



STRADA

MUSIC

- AGENTS
- VENUES & FESTIVALS
- ARTISTS

SUSTAINABILITY



AGENTS

RESPONSIBILITIES

Touring

- We use Overture (software) to plan tours with economical routing; aiming to minimise the emissions of artist travel.
- Our outgoing emails include “Strada Music supports sustainable touring”, located in the footer.

Energy

- We encourage our staff to consider using a renewable green energy supplier or tariff for our home-offices.
- We use 34SP Ltd as our ISP (internet service provider), a company with sustainable green credentials.

Printing

- We aim to minimise unnecessary printed material within the agency wherever possible.
- We use Dropbox to back up documents.
- We include “Please do not print this email.” reminder to our outgoing messages & emails.

Business Travel

- Strada uses Zoom for our weekly meetings & phone calls rather than face to face meetings.
- When traveling to meetings or events is necessary, we use public transport where possible.





VENUES & FESTIVALS

Strada encourages Venues, Events and Festivals who are committed to:

Sustainability

- Having strong environmental policies e.g:
- Encourage the use of paperless tickets.
- Using digital marketing in preference to print.
- Having a policy of responsible non-wasteful use of print when it is used.
- Reducing and recycling all waste at events.

Reducing energy usage

- Reducing energy consumption by using low energy stage equipment, lighting amplification, insulation and heating.
- Using an energy supplier that supplies renewable energy.
- Generating their own renewable energy for use at events (Solar/ Wind/ Kinetic).

Reducing travel emissions

- Encouraging low carbon travel by audiences, e.g. city events & town centres with good access to public transport.
- Smaller scale venues; festivals and events that are rural, so that audiences do not have to travel long distances to events.
- Offering audiences ticket price concessions for traveling by foot, bike or public transport.





ARTISTS

Strada encourages Artists to improve their sustainability:

Travel

- We encourage artists to use vehicles with the lowest CO2 emissions.
- Encourage & support artists to use public transport where practical.

Riders

- Use locally sourced foods where possible.
- Avoid the purchase of plastic e.g: bottles.
- Request what you require; cut down wasteful & excessive riders.
- Avoid food and drink products with excessive air miles and unethical production practices.

Resources

- Provide up-to-date sustainability resources to our artists: research, merchandise, articles, info packs opportunities and training.

Merchandise

- We encourage our artists to source sustainable merchandise:
- T-Shirts: <https://itsallscarlet.com/merch-and-design/>
- Bio-Plastic Vinyl: <https://www.musicdeclares.net/gb/updates/bioplastic-vinyl>
- We encourage our artists to source sustainable merchandise locally where possible.





RESOURCES

For sustainability queries,
Contact alex@stradamusic.com

Julie's Bicycle

Touring info: https://juliesbicycle.com/resources/?_sfm_topics=touring

Travel info: https://juliesbicycle.com/resources/?_sfm_topics=travel

Merchandise info: https://juliesbicycle.com/resources/?_sfm_topics=merchandise

Music Declares Emergency

Website: <https://www.musicdeclares.net>

Info Pack: <https://www.musicdeclares.net/assets/documents/pdfs/MDE-MUSIC-INDUSTRY-CLIMATE-PACK.pdf>

Vision2025

Green Industry Report: <https://www.vision2025.org.uk/vision-2025-green-industry-survey-results-2022/>

Sustainable Merchandise

BioPlastic Vinyl: <https://evolution-music.co.uk>

Scarlet Merchandise Services: <https://itsallscarlet.com/merch-and-design/>

