals to venue staff and provide rewards/incentives to help gain their buy in.

## PART ONE

### **Brief Explanation & "Why" Statement**

Let the venue know that your requests are part of a personal environmental commitment and a greater environmental movement. The following requests are not a one-sided effort. This is a smart place to include your tour's high-level environmental targets and requests that are mandatory. Ideally, this is included as your introduction.

### **Example**

The [Year][Tour Name] is committed to reducing its environmental footprint and we are asking our venue partners to support the effort. We are doing what we can to minimize our environmental impact by [Mention sustainability initiatives the tour is already implementing - ex. "Requiring all band and crew members to use refillable water bottles as much as possible in an effort to reduce single-use plastic waste.] We're inspired to do this work because [Mention a factor behind what drives you/the band to care for our planet - for example: "we want to inspire our fans and not leave a mess behind in every city we visit."]. We hope you'll join us in considering the environment when reviewing our requests.

## PART TWO

Get aligned and *Strive for Five*. Outline your requests in sections that breakdown the top 5 areas in which the music industry can reduce its environmental impact.

### **Strive for Five**

1. **FAN ENGAGEMENT:** Make it as easy as possible for fans to participate in these initiatives. Encourage fans to take alternative transportation to the show i.e. carpool, bike, take mass transit. Fan travel to shows is by far the biggest environmental footprint of any live music event.
2. **REDUCE WASTE:** Eliminate single-use plastic wherever possible, sourcing reusable or recyclable/compostable materials and supplying recycle/compost bins.
3. **FOOD:** Source local, sustainable, plant-based food options for catering, tour busses, and/or concession areas.
4. **CO<sub>2</sub> EMISSIONS REDUCTION:** Reduce emissions by switching to renewable energy sources, efficient lighting and using hybrid, electric, or biodiesel fuel in vehicles and generators. Offset remaining emissions with accredited offset provider.
5. **GET THE WORD OUT:** Communicate and track progress with key stakeholders through website, social media, press, signage, staff meetings, etc.

## **PART THREE**

### ***Build Your Rider From These Suggested Sections & Requests***

These suggestions may be inserted directly into your hospitality rider or be included separately as an EnviroRider™. Feel free to amend and include/reject recommendations that align/don't align with your tour's interests.

#### **1. FAN ENGAGEMENT:**

Help us make it as easy as possible for fans to participate in our sustainability initiatives and alternative transport options by using effective communication to influence positive behavior change.

##### **→ Invite Fans to Participate**

- Share environmental goals on social media, email blasts, venue website, and on digital display signage on show night, inviting fans to learn more about how they can contribute to the show's environmental goals
- Set-up ability for fans to offset their emissions when they purchase a ticket and include this option on venue website for fans to opt into at any time
- Put together a green team to help sort waste and educate fans on-site
- Invite local nonprofits to table at the show and educate fans on local opportunities to participate in environmental initiatives beyond the show

- ❑ Encourage fans to showcase their participation in the venue & show's sustainability initiatives on social media by using a specific hashtag

→ **Communicate Transportation Options:** With tens of thousands of fans at any given show, fan travel is the largest contributor (upwards of 70%) to our tour's environmental footprint.

- ❑ Share on social media, email blasts, and venue website alternative transport options (bus, train, taxi or app-based ride sharing, bike, carpool). List alternative transport options as "recommended" and put them before listing options for parking
- ❑ Provide a secure, accessible bike parking area at the venue
- ❑ Incentivize fans to use alternative transport by providing rewards like upgraded seats, free bike parking, discounts for local transit, access to an exclusive sound check or meet and greet, etc.

## **2. REDUCE WASTE:**

By implementing the following requests, your venue will help to significantly reduce waste that ends up in landfills, or worse, our environment. Reduce waste by avoiding single-use products and sourcing materials that can be reused, recycled or composted.

### → **General Waste Management Practices**

- ❑ Include signage on compost, recycling, and landfilled trash bins that includes images of appropriate items to deposit within each bin
- ❑ Obtain a list from your local waste management provider of acceptable materials and how they need to be sorted to make sure it actually gets properly recycled or composted. They should also provide appropriate bins for proper collection
- ❑ Thoroughly train facilities/janitorial staff on proper waste management collection & disposal
- ❑ Provide an equal ratio of clearly labeled landfilled trash to recycling and composting bins throughout the venue (1:1:1). This includes backstage/production areas, kitchens, concourses, parking lots & entrances.
- ❑ Consider compost, recycling and landfilled trash bins with holes that represent the shape of what's collected (ex. bottle/can shape for recycling)
- ❑ Recycle all cardboard boxes from merch, catering and concessions operations
- ❑ Provide collection bins in production offices for proper disposal of fluorescent & LED lights, batteries, toners, and other electronics
- ❑ DO NOT mix recycling and trash / compost and trash. Ensure recycling ends up in recycling dumpster and compost ends up in compost dumpster.

→ **Tickets & Wristbands**

- Encourage free e-ticket options. List this option first or as “default”
- Print will call and snail-mailed tickets on 100% recycled paper. Let fans know by printing “this ticket was printed on 100% recycled paper” on the ticket
- Consider using seed paper or 100% recycled paper wristbands for VIP, meet & greet, 21+, or other wristbanded areas

**3. FOOD (BACKSTAGE & FOH):**

→ **Sustainable Food Options**

- Provide organic, in season, locally-sourced food wherever possible
- Vegetarian and/or plant-based meals are preferred
- Avoid red meat and pork wherever possible
- Avoid food with excess packaging
- Avoid single-use condiment packets (ketchup, mustard, coffee creamers, sweeteners, etc). Use large refillable vessels/pump style containers instead
- Donate or store excess, uncontaminated food at the end of the night instead of throwing away
- Recycle fryer oil for conversion to biofuel

→ **Avoid Straws**

- Please instruct servers to only provide straws to customers who ask
- If a straw is necessary, please use paper straws
- Avoid small plastic stir sticks for coffee & cocktails. Wood is preferred

→ **Serveware (Please try to provide serveware in the following priority.)**

1. Reusable serveware (glasses/china/flatware)
2. If not possible and if composting is available, compostable serveware
3. If composting is not available, please provide fossil fuel free serveware
4. If plastic must be used, please set-up a clearly designated plastics recycling station

→ **Recycling & Trash**

- Clearly label recycling and trash bins. Use helpful signs that include images of items that belong in each bin
- Set up recycling stations behind all bars and ensure servers are trained to use them as much as possible
- Use eco-friendly, biodegradable trash & recycling bags in all receptacles

→ **Compost (if available in market)**

- Clearly label all composting bins. Use helpful sign that includes images of items belonging in compost

- Set up compost bins near recycling and trash bins (1:1:1, recycling:compost:trash bins)
- Use eco-friendly, compostable bags in all compost receptacles
- Collect food scraps/organics out of kitchens to use for compost
- If compost is not an option in your market, source a local farmer to take food scraps off your hands for their farms or invest in your own composting system

→ **Avoid Plastic Water Bottles**

- Avoid single-use plastic water bottles
- Provide refillable water stations for fans who bring empty, reusable bottles
- Please use Bulk Water (5 gallon jug or pitchers of water with reusable cups) in lieu of single-use plastic water bottles for backstage/production areas

→ **Cleaning and Paper Products**

- Use non-toxic cleaning products and recycled content, chlorine-free paper products wherever possible

**4. CO<sub>2</sub> EMISSIONS REDUCTION:**

You can significantly cut back on venue & show CO<sub>2</sub> emissions by switching to renewable energy sources, but there are also immediate and easy steps you can take to cut back on CO<sub>2</sub> emissions and energy use.

→ **CO<sub>2</sub> Emissions**

- Encourage venue staff to take alternative transportation to work. Provide locker rooms/showers for those who choose to bike, walk, etc. and premier parking for those who carpool or use fuel efficient vehicles
- Provide safe bike storage for venue staff who commute by bike and bike storage or valet for fans
- Use cleaner alternatives to diesel generators like grid electricity, solar, biodiesel or ultra-low sulfur diesel wherever possible. (To find biodiesel in your area, visit <http://www.biodiesel.org/buyingbiodiesel/retailfuelingsites/> )
- Ask all vehicles to power off while they are unloading supplies. Post visible “No Idling” signage to this effect
- Use energy efficient vehicles (hybrid, electric) for venue transportation and runner vehicles
- Provide plug-in availability to land power to reduce tour vehicle generator use

**Energy and Water Use Suggestions**

We understand that energy and water use systems don’t change overnight. However, we hope this opens up a conversation with management to assess where you are sourcing your

energy from and how your venue can minimize its environmental footprint and energy usage (and as a result, maximize cost savings).

→ **Energy Use**

- Track your energy usage through Energy Star's Portfolio Manager. This takes approximately 1 hour if you have energy & water usage records
- Work with your utility provider to do a free environmental audit. Make a plan to move toward a more efficient energy plan that will save you money
- Source venue energy from renewable sources (i.e. solar, wind, etc.)
- Use central lighting and HVAC control system to reduce energy when building is not in use.
- Cut energy use by using energy efficient lighting (LED, T8, etc) and Energy Star rated appliances
- Use occupancy sensors in the building to reduce unnecessary energy use
- Offset your energy use through an offset provider like Native Energy
- Turn on temperature control devices in backstage/production rooms no more than 30 minutes before our arrival.

→ **Water Use**

- Install low flow water/shower heads
- Use faucet sensor and aerators
- Use waterless urinals
- Use Energy Star rated dishwashers and clothes washers
- Recycle water through a gray water collection system

**5. GET THE WORD OUT:**

Track and communicate progress with key stakeholders through website, social media, press, signage, staff meetings, etc.

- Send over your venue/event/festival's sustainability plan if you have one, so we can support your current initiatives

→ **Best Overall Green Management Practices**

- Involve all staff in efforts, especially Senior Management
- Track your savings (waste, water, energy, \$) from your environmental programs
- Produce and release an environmental impact report
- Share your efforts, ideas, problems and wins with other venues

**Any questions, please contact EFFECT Partners:**

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