

THE OCEANIC STANDARD

MUSIC INDUSTRY EDITION



Sustainable solutions for musicians to eliminate single-use plastics!

Oceanic Global engages new audiences in ocean conservation. We tap into universal passions to raise awareness for issues impacting our ocean and to provide individual and industry solutions that drive positive change.

The Oceanic Standard (TOS) is a set of free industry-specific guides for adopting sustainable operating practices that meet both business and environmental needs.

TOS: Music Industry Edition is a guide specifically for musicians to incorporate sustainable practices into their existing hospitality riders and engage in carbon-offsetting to help eliminate single-use plastic consumption and reduce air travel emissions within the music industry.

**WE BELIEVE IN THE POWER OF MUSIC AND WE ARE CALLING ON YOU
TO BE PIONEERS FOR CREATING ENVIRONMENTAL CHANGE.**

THE NEXT 10 YEARS WILL DETERMINE THE FUTURE OF HUMANITY FOR THE NEXT 10,000 YEARS.

THE PROBLEM

- Every minute, the equivalent of one garbage truck of plastic is dumped into the ocean. Nearly 8-12 million metric tons of plastic ends up in the ocean every year. Almost all of the plastic ever produced still exists.
- We have an unnecessary reliance on single-use plastic items that can be substituted with affordable and environmentally sustainable alternatives.
- By 2050, there may be more plastic than fish in our ocean by weight.
- Increasing carbon emissions in our atmosphere from human activity is causing an increase in temperature through the “greenhouse effect”. Climate change is having a myriad of negative effects that many communities are already suffering from, most notably sea level rise and an increase in natural disasters, flooding and fires, forcing people to move. The IPCC latest report stated that if global temperatures rise by even 1.5C, hundreds of millions of lives will be put at stake!

***Items bolded and underlined link to additional resources**

THE SOLUTION

1. Incorporate sustainable considerations into your rider to promote responsible consumption in the interest of human and environmental health.
2. Engage in carbon offsetting to account for the carbon emissions associated with air travel for events.

BEST PRACTICES FOR GREENROOM, BACKSTAGE, STAGE & DJ BOOTH

As part of the **TOS: Music Industry Edition**, we have created a one-pager Blue Rider, available [here](#), which includes a checklist of items the venue and promoter will need to replace to eliminate single-use plastics from your space. This document can be directly sent alongside your existing contract and technical / hospitality riders to set a new standard of sustainability within the music industry.

Include some or all of the below suggestions in your green room, backstage, stage or DJ booth hospitality requests.

1. No Single-Use Plastic Straws

- a. Request that the venue does not provide any plastic straws or implements a straw-upon request policy.
- b. If you need or prefer to use a straw, request that the venue provide a TOS-approved sustainable straw alternative.

2. No Single-Use Plastic Water Bottles

- a. Request that the venue provide filtered water for you to drink or water in glass or aluminium bottles.
- b. Bring your own reusable bottle to add your voice to the [BYOBottle](#) campaign.

3. No Single-Use Plastic Cups

- a. Request that the venue provide reusable cups.

4. No Single-Use Plastic Drink Stirrers or Stoppers

- a. Request that the venue does not provide any plastic stirrers or stoppers in the backstage area.
- b. If needed, request that the venue provide wooden stirrers.

5. No Waxed (Plastic-Lined) Coasters

- a. Request that the venue does not provide any plastic waxed coasters in the backstage area.
- b. If needed, request that the venue provide either reusable or TOS-approved unwaxed paper coasters.

6. No Single-Use Plastic Utensils

- a. If food is served backstage, request that the venue provide either reusable utensils or TOS approved disposable utensils.

7. No Single-Use Plastic Plates & Bowls (Dishware)

- a. If food is served backstage, request that the venue provide either reusable dishware or TOS-approved disposable dishware.

8. No Single-Use Plastic Coffee Cups & Lids

- a. If you request coffee or if any is served backstage, request that the venue provide either reusable mugs or TOS-approved disposable coffee cups and lids.

9. No Single-Use Plastic Bags

- a. For any gift bags, request that the venue provide either reusable bags or TOS approved disposable bags.



SUGGESTED LANGUAGE FOR RIDERS

Suggested language to include in your existing hospitality rider:

I have chosen to support the elimination of single-use plastic for a healthy ocean and planet. Please ensure there is no single-use plastic within the backstage area and/or green room, stage, and DJ booth. This includes: xx, xx, xx.

- To add **TOS: Blue Rider** to your existing rider, download version [HERE](#).


BEST PRACTICES FOR VENUES


- Take a step further by encouraging venues to implement sustainable operating practices in consumer-facing operations to set an example for your fans.
- Begin by asking venues to go plastic straw-free for the evening or weekend, serving only a sustainable alternative or enforce a straw-upon request policy.


For more information and further action, direct venues to the resources in [TOS: Plastic-Free Hospitality Edition](#) and in [TOS: Nightlife & Festival Edition](#) to eliminate their single-use plastic consumption and implement responsible waste management practices throughout the venue. TOS Country-specific Editions are available [HERE](#).

OFFSET YOUR CARBON FOOTPRINT

To go a step further, consider taking responsibility and setting an example for **air travel emissions through carbon offsetting**. We recommend incorporating this cost into your booking fee.

 Carbon offsetting is the process of calculating your carbon emissions and investing a related amount in projects that support the sequestration of carbon out of the atmosphere, such as planting mangroves, seaweed, trees or other vegetation. Carbon calculators can identify your carbon footprint, translate this into a necessary donation dollar amount, and connect you with relevant projects to achieve carbon neutrality.

 “Blue carbon” or marine ecosystems like seaweed and kelp forests are up to 20 times more efficient at taking CO₂ out of the atmosphere than land-based forests. As such, we recommend investing in blue carbon projects to offset carbon emissions associated with your air travel for gigs and shows.

 Recommendation: [SeaGrass Grow](#) by The Ocean Foundation is a simple way to calculate your carbon footprint and invest in blue carbon projects! So far the program has planted more than 335,222 square feet of seagrass to offset more than 223,472 tons of greenhouse gases.



Instructions to offset your carbon footprint:

1. Calculate your carbon footprint [HERE](#).
 - a. You will need to know your mileage traveled
(You can either do this on a flight-by-flight basis, or gather the data for a whole tour and make a one-time payment)
2. Input the tons of CO2 you would like to offset [HERE](#), which will be translated to a donation amount.
3. Share and celebrate your carbon-neutral travel! Help set an example for others.

COMMUNICATING TO YOUR FANS

- Decide on the best methods for communicating your commitment to your audience. Focus on the storytelling aspect and strive to engage your fans in the movement. We suggest implementing an integrated messaging strategy.
- Communicate your environmental commitment via social media and newsletters. To help others get informed on how they can join the movement, please link to our website <https://oceanic.global/oceanic-standard/>, tag [@Oceanic.Global](#) and hashtag [#ourchoicesmatter](#) and [#theoceanicstandard](#). See some examples below.

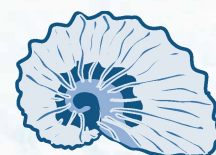
"I've partnered with [@Oceanic.Global](#) to reduce single-use plastics at my shows and offset my air travel carbon emissions through The Oceanic Standard (TOS). [#ourchoicesmatter](#)"

"I have committed to eliminating single-use plastics for a healthy ocean and planet by becoming a TOS: Blue Rider ambassador! I have become a TOS: Blue Rider Ambassador to include the elimination of single-use plastic straws in the hospitality needs of my rider. [#theoceanicstandard](#) [@Oceanic.Global](#)"

"Notice something different at my show? [YOUR NAME] has included the elimination of single-use plastic cups in my rider to protect our ocean. Find out more at <https://oceanic.global/oceanic-standard/>."

"Climate change is the greatest issue our planet and society face today. I am offsetting my carbon emissions associated with my air travel by becoming a TOS: Blue Rider Ambassador. [@Oceanic.Global](#) [#theoceanicstandard](#) [#bepartofthesolution](#)"

To request TOS Ocean Champion Badge to create own graphics for announcement, email zak@oceanic.global





JOIN US AS AN AMBASSADOR OF TOS: BLUE RIDER PROGRAM

**Set a new industry standard
around responsible consumption**

To find out more, discover the complete guide at
www.oceanic.global/oceanic-standard

We have the power to do things differently!

**THE OCEANIC STANDARD PROGRAM SUPPORTS
UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS**

