

STRIKE A CHORD: RESOURCES

These resources are compiled from a mixture of suggestions mentioned in responses to the survey, my own research, and speaking to those in the know.

ORGANISATIONS

PRACTICAL CHANGES

A Greener Festival <https://www.agreenerfestival.com/>

'A Greener Festival is a not-for-profit company, committed to helping events, festivals and venues around the world to become more sustainable and to reduce environmental impacts.'



ecolibrum <https://ecolibrum.earth/>



'ecolibrum aims to work with hundreds of organisations, artists and individuals to tackle thousands of tonnes of travel emissions, through investment in supporting ecosystem protection, regeneration and clean energy.'

-Ecostage <https://ecostage.online/>

Ecostage was formed around a pledge based on Sustainability, Wellbeing, Interconnectedness, Creativity, Transformation, Inclusivity, and Regeneration. It also has a collection of details practical changes to make behind the scenes of the performing arts. Take the pledge and join the community!



Evolution Music <https://evolution-music.co.uk>



Evolution Music

Evolution Music are introducing bioplastics and circular economy principles to replace single use plastics and minimise waste in the music industry. They aim to help evolve the music industry to amplify this social and environmental message and catalyse responsible behaviour change.

Julie's Bicycle <https://juliesbicycle.com/>

'Julie's Bicycle is a pioneering not-for-profit, mobilising the arts and culture to take action on the climate and ecological crisis.'

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

Live GREEN <https://livemusic.biz/live-green/>



'At LIVE we recognise the global climate and biodiversity crisis as the greatest threat to humanity, and understand the importance of collaboration and community in building a sustainable society. We want to enable all in the live music industry to commit to climate action by providing the necessary support, resources and advice.'

-Powerful Thinking <https://www.powerful-thinking.org.uk/>

'Powerful Thinking is a think-do tank which brings together festivals, suppliers and environmental organisations to explore ways to reduce the costs and carbon through increased efficiency and alternatives, and share findings to promote lower carbon industry.'



-Reverb <https://reverb.org/>



'Uniting around the music we love, tackling the environmental and social issues we face, REVERB is a 501c3 nonprofit dedicated to empowering millions of individuals to take action toward a better future for people and the planet. We partner with Musicians, Festivals and Venues to green their concert events while engaging fans face-to-face at shows to take environmental and social action.'

ENGAGEMENT

Choirs for Climate <https://choirsforclimate.com/>

Choirs for Climate have a host of resources aimed at choirs, including music about the climate emergency arranged for choirs (much of it free), information about events and recordings, and suggestions on how to become an eco-friendly choir.

**Choirs for
Climate**

Singing to change
the world

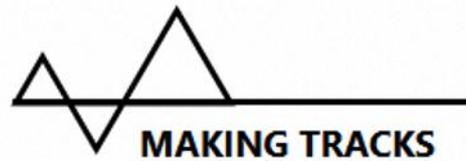


Environmental Music Prize <https://environmentalmusicprize.com/>

Artists can create a new narrative, help us to dream big and have the power to influence vast audiences that bridge the climate divide. By helping them to speak out about the climate crisis, we will engage millions of music lovers from across the political spectrum and make climate action cool.

Making Tracks <https://makingtracksmusic.org/>

Making Tracks is an international music exchange programme with an environmental focus, based around an annual UK residency and tour. We bring together exceptional emerging artists to showcase diverse music, initiate new collaborations and explore strategies for music-based environmental engagement.



Nest Collective <https://thenestcollective.co.uk/>

The Nest Collective is a leading force in contemporary and cross-cultural folk music. They bring people together to experience extraordinary music, rekindling connections with nature, tradition and community.

Oak Project <https://oakproject.org.uk/>

'The Oak Project is building a pioneering arts programme which harnesses the power of cultural moments to connect us to the natural world. We commission artworks and creative activities which explore our relationship with the environment and create meaningful moments of connection. We are researching the power of art to motivate climate action and improve wellbeing.'



pFITE <https://www.home-stage.co.uk/pfite>



Poetry & Folk Music in The Environment is a small competition hosted by Home Stage. 'Folk music and poetry have long been the vehicles for protest, influencing and creating change for the better. Songwriters and poets have maintained their soft and strong influence on world affairs for centuries. Right now, with the climate under siege, there

has never been a more important moment for you, the army of creatives, to commence your special sort of warfare.' Entrants can win £500 and have the opportunity to tour and perform at the 2022 festival. A tree is planted for every entry.

Songhive <http://www.songhive.co.uk/>

'Songhive is a folksong project concerned with raising awareness of the current plight of our native bees. Bees are responsible for 80% of pollination in the UK, are essential to biodiversity, and ultimately the future of humanity. Despite all this, we continue to obliterate the pollen-rich plants they depend on, and our governments insist on legalising pesticides that do them harm.'



DIRECT ACTION

Earth Percent <https://earthpercent.org/>

EarthPercent is a charity providing a simple way for the music industry to support the most impactful organisations addressing the climate emergency.

EARTH / PERCENT



Music Declares Emergency <https://musicdeclares.net/gb/>

Music Declares Emergency is a group of artists, music industry professionals and organisations that stand together to declare a climate and ecological emergency and call for an immediate governmental response to protect all life on Earth.

Switch It <https://switchit.green/>

Switch It is a not-for-profit organization that makes it easy for anyone to move their money out of institutions that fund fossil fuel companies.



MERCHANDISE

Evolution Music <https://evolution-music.co.uk>

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NO ENCORE.

No Encore Apparel <https://noencoreapparel.com/>

A sustainable future for music merchandise. Vintage and secondhand clothing reimaged, repurposed and reprinted to make your merch.

TeeMill <https://teemill.com/>

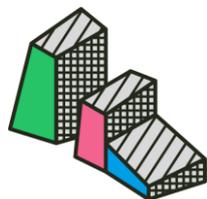
Sustainable UK print-on-demand supplier for a renewable, circular future.



EVENTS & VENUES

The Big Climate Thing <https://thebigclimatething.com/>

*The Big Climate Thing is taking place in NYC; a festival where proceeds go to Earth Percent. The organisation – **Climate Control Projects** – aims to channel music industry funds to climate initiatives and raise \$100 million by 2030.*



FutureYard <https://futureyard.org/pop26/>

FutureYard aims to become the first carbon-neutral grassroots venue in the north (Birkenhead). 'Pop26' was a day of 'climate debate, conversation + collective action in DIY music'.

What a Wonderful World <https://whataww.org/>

'What a Wonderful World is a Climate Action Group which brings the arts and sciences together to raise local awareness of the climate emergency and bio-diversity loss and what we can each do in our homes and communities to tackle it.'



Wild Rumpus <https://wildrumpus.org.uk/>



'Wild Rumpus CIC is a social enterprise producing large scale outdoor arts events, most often in wild natural landscapes. We believe that when audiences engage together in the highest quality arts in the great outdoors, something quite amazing can happen. We believe that arts and culture have a unique role to play in helping people to gain new perspectives on the existential threat posed to civilisation by the loss of biodiversity on a level never witnessed before.'

MUSICIANS

PRACTICAL CHANGES/DIRECT ACTION

Brian Eno <https://earthpercent.org/>

Brian Eno set up the charity Earth Percent and helped with the Coldplay tour.



Coldplay <https://sustainability.coldplay.com/>

Coldplay have pioneered some sustainable touring practices in their Music of the Spheres tour with initiatives like the kinetic dancefloor which engages the audience to be a part of the solution.

Jack Johnson <https://johnsonohana.org/home>

Jack Johnson set up the Johnson Ohana Foundation, a charity founded to promote positive and lasting change within communities by supporting organizations that focus on environmental, art, and music education.



Love Ssega <https://www.standard.co.uk/news/uk/love-ssega-clean-bandit-toxic-air-action-london-b930985.html>

Love Ssega called for tough action to combat the dangers of toxic air for ethnic minority communities; he also released an EP and art project to coincide with Earth Day 2021.

Massive Attack <https://www.bbc.co.uk/news/science-environment-58442599>

Massive Attack tracked their carbon emissions during tour. Their data has been used by the Tyndall Centre to work out how best to decarbonise the music industry, and the Coldplay tour drew on this.



Neil Young <https://www.rollingstone.com/music/music-news/neil-young-protests-dakota-access-pipeline-with-indian-givers-video-102903/>

Neil Young used his platform and music to protest oil pipelines in Dakota.

Nick Mulvey <https://www.folkradio.co.uk/2019/10/nick-mulvey-record-recycled-ocean-plastic/>

Nick Mulvey has been involved with Extinction Rebellion, contributes to Earth percent, and the vinyl for the release of his track 'In the Anthropocene' was made from sea plastic retrieved from Cornish beaches.



ENGAGEMENT

STRIKE A CHORD: A PLAYLIST

Wild Time – Weyes Blood

Dark Honey – Nancy Kerr

In the Anthropocene – Nick Mulvey

Birds – Ceitidh Mac

The Last Ploughshare – Jimmy & Sid

Retrograde – Pearl Jam

Landfill – Chris While & Julie Matthews

Saltwater – Julian Lennon

F*ck the World – Badflower

Big Yellow Taxi – Joni Mitchell

Inversnaid – Kitty Macfarlane

The Garden of England – Sam Lee

Nightjar – Cosmo Sheldrake

Global Warming – John Grant

The Lark – Kate Rusby & Nic Jones

Of Men Who'll Never Know – The Wilderness Yet

The Seed – AURORA

Memorial for a Glacier – Lizzy Hardingham

When the River Runs Dry – Mr. Novembre

Heartwood – Spell Songs

Last Night in the Holocene – Pauline Oliveros

When the Times Darken – Tamsin Elliott

Our World (Fight for Air) – Love Ssega

My Dirty Stream – Pete Seeger

Hard Day on the Planet – Loudon Wainwright III

Rejoice in the Sun – Joan Baez & Peter Schickele

The 1975 – The 1975

PRACTICE

Julie's Bicycle 'Green Rider' <https://juliesbicycle.com/resource/green-rider/>

Music Declares Emergency Action Pack <https://musicdeclares.net/assets/documents/pdfs/MDE-MUSIC-INDUSTRY-CLIMATE-PACK.pdf>



Tiers of Action

TIER 1: ENTRY LEVEL

Switch your bank
(check out
switchit.green)

Swap to recycled
card CD cases
rather than
plastic jewel ones

Only
manufacture
small batches of
merchandise to
avoid waste

Tailor the Julie's
Bicycle Green
Rider to you
needs & requests

Set up a place (e.g.
social media) for
audience members
to organise lift-
sharing

Just don't create
merchandise at
all

TIER 2: LEVEL UP

Encourage
audience use of
the ecolibrium
app for travel

Ensure your set
finishes in time
for the last
bus/tram/train

Add an optional
donation to a
climate charity at
the point of
ticket purchase

Create a
Sustainable Travel
Plan for touring
(minimising miles
travelled)

Create more
robust and
sustainable
merchandise e.g.
with TeeMill

'Rider Provider
Challenge': request
your food is locally
sourced from
independent outlets

TIER 3: GO HARD

Sign up to Earth
Percent for some
of your income to
go towards climate
charities

Look into certified
carbon offsetting
schemes for
unavoidable
touring emissions

Hire local crew
members for your
gigs on tour