



JACK JOHNSON

TO THE SEA

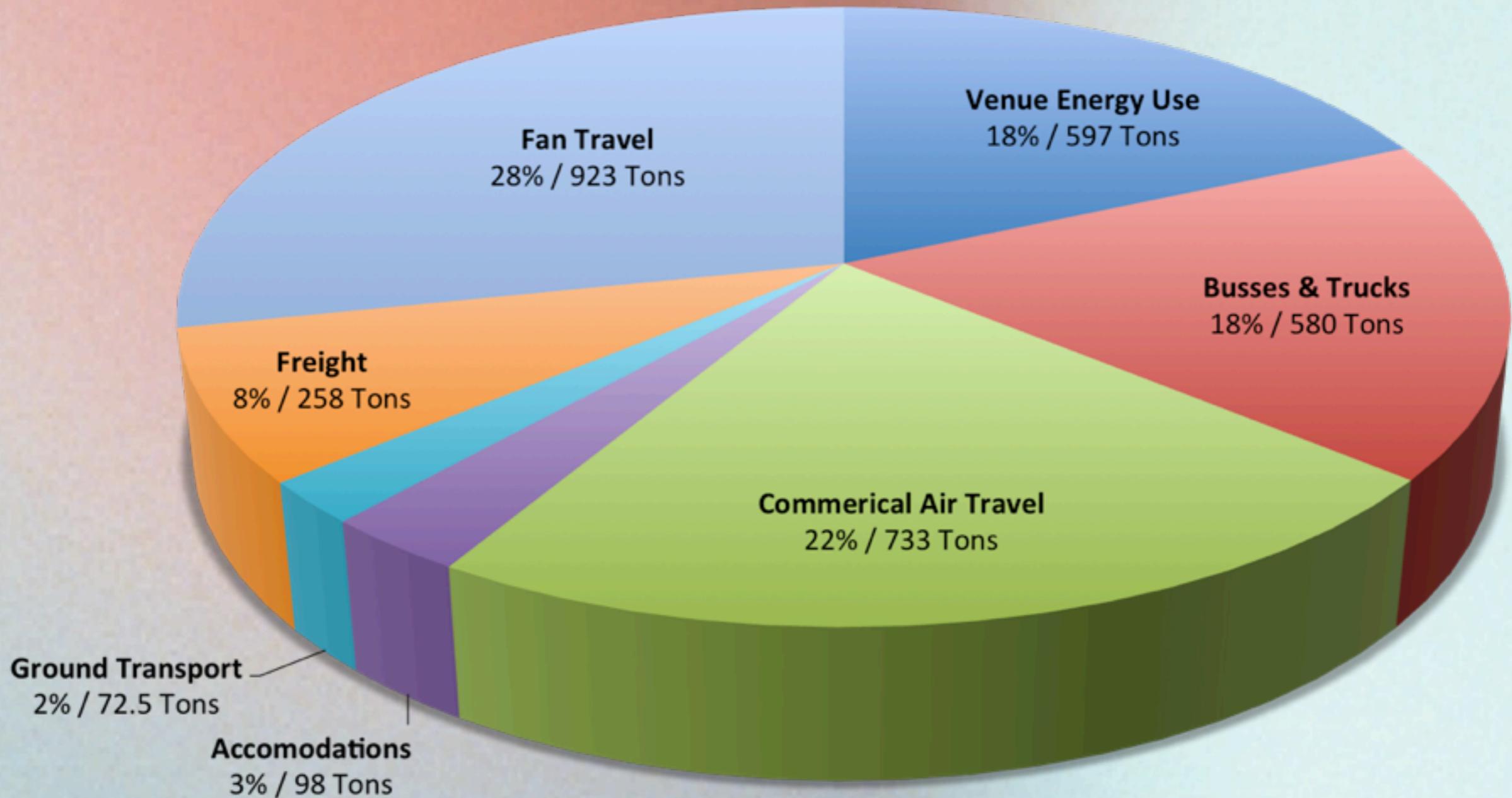
2010-2011 World Tour
Carbon Offset Report

Many efforts were taken to reduce the carbon footprint of **Jack Johnson's *To the Sea*** 2010 - 2011 World Tour. After all energy conservation measures were taken, remaining CO₂ emissions for each show and the entire tour were offset to support a variety of carbon management projects around the globe.

- Jack Johnson's tour production team worked with each concert venue to encourage them to adopt strategies to reduce the show's environmental impact through his green rider, as well as to offset the remaining impact for the venues
- Fans offset over **1 Million** pounds of CO₂ emissions at shows by donating and receiving a fan offset sticker
- Fans donated through the Ticketmaster Opt-In Offset program offsetting over **800,000** pounds of CO₂
- As a result, an estimated **6.5 Million** pounds of CO₂ were offset through green touring efforts and fan participation
- The remaining tour impact totaled **2,338** tons of CO₂, which included emissions from:
 - Bus & Truck Travel
 - Air Travel
 - Venue Energy Use
 - Hotel Accommodations
 - Shipping / Freight
 - Ground Transportation
- Tour offset contributions supported renewable energy sources like wind, solar and farm methane, with national and international offset projects based in the areas where the tour traveled. This report gives details on all offset partners worldwide. For more information on the other greening initiatives taken on Jack Johnson's To The Sea tour go to JackJohnsonmusic.com/greening.

Tour CO₂ Emissions by Source

*allatonce**



	Venue Energy Use	Buses & Trucks	Commercial Air Travel	Hotel Accommodations	Ground Transport	Freight	Fan Travel	TOTAL
Total Tons	597	580	733	98	72.5	258	923	3,262

EU Emissions Trading Scheme

*allatonce**

The European Union Emissions Trading Scheme (EU ETS) also known as the European Union Emissions Trading System, is the largest multi-national emissions trading scheme in the world. It is a major pillar of EU climate policy.

The EU ETS currently covers more than 10,000 installations with a net heat excess of 20 MW in the energy and industrial sectors which are collectively responsible for close to half of the EU's emissions of CO₂ and 40% of its total greenhouse gas emissions.

The EU ETS uses a market-based mechanism to incentivize the reduction of greenhouse gas emissions in a cost-effective and economically-efficient manner. The scheme operates through the allocation and trade of greenhouse gas emissions allowances throughout the EU – one allowance represents one tonne of carbon dioxide equivalent.

An overall limit, or 'cap', is set by each Member State on the total number of allowances to issue to installations in the scheme, based on the Member States emission reduction targets (Kyoto and/or national). The allowances are then distributed by Member States to the installations in the scheme.

Offset Provider:
EU Emissions Trading Scheme

Project Location:
European Union

Project Type:
Varied

Pounds of CO₂:
924,000 (2010)
582,000 (2011)

Greensburg Wind Farm

*allatonce**

On May 4, 2007 at about 9:45pm, a massive tornado leveled Greensburg, Kansas, destroying 95% of the town and leaving a path of devastation nearly 2 miles wide. Eleven of the town's 1,400 residents died in the disaster. In their communal search for meaning in the days that followed this catastrophe the people of Greensburg individually and collectively agreed to rebuild their town.

The energy generated by the wind farm will displace fossil-based energy and reduce hundreds of thousands of tons of carbon pollution that otherwise would enter our atmosphere.

The Greensburg Wind Farm will create significant economic and environmental benefits for the City as the community continues to rebuild. The wind farm will generate enough energy to power 4,000 homes – enough electricity for every home, business, and municipal facility in Greensburg.

Offset Provider:
NativeEnergy

Project Location:
Greensburg, Kansas

(United States)

Project Type:
Wind

Pounds of CO₂:
1,218,000



Laurelbrook Farm Methane

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Laurelbrook is a dairy farm located in East Canaan, Connecticut. The farm is a third-generation dairy farm started in 1948 by the Jacquier family. They have approximately 800 milking cows, 240 heifers, and 50 dry cows.

In today's economy small, family-owned farms need additional help and support in order to operate successfully and be environmentally sustainable.

When manure breaks down anaerobically (without oxygen) in the slurry storage tank, it produces methane, a greenhouse gas 21 times more powerful than carbon dioxide. The separation of the solids and aerobic decomposition largely eliminates methane gas formation, resulting in an important reduction in the greenhouse gases produced by the animal waste.

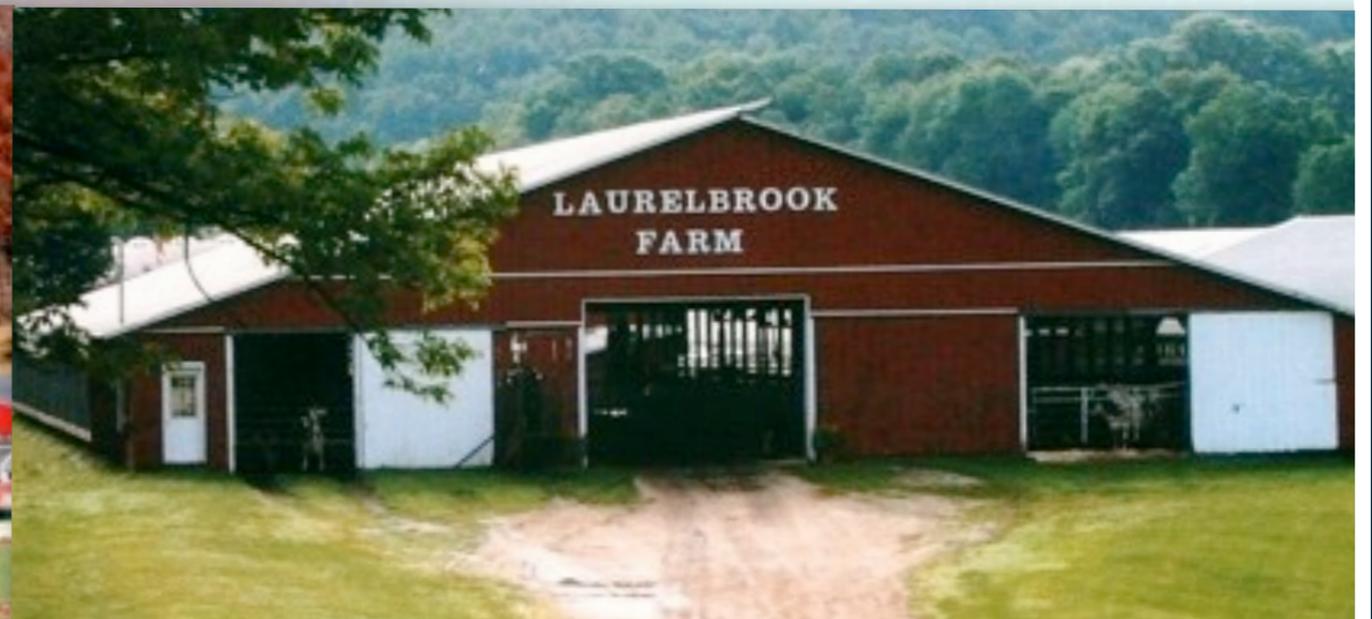
Offset Provider:
NativeEnergy

Project Location:
East Canaan, Connecticut

(United States)

Project Type:
Farm Methane

Pounds of CO₂:
1,218,000



Tatanka Wind Farm

*allatonce**

The Tatanka Wind Farm is the largest renewable-energy project in North and South Dakota, sitting on approximately 14,080 acres. This landmark wind farm will generate enough clean energy to power more than 60,000 U.S. homes. With the exception of the small footprint made by the 120 turbines, at about 1 acre each, the land use is dominated by cattle grazing and crop cultivation, as it has been for decades and generations.

The Tatanka Wind Farm created 21 new permanent jobs in North and South Dakota, and more than 250 people were employed during construction. Additionally, the farm provides increased revenues for nearby North and South Dakota communities through investments in local infrastructure, lease arrangements with local landowners and tax revenues paid to the counties in which it resides.

Offset Provider:
**Bonneville
Environmental
Foundation**

Project Location:
**Dickey and McIntosh
Counties, North
Dakota & McPherson
County, South
Dakota**

(United States)

Project Type:
Wind

Pounds of CO₂:
680,000



REVERB

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West Valley High School Solar

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West Valley High School is located in rural Cottonwood, approximately 15 miles south of Redding, California. Established in 1981, West Valley serves approximately 900 students.

Owned and operated by SunEdison, a .425 MW solar electric installation supplies electricity to the school, selling excess power to the grid. The installation of the solar facility at West Valley High School was one component of a larger, multi-phase project implemented across the Anderson Union High School District campuses. Other measures included major energy efficiency projects, consisting of a new 50 ton chiller, 1,400 lighting retrofits and a recommissioning of the district's energy management system controls leading to improved equipment performance and reduced labor costs.

Offset Provider:
**Bonneville
Environmental
Foundation**

Project Location:
Redding, California

(United States)

Project Type:
Solar

Pounds of CO₂:
76,000



Garcia River Forest

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In 2004, the Garcia River Forest was purchased. The Forest is a nearly 24,000-acre expanse of redwood and Douglas fir forests along the Garcia River and several tributaries. This created California's first large nonprofit-owned working forest. In February 2008 Garcia became one of the first forests-and the largest-to receive verification as a source of greenhouse gas reductions under the protocols of the Climate Action Reserve. This certification recognizes forests' new role in environmental protection. These towering stands of trees are not just housing wildlife and beckoning travelers-they are also trapping carbon dioxide, a greenhouse gas linked to climate change.

"With credible measurement systems and sustainable management techniques forests are positioned to play an increasingly vital role in the challenge of curbing climate change."

- Mary Nichols, Chair, California Air Resources Board Summary

Offset Provider:

Conservation Fund

Project Location:

**Mendocino County,
California**

(United States)

Project Type:

Reforestation

Pounds of CO₂:

756,000



REVERB

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Project União e Dois Companheiros *allatonce**

União & Dois companheiros, two separate ceramic factories owned by a husband-and-wife team of entrepreneurs, are located in Paulicéia in São Paulo state, Brazil. In 2006, both factories switched to using renewable biomass instead of native timber as fuel to fire the products in their ceramic kilns. The choice to switch to a more sustainable production process has contributed to both reduced negative impact on the cerrado Brazilian savannah, as well as allowed for the investment in environmental, social and economic sustainability initiatives.

The Ceramics use wood chips, sawdust, and sugar cane bagasse as renewable biomass in production, diminishing negative effects on the environment and the endangered caatinga ecosystem. Ashes from production are used to seal the kilns doors during the firing process. Heat from kilns is reused to naturally dry the clay bricks.

Offset Provider:
**Sustainable Carbon
Climate Solutions**

Project Location:
Paulicéia, Brazil
(South America)

Project Type:
Biomass

Pounds of CO₂:
378,000



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Paraiso Hydro Project

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The objective of the Paraiso project is to yield the power potential of the Paraiso river to generate electricity. This is realized by a small Hydropower Plant of 21 MW installed capacity, located in the city of Costa Rica in the State of Mato Grosso do Sul. Over a period of 10 years, the project will generate emission reductions of 326,733 tons CO₂e.

The Paraiso Small Scale Hydro project brings about a number of social and environmental benefits. The City of Costa Rica in the State of Mato Grasso du Sol is an agricultural community located in the southwest corner of Brazil near Paraguay. This run of river project is adding rural electrification for farmers and local residents, at minimal cost and with a low environmental impact. Children are receiving the greatest benefit from the new electrification, particularly with lighting at home for their homework studies. The mini hydro project also brings electricity at affordable prices to power farm machinery and improve communications with addition of radios and television sets.

Offset Provider:
Energest S.A.

Project Location:
**Costa Rica,
Mato Grosso
do Sul,
Brazil**

(South America)

Project Type:
Small Hydro

Pounds of CO₂:
378,000

