HOW TO CONCERTS

REDUCING WASTE

LET'S MAKE OUR EVENTS MORE SUSTAINABLE

SELF ASSESSMENT

What are some areas of your events that you have noticed create waste?

- Artist / Event Selection
- Day of Operations
- Marketing
- Attendees

Let's face it, the entertainment industry isn't structured with a sustainable focus. It's a consumer industry – and that consumption has been focused on ease of access rather than what's good for the environment.

IDEAS TO MAKE YOUR EVENT MORE SUSTAINABLE

- Consider artist travel when booking a show – if there's a **routed tour** that you could be a part of you can help **reduce air travel**.
- Marketing is important, and you can't eliminate print marketing. Try to **limit posters and handbills to the absolute necessities**, if your team is promoting on campus encourage people to scan a QR code or take a photo of a flyer. You can always print more – so think conservatively with the numbers needed.
- **Re-purpose old posters** – create event signage, future promo, notepads, etc.
- **Avoid balloons and plastic waste** during the announce and promo events.
- Provide **recycling and composting** in the venue and artist spaces – take some extra time during venue cleanup to sort items into the correct bins.
- Choose **reusable dishes** for artist and staff meals – delivery is convenient, but there is just so much packaging waste.
- **Avoid using plastic water bottles** when possible, especially internally with your teams. Set up water filling stations and encourage attendees to bring an empty water bottle for use inside.
- Encourage attendees to **carpool**, use public transportation, walk, or bike to your event. Provide areas to lock bikes and coat check areas that also accommodate bike helmets and backpacks.
- Giveaways are great, but make sure they have a long-term purpose. Source items that are **made from recycled materials or local**.
- Consider the vendors you're working with – **buy local** when possible.
- Work with artist teams to reduce food waste. Have a plan for any leftover food – donate or give to student teams.
- **Utilize digital tickets** instead of printable ones. If you allow re-entry, use stamps instead of wristbands.
- **Consider funding carbon offsets** – How To Concerts plants 20 trees for every in-person event we book.

We can all do our part to reduce our carbon footprint. It may take some extra time or effort, but we will thank ourselves for the effort later!