

# Sustainability Resources for Events

## Guides & Toolkits

### Green Touring Guide

A practical guide for musicians, agents, promoters, and venues on how to plan and run tours in a climate-friendly way. Covers transport, production, and communication.

[Green Touring Guide](#)

### Holiday Emission Calculator

Offers a free calculator and articles to help travellers (incl travelling artists or fans) understand and reduce the climate impact of their holiday transport, accommodation and activities.

<https://travelandclimate.org/>

### Viileä Musiikki – The Live Music Climate Roadmap

A Finnish initiative helping the live music sector plan for climate neutrality. Shares practical steps, case studies, and tools for sustainable event management.

[Home – Viileä musiikki](#)

### Elma

Provides Finnish music professionals with information, inspiration, and tools to promote sustainability in their work and events.

[Info](#)

### Grønn Festival

An eco-label for small festivals and promoters offering resources, guidelines, and checklists to help organisers create more climate-smart and sustainable events — covering energy, transport, procurement, food, waste, and more.

[English — Grønn Festival](#)

### The Green Producers Tool

A climate-accounting web app tailored for the culture and events sector that lets producers map, measure and report detailed CO<sub>2</sub> emissions from their productions (travel, equipment, food, waste etc.) and compare different scenarios to make more climate-friendly choices.

<https://www.greenproducers.club/the-tool>

## Organisations & Networks

### REVERB

Partners with artists, venues, and festivals to reduce the environmental impact of live music. Helps the industry and fans take climate action through campaigns, on-site programs, and climate-smart event practices.

<https://reverb.org>

### Music Declares Emergency

A global group of artists and industry professionals calling for urgent climate action. Promotes climate responsibility across the music ecosystem.

<https://musicdeclares.net>

### Northern Connection

A cooperation project focused on sustainable touring and exchange in the contemporary music scene. Promotes low-carbon collaboration and climate-smart production.

[Contemporary Music Project | Northern Connection](#)

### One Earth

Supports creative industries, including music, with climate-friendly tools, stories, and partnerships for environmental change.

[Together, we can solve the climate crisis | One Earth](#)

### The University of Manchester – Sustainable Music Report (2022)

Research exploring how the UK music industry can move towards sustainability. It provides data, recommendations, and strategies for reducing carbon emissions across live events and music production.

<https://documents.manchester.ac.uk/display.aspx?DocID=56701>

### Ticket To Ride

German initiative that introduces a campaign aimed at reducing greenhouse-gas emissions from audience travel at major events by raising awareness, gathering data and inspiring promoters to adopt sustainable mobility solutions

<https://tickettoride.net/en>

### Julie's Bicycle

Is a UK non-profit that helps arts and cultural organisations act on the climate, nature and justice crisis through practical tools, training and case studies integrating environmental responsibility across the creative sector.

<https://juliesbicycle.com/>

## Festivals & Events

### **WE LOVE GREEN**

A leading sustainable music festival and resource platform that shares practical ways to integrate sustainability into music events. Offers clear examples and tools for step-by-step improvement.

[Home - WE LOVE GREEN 2025](#)

### **Øyafestivalen**

A case study in sustainability with clear targets for renewable energy, waste reduction, and circular economy. Serves as a model for climate-smart music events.

<https://www.visitnorway.com/meetings/case-studies/culture-oyafestivalen/>

### **Way Out West**

A case study of sustainability forerunner Way Out West showing how the festival applies sustainable practices across all areas — from energy and food to transport and waste.

[PowerPoint-Präsentation](#)

## City & National Initiatives

### **Göteborg & Co**

A municipal company driving Gothenburg's event and meeting industry towards sustainable development. Uses systematic environmental management and supports destination goals.

[A Sustainable Events City – Göteborg & Co](#)

### **Bydgoszcz – City of Music (UNESCO Creative Cities Network)**

Recognised by UNESCO as a “City of Music,” Bydgoszcz connects its cultural ecosystem with the UN 2030 Agenda for Sustainable Development. A strong city-level model for culture + sustainability.

<https://bydgoszczmusic.com/en/>

### **“Music and Sustainability in Tune?”**

A Swedish research study exploring how the live music industry understands and applies sustainability principles. Offers data and insights for event planners.

<https://www.diva-portal.org/smash/get/diva2%3A1993797/FULLTEXT01.pdf>

### **Best Practice Cases (Gothenburg)**

A collection of best practice cases from Gothenburg showing how events and destinations can drive sustainability and positive change. Each case offers clear examples and inspiration for organisers working towards more sustainable events.

[Best Practice Cases – Göteborg & Co](#)