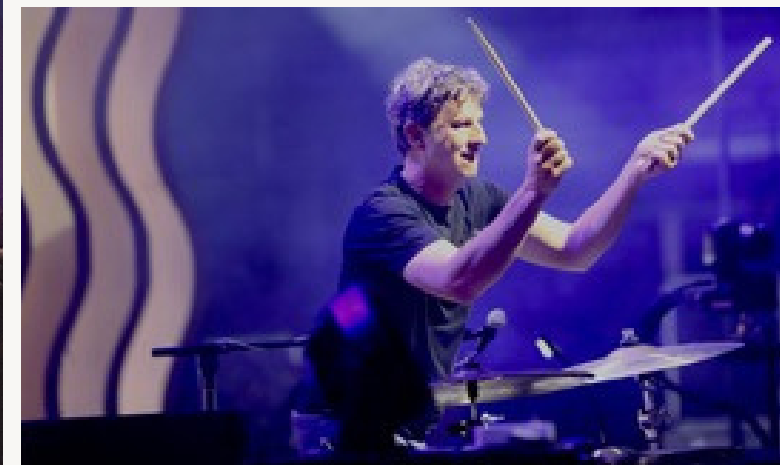


# JACK JOHNSON

## MEET THE MOONLIGHT TOUR



## NORTH AMERICAN IMPACT REPORT





# JACK JOHNSON

## MEET THE MOONLIGHT TOUR

*all at once*\*

In 2022, Jack Johnson released his 8th studio album, **Meet the Moonlight**, and toured throughout North America bringing the *All At Once* message to more than 350,000 people.

*All At Once* is a social action community inspiring fans to take environmental action and get involved to support local non-profit organizations.

The Meet the Moonlight Tour teamed up with REVERB to expand green touring practices, and supported 220 *All At Once* Non-Profit Partners promoting sustainable local food systems and plastic free initiatives. At the concerts, *All At Once* came to life in the Village Green where concert goers connected with non-profits and took environmental action.





# allatonce<sup>\*</sup>

**JACK JOHNSON'S MEET THE MOONLIGHT TOUR EXPANDED GREEN TOURING PRACTICES AND CONTINUES TO PROMOTE SUSTAINABLE LOCAL FOOD SYSTEMS AND PLASTIC FREE INITIATIVES. LEARN MORE ABOUT OUR COLLECTIVE IMPACT!**



**Support Non-Profit Partners**



**Use Sustainable Transportation**



**Capture Your Commitment**



**Promote Local Farmers & Food Security**



**Reduce Plastic Pollution**



**Choose Eco-Friendly Concert Merchandise**



**Recycle & Compost**



**Take Climate Action**





# All At Once Non-Profit Partners



The Johnson Ohana Foundation made direct and matching donations to All At Once Non-Profit Partners.

**220**

## NON-PROFIT PARTNERS

The tour supported 220 All At Once Non-Profit Partners throughout North America. Special thanks to these non-profits for setting up interactive booths in the Village Green and inspiring fans to get involved in local community projects!

Learn more at [allatonce.org/explore](http://allatonce.org/explore)

**\$1.3 MILLION**

## DIRECTED TO NON-PROFITS

The Johnson Ohana Foundation is donating over \$535,000 directly to these All At Once Non-Profit Partners. An additional \$811,000 was raised by these groups through the All At Once Matching Donation Program.







## All At Once Non-Profit Partners

Jack Johnson fans supported non-profit partners by volunteering, becoming members, or making donations.



# 15,431 POUNDS OF TRASH REMOVED!



## THANK YOU! #BETTERTOGETHERCLEANUP

# 267

## NEW MEMBERS

Jack Johnson fans became new members of local organizations through engagement at the shows and promotion of *All At Once*.

# 7014

## INTERESTED SUPPORTERS

The *All At Once* Community helped connect over 7000 interested supporters and volunteers to Non-Profit Partners.

# 5200

## VOLUNTEERS

*All At Once* was promoted at 41 watershed cleanups & farm volunteer days, offering promotion and ticket prizes. Protect Our Rivers hosted a #BetterTogetherCleanup with 1,847 participants, removing over 15,000 lbs of trash from outdoor spaces.







## All At Once Non-Profit Partners

Fans visited the Village Green to connect with All At Once Non-Profits and take environmental action.



## ENVIRONMENTAL ACTIONS ONLINE

All At Once teamed up with Propeller to create an online engagement campaign. Actions supported FoodCorps, Surfrider, National Young Farmers Coalition, FoodPrint, Conscious Alliance, Upstream, and Bahamas Plastic Movement. Fans took action and entered to win prizes including Bureo skateboards, Costa sunglasses and a signed Taylor Koa Guitar.



## FAN ACTIONS IN VILLAGE GREEN

Concert goers took over 23,000 environmental actions in the Village Green including visiting or donating to a non-profit, choosing to reuse, arriving by sustainable transportation, refilling at water stations, or participating in the Capture Your Commitment Campaign. Fans registered their actions with Propeller to enter to win prizes including a custom Solé bicycle.







## Capture Your Commitment

People made commitments to support local farmers & food systems and to reduce plastic waste.



**COMMITMENTS CAPTURED**



Thousands of concert goers made commitments in support of sustainable local food systems and plastic free initiatives!

- I Will Plant a Garden
- I Will Choose Local Food & Support Local Farmers
- I Will Clean Up My Local Beach or Watershed
- I Will Choose to Reuse & Rock Reusables

Commitment photos were shared on social media using #AAOPlasticFree and #AAOLocalFood to promote local food & farmers and the reuse movement.







# Eco-Friendly Concert Merchandise

Merchandise is made from sustainable materials with a focus on reusables and renewables.



**100%**

## ORGANIC COTTON

All Jack Johnson tour tees are made of 100% Organic Cotton and were hand-cut and sewn in Los Angeles, California, and designed in Hawai'i.

**100%**

## POST CONSUMER WASTE

All Tour posters, vinyl and CD packaging were made of 100% Post Consumer Waste.

**13,846**

## REUSABLE ITEMS SOLD

Over 13,000 reusable items such as water bottles, bags, utensil sets and cups were purchased at the show!







## Reduce Plastic Pollution

The tour crew worked to eliminate disposable plastic, provide water refill stations, and promote reusables.



**10,033**

### SINGLE-USE CUPS PREVENTED

The tour teamed up with Live Nation and venues around the country to promote a signature cocktail served in a reusable pint cup. Fans could upgrade to reusable cups for beverage purchases. Reusable cup programs were promoted including TURN & r.Cup.

**5016 GALLONS**

### WATER REFILLS

In support of the BYOBottle campaign, concert goers refilled for free at All At Once water stations. Band and crew refilled reusable water bottles backstage and on tour buses.

**40,133**

### SINGLE-USE WATER BOTTLES

Combined refill and reuse efforts of fans, band, and crew reduced the equivalent of over 40,000 16 oz single-use bottles going into the waste stream.







## Recycle & Compost



The tour crew worked with venue operators to make every effort towards a zero waste tour.



### VENUE PARTICIPATION

The tour worked closely with all venues to promote sustainability through an EnviroRider. 100% of the venues on Jack's Tour implemented backstage composting and food waste recovery programs. Additionally, all venues eliminated the sale of single-use plastic water bottles.



### RECYCLABLES COLLECTED

Venues and catering teams worked to eliminate single-use plastic backstage with reusable systems and a transition to more recyclable glass and aluminum for packaged beverages. More than 400 gallons of recyclables were collected backstage at venues across the tour.







# Promote Local Farmers & Food Security

The tour worked with venues to source local food and promoted sustainable local food systems.



## FARMERS SUPPORTED

Over 169 local farmers and food producers were supported through the Farm to Stage catering program, with the purchase of local and organic food for backstage catering.



## FARM TO STAGE LISTENERS

The tour promoted Farm to Stage contests that allowed radio listeners to win a soundcheck dinner with a local chef focused on promoting sustainable local food systems. Our partners included:

- WFUV/NYC and Tom Colichio's Temple Court
- WRNR/Baltimore and Spike Mendelsohn's PLNT Burger
- WAPS/Akron and Allie Umansky's Larder Deli
- WTTS/Indianapolis and Martha Hoover's Cafe Patachou,
- KGSR/Austin and KKXT/Dallas and Tiffany Derry's Roots Southern Table
- KBCO/Denver and Alex Seidel's Chook Charcoal Chicken.







# Promote Local Farmers & Food Security

All At Once supported food security, and leftover food was donated to hunger relief groups.



**95,512  
LBS**

## FOOD DONATED

In support of the *All At Once* partnership, Conscious Alliance made food deliveries to *All At Once* Non-Profit Partners across the country. Additionally, the tour worked with venues and Musically Fed to ensure food from backstage catering was collected for donation to hunger relief organizations.

**\$31,406**

## RAISED FOR FOOD SECURITY

Proceeds from an 'Art That Feeds' poster designed by Wooden Wave, were directed to Conscious Alliance to support national food security. Donations from Jack's Hawaii shows went to Aloha Harvest.

**158,324**

## MEALS PROVIDED

Through the above food rescue and fundraising efforts, the equivalent of over 150,000 meals were provided.







## Sustainable Transportation

Fans reduced their carbon footprint by choosing sustainable transportation.



**528**

**BIKE RIDERS**

The Tour partnered with non-profits to host a concert bike valet program in select cities at 13 concerts. People who biked to the shows entered to win a custom Jack Johnson Solé bicycle. Special thanks to Solé and our bike valet partners!

- Chicago Parks District in Chicago, IL
- Cycle Toronto in Toronto, Canada
- Hawaii Bicycling League in Honolulu, HI
- Oaks & Spokes in Raleigh, NC
- Walk Bike Nashville in Nashville, TN
- Wish for Wheels in Denver, CO
- Commute Options in Bend, OR
- Rich City Rides in Berkeley, CA
- MOVE Santa Barbara County in Santa Barbara, CA







## Take Climate Action

Efforts were taken to reduce the carbon footprint of the tour and to promote climate solutions.



**500%**

**CARBON EMISSIONS  
NEUTRALIZED**

Efforts to reduce the tour carbon footprint included:

- Prioritizing ground & sea freight over air transport for shipping gear
- Encouraging bus and truck drivers to use biodiesel blends
- Requesting venues implement "no idling" policies
- Promoting local food for catering to reduce food miles
- Encouraging energy efficient lighting

The tour will offset 5 times the calculated emissions from major sources including band & crew travel, venue energy use, hotel stays, and fan travel to and from shows. The combination of carbon reduction efforts & offsets made this tour Climate Positive, drawing down significantly more greenhouse gas pollution than created.







## Take Climate Action

Funds are being directed to a variety of climate positive projects.



**\$367,747**

**RAISED FOR  
CLIMATE ACTION**

\$1 from every ticket sold, combined with venue contributions, are directed to carbon offset projects and climate solutions throughout North America.

Funds will be directed to:

- BEF - Bonneville Environmental Foundation
- Regen Network City Forest Credits
- Native Energy
- The Ocean Foundation Blue Resilience Initiative
- Carbonlink
- Native Renewables







# JACK JOHNSON

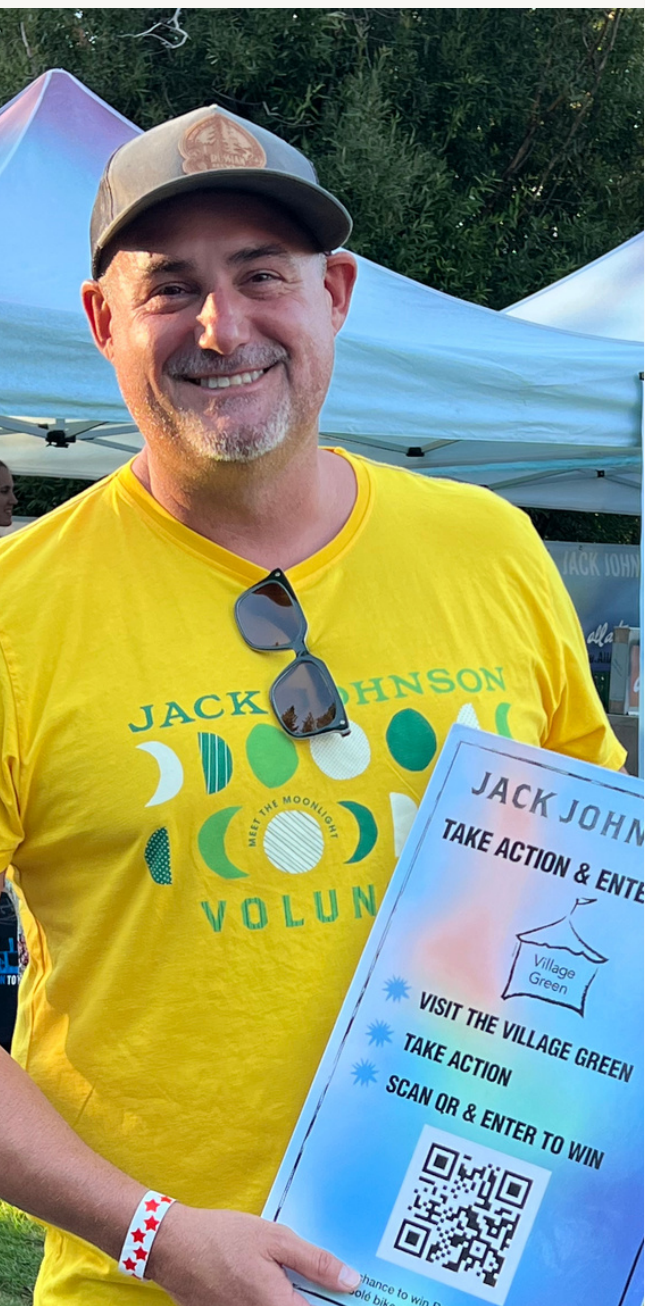
## MEET THE MOONLIGHT TOUR

**537** VOLUNTEERS

For over 10 years Jack has partnered with the non-profit organization REVERB to advance and execute impact reduction programs, help engage fans in Village Green, and to coordinate local volunteers at each show.

Special thanks to all of the incredible REVERB volunteers who helped inspire action in the Village Green!

Volunteers assisted fans in taking Capture Your Commitment photos, supported our free water refill stations and handed out reusable pint cups as prizes.







# MAHALO

Learn more by heading to [jackjohnsonmusic.com/greening/2022](https://jackjohnsonmusic.com/greening/2022)

