



Jack Johnson World Tour

all at once*

2017/2018 Impact Results



Overview

An individual action, multiplied by millions, creates global change

- In 2017, Jack Johnson released his 7th studio album, *All the Light Above It Too*, and in 2017-18 toured around the globe thru Australia, New Zealand, South America, Europe, Canada and the United States to bring the **All At Once** message to more than **600,000** fans worldwide.

All At Once is a social action network providing information, tools and motivation to empower individuals to become active in their local and world community.

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AllAtOnce.org provides opportunities for fans to explore, volunteer, and learn about environmental issues and be rewarded for taking action with free music downloads from Jack Johnson.

- In 2017-18, Jack Johnson selected **315** non-profit groups to promote sustainable local food systems and plastic free initiatives. These **All At Once Non-Profit Partners** shared their message online and in person at shows and Johnson's charity, the **Johnson Ohana Foundation**, offered direct and matching donations to further support each non-profit.
- At Jack Johnson's concerts, **All At Once** came to life at each show in the **Village Green** where concertgoers connected with non-profit groups, took environmental action, captured environmental commitments, and entered to win the **Best Seats in the House!**



Tour Greening Measures

*allatonce** **Local Non-Profit Partners**



Take Action & Capture Your Commitment



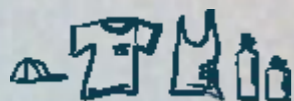
Sustainable Local Food Systems



Plastic Free Initiatives



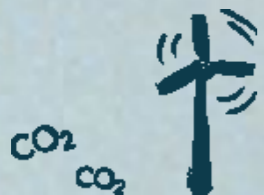
Recycling & Waste Reduction



Eco Friendly Merchandise



Alternative Transportation



Energy Conservation & Carbon Offsets

Tour Impact Highlights

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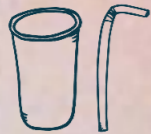
Over **\$1.9 million** was directed to **315 All At Once Non-Profit Partners**



Over **100,000 Environmental Actions** were taken by fans in the Village Green, including **Capture Your Commitment** pledges



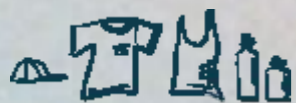
226 local farms were supported by a **Farm to Stage** catering program



Over **36,000 single-use plastic bottles** were eliminated by providing free filtered drinking water at the **All At Once Water Stations**



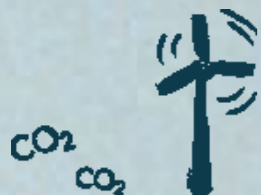
More than **9615** gallons of recyclables and over **1370 gallons** of compostable food waste was collected at venues across the tour



Nearly **70,000 reusable pint cups** were sold or given to fans to reduce single-use plastic waste, eliminating the need for 200,000 plastic cups



The tour partnered with local bike organizations to host **Bike Valets** at **22 concerts** with over **1100 cyclists** biking to the shows



Over **15 million pounds** of carbon were offset through support of **Clean Energy Initiatives**

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2017-18 Impact Results | Jack Johnson World Tour

Prepared By:  REVERB

allatonce* Local Non-Profit Partners

Simple actions make a huge impact. Jack Johnson partnered with non-profit groups around the world focusing on plastic free initiatives and sustainable local food systems.

- **315** non-profit partners promoted **All At Once** to a collective community of over 4 million people online.
- **4016** Jack Johnson fans became new members of local organizations through direct engagement at the shows.
- The **Johnson Ohana Foundation** donated over **\$817,000** directly to the 2017-18 **All At Once Non-Profit Partners**.
- An additional **\$1.1 million** was raised by these groups through the **All At Once** matching donation program.
- The **All At Once Community** brought over **11,300** interested volunteers to **All At Once Non-Profit Partners**.
- **All At Once** supported **76** pre-show volunteer events involving more than **5400** people, providing non-profit partners with promotion and prize tickets.



For a list of **All At Once Non-Profits** please visit: AllAtOnce.org/explore

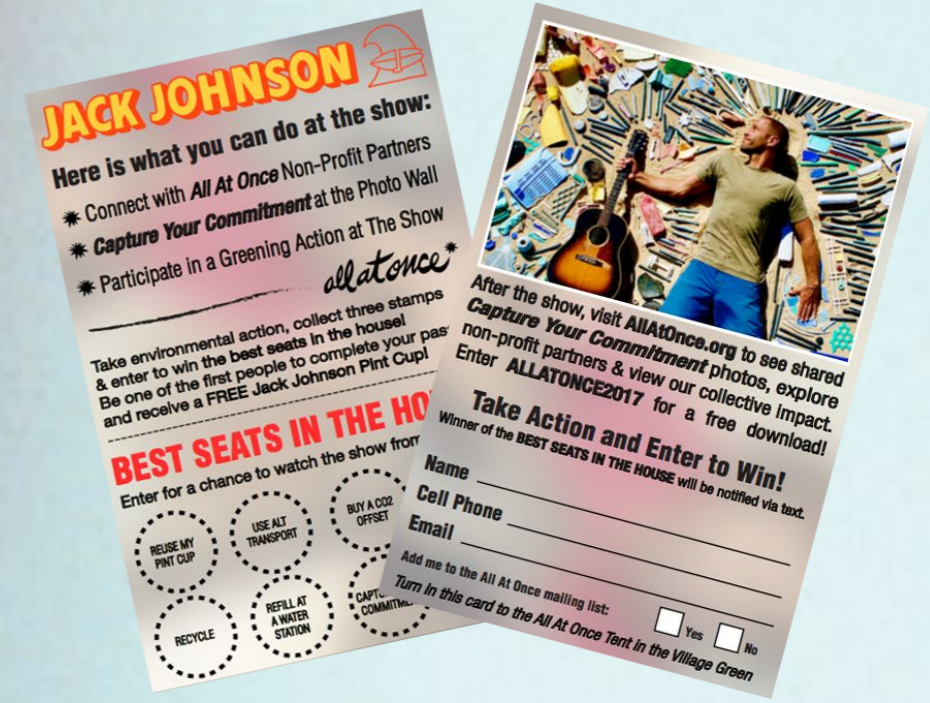


Taking Action At The Show

Over 100,000 Environmental Actions were taken by fans in the Village Green via the Jack Johnson Tour App and **All At Once** activation card!

At the shows fans were able to:

- Donate and sign up to volunteer with **All At Once Non-Profit Partners**.
- Engage in greening actions onsite including purchasing a carbon offset sticker, recycling, composting and refilling beverage containers at **All At Once Water Refill Stations**.
- Take the **Capture Your Commitment** Photo Pledge at the Photo Wall.





Capture Your Commitment

Jack Johnson and the **All At Once Community** encouraged fans to support sustainable local food and plastic free initiatives with their voices, choices and actions through the **Capture Your Commitment** campaign. At each concert and online, fans made environmental commitments and shared their photos via Facebook, Instagram and Twitter, using **#AAOPlasticFree** and **#AAOLocalFood**.

Across the 2017-18 Tour **thousands of fans** captured their commitment to take steps to reduce their environmental footprint. To see more commitments visit: AllAtOnce.org/commitment



capture your commitment
at the **All At Once** Photo Wall

Go Plastic Free & Support Local Food

- * Choose a Commitment
- * Take your own Photo in front of the Photo Wall
- * Share Your Commitment



#AAOPlasticFree #AAOLocalFood

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After the show, visit www.AllAtOnce.org to view all the **Capture Your Commitment** photos that were shared!



Sustainable Local Food Systems

Jack lined up his summer 2017 tour to coincide with **Slow Food Nations** in Denver, and participated in the opening address, as well as a cook-off with renowned chefs and youth judges. The tour sourced food from local farms for catering, donated food to hunger relief organizations and hosted food drives. Fans participated in the **Capture Your Commitment** campaign, pledging to plant gardens, compost, and eat locally grown meals, while **All At Once Non-Profit Partners** encouraged fans to take personal action and make conscious purchasing choices.



- **25,000+** people attended **Slow Food Nation** where Jack and local food leaders, including Carlo Petrini, Alice Waters, Ed Kenney, Jen Jasinski and Michel Nischan promoted a sustainable and fair food system.
- **226** local farmers and artisans were supported through the **Farm to Stage** catering program with the purchase of local and organic food for backstage.
- **Over 500 pounds** of food was collected at food drives at shows, hosted by Conscious Alliance in Denver, OZHarvest in Australia, and KiwiHarvest in New Zealand.
- **516** people participated in **19** pre-show garden and restoration volunteer events hosted by **All At Once Non-Profit Partners**.



Farm To Stage Events

The Jack Johnson *All the Light Above It Too* tour teamed up with 9 top AAA radio stations and 12 top chefs across America, alongside local farmers and purveyors, to highlight the local food movement with a series of **Farm To Stage** radio events. Winners attended soundcheck at the venue and were served a dinner prepared with ingredients from local farms.

- On air promotions were heard by an estimated **1 Million listeners**. The **Farm to Stage** concept was shared with over **300,000 Facebook friends** and **135,000 Twitter followers** were messaged about the value of sustainable local food systems.

Thank you to our radio and local chef partners in the following markets:

Forest Hills Stadium (WFUV)
Chef Kwame Williams, Vital

Tweeter Center/Great Woods (WXRV)
Chef Ana Sortun, Oleanna

Northerly Island (WXRT),
Chef Josh Kulp, Honey Butter Fried Chicken

Merriweather Post (WRNR)
Chef Victor Albisu, Del Campo

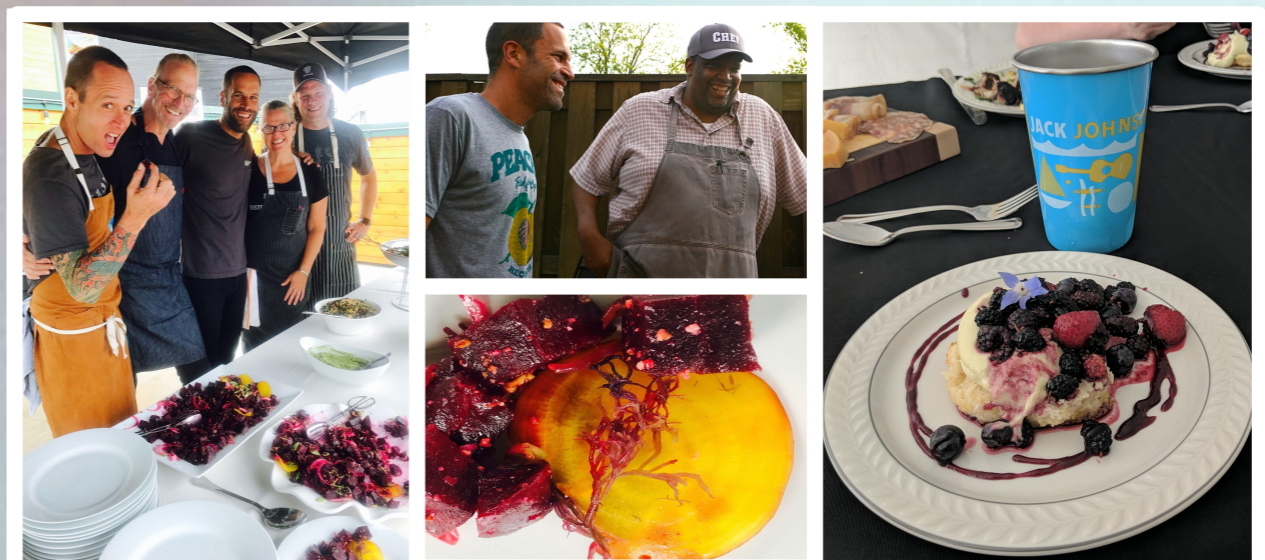
Fiddler's Green (KBCO)
Chef Ed Kenney, Town
Chef Michel Nischan, Wholesome Wave
Chef Alex Seidel, Fruition
Chef Jen Jasinski, Rioja

Greek Theater (KFOG)
Chef Patrick Mulvaney, Edible School Yards
Chef Tanya Holland, Brown Sugar Kitchen

Tuscaloosa Amphitheatre (WPYA)
Chef Duane Nutter, Southern National

Ruoff Home Mortgage Center (WTTS)
Chef Davd Tallent, Tallent/Indiana University

Austin 360 Amphitheater (KGSR)
Chef Nic Yanes, Juniper



Plastic Free Initiatives

The tour tackled plastic waste reduction from every angle. **All At Once Non-Profit Partners** hosted local screenings of **The Smog of the Sea**, a film to raise awareness about plastic pollution. Fans refilled at **All At Once Water Stations** and made **Capture Your Commitment** pledges to reduce plastic waste. The tour promoted the **UN Environment Clean Seas** campaign and celebrated **Plastic Free July** by cutting out single-use plastics. Jack Johnson became an artist ambassador for the **Green Music Australia #BYOBottle** campaign to promote reusable water bottles in the music industry.

- **4835** people learned about plastic ocean pollution at **61** screenings of **The Smog of the Sea**.
- The tour eliminated plastic straws at **100%** of shows, thanks to cooperation of venue partners, Live Nation and AEG, as well as non-profit partners One Less Straw and Lonely Whale.
- **7685** gallons of free filtered water was provided to fans, eliminating **36,000** single-use plastic bottles.
- **4976** people participated in **57** pre-show watershed clean-ups hosted by **All At Once Non-Profits**.
- The tour worked with **Waikiki Shell, BAMP**, and concessions to host **plastic free shows** on Oahu.
- Venues at all **7 shows** in Australia and New Zealand eliminated single-use plastic water bottles, beer cups and straws. The tour partnered with **We-Refill** to provide water refill stations for fans.



Reusable Cup Programs

The tour continued to explore and promote reusable cup models to offer fans an alternative to single-use plastic cups. Jack and his crew implemented a comprehensive **Reusable Pint Program** with **Steelys** to reduce plastic waste at 40 venues in the U.S during the 2017-2018 Tour. Highlights include the plastic free **Santa Barbara Bowl** shows where each concertgoer received a free reusable pint cup and the more recent Aloha Stadium show where Jack's team partnered with **r.Cup** and **Plastic Free Hawaii** to pilot a reusable cup model. The tour was also proud to promote innovative reusable cup efforts at venues and festivals including **Eden Project**, the **Nice Jazz Festival** and **Sea.Hear.Now Festival**.

- **71,376** reusable **Steelys** pint cups were purchased by fans or given away as prizes for taking action, eliminating the need for more than **200,000** single-use plastic cups.
- In partnership with the **Santa Barbara Bowl**, over **14,000** fans received a free reusable stainless steel pint cup to use for all beverages at 3 plastic free shows.
- The tour teamed up with **Plastic Free Hawaii**, **r.Cup** and **Live Nation** to roll out the r.Cup reusable cup program at the **Aloha Stadium**. Fans received free r.Cups which prevented 22,000 single-use plastic cups from entering the waste stream at this concert alone!





Recycling and Waste Reduction

Jack Johnson's tour crew worked with **REVERB** and venue operators to implement backstage and front-of-house **waste reduction strategies** including recycling, compost collection, single-use plastic waste reduction, prepared food donations to hunger relief organizations and other waste diversion efforts to reduce the amount of waste headed for the landfill.

- Jack Johnson band & crew members went plastic free by filling up their reusable water bottles with **2465** gallons of water at backstage water stations eliminating the use of approximately **19,720** single-use 16 oz. plastic bottles.
- More than **9615** gallons of recyclables (single stream) were collected at venues across the tour.
- The tour utilized reusable food service products when available and biodegradable food service products when reusables were not available.
- **2880 pounds** of prepared food was rescued from backstage catering and donated to hunger relief organizations, providing over **2300** meals. Thank you to our partners, Rock and Wrap It Up, Aloha Harvest, OzHarvest and Kiwi Harvest!
- Across the world tour over **1370 gallons** of compostable food waste was collected to be used in local facilities.





Eco Friendly Merchandise

Tour merchandise was made from **sustainable materials** with a focus on reusables and renewables. The Jack Johnson tour crew used reusable beverage containers and bags to reduce plastic waste. Merchandise items included exclusive Jack Johnson **Klean Kanteen** reusable bottles and mugs, **Steelys** reusable pint cups and straws, **ToGo Ware** utensil sets, **Rareform** upcycled bags and accessories, and recycled paper tour posters. Custom **Bureo** frisbees were made from upcycled fishing nets and one-of-a-kind quilts were designed using upcycled vintage t-shirt and sweatshirts. All apparel was made from **100% organic cotton**, printed with water-based inks, **designed in Hawaii and manufactured in Los Angeles.**

- **920** reusable tote bags were purchased. If fans use these bags continuously for 1 year it will eliminate the use of **1.3 million** single-use plastic bags.
- **1165** reusable Klean Kanteen water bottles were purchased. If fans use their bottles for one year it will save **194,555** single-use 16 oz. plastic bottles from being consumed and ending up in the waste stream.
- **5,889** reusable stainless steel straws were purchased by fans to utilize in place of single-use plastic straws.





Alternative Transportation

Fans were encouraged to utilize **alternative transportation** by **carpooling, taking shuttles, mass transit, and riding bikes** to get to the show. **Bike valets** and priority parking was set up for fans who carpooled or biked to the shows.

- Over **15%** of fans who took action in the Village Green utilized alternative transportation to get to the show.
- The tour partnered with local bike organizations to host Bike Valets at **22 shows** with over **1100 cyclists** participating.

Bike Valet Partners included:

- Chicago Parks District - Chicago, IL
- Cycle Toronto - Toronto, Canada
- Bicycle Coalition of Greater Philadelphia - Camden, NJ
- Bike Maryland - Columbia, MD
- Wish for Wheels - Denver, CO
- Los Angeles County Bicycle Coalition - Los Angeles, CA
- SBBIKE - Santa Barbara, CA
- Bicycle Re-Source of Bend - Bend, OR
- Rich City Rides - Berkeley, CA



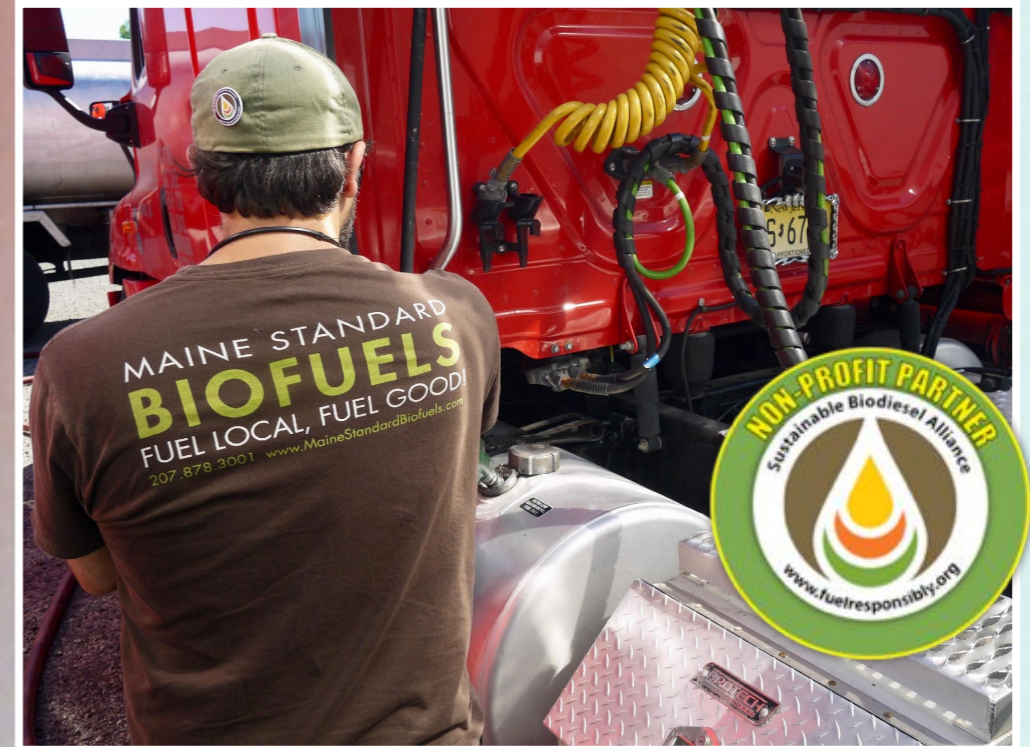
- Hawaii Bicycling League - Honolulu, HI
- Bike Norfolk - Camden, NJ
- Bike Maryland - Virginia Beach, VA
- Oaks & Spokes Raleigh - Raleigh, NC
- Velo Fest - St. Augustine, FL
- Bike DFW - Dallas, TX
- Sassafrass Center - Tuscaloosa, AL
- Ride4Reading - Nashville, TN



Sustainable Biodiesel

Over 6000 gallons of local, sustainable biodiesel was used to fuel tour trucks, buses and onsite generators.

- Biodiesel is a non-petroleum alternative to conventional diesel fuel, and produces on average 78% less carbon emissions than petroleum based diesel fuel. While this is true...All biodiesel is not created equal.
- Jack Johnson's tour production team worked with REVERB to source the most sustainable, local biodiesel available in each North American tour market. REVERB uses the Sustainability Guidelines created by Sustainable Biodiesel Alliance to ensure the most sustainable fuel available is used.
- The Sustainable Biodiesel Alliance advocates for local community-based biodiesel production that sources a local feedstock or waste stream to produce biodiesel locally for use within the community. Sustainable, community-based biodiesel supports our environment, our economy and our communities.



Local Biodiesel Suppliers Included:

- **Mohr Oil Co.** - Chicago, IL
- **Ullman Oil Co.** - Cuyahoga Falls, OH
- **Maine Standard** - Portland, ME
- **Tri-State Biodiesel** - New York, NY
- **Coleman Oil** - George, WA
- **Hunt and Sons** - Lake Tahoe, CA

Energy Conservation & Carbon Offsets

Jack Johnson joined more than 40 musicians in signing the **We Are Still In** pledge to show that the music industry is committed to the U.S. climate goals of the **Paris Agreement**. Many efforts were taken to **reduce the carbon footprint of the tour**, and after all energy conservation measures were taken, remaining CO2 emissions were offset to support a variety of carbon management projects.

- Ground and sea freight was utilized for shipping gear in an effort to reduce the carbon footprint of the tour.
- The tour worked with each venue to reduce the environmental impact of the shows including “no idling” policies, sourcing local food to reduce food miles, and encouraging use of energy efficient lighting. Remaining carbon emissions were offset, totaling over **5.2 million lbs of CO2**.
- **8643 fans** offset over **8.6 million lbs. of CO2** by purchasing an offset sticker at the shows. **12,493 fans** donated through a Ticketmaster Opt-In, offsetting nearly **2.5 million lbs of CO2**.
- As a result, **over 13 million pounds of CO2** were offset through green touring, venue contributions and fan participation, supporting renewable energy sources like wind, solar, farm methane collection, and clean energy education.



Supporting Disaster Relief

Climate change is impacting communities around the world with increasing fires, floods and superstorms. Jack, along with his band and crew, have hosted and supported several **benefit concerts** in 2017-18 to raise funds for relief and recovery efforts in areas where the tour traveled.

- The *All the Light Above It Too* 2017 tour of the Southeastern US directed funds to **Hurricane Harvey** and **Hurricane Irma** relief.
- Jack Johnson made additional donations in 2017 to support **Northern California Wildfire** recovery, and played a benefit at the Santa Barbara Bowl in March 2018, which raised over \$500,000 to support **Thomas Fire & Flood** relief efforts.
- In May 2018, Jack played the **Kokua for Kaua'i** benefit to support Kaua'i flood victims. \$100,000 was directed to flood relief and recovery.



Thank You

We had had such a great time on tour.....

I'd like to thank my crew, REVERB, and all of the venues for helping to reduce the environmental footprint of touring and amplify the positive impact in each community we traveled! I was so inspired to meet the amazing All At Once Non-Profits that came out to each show and I'd like to send a special shout-out to Tangaroa Blue, Surfrider, Sustainable Coastlines Hawaii and all of the groups that hosted beach cleanups or local volunteer events, engaging thousands of people leading up to the shows.

I'm especially thankful to all of the fans for coming out to the shows, connecting with non-profits, having fun and taking action in the Village Green. I loved looking out at the crowds and seeing so many people using reusable cups and am grateful to all the venues, festivals, and promoters for supporting our goals to reduce single-use plastic on tour.

It was exciting to end the year being part of the Plastic Free Pipeline created by artist Ethan Estess, constructed completely out of plastic pollution. Seeing that massive barreling wave tumbling with ocean plastic collected from the windward coast of Oahu is a great reminder of why we are all working so hard to reduce single-use plastic.

Aloha, Jack

