



MUSIC

DECLARES

EMERGENCY

Cora Schönherr

Julian Vogels

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MUSIC DECLARES EMERGENCY



This Playbook is here to inspire and guide you in your transition towards a more sustainable future.

Made with ❤️ by Music Declares Emergency Germany in 2021:
Cora, Julian, Fine, Tine, Sarah, Katrin, Norman, Lisa.

Not pictured: Florian, Bianca, Steffi, Sonja, Mariko, Kris, Jules.

INTRO



Music Declares Emergency is a group of artists, music industry professionals and organisations that stand together to declare a climate and ecological emergency and call for an immediate governmental response to protect all life on Earth. We believe in the power of music to promote the cultural change needed to create a better future.

WE WILL

JOINTLY SUPPORT ONE ANOTHER, SHARING EXPERTISE AS A COLLECTIVE INDUSTRY AND COMMUNITY.

SPEAK UP AND OUT ABOUT THE CLIMATE AND ECOLOGICAL EMERGENCY.

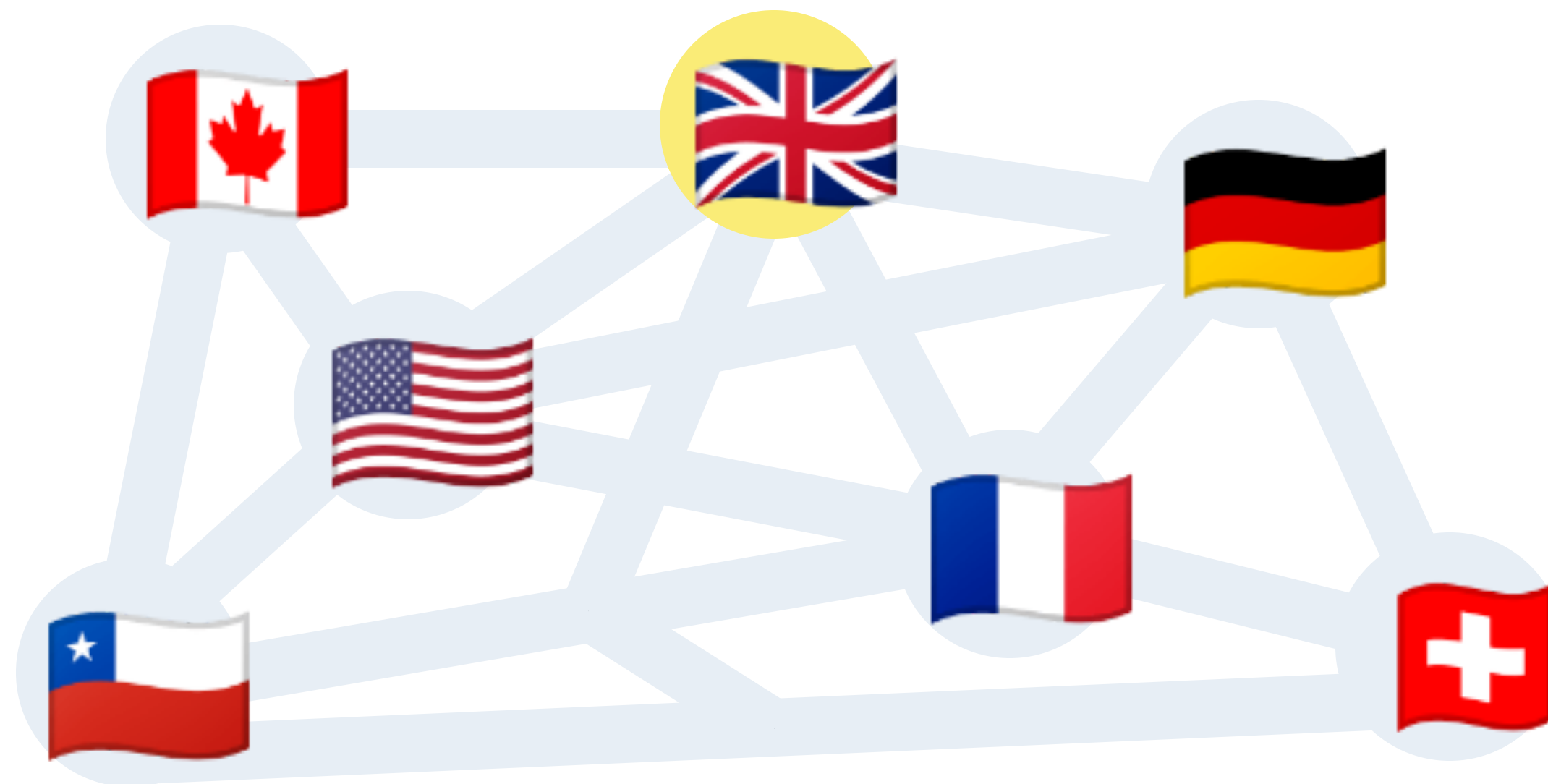
WORK TOWARDS MAKING OUR BUSINESSES ECOLOGICALLY SUSTAINABLE AND REGENERATIVE.

CHAPTERS



Founded in July 2019 in the UK by music industry professionals who were active during the first campaign of Extinction Rebellion, the movement grew beyond national borders when chapters formed in Germany, France, Switzerland, Canada, Chile, and the USA.

Music Declares Emergency Germany was founded late 2020 and is now in the process of becoming a registered association (e.V.).





Many artists, labels, managers, venues, festivals and music tech companies signed our declaration, which commits them to urgent climate action.

DECLARERS

3056 ARTISTS

1350 ORGANISATIONS

1452 INDIVIDUALS

IDLES

Jamie xx

The 1975

Berlin Music Commission

VUT

Arcade Fire

Billie Eilish

ease agency

radioeins

Imogen Heap

Massive Attack

faemm

Springstoff

Jon Hopkins

Edward O'Brien

HÖME - Für Festivals

Amanda Palmer

Bonobo

egoFM

Music Women Germany

Crystal Fighters

The Skatalites

Motor Entertainment

Milky Chance

Fatboy Slim

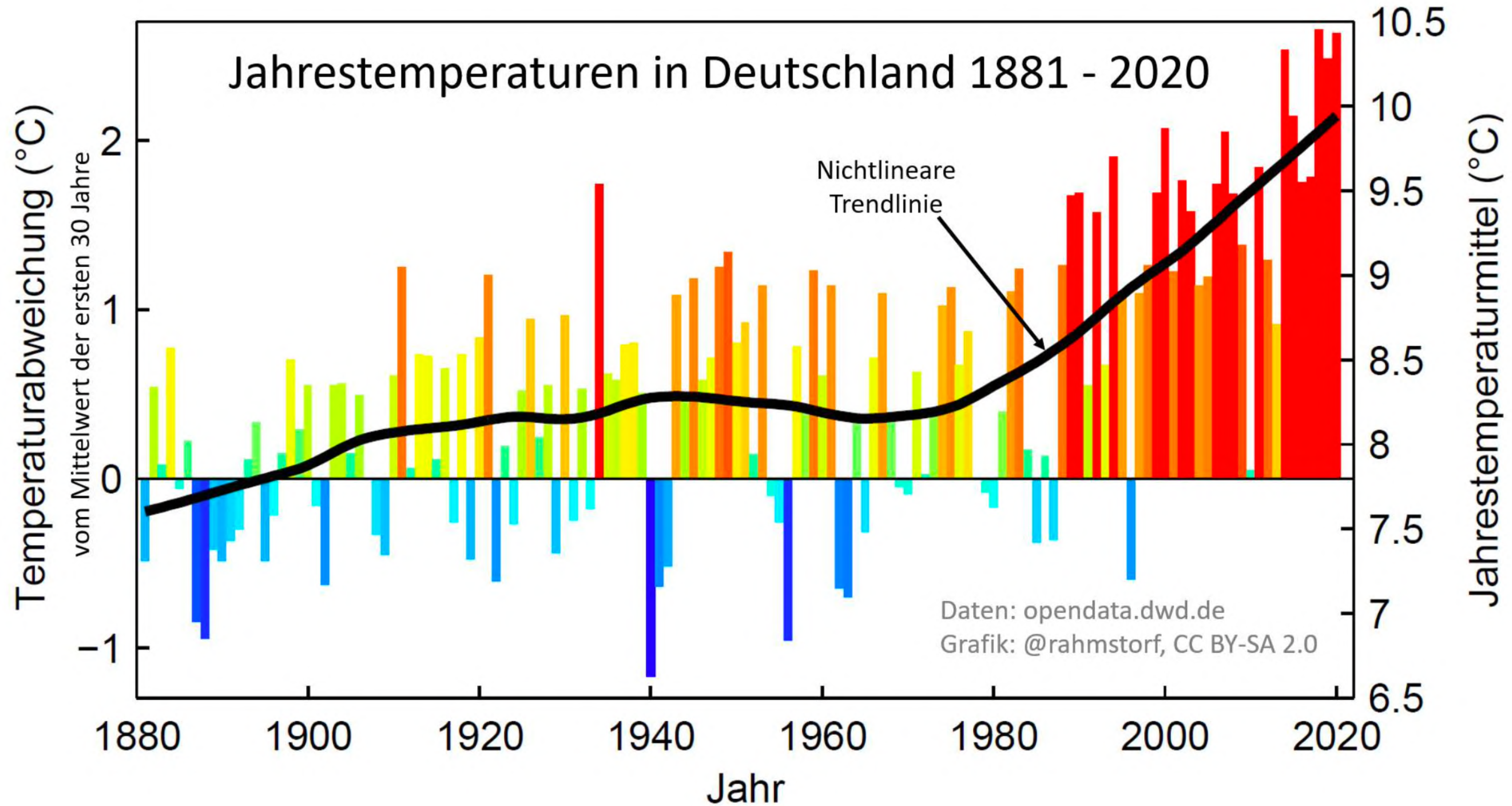
MusicTech Germany

Julian

Cora

→ and you, too?

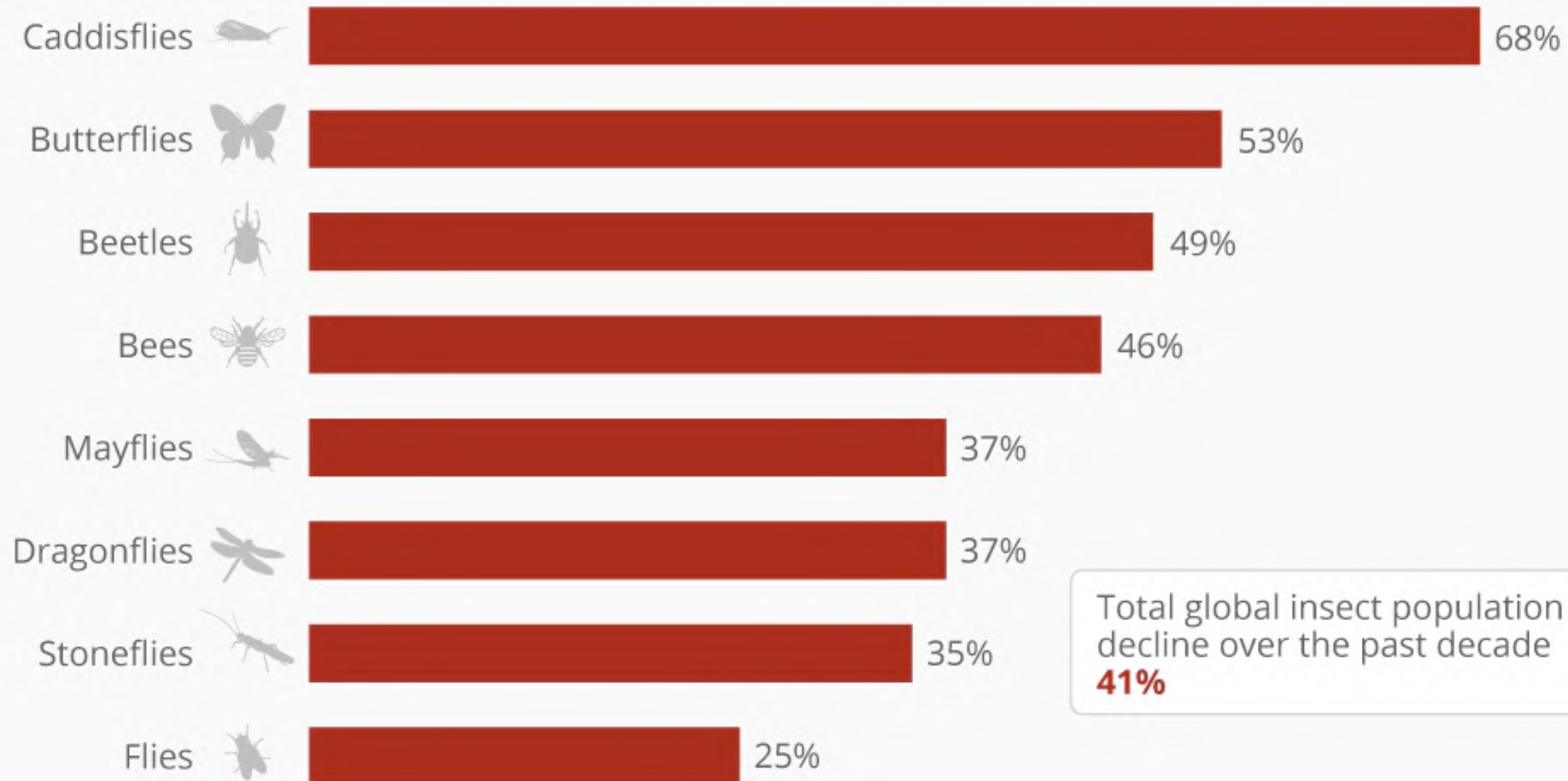
IT'S GETTING HOTTER



ECOSYSTEMS ARE DISRUPTED

Massive Insect Decline Threatens Collapse Of Nature

Percentage decline in selected global insect populations over the past decade



@StatistaCharts Source: Sánchez-Bayo & Wyckhuys, Biological Conservation, 2019

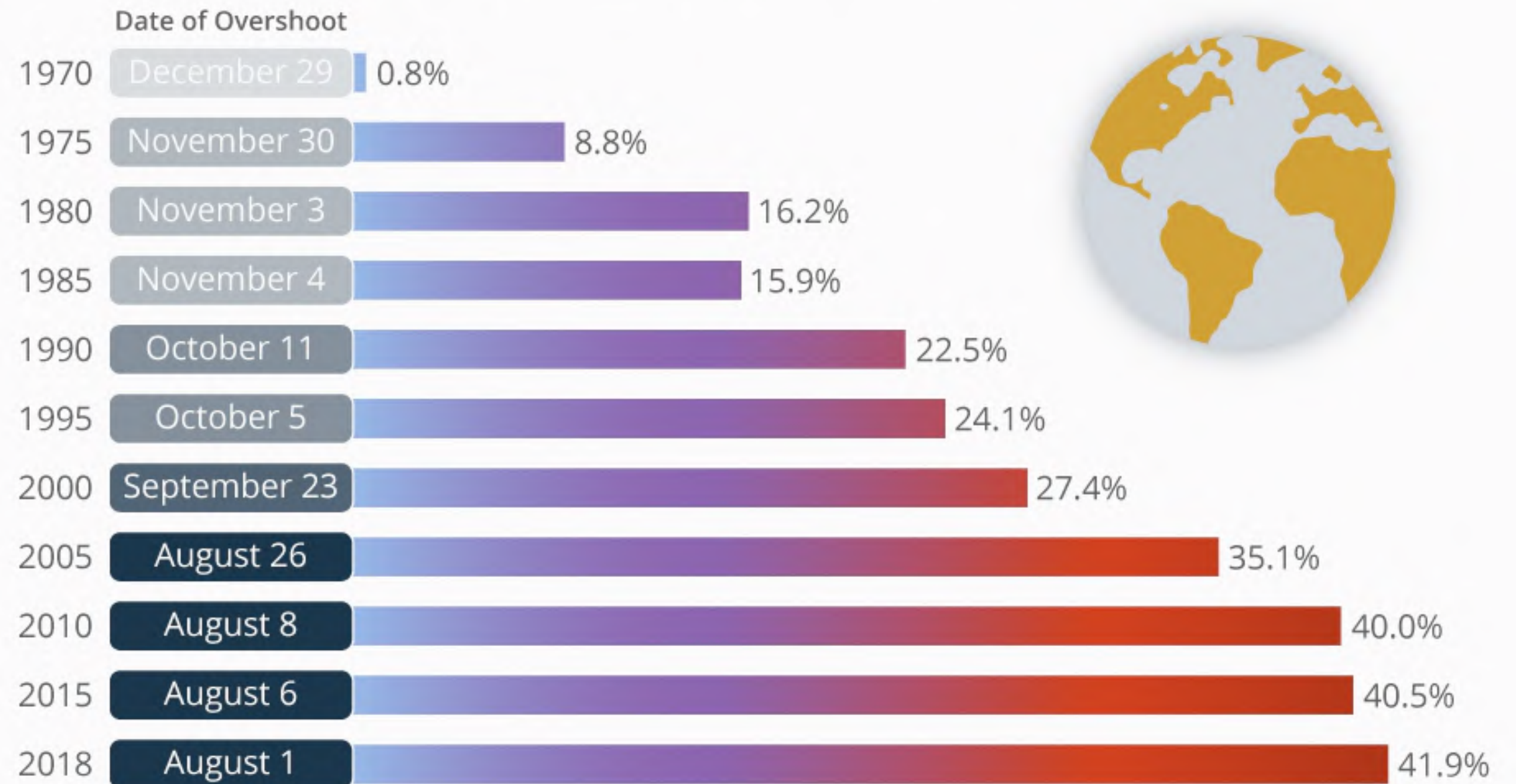
statista

IT IS STILL GETTING WORSE

EarthOvershootDay marks the date when humanity's demand for ecological resources and services in a given year exceeds what **Earth** can regenerate in that year.

Earth Overshoot Day Comes Sooner Every Year

Share of year remaining after Earth Overshoot Day (1970–2018)



@StatistaCharts Source: Earth Overshoot Day



WE NEED TO STAY BELOW 1.5°C

The science is clear,
there is no doubt.
If we don't act, we will
suffer dire consequences
within our lifetime.

WHAT COULD A CLIMATE CATASTROPHE LOOK LIKE?



- Economic collapse and **mass migrations** as **droughts** and **floods** take away people's livelihoods.
- Extreme weather becomes normal, causing frequent ravaging **wildfires**. **Pandemics** become more frequent. **Ecocide** reduces biodiversity significantly.
- At one point, a **tipping point** is reached which turns **rainforests into savannas**, **melts the permafrost** to release even more greenhouse gas stored within, and **melts to polar caps** so that less light is reflected, warming the earth even more.

Need more convincing? → Extinction Rebellion's "Tell the Truth" peer reviewed facts



3 Ps: Profit + People + Planet

Pitch

BE THE CHANGE

(trust me, it'll be fun)

CLIMATE CHANGE CAN BE DEPRESSING

...but every step towards zero net emissions will instill a sense of pride in us as an industry. It can give us new meaning, too. We can show others that it is possible to create value for people and planet.

In fact, the best way to effect real change is with a positive transition: one where the majority of your organization buys in and supports each other. Bottom up and top down!

Climate change is an old problem. We have not done this. We do not need to blame ourselves. But we control the future.

FEAR
GUILT
HELPLESSNESS
LETHARGY



ACTION




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1

VALUES

ADD SUSTAINABILITY TO CORE COMPANY VALUES NOW



The first step is to formalize your commitment in a core company values document. Communicate and celebrate this addition in your next company meeting!

**"79% OF CONSUMERS ARE CHANGING THEIR PURCHASE PREFERENCES
BASED ON SOCIAL RESPONSIBILITY,
INCLUSIVENESS, OR ENVIRONMENTAL IMPACT"**

- Capgemini Research Institute, April 2020



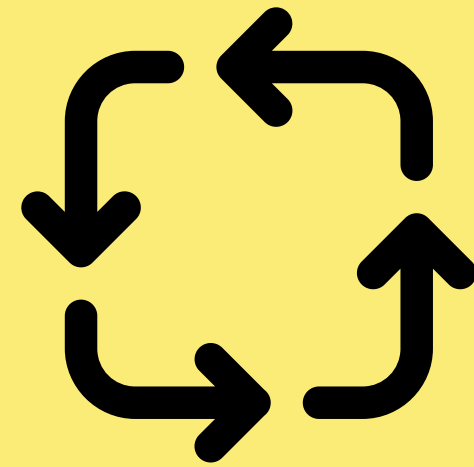
CREATE STRUCTURES

NOMINATE A DIRECTLY RESPONSIBLE INDIVIDUAL (DRI)

A DRI is not solely responsible for all climate action, but for keeping the ball rolling. They coordinate efforts, remind, and point out flaws.

MEASURE AND IMPROVE

Be data-driven!



NETWORK AND LEARN

Be open to change!

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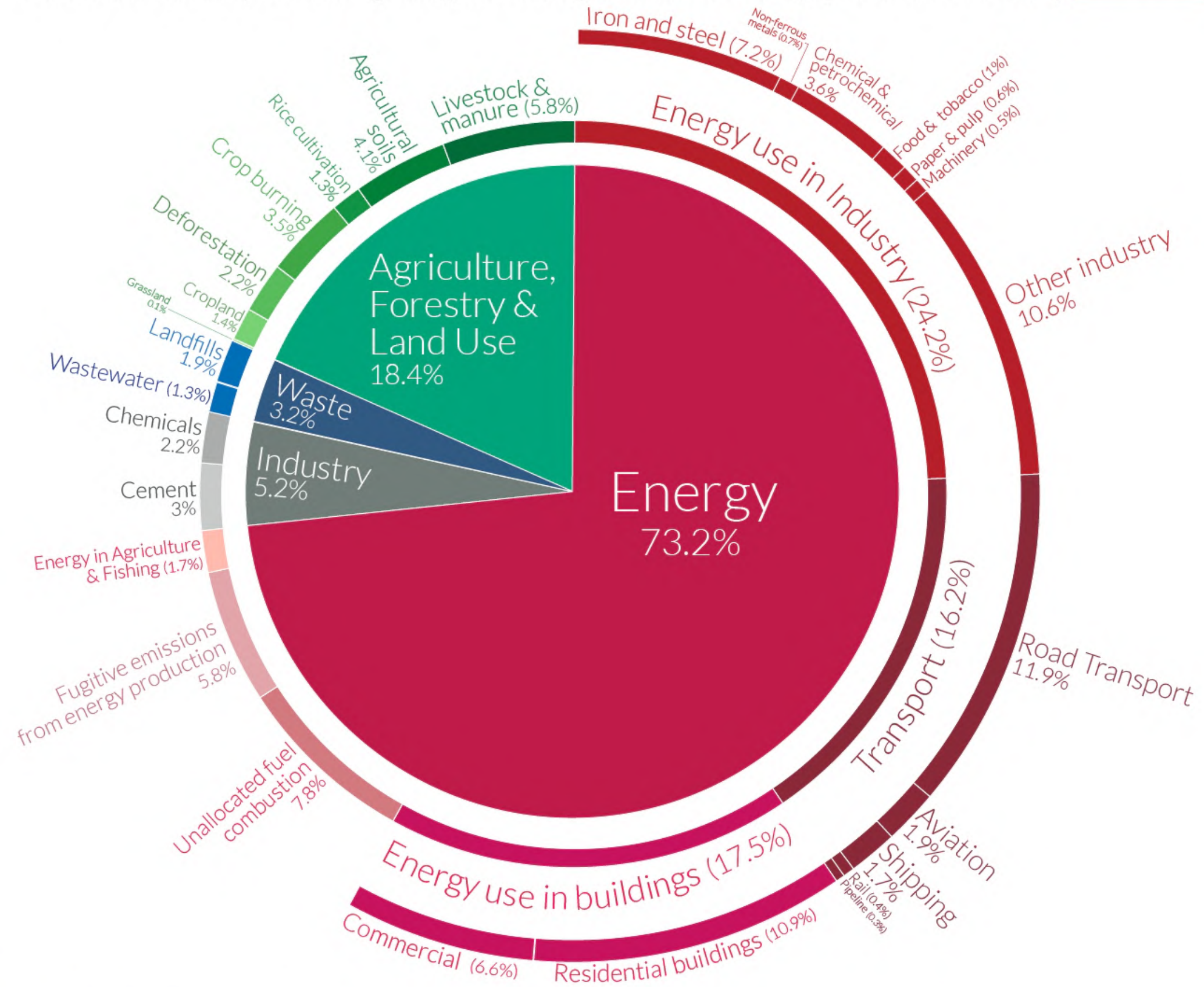
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ENERGY

Global greenhouse gas emissions by sector



This is shown for the year 2016 – global greenhouse gas emissions were 49.4 billion tonnes CO₂eq.



OurWorldinData.org – Research and data to make progress against the world’s largest problems.
Source: Climate Watch, the World Resources Institute (2020).

Licensed under CC-BY by the author Hannah Ritchie (2020).

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Switch to Renewable Energy

The most important step.
We can invent better ways to create clean electricity, but it wouldn't matter if everybody still heats with natural gas or oil.

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Adjust for better efficiency

Heating, A/C, Lighting

Replace energy-inefficient devices

Very old heating systems and fridges are terrible for the climate.
Measure device consumption with an energy consumption meter.

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3

MOBILITY



- Support **biking, public transport, E-mobility**
- **Reduce** travel where possible
- **Compensate** CO₂ for flights
- Plan events with **audience travel** in mind

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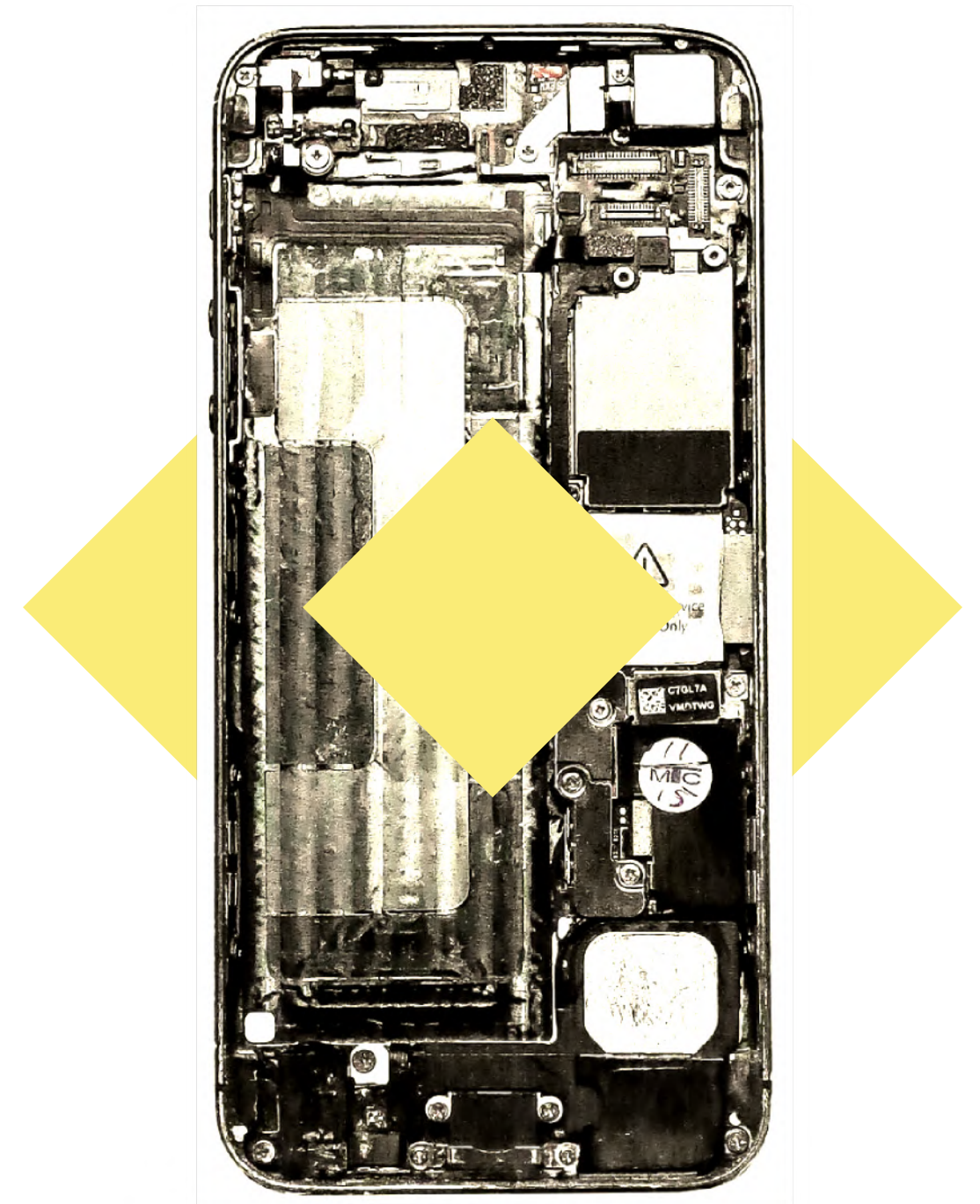
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PRODUCT

DESIGN & MANUFACTURING



- Design your products for **longevity & repairability**
- **Source** components sustainably & locally
- **Help** manufacturing partners in their transition to sustainable manufacturing



WASTE & RECYCLING



- **Inform customers** about hazardous materials (e.g. lithium batteries)
- Give clear **instructions how to dispose** of products end-of-life
- **Refurbish** return products for resale
- Make it **easy to resell** the product



PACKAGING & MERCH



- Use **recyclable** materials, don't mix paper and plastic
- **Reduce amount** of material used
- T-Shirts & Caps from organic cotton
- Source sustainably & locally



LOGISTICS & SHIPPING



- Offer a **green shipping option** in your online shop (or switch completely)
- Ship via boat or train, not plane
- Last mile by bike courier where possible



DIGITAL

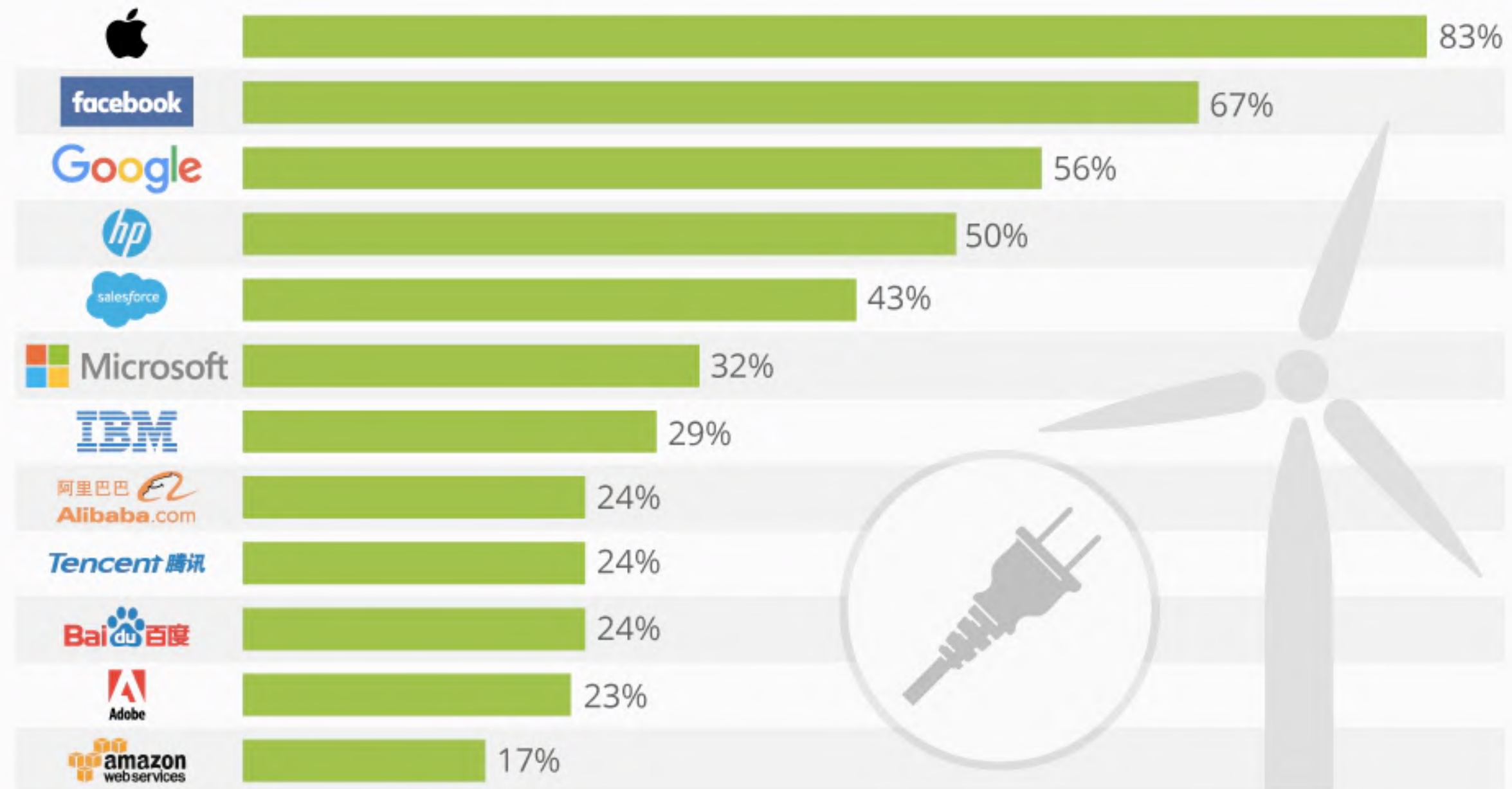


- Choose a sustainable **server infrastructure** (Google over AWS), use **Free and Open Source Software** and don't lock yourself in
- **Support older devices**, so that users don't need to replace them. No programmed obsolescence!
- **Green website hosting** provider
- Streaming service? Offer download and **offline listening!**



GreenTech: The Top Companies

Percentage of renewable energy in the power supply



@StatistaCharts Source: Greenpeace

statista

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5 COMMUNICATION

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DON'T BE SHY!



PUBLISH YOUR COMMITMENT

You'll be surprised about the new network that opens up and who's going to apply to your open job positions.

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INVITE AUDIENCE TO PARTICIPATE AND SHAPE

Be transparent about our commitment and let your community be part of our transition.

**IT'S NOT GREENWASHING IF YOU'RE
PROUD OF YOUR REAL ACHIEVEMENTS
AND TRANSPARENT ABOUT YOUR FLAWS**

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8 HOW TO TRANSFORM

**WHAT YOU
MEASURE**

**YOU WILL
MANAGE**

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CO₂ CALCULATORS

These tools help you in creating a CO₂ footprint, so you can understand and improve your annual impact.



Culture & venues



Movie production



Personal & families

Corporates & municipalities

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ENVIRONMENTAL MANAGEMENT SYSTEMS

Once you are familiar with CO₂ footprints, you can double down and implement a more comprehensive system.



Save money through ecological action, simple but effective



Deutscher
NACHHALTIGKEITS
Kodex

By the German Council for Sustainable Development (RNE), which also consults the German government



EMAS
GEPRÜFTES
UMWELTMANAGEMENT

Comprehensive reporting system by the European Union, complicated but good

GEMEINWOHL
ÖKONOMIE Ein Wirtschaftsmodell mit Zukunft

Measures not only a CO₂ footprint but also a positive social handprint



SIGN THE DECLARATION

We support you in your transition.
Join the movement.

<https://musicdeclares.net/de/werde-aktiv>

**NO MUSIC ON
A DEAD PLANET**

www.musicdeclares.net/de