

**a-c-t**

**GUIDE**

**ARTISTS CITIZENS ON TOUR**

**2022**

## **ACT - Artists citizens on tour**

Our mission is to promote eco-friendly practices in show business.

The organization's main goals are :

- To raise awareness within the artistic community about the importance of acting towards a more sustainable future.
- To offer simple and efficient tools to help reduce the environmental footprint of shows and tours.
- To support artists who wish to become accredited and make their engagement towards sustainability known in order to inspire their audience.

**JOIN THE MOVEMENT !**

# LEVEL 01

## Things to consider before touring

### I pledge to :

- Hold a meeting with the whole team (label, production, musicians, technicians, etc.), making sure to :
  - Explain the environmental approach you'd like to implement
  - Answer questions and take note of comments or suggestions
  - Optimize the tour in order to minimize mileage
  - Think of ways to produce more eco-friendly albums, decors and merchandise
- Rent electric vehicles when possible
- Prefer land travel to air travel
- Reduce the amount of vehicles on the road
- Choose environmentally conscious hotels (members of [Green Key Global](#) for instance)
- Support local businesses (merchandising, album production, decors, visual contents, etc.)
- Buy second-hand equipment (decor, musical instruments, technical supplies, etc.)
- Set out a lighting plan that uses DEL and iodide stage lights, which reduce energy consumption
- Buy rechargeable batteries
- If flyers and posters are used, choose paper made from local and recycled fibres (FSC for instance), use natural ink and print only what you need
- Make sure you apply sustainable touring guidelines to all steps of artistic production, including rehearsal, recording, residency, etc.
- If you don't read them, unsubscribe from newsletters and magazines (whether paper or digital copies)

## Digital technologies

Our use of digital technologies has an important environmental and social impact. The production of electronic devices is the most impactful aspect of digital technologies' footprint. To encourage a sustainable use of digital technologies while touring, we suggest to:

- Avoid purchasing new equipment
- Prioritize rentals or second-hand equipment
- Repair equipment before replacing it

To learn more about digital technologies' environmental and social footprint, check out [The Shift Project's "Implementing Digital Sufficiency" report](#).

## Update my rider

- Indicate that all single-use water bottles are banned, as well as all other single-use items
- Make sure water is available in the dressing rooms to fill reusable water bottles
- Ask for cloth towel instead of paper towel in the bathrooms and dressing rooms
- Indicate that you prefer :
  - Local and organic food and drinks
  - Vegetarian and vegan meals

## When producing albums and merchandise

- Promote :
  - Eco-friendly printing
  - Second-hand fabric and/or unsold merchandise from previous tours
  - Organic and fair-trade fabric
  - Local design and natural ink
- For deliveries, choose recyclable packaging without glue or tape
- Offer download codes instead of physical copies of your album
- Use cardboard album cases instead of plastic

# LEVEL 02

## Things to consider while touring

### I pledge to :

- Carry with me at all times :
  - A reusable water bottle and coffee mug
  - Reusable travel tableware (including a plate!)
  - A cloth napkin
  - A small bottle of dish soap (to wash everything back at the hotel room)
  - Shampoo, soap and other toiletries (to avoid using the ones provided in hotel rooms, which usually involve lots of plastic waste)

Note : Plan a box which includes all of the above and keep it alongside you and the tour team as to never lose track of it.
- Refuse plastic water bottles in the dressing room and on stage
- Refuse straws in all drinks
- Have sustainable behaviours to avoid resource consumption in accommodations while touring:
  - Avoid getting the room and towels cleaned everyday
  - Avoid using soap samples and all other single-use item
  - Avoid overheating the room, especially when you leave for the day
  - Favor collective accommodations instead of individual hotel rooms (for instance, renting an apartment for the crew reduces energy consumption)
- Turn off all electronic equipment when it isn't used, especially in between sound check and showtime
- Reuse printed setlist
- On the road, choose local suppliers as much as possible
- Incite the audience to use public transportation, active transportation or carpooling to come to your show
- Communicate your efforts towards sustainability to your audience

# LEVEL 03

## Things to consider **after touring**

### I pledge to :

- Measure and compensate our green-house gaz emissions
- Donate parts of the profits to a non-profit organization of our choice
- Give a second life to all equipments and props that won't be used again
- Hold a retroactive meeting with the production team to review our environmental practices

**And much more, depending on the moment's inspiration and most recent discoveries.**

In all your choices, remember this :

**Reduce** all packaging

Choose **local** goods and services when possible

Select **organic** products

Promote **fair-trade** items

Always ask yourself : « Is this **essential** ? »

In one word ... **REDUCE !**

Non-produced waste is avoided waste.

Don't hesitate to contact us to share all your good ideas. **Have a great, green tour !**

