



The Sustainability Rider

Guidelines for Artists and Event Planners

How to plan sustainable events and tours?

Artist Relations Manager, Stefan Lohmann delivers the answers. With the **Sustainability Rider**, he has developed guidelines for the entire event industry to implement the **three pillars of sustainability**: environmental protection, social justice and economic efficiency. A win-win-win situation! Environmental pollution and exploitation are avoided, future generations are taken into consideration and, last but not least, costs are reduced through conscientious use of resources.

“My aim is for sustainable events to become the standard and common practice for event planners and artists. Skepticism must transform into enthusiasm while access to information, potential savings, and problem solutions must be simplified. It is crucial to ask the right questions and have precise demands of suppliers, partners and service providers. In cooperation with experts, I have developed the **Sustainability Rider** and Checklist, which integrate publicly accessible information and existing environmental legislation. Ideally, the checklist will become a logical component of contracts, artist riders, tech riders, requests and estimates for suppliers and contractors,” according to Stefan Lohmann – Talent Buyer & Booking Agent, founder and initiator of Sustainable Event Solutions.

How to build up a network with sustainable suppliers?

In addition to the **Sustainability Rider & Checklist** with its **13 guiding principles**, Lohmann created the networking platform www.Sustainable-Event-Solutions.de. It's a database and search engine to give event organizers quick access to all sustainable suppliers. Sustainable Event Solutions promotes Sustainable Event Suppliers to make them stand out and easy to find in the world wide web.

Sustainability Rider und Sustainable Event Solutions – who is behind it?

Stefan Lohmann – Talent Buyer & Booking Agent is an artist relations manager and official partner of the German Sustainability Award, co-founder of the sustainably operating Berlin Show Orchestra and a member of the Verein des Ehrbaren Kaufmanns (Association of the Honorable Merchant). Thanks to his efforts, the Live Entertainment Award, the most coveted award in the concert industry, is a climate-neutral endeavor. A clear sign from the event industry! As Talent Buyer and Artist Relations Manager for events of all kinds, he is closely networked with all trades in the event industry. Sustainable management is an integral part of his corporate strategy.

More information: www.stefanlohm.com, <https://stefanlohm.com/nachhaltigkeitsstrategie/>

Sustainable Event Solutions

A Subsidiary of Stefan Lohmann – Talent Buyer & Booking Agent

www.stefanlohm.com | www.sustainable-event-solutions.de

The Sustainability Rider

1. Environmentally Friendly Arrival of Attendees/Green Ticketing

Visitor arrival is the number one cause of CO₂ emissions (up to $\frac{3}{4}$ of total emissions). When choosing a location, make sure you have sufficient public transport connections and inform attendees about the closest stops to the location, e.g. on the event and location page. Offer tickets that include public transport fares. Encourage the public to carpool and rent buses. Provide informative links to appropriate services. Cooperate with a professional green ticketing company that includes offset fees in the ticket price to offset unavoidable travel emissions. Offer the Event Tickets in cooperation with railway or bus operating companies for your events (like Deutsche Bahn Eventticket).

Advertise to the public to promote a low CO₂ travel - by bike, bus or train or, if traveling by car, for full occupancy, e.g. by carpooling!

2. Increase Energy Efficiency and Use of Renewable Resources

Use renewable energy sources. Always measure your exact energy consumption so savings directly pay off. In the office, during transport, at the location, during the event itself. Do not leave lights, air conditioning or heating switched on unnecessarily. With LED technology you save electricity and money. Monitor efficiency and optimize capacity during transport. Are locations, hotels, caterers, stage and exhibition construction companies, transport companies and technology providers aligned with sustainability? Encourage on-site partners (location, hotel, contractors, suppliers) to randomly show you how they are contributing! Your obvious interest can be a great motivator.

Switching to green electricity is quick, easy and environmentally friendly. But the potential savings in the energy sector are also enormous. Analyze your power requirements in detail (e.g. from Tech Company) and precisely calculate the generators. Studies show that generators are often operated at less than 30% capacity. Miscalculation causes considerable unnecessary costs and much higher emissions.

3. Sustainable Purchasing, Use and Recycling

Consider the ethical and ecological consequences of all purchases, be it office printers, computers, tables, etc., or stage construction, exhibition booths, floor coverings, etc. No purchases that lead to deforestation, soil or water pollution or human exploitation! Certifications such as the Blue Angel - The German Ecolabel, help in selecting the right materials. Minimize packaging waste. Avoid useless one-way promotional gifts from sponsors or the like. Rely on recycled materials. For new materials, are the sources ethically certified and is there a plan for their reuse and/or recycling?

In the case of unavoidable waste materials, provide clearly marked, colored containers with multilingual labels for easy separation, including for food waste. Inform about what can and cannot be collected for recycling. Strive for a closed loop of materials and a high recycling rate. Always keep up to date: are the riders of the artists and the requirements of all contractors still current and specific to your event?

Ensure transparency. Inform the public as well as all contractors about the waste separation processes at events to maximize effectiveness!

4. Food and Beverage

Clear "Yes" to regional and seasonal food! Support local organic food producers and reduce CO₂ emissions caused by transport. When selecting beverage providers, look for organic suppliers and companies that reinvest part of their revenue back into sustainable projects.

Sustainable Event Solutions

A Subsidiary of Stefan Lohmann – Talent Buyer & Booking Agent

www.stefanlohmann.com | www.sustainable-event-solutions.de

All meat, fish or dairy products should be traceable and certified as regional, organic or otherwise sustainable (e.g. MSC, WWF, Red Tractor, Soil Association). More and more people prefer vegetarian and vegan alternatives. Customize your supply to meet this demand.

Take precautions to collect and redistribute excess food. This can also be done through appropriate catering companies or working with a local food collection and redistribution organization.

Meat and milk production contributes significantly to global CO₂ emissions. They are still often produced through inhumane practices. Vegan or vegetarian diets are a healthy and viable alternative! They consume much less water, land and oil and produce fewer greenhouse gases.

Only Fair-Trade Teas/Coffees/Sugar/Chocolate and avoid Palm Oil Products.

Look for certified items such as Fair Trade or Rainforest Alliance.

Make sure that no palm oil is used or that it comes from ethically and ecologically correct sources.

Buy conscientiously and make your contribution to the fight against exploitation! Palm oil production causes global problems: devastating deforestation, loss of biodiversity and negative social impact.

5. Avoid Plastic and Disposable Containers

Say no to disposable plastic water bottles, plastic cups, plastic drinking straws, plastic bags, unnecessary packaging and polystyrene. Offer reusable tableware (plates, cutlery, cups). Avoid food with excessive or non-recyclable packaging!

Many disposable plastics pollute our oceans. Their production consumes considerable amounts of oil and water, is the potential cause of conflicts, resource scarcity and greenhouse gases. Stop the use of disposable plastics!

6. Reduce Water Consumption and Environmental Pollution Risk

Develop measures to avoid wasting water and reduce waste water. Organizers, locations and cleaning companies should only use environmentally friendly cleaning products, make efforts to prevent potentially harmful soil and water contamination, and guarantee needs-based, environmentally friendly and clean sanitary facilities (toilets, showers, etc.) at external locations.

Careful water use protects local waterways, wildlife and groundwater.

7. Ethical Towels, Clothing, Merchandise

Towels, clothing and merchandise should consist of ethically and ecologically correct fibres, e.g. organic cotton, and be sustainably manufactured. Although these are more expensive than cheaper alternatives, they also last longer.

Cheap textile production can have serious social and environmental consequences. Studies show that during washing, plastics release micro-plastics into the water supply. You can do something about it!

8. No Unnecessary Printing, Only Recycled Paper from FSC/PEFC

Avoid unnecessary printing and – if absolutely necessary – use certified, ethical or recycled paper and bio-based inks. This applies to toilet paper as well as napkins, tickets or access passes. Digital event apps are an added value, offer easy handling and help make event programs, flyers, catalogues, etc. useless.

Sustainable Event Solutions

A Subsidiary of Stefan Lohmann – Talent Buyer & Booking Agent

www.stefanlohmann.com | www.sustainable-event-solutions.de

Help the fight against deforestation and biodiversity loss by avoiding unethical or non-traceable paper sources.

9. Local Accommodation and Hotels

Short distances save time and protect the environment. Minimize transport to the event location by accommodating your crew and guests nearby. Give preference to accommodation with a low environmental impact or an environmental certificate.

Ensure a sustainable supply chain at your events. Certificates for organic and sustainable hotels provide valuable guidance.

10. Local Transport/Shuttle Service

Use an environmentally friendly and needs-based transfer, e.g. with the use of electric or hybrid vehicles, low-particle fuels or shared shuttles. Public transportation and modern buses with high occupancy guarantee the best environmental balance.

Consider equipment, accreditation and schedules when selecting transportation options. And remember, transportation is a major contributor to global greenhouse gas emissions and local air pollution.

11. Barrier Free, Social Justice, diversity and Inclusion

Please take barrier free accessibility, social justice, diversity, equal rights and inclusion into account for events as well as sufficient and clear, easy-to-read signs. Perhaps a sign language interpreter for the deaf can be made available. Ask the location and your service providers for suitable solutions.

As part of a diverse society, it is our responsibility to create structures that enable everyone – including people with disabilities – to participate in events.

12. Targeted Communication for Sustainable Results

Attendees, staff and service providers should be clearly informed about the ethical ambitions of the event. Motivate your service providers to follow your positive path and invite them to help shape it. Many companies and service providers already have an environmental manager – include them in your communication strategy with the common goal of informing the public in a sustainable way. Provide help and give tips to your audience, offer customer loyalty tools and advantages for waste avoidance or for waste collection, deposit systems,

You should also use companies that focus on sustainability for event promotion. Use environmentally friendly printing for flyers, posters and advertising that is unavoidable.

Raise awareness for more sustainability through open and honest dialogue to the audience, partners and service providers!

13. CO₂ Emissions and Offset

Events and international tours cause a high level of unavoidable CO₂ emissions simply through guest travel and production transport. The same applies to power demands, if no renewable energy sources are available. There is a lot you can do about it. Keywords: Compensation projects with additional benefits. In addition to pure CO₂ compensation, these projects also have a great impact in other areas. Example: small biogas plants for private households in India.

Sustainable Event Solutions

A Subsidiary of Stefan Lohmann – Talent Buyer & Booking Agent

www.stefanlohmann.com | www.sustainable-event-solutions.de

They guarantee less wood consumption, less smoke in living rooms and kitchens, fewer chronic diseases caused by smog while, at the same time, providing more local jobs.

We recommend that event planners and artists measure their energy and resource consumption as well as their CO₂ emissions, to evaluate them and to identify improvement potential. For a successful sustainability strategy, cooperation with professional offset companies and sustainability oriented or certified suppliers is the ideal option! Take advantage of the enormous benefits of a sustainable supply chain and long-term partnerships. This automatically generates events with a positive impact on people and the environment.



Sustainable Event Solutions

A Subsidiary of Stefan Lohmann – Talent Buyer & Booking Agent

www.stefanlohmann.com | www.sustainable-event-solutions.de