



AUDIENCE TRAVEL RESOURCES

Climate Action Programme 2024
Arts Council Funded

2024



Bus to Crieff Climate Café session

RESOURCES

Resource Name	Link	Description
Julie's Bicycle Practical Guide: Audience Travel	<u>JB's Practical Guide: Audience Travel</u>	This guide will help you to understand your audience and share ideas on how to encourage them to make greener travel choices. It's relevant across sectors, whether you work in the visual arts, theatre, dance, literature or music, and whatever your size and reach.
Car Use, Carbon and Festivals	<u>Car Use, Carbon and Festivals</u>	Audience travel is widely acknowledged as a major component of the overall contribution live music makes to climate change. The scale of car travel to festivals, how this has changed over time and the decarbonisation potential of reducing car use for festivals is at present unclear. This work seeks to better understand car travel to festivals, alternative travel modes and the carbon saving potential of reducing audience use of personal vehicles to get to and from these events.
FROM CARBON FOOTPRINTS TO CULTURAL INFLUENCE: ENGAGING LIVE MUSIC AUDIENCES ON TRAVEL CHOICES	<u>FROM CARBON FOOTPRINTS TO CULTURAL INFLUENCE: ENGAGING LIVE MUSIC AUDIENCES ON TRAVEL CHOICES</u>	Here, we build on the insights from the Super-Low Carbon Live Music report, by exploring ideas for communication and engaging more effectively around audience travel. This report and recommendations – based on roundtable discussions with specialists from across the music industry, a small survey of festival goers at Shambala, and grounded in research on public engagement with climate change – offers a fresh take on a stubborn problem: how to positively influence the travel choices of live music audiences.
Super-Low Carbon Live Music	<u>Super-Low Carbon Live Music</u>	In this roadmap they outline a set of clearly defined and measurable targets that the live music sector could adopt to play a leading role in meeting the Paris Agreement on climate change.
Transforming Audience Travel Through Art: Report and recommendations	<u>Transforming Audience Travel Through Art: Report and recommendations</u>	Creative Carbon Scotland collaborated with Perth Theatre and Concert Hall and embedded artist Helen McCrorie on a year-long project using creative methods to address the environmental impact of audiences travelling to and from their venues.

RESOURCES

Resource Name	Link	Description
Managing Carbon Footprint at Music Festivals: A Study at Glastonbury Festival	Managing Carbon Footprint at Music Festivals: A Study at Glastonbury Festival	Recognising the environmental concern, the organiser has implemented a comprehensive strategy to reduce and control its carbon emissions. Hence, this study evaluated the efficacy of various approaches by employing the framework of energy consumption, trash generation, and transportation emissions (Fredline et al., 2005). The outcome demonstrates that Glastonbury Festival's endeavor to achieve environmental sustainability underscores its dedication to diminishing its carbon emissions while safeguarding its core identity.
A Net Zero Roadmap for the Events Industry	A Net Zero Roadmap for the Events Industry	The Net Zero Carbon Events initiative was launched in August 2021 with the aim of bringing the global events industry together on a common journey to Net Zero by 2050. This Roadmap is the result of a collaborative approach by the 400 plus organisations from 55 countries which have become supporters of the initiative and aims to set out a common pathway to achieve this ambitious goal.
THE SHOW MUST GO ON	THE SHOW MUST GO ON	The Vision 2025 community of outdoor events has created a shared community to share knowledge and expertise, and galvanise commitment to act together towards shared aims. This report is another building block on this shared roadmap.

D Light Studios
46 North Great Clarence Street
Dublin 1

www.nativeevents.ie
info@nativeevents.ie

