

Sheryl Crow

Environmental Review

Summer 2010

SHERYL CROW

 **REVERB**

Tour Greening Elements

- Calculated and neutralized the carbon footprint of the tour - neutralizing over **1,474,000 lbs** of CO₂
- Fueled touring fleet with over **17,435 gallons** of the most sustainably sourced B20 and B5 biodiesel blends through our partnership with the Sustainable Biodiesel Alliance
- Extensive Waste reduction and recycling backstage and on buses & trucks
- Biodegradable and compostable catering products
- Green Sponsorship
- Reusable water bottles for band and crew
- Backstage water stations to refill water bottles



Tour Greening Elements:

CO₂ Reduction Equivalents

Total CO₂ Reductions: **737 Tons**

Equivalent to:

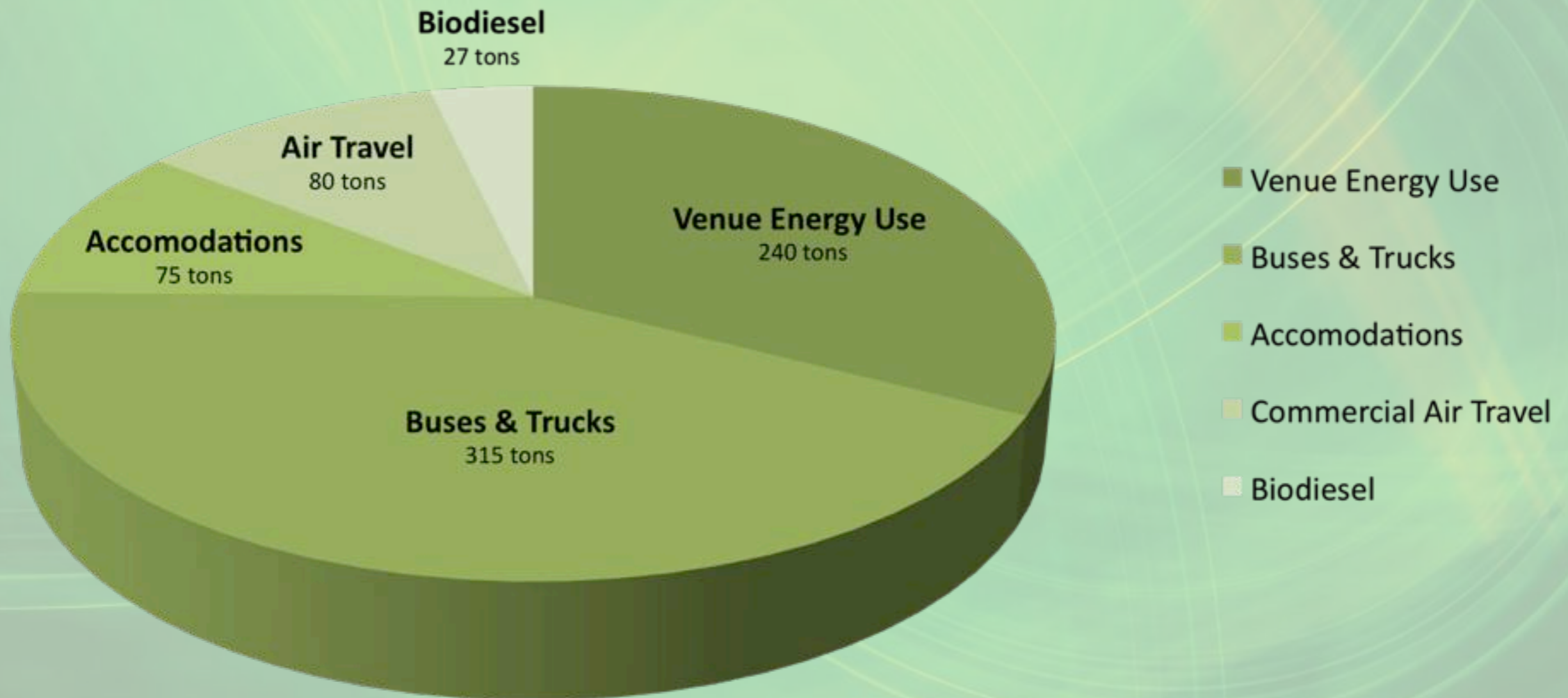
- **81** households not using electricity for one year.
- **128** passenger cars not driven for one year.
- **225** tons of waste being recycled instead of land-filled
- **27,858** home barbeque propane tanks not being used
- **75,208** gallons of gasoline not being burned.



Tour Greening Elements:

CO₂ Reductions By Source

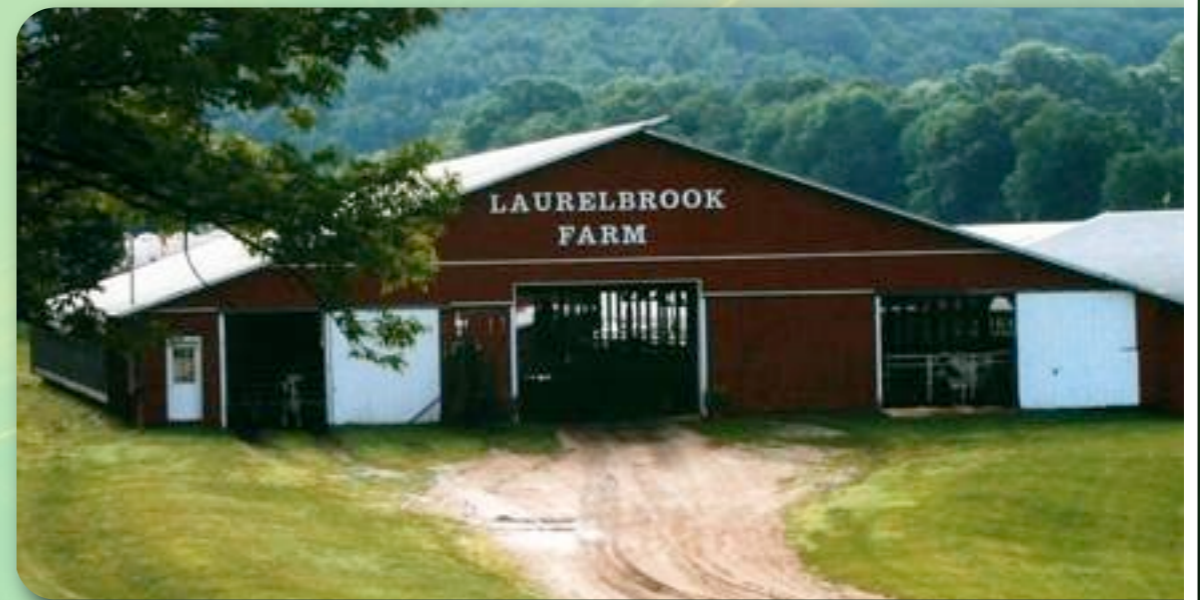
	Buses & Trucks	Venue Energy Use	Air Travel	Hotel Accommodations	Biodiesel Fueling	TOTAL
Total Tons	315	240	80	75	27	737



Tour Greening Elements:

Laurelbrook Farm Project

- A portion of offset purchases from the 2010 Sheryl Crow Tour support the Laurelbrook Farm (East Canaan, CT) methane digester which will reduce the amount of toxic methane gas that will enter the atmosphere.
- In today's economy small, family-owned farms need additional help and support in order to operate successfully and environmentally sustainably.
- When manure breaks down anaerobically (without oxygen) in the slurry storage tank, it produces methane, a greenhouse gas 21 times more powerful than carbon dioxide. The separation of the solids and aerobic decomposition largely eliminates methane gas formation, resulting in an important reduction in the greenhouse gases produced by the animal waste.



About Laurelbrook Farm:

Laurelbrook is a dairy farm located in East Canaan, Connecticut. The farm is a third-generation dairy farm started in 1948 by the Jacquier family. They have approximately 800 milking cows, 240 heifers, and 50 dry cows.

Tour Greening Elements:

Biodiesel Fueling

- Biodiesel is a non-petroleum alternative to conventional diesel fuel, and produces on average 78% less carbon than petroleum based diesel fuel. While this is true...All biodiesel is not created equal.
- The Sustainable Biodiesel Alliance advocates for local community-based biodiesel production that sources a local feedstock to produce biodiesel locally for use within the community.
- Reverb worked with the SBA to source the most sustainable, local biodiesel available in each market with the Sheryl Crow tour visited.
- Sustainable, community-based biodiesel supports our environment, our economy and our communities. To learn more about the work of the SBA visit: fuelresponsibly.org



Outreach & Education

- Eco-Village set up at each show featuring **Over 50 Local and National Environmental Groups**
 - Green Technologies
 - Eco-friendly product sampling
- Informational Eco-Concert Program distributed to fans
- Greening Website including Integrated Online Carpooling
 - Online Carpooling Program developed with our partner ZimRide allowing fans to share rides to the show while reducing their carbon footprint



Onsite Outreach & Education:

Eco-Village Groups

- **Participating Eco-Village Environmental Groups**

Indiana Recycling Coalition

Hoosier Environmental Council

Partners for Clean Air

Alliance for Climate Education

Grand Traverse Baykeeper

Grand Traverse Hiking Club

Ohio Citizen Action

Environment America

Team Earth

EcoWatch Ohio

Shaker Lakes Nature Center

Clean Water Action

Ocean Conservancy

The Couchiching Conservancy

Global Gardens

Oxfam America

Clean Air Cool Planet

The Sky is Not Limited

Gulf Restoration Network

Alaska Wilderness League

Climate Solutions University

Upper Chattahoochee

Riverkeeper

Galveston Bay Foundation

The League of Young Voters

Portland Trails

Eco-Village Group Quotes & More

Ohio Citizen Action

"I think it's a benefit for us to be able to come see the performer, get the word out about our local campaigns, and be a part of an artist's vision of a more environmentally just world.

So, regardless of how many people get involved in our cause while we are there, we have found it to be a good use of our time."

Global Gardens

"Thanks for the opportunity to be involved. We had a great time and made some good connections with people who were at the event!

It's really so great to see artists committed to helping non-profits!"

ACE

Check out the video created by ACE at the Ravinia, IL show:

<http://www.acespace.org/blog/2010/06/ace-reverb-sheryl-crow/>

Onsite Outreach & Education:

Eco-Village



Onsite Outreach & Education:

Eco-Concert Program

- Eco-Team Volunteers distribute to concertgoers as they enter venue
- Printed on recycled / FSC certified paper with eco-friendly inks

Climate Change Facts

- The eight warmest years on record since 1850 have all occurred since 1998.
- The U.S. contains 5% of the world's population and contributes 22% of the world's carbon emissions.
- About 85% of the primary energy consumed in the United States is from fossil fuels.
- Personal cars and trucks in the U.S. emit 20% of American carbon emissions.

Recycling and Waste Facts

- A used aluminum can is recycled and back on the grocery shelf as a new can in as few as 60 days.
- The U.S. contains 5% of the world's population and generates 40% of the world's waste.
- The recycling of one aluminum can saves enough energy to run a TV set for three hours.
- About 36 billion aluminum cans were sent to the landfill last year with a scrap value of more than \$600 million.
- Recycling aluminum uses less than 5 percent of the energy used to make the original product.
- Enough plastic film is produced in the U.S. each year to shrink-wrap an area the size of Texas.

How You Can Help

- Ride public transit or carpool
- Shop for energy-efficient electronics and appliances
- Shut off equipment and lights when not in use
- Keep thermostats to 65°F in the winter and 78°F during the summer
- Insulate walls and ceilings
- Install low-flow shower heads
- Buy locally
- Use rechargeable batteries if battery use is necessary
- Reduce, reuse and recycle

Welcome to the Greening

Sheryl Crow

REVERB

HOW GREEN IS OUR TOUR?

What Sheryl Crow Is Doing

- Filling trucks and buses with B20 biodiesel fuel
- Extensive waste reduction and recycling backstage
- Biodegradable and compostable catering products
- Local and organic food backstage
- Reusable water bottles for band and crew to reduce plastic bottle waste
- Eco-friendly merchandise
- Non-toxic cleaners and post-consumer recycled bathroom tissue on tour buses
- Calculating and neutralizing the carbon footprint from tour buses, trucks, flights and venue energy use by supporting renewable energy

About This Tour

Reverb is excited to be continuing its environmental work with Sheryl Crow this summer. Working together since 2007, Sheryl Crow and Reverb will be introducing a number of eco-friendly elements to their tour this summer.

In addition to greening the tour, Reverb will also be featuring an Eco-Village at each show where fans can interact with local non-profit organizations and learn more about how they can take action in their own communities.

About Reverb

Based in Portland, Maine, Reverb is a 501(c)(3) non-profit organization founded in 2004 by environmentalist Lauren Sullivan and her musician husband, Adam Gardner of Guster. Reverb provides turn-key greening programs for artists' tours while conducting grassroots outreach and education with music fans everywhere.

Reverb.org/SherylCrow

What You Can Do

- Take part in the on-line carpooling program for concert goers
- Chat with local non-profit groups in the Eco-Village at each show
- Win great prizes like free ticket upgrades to some of the best seats in the house
- Learn more about what you can do to be green in your own lives

Onsite Outreach & Education:

Eco-Village



Dedicated Greening Site

Greening Website

Reverb developed a site to complement sherylcrow.com

This site contained information about:

- Greening actions undertaken by the tour
- Online green resources for fans
- Contests and Promotions
- Calls to Action for Fans
- Volunteer opportunities
- Our greening partners

