

# MUSIC DECARBONIZATION PROJECT

POWERED BY  REVERB  
reverb.org

## PUTTING AN END TO MUSIC'S CLIMATE POLLUTION

In 2023, REVERB launched the Music Decarbonization Project (MDP) with Willie Nelson's Luck Reunion and Billie Eilish's groundbreaking solar-powered set at Lollapalooza. What began with a few iconic performances has ignited an industry-wide transformation—proving that sustainability and live music can go hand in hand. MDP started a movement—now festivals, tours, and venues of all sizes are adopting clean power solutions and looking for new ways to directly reduce their carbon pollution.

### IMPACT AT A GLANCE

▶ **500,000+ FANS ENGAGED:**

Mobilizing climate action through large-scale fan participation.

▶ **190 ARTIST SETS POWERED BY CLEAN MOBILE ENERGY:**

Displacing high-polluting diesel generators.

▶ **160 METRIC TONS OF CO<sub>2</sub>E AVOIDED:**

Championing change from the live music industry.

▶ **14 MAJOR STAGES POWERED BY CLEAN ENERGY IN UNDER 2 YEARS:**

Pioneering sustainable live entertainment.

▶ **18,000+ GALLONS OF DIESEL SAVED**

Slashing emissions and waste.

▶ **AVERAGE OF 98% REDUCTION OF DIESEL:**

Close to eliminating reliance on fossil fuels.

▶ **\$78,000 IN FUEL COSTS SAVED**

Demonstrating that sustainability is good for business.



Our mission is clear: eliminate carbon emissions from the music industry. Music Decarbonization Project (MDP) is revolutionizing live music by championing energy efficiency, clean power solutions, and low-carbon concert travel. In under two years, we've ignited a rapid shift to power some of the largest festival stages in the U.S. with clean mobile energy.

Through bold partnerships with artists, festivals, and power providers, MDP is proving that the music industry can be a leader in climate action.

## FESTIVAL SPOTLIGHT

### • **Camp Flog Gnaw** •

Two hybridized stages at Tyler, the Creator's sold-out Dodger Stadium festival reduced the need for diesel generators.

### • **Austin City Limits** •

Intelligent battery systems powered a hybridized main stage, art market, and bar areas, cutting diesel use by 2,400 gallons and avoiding 15.38 metric tons of CO<sub>2</sub>e emissions.

### • **Portola** •

Goldenvoice's first battery-powered stage avoided 21.1 metric tons of CO<sub>2</sub>e by replacing diesel generators with solar-charged battery systems for the Ship Tent Stage.

### • **Healing Appalachia** •

This 100% battery-powered, three-day festival avoided over 30 metric tons of CO<sub>2</sub>e by sourcing 90% of power from solar that was assembled on site and eliminating diesel use across stages, tour buses, and vendor operations.

### • **Higher Ground's Summer Concert Series** •

A 3,000-capacity venue used Vermont-based NOMAD battery systems powered by the state's nearly 100% renewable grid, significantly cutting emissions.

### • **SXSW Community Concerts** •

The 100% battery-powered concert series at Lady Bird Lake avoided 10 metric tons of CO<sub>2</sub>e, eliminating diesel generators for the festival's largest stage, which hosted 13,000 people nightly.

### • **Luck Reunion** •

Willie Nelson's Luck Reunion was one of the largest fossil-fuel-free festivals in the U.S. Solar-charged battery systems powered all four stages and off-stage operations with just two technicians.

### • **Lollapalooza 2023 - Billie Eilish** •

Intelligent battery systems charged via a temporary on-site solar array powered key components of Billie's 80-minute headline set.



**RETHINKING  
CONCERT  
TRAVEL**

*Our groundbreaking study assessed carbon emissions from 35,000+ concertgoers across 400 concerts. With this data, we are releasing a first-of-its-kind report in 2025 and working collaboratively with key stakeholders to offer solutions like priority carpool parking, expanded public transit, and bike-friendly infrastructure.*

***“REVERB’s Music Decarbonization Project is showing the industry that there are actionable, cost-effective ways to reduce emissions from the live music industry.”*** – Adam Gardner, Co-Executive Director, Founder at REVERB, Lead Singer of Guster

*“It feels like we’ve taken a giant leap forward this year. We’ve been doing small bits and pieces for two years, but this year we’re making progress in proving to our vendors, artists and departments that we can do this and that the show is better for it.”* – Dre Hanna, VP of Festival Production, Goldenvoice

## MDP IN THE PRESS:

**Dance Festival Portola Avoided Using 6,053 Gallons of Diesel at Its 2024 Event. Here’s How**  
– Billboard

**Austin City Limits Music Festival To Power Stage Solely On A Hybrid Battery System**  
– LiveNation

**Why The Music Industry Keeps Turning To REVERB For Its Eco Needs**  
– Billboard

**Billie Eilish Partners With Reverb to Plot Solar-Powered Headlining Set at Lollapalooza**  
– Variety

## KEY PARTNERS

### ARTISTS:

**Billie Eilish, Tyler Childers, Odesza, Dead & Company, Tame Impala, Jack Johnson, The Lumineers, Willie Nelson, My Morning Jacket, Lake Street Dive, Guster, Rhiannon Giddens, Wild Rivers, Young the Giant, Hadestown, Lawrence**

### INDUSTRY:

**AEG Presents, Golden Voice, Live Nation, C3 Presents, Universal Music Group, Overdrive Energy Solutions, CES Power, Higherground Presents, NOMAD Transportable Power, Sad Summer Fest**