

THE LUMINEERS

2020 IMPACT REPORT

JANUARY THROUGH MARCH





IMPACT OVERVIEW

A CLIMATE POSITIVE TOUR 150% of CO₂ emissions generated on tour (including fan travel) were neutralized through REVERB's unCHANGEit Campaign

\$280,000 Raised to fight climate change, homelessness, addiction and to provide COVID-19 Relief

18,275 Total Fan Actions taken in the REVERB/The Lumineer's Action Village:

- Climate Actions through REVERB'S unCHANGEit Climate Campaign, NRDC & ditching disposables
- Addiction Education with Shatterproof
- Voter Registration through Headcount
- Homelessness Support through 24 local Nonprofit

10,063 Single-use plastic bottles eliminated

24 Nonprofit organizations & partners supported in the REVERB Action Village

672 Volunteer Hours by fans engaging their peers to take action



TOUR GREENING OVERVIEW



150% Tour emissions neutralized



Reusable water bottles for fans



Reusable and refillable instead of disposables backstage



Supplemental recycling & composting backstage



Donation of catering food after shows when possible



Proper battery disposal/donation on stage



Toiletry donations from our hotel stays



CLIMATE POSITIVE TOUR

150% of CO₂ emissions generated on tour
were neutralized through REVERB's
unCHANGEit Climate Campaign

TOUR CARBON FOOTPRINT



FLIGHTS



BUS & TRUCK



VENUE



HOTEL

+



FAN TRAVEL*

ONE STEP FURTHER

AN
ADDITIONAL

50%

OF THE
FOOTPRINT

**In total, The Lumineers neutralized
4,301 tonnes of CO₂ emissions**

That's the energy equivalent of:



23 Railcars' worth of coal burned

Or



A years worth of electricity use for **728** homes

Or



548,516,087 Smart Phone charges

*Calculated based on a 40 Mile RT drive per pair of attendees with a vehicle achieving 25 MPG

CLIMATE PROJECTS SUPPORTED



Big Smile Wind Farm at Dempsey Ridge



PROJECT TYPE: Renewable Energy

LOCATION: Oklahoma

PROJECT CO-BENEFITS: Local Farm Support

STANDARD: VCS



Jagers Ranch Grasslands Conservation



PROJECT TYPE: Carbon Sequestration

LOCATION: Colorado

PROJECT CO-BENEFITS: Biodiversity, Wildlife Protection

STANDARD: CAR Grassland Protocol



CLIMATE
ACTION
RESERVE

REDUCING PLASTIC WASTE

#ROCKNREFILL

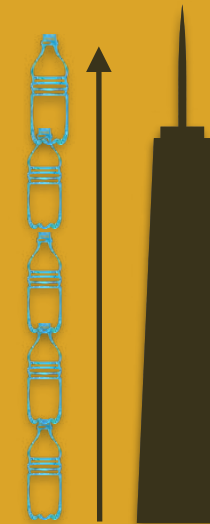
REVERB provided free water filling stations eliminating:

10,063 single-use bottles

5,903 single-use bottles front of house

4,160 single-use bottles back of house

Supporting Partner



If stacked, these bottled
would be taller than

3.8

Freedom Towers

LONG TERM IMPACT



A SINGLE BOTTLE, A HUGE DIFFERENCE

On the first run of the tour, **2,253** fans donated for a custom reusable water bottle...

If every fan that donated for a bottled uses it just twice a week for one year instead of single-use plastic water bottles:



EACH FAN

+

TOGETHER

=

Lined up top to bottom, these **468,624** bottles would measure

Would eliminate

208

Single-use plastic water bottles

They would eliminate

468,624

Single-use plastic water bottles

out to over

892

Soccer Fields

ADDITIONAL GREENING IMPACT



1,492 Meals donated
to local homeless shelters via leftover
catering in partnership with Musically
Fed & DEGA Catering

REVERB provided supplemental
recycling and composting when needed.

29% of venues actively composted

95% of venues actively recycled

29% of venues did not
provide plastic-straws



200 LBS of excess
hotel toiletries given to
local homeless shelters



Toiletry items collected
from the first 11 shows
were given to
Horizon House
Homeless Shelter in
Columbus, OH

On site, fans used their voices in the **unCHANGEit Climate Campaign** with our partner, **Natural Resources Defense Council**.



Fans were able to take pledges against plastic and toward more environmental steps in their daily lives



700+ Fans signed up to learn more directly from NRDC



NRDC works to safeguard the Earth - Its people, plants, animals and the natural systems in which all life depends.

FAN IMPACT

HeadCount

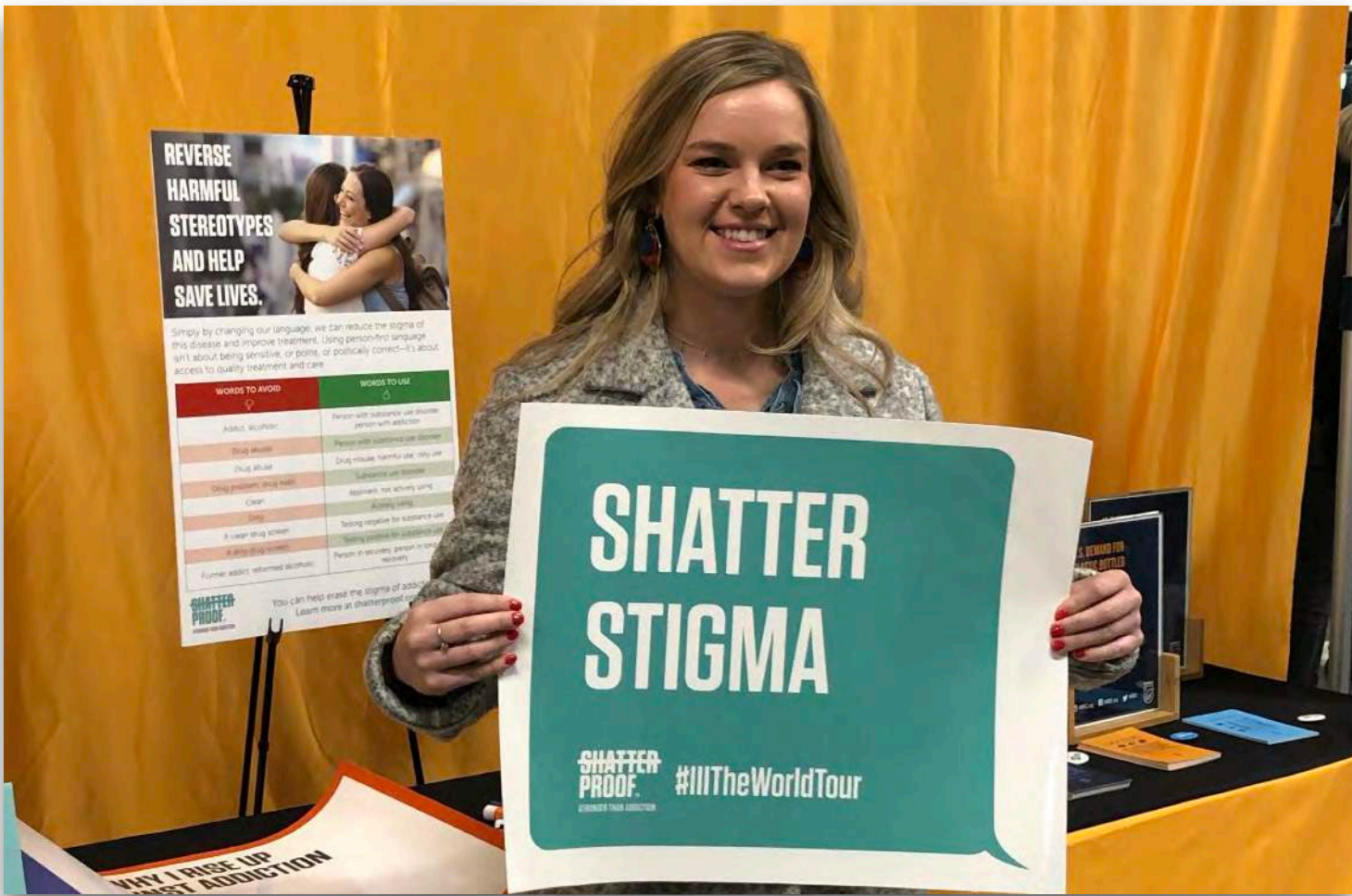
243 Fans Registered to Vote



Fans Visited with HeadCount to register to vote and learn about local elections

SHATTER
PROOF™
STRONGER THAN ADDICTION

850 Fans visited the SHATTERPROOF photo booth



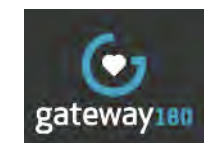
Fans shared photos with messages to fight the stigma of addiction though The Lumineers partnership with SHATTERPROOF

LOCAL HOMELESSNESS ORGS



\$70,000+

Raised for local Nonprofits
providing service & support
for the homeless



750+ Fans connected with their local homelessness advocacy to
offer support in their own communities long after the tour leaves



THANK YOU!

To The Lumineers,
Activist Artist Management, Fans, Musically Fed,
Dega Catering, Nalgene, Martin Guitars,
Native Energy and all of the partnering nonprofits!

THE LUMINEERS

