

FROM CARBON FOOTPRINTS TO CULTURAL INFLUENCE:

ENGAGING LIVE MUSIC AUDIENCES ON TRAVEL CHOICES

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CREATIVE • CLIMATE • ACTION

ADVENTURES IN UTOPIA
SHAMBALA

Live music & audience travel

Audience travel matters - it's a huge part of an event's carbon footprint

A tough nut to crack, for a wide range of reasons - recent analyses (e.g. Tyndall Super-Low Carbon Live Music roadmap) set out the scale of the challenge

But as well as the challenges, there are major opportunities: the gateway to engage audiences as 'agents of change' and accelerate progress in cutting carbon

Communication & engagement

An established body of communications and public engagement research that campaigners, practitioners, and the live music industry can draw on

The Centre for Climate Change and Social Transformations (CAST):

People are agents of change in many different ways (peers, citizens, colleagues, voters) - not just 'consumers'

Some people's behaviour can/should change. Behaviours 'at scale' add up. But there's more to engaging audiences on travel choices than this: how can events and their audiences work together to catalyse faster climate progress?

Positively influencing audience travel choices: building the case

1. Climate communications/engagement literature
2. Roundtables: live music/sustainability specialists (greenfield & urban)
3. Survey at Shambala festival to road test some of the ideas



Report with 5 recommendations

plus examples, evidence and practical suggestions for cutting the carbon footprint of audience travel

1

Audiences can be powerful agents of change: Invite audiences to be part of demanding the wider changes needed to break the impasses many events face around travel infrastructure

Working with local authorities & public transport providers is critical to cutting audience travel emissions. It's possible - but **hard**

Festivals and much-loved live music events are not ordinary businesses. They have an opportunity to ask their audiences to **create change with them**

Politicians listen to their **voters** and businesses listen to their **customers**

A precedent during Covid-19 - Save Our Venues

Industry-wide demands need an **industry-wide voice** - and audiences are a powerful part of this voice



2

Focus on collective efficacy/agency and solutions-focused frames so that travel decisions are active choices, not sacrifices or inconveniences: don't apologise for inviting audiences to be part of positive change

No audience wants their travel choices/individual behaviours **micro-managed**

But **keep the focus collective** — the impact of changes at scale — and the framing shifts from worthy individual sacrifice, to a powerful collective act

Creatively set group targets grounded in a **shared sense of identity** & purpose

Build **agency** through collective action

Visualise the impact of people acting together - this is a powerful **social norm/social cue**



3

Find and amplify human stories that ‘show the change’ rather than focusing on facts and figures.

What are the audience values that you can use to frame climate communications for them?

What do your audience **care** about?
What do they have in **common**?

Use **existing resources/research** such as:

- 'Turn Up the Volume' Survey: Music Fan Attitudes towards Climate Change & Music
- Britain Talks Climate toolkit

Framing is always a choice - incoming Gov energy-saving campaign focuses on patriotism & money, but could have led on avoiding **waste** and all doing our **fair share** to use energy **responsibly**

What are the values of your audience? Ground climate/travel messages in these shared principles & use **personal stories** of positive experiences



4

Focus on fairness and feasibility:

When people perceive a climate policy or a behavioural 'ask' to be fair, they are much more likely to support it.

Sustainable choices must be **inclusive and not worsen inequalities**

Consider fairness & **perceived fairness**. Not everyone will be able to (or should be asked to) change their behaviours...but some people definitely can!



Carbon footprints are heavily skewed towards increasing disposable income: the choices that **some** people make around travel really matter

Our research shows there is an appetite for travel behaviour campaigns if they are **fair**

5

Build on the cultural credibility of live events to encourage ‘legacy impacts’: Well-liked live events, with a clear sense of identity and loyal audiences can lead conversations about travel choices more widely, not just around live music.

The Cardiff University Festivals Research Group has studied **legacy impacts** of audience engagement at sporting & cultural events: *“joyful emotions”* led to people intending to remain involved with community events and cultural activities related to the festival afterwards

Shared experiences and cultural connection/a sense of group identity are powerful and very hard to recreate through traditional campaigns. What changes can (some) audience members be inspired to make away from live music events?

Cultural organisations can (should!) be climate influencers - *“a unique opportunity to model the kind of world we want to see...cultural codes, values, and behaviours we set together with our audiences that can resonate long after they return home”* (**The Show Must Go On**)

Like every other sector, live music needs to cut its carbon footprint, fast

But live music can look ‘up and out’ to leverage its cultural influence, as well as ‘looking down’ at its own carbon footprint

Climate *needs* culture: engaging our ‘heart & soul’ makes change (demands for structural shifts & audience behaviours) more likely to follow

Merging climate engagement research with the power of music & culture has so much potential - on audience travel & far beyond

Take part in our polls

Out of the five recommendations...

...Which one do you think is **most impactful** for you? (Poll 1)

...Which one do you think is **most feasible** for you? (Poll 2)

1. Ask your audiences to create change with you
2. Focus on collective efficacy/agency (what 'we' can do)
3. Find and amplify human stories that 'show the change'
4. Focus on fairness and feasibility
5. Build on the cultural credibility of live events to encourage 'legacy impacts'

**Download the report on the
Julie's Bicycle website**

bit.ly/music-audiences-travel

Interested in collaborating?

Get in touch

www.adamcorner.uk

