

JULIE'S BICYCLE

TAKING THE HEAT OUT OF MUSIC



Who we are

www.juliesbicycle.com info@juliesbicycle.com

Julie's Bicycle is a not-for-profit company established in 2007 to unite and support the UK music industry in tackling climate change. We have brought together a coalition of scientific experts and senior figures across the industry to map the industry's greenhouse gas (GHG) emissions and take practical steps to reduce them.

What we do

We work with music and other creative industry decision makers and the Environmental Change Institute, Oxford University to research where the industry's carbon impacts are deepest, recommend measures to reduce them and support the setting and meeting of reduction targets.

Our "First Step" report, launched in April 2008, measured and analysed the industry's carbon impacts and identified CD packaging, artist touring, venues and events as the main contributors to the industry's GHG emissions and therefore priority areas for reduction.

On the strength of this analysis, we have worked with the industry to commission further research into specific areas and agree to commitments, targets and processes all aimed to make the industry more environmentally responsible.

Recent Research

First Step: UK Music Industry Greenhouse Gas Emissions, 2007. Environmental Change Institute, Oxford University, Oxford

Impacts and Opportunities: Reducing the Emissions of CD Packaging, Julie's Bicycle, London

Jam Packed: Part I: Audience Travel Emissions from Festivals 2008, Julie's Bicycle, London

Current Research

International Touring: CO₂e impacts and guide for best practice.

Research Partner: Surrey University RESOLVE group

Digital Music: Behaviours, and consequences on climate.

Research Partners: Cranfield University & Environmental Change Institute

Resources

Green Music: Taking Action on Climate Change, Greater London Authority, London

Julie's Bicycle Associates

Julie's Bicycle Associates is a membership scheme for companies that wish to demonstrate and promote climate responsibility to their markets, customers and staff. Benefits include registration and assessment for Industry Green status.

Industry Green

Julie's Bicycle has developed the Industry Green certification programme to encourage companies from across the creative sector to reduce their greenhouse gas emissions. The programme is based on Greenhouse Gas Protocol principles, and is represented by the ig mark.



IG tools and benchmarking

Online energy management and measurement tools to benchmark GHG emissions performance against other, similar, operations. IG tools are available for Venues, Festivals & Outdoor Events and Offices.