



# The Daily Gleaner

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## **The Music of Planet Earth**

From Live Earth to Ottawa Bluesfest to the East Coast Music Awards to Harvest Jazz and Blues Festival - festivals and musicals events all over the world are “going green”.

This past winter, I was part of the ECMA Green Team. The Green Team had its own small green actions in play at event meetings, such as: no bottled water served, documents printed on double-sided paper, and agendas sent out by email. As for the ECMA event: event guides were printed on FSC (Forest Stewardship Council) approved paper, volunteer shirts and delegate bags were made with organic non-bleached cotton, cups were recycled, buses were used for citywide transportation and solar energy powered Radio ECMA. Now that’s a good green first effort!

The movement towards more environmentally sustainable events is catching on with musicians and festival/event organizers everywhere. And the measures these groups are taking are creating real change. Much less waste is being produced, fewer carbon emissions are going into the atmosphere, and less overall environmental impact is taking place in the production of goods needed to deliver the events.

Touring artists such as Alanis Morissette, Sheryl Crow, Dave Matthews, Green Day and Avril Lavigne, to name a few, have combined forces with environmental partners such as ReverbRock to “green” their tours. Reverb is a non-profit organization deeply rooted within the music and environmental communities. Reverb educates and engages musicians and their fans to promote environmental sustainability with carbon neutral concerts, using such things as bio-diesel fuelled vehicles, biodegradable catering products, green tour supplies and cleaners, green sponsorship, and much more.

I recently attended the Stan Rogers Folk Festival in Canso, Nova Scotia. Festival organizers there have been taking steps towards a greener event for several years now. This year stations were set up throughout the event with garbage, compost, and recycle bins, all clearly marked and well labelled. Food vendors used only compostable or recyclable cups, and 100% compostable cutlery and plates.

In 2007, Fredericton’s own Harvest Jazz and Blues Festival created a Green Team - a committee that has grown from the “recycling police” to something much more substantial. The Festival has a goal to reduce approximately 32 tonnes of CO<sub>2</sub> emissions generated by the event each year. As part of their plan they are implementing a Park & Ride system for patrons and volunteers (over 800) to decrease traffic congestion; the Mojo Tent will be carbon neutral for a day; and musicians are being offered resources to offset their carbon emissions.

Festival organizers are also asking patrons to do their part. Festival-goers can check out the “Green Your Harvest” section on the website to get some great ideas, such as: carpooling and using active transportation; recycling and reusing cups; and shopping smart (no Styrofoam take-out containers or plastic bags, the Green Team suggests bringing your own cloth bags!)

Ultimately, it comes down to each of us creating our own individual change, and as it grows, then we become a collective, making even bigger change. Well, once again Harvest is a leader in our community - to learn more about what you can do to help keep Harvest green this September check out [www.harvestjazzandblues.com](http://www.harvestjazzandblues.com). And while you are there you can share your own ideas on their Facebook Green page.

So if you plan to attend a big event, concert or festival this summer, find out what organizers are doing to reduce their carbon footprint, and don't be shy, share some of the ideas mentioned here with them. If you want to learn more about “green” musicians and tours go to [www.reverbrock.org](http://www.reverbrock.org).

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