

## EE MUSIC Workshop

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**Before the workshop  
(if you are a venue owner or operator)**

**To get the most out of this workshop, we recommend you prepare and bring with you the following:**

- ✔ Information on your venue, including: your venue's floor area, the age of your building, total number of visitors (per month or per year), the capacity of each of your performance spaces and number of performances in each space (per month or per year), the average number of hours you are open to the public per week, and the number of full time employees working in the building.
- ✔ Information on your energy use, including: past electricity and gas bills (either for the past year, several past months, or whatever is available) – these should indicate the amount of energy you have consumed, information on the amount of renewable energy produced on site if you have a local installation, and any other information related to energy use on site (liquid petroleum gas, diesel not used for transport, oil, etc.)
- ✔ Your venue's environmental policy and action plan, if you have one



**If you are unable to bring this information, you can still participate! Not running a venue? You can still learn how to be a more energy efficient promoter, collaborate with the venues you work with, and meet like-minded people to share and build best practice.**

## Why EE MUSIC?

- › The climate is changing at an unprecedented rate, driven by the carbon released into the atmosphere by our unsustainable reliance on fossil fuels to power our economy, society, and culture. Given the music event sector's visibility and profile and the number of people it reaches, it has an opportunity to be an inspiring leader in shaping a more sustainable energy future.
- › Energy costs are rising overall, and can be very volatile – so using less energy can save money and make your business more resilient to future price fluctuations. Using renewable energy can also help insulate you from price shocks.
- › EE MUSIC supports music events in saving energy and reducing energy costs and carbon emissions. It is the largest campaign of this type the industry has ever seen – and you can be a part of it.

## Top tips for energy efficiency at events in clubs and venues



### Analyse and understand

**You can only find and develop efficiencies by understanding your behaviour and current systems and how they are being used. Put together a diagnosis:**

1. Where are you using energy? Performance spaces, storage areas, office, etc?
2. When are you using energy? When does the first person usually arrive and the last person usually leave in your different spaces? When are the times of peak (most) energy demand and lowest demand?
3. What is using energy? Make a list of equipment and systems such as ventilation, IT equipment, etc.
4. How is energy being used, and who is using it? Speak to your staff and ask them about their routines. How do they interact with your venue/office's equipment and systems? How do incoming artists and productions use your space?
5. If you are a promoter working with venues, how do they manage their energy use? Do you get any information from them?



### **You also have to measure to manage:**

6. Set a baseline of energy use and keep monitoring your energy use over time so that you can tell whether the actions you are taking are actually making a difference. Use your energy bills for information, and find the electricity meters in your building and take regular readings. As a promoter, you can do the same for your office.

7. If you aren't achieving savings, try to analyse why: for example, have you held more performances, or bought new energy-intensive equipment?

8. If you are a promoter working with venues, encourage them to begin monitoring their energy use: it can save them on overheads, so you'll all be better off.



## Use power efficiently

**Past work by Julie's Bicycle in the UK and the Green Music Initiative in Germany has identified that most venues and clubs can achieve annual energy savings of 5-20% through no- and low-cost efficiency measures alone.**

- > Introduce a switch-off policy for lighting, electrical and IT equipment. If you are a promoter, participate in switching off un-used equipment (including dressing room lighting).
- > Regularly check and maintain building controls to ensure correct settings and operation e.g. for cooling, heating, hot water and lighting systems. Ensure systems switch on & off according to when different areas of the building are in use/occupied.
- > Ventilate with fresh air rather than cooling whenever possible.
- > Purchase energy-efficient equipment when replacing old equipment e.g. fridges.
- > For show lighting, use LEDs, choose lowest wattage bulbs and tungsten moving lights rather than discharge, and ensure lights are turned off between rig check and show.
- > Update fluorescent tubes to more efficient ones or replace lights with compact fluorescent lights (CFLs) and LEDs. Install motion sensors and daylight sensors on lighting.
- > Regularly clean filters in air-handling units or replace them with more energy-efficient versions.
- > Service your boiler annually – it's usually worth the cost.
- > Install more energy efficient plant. E.g. for boilers, anything less than 60% efficient, more than 10 years old, or oil-fuelled is usually worth replacing.
- > Maintain building fabric to minimise heat losses.
- > If you are an external promoter, speak to the venue and share these tips – and come up with a joint plan for action!



## Use renewable energy

**One of the most powerful things you can do is changing the source of your energy entirely, and switching away from fossil fuels to more sustainable alternatives.**

- > If this is available in your country, change to a 100% green energy provider for your office or venue and contribute to the growing market for renewable energy.
- > Install your own source of low or zero carbon electricity, for example: solar photovoltaic panels, micro wind turbines, micro-medium scale CHP (combined heat and power).
- > Install your own source of low or zero carbon heating, for example: solar thermal, biomass, heat pumps (air, water & ground source).

The EU aims to get 20% of its energy from renewable sources by 2020. Many individual countries have their own targets for renewable energy, so there may be government grants or loans available to help you with the upfront investment in a renewable energy installation. Speak to your local Energy Agency to find out more.



## Communicate and collaborate

**Your efficiency efforts will only be successful if you can engage your stakeholders. Efficiency often comes together from many small individual actions, so the more people are taking part the more you will save.**

- › Communicate your energy efficiency commitments to all staff, freelancers, production personnel, volunteers, artists, venues you work with etc. and explain to each of them how they can participate and what you expect them to do. Where possible, involve event production staff in any information gathering and decision making processes. Write your own short energy policy and share this.
- › Use signs and labels throughout the building or include top tips in technical information, artist itineraries, etc. to remind people to switch things off or take other energy-saving actions. These don't have to be boring!

Your power comes from your audiences – be proud of what you are achieving and think of creative ways to engage and communicate with visitors to your shows. You can also run awareness campaigns or events related to energy, such as pedal-powered cinemas. Don't approach energy efficiency and sustainable energy as a 'boring' topic: instead, use the same methods, style, and language you would use to communicate about anything else.

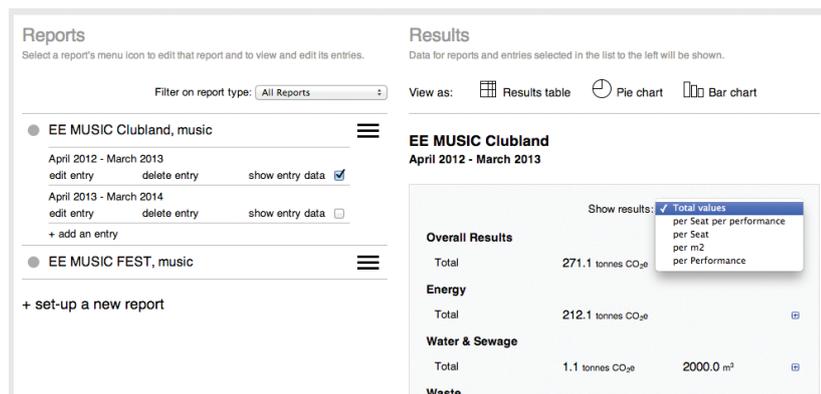
Collaborate with others in the industry: the only reason EE MUSIC exists is because pioneering venues, festivals, and events organisers have decided to share their knowledge for the greater good. Share your learning and exchange knowledge on best practice, opportunities, and challenges with others in your networks. Like health & safety, this is an area where the whole sector can be stronger together.

## The EE MUSIC IG Tools

The EE MUSIC IG Tools are carbon reporting tools developed specifically for the creative industries to allow you to understand where your impacts lie. The EE MUSIC IG Tool for Venues will help you compare your venue or club's energy use and carbon footprint over time - on a monthly, quarterly or yearly basis (depending on preference and availability of data) – and compare this to industry averages. Based on this information you can create management strategies and keep track of your environmental performance. Using the EE MUSIC IG Tools will also provide you with a carbon footprint, which can be useful for communicating. If you are an external promoter, work with the venues you work with to get them to start monitoring their energy use and impacts.

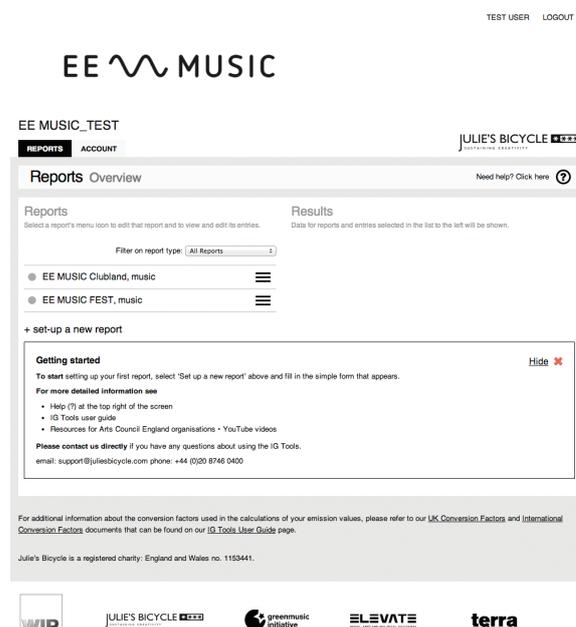
### Sign up to the EE MUSIC IG Tools at <http://ee-music.eu>

The EE MUSIC IG Tools are available in English, French, German, Polish, Bulgarian, Latvian, Spanish, and Portuguese. There is also a version of the EE MUSIC IG Tools for Festivals and Outdoor Events.



The screenshot shows the EE MUSIC IG Tools interface. On the left, under 'Reports', there are two reports listed: 'EE MUSIC Clubland, music' and 'EE MUSIC FEST, music'. Each report has options to edit, delete, or show entry data. A 'Filter on report type' dropdown is set to 'All Reports'. Below the reports is a '+ set-up a new report' button. On the right, under 'Results', there is a 'View as' dropdown with options for 'Results table', 'Pie chart', and 'Bar chart'. The selected report is 'EE MUSIC Clubland April 2012 - March 2013'. The results table shows the following data:

Category	Value	Unit
<b>Overall Results</b>		
Total	271.1 tonnes CO <sub>2</sub> e	
<b>Energy</b>		
Total	212.1 tonnes CO <sub>2</sub> e	
<b>Water &amp; Sewage</b>		
Total	1.1 tonnes CO <sub>2</sub> e	2000.0 m <sup>3</sup>
<b>Waste</b>		



The screenshot shows the EE MUSIC IG Tools interface with the 'Reports Overview' section. The 'Reports' list is visible, and a 'Getting started' section is expanded. The 'Getting started' section contains the following text:

**Getting started**

To start setting up your first report, select 'Set up a new report' above and fill in the simple form that appears.

For more detailed information see

- Help (?) at the top right of the screen
- IG Tools user guide
- Resources for Arts Council England organisations - YouTube videos

Please contact us directly if you have any questions about using the IG Tools.  
email: [support@juliesbicycle.com](mailto:support@juliesbicycle.com) phone: +44 (0)20 8746 0400

At the bottom of the page, there are logos for WIP, JULIE'S BICYCLE, greenmusic initiative, ELEVATE, and terra systems.

## Some key facts and figures for communicating with your audience

When communicating on energy efficiency with your audiences, it can sometimes help to have a few facts and figures ready – so to help you, we've prepared the following:

- > Did you know approximately a quarter of the EU's carbon footprint comes from energy use in the home? By being more energy efficient at home you can make a difference, too.
- > The EU currently only produces 48% of its energy needs. The rest needs to be imported, so it makes sense for everyone to be more efficient.
- > Importing energy cost the EU €421 billion in 2012 – that's over €1.1 billion every day that could be spent on other things.
- > Energy efficient household lamps such as CFLs or LEDs can save up to 80% of energy compared to less efficient bulbs, while providing the same level of lighting and lasting up to 15 times longer.
- > Household appliances left in standby mode still consume energy. You can reduce your electricity bill by up to 12% if you make sure to turn them all completely off when not in use.

## Key resources and tools



### EE MUSIC Benchmarks:

As the EE MUSIC project takes shape, we will start to publish benchmarks for energy use in venues/clubs across Europe that depict average energy consumption per unit area. You can compare the energy performance of your venue against these benchmarks. Check the EE MUSIC website – and if no EU benchmarks are available yet, UK benchmarks are available at the Julie’s Bicycle website.

<http://ee-music.eu>

<http://www.juliesbicycle.com/resources/benchmarks>



### EE MUSIC Web Portal:

The EE MUSIC web portal is full of further resources – including good practice case studies to inspire you, more in-depth training materials, an energy glossary to help with some of the terms you might encounter, and individual country sections listing local contacts and suppliers where we know of them.

<http://ee-music.eu>

## About EE MUSIC

EE MUSIC is a network of sustainability and energy experts, music industry experts and communications agencies, working to help music events reduce energy use and its environmental impacts. The EE MUSIC approach provides energy efficient and sustainable energy solutions specific to the nature and needs of the music event sector. EE MUSIC is the largest energy campaign for the music event industry there has ever been.



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