

JACK JOHNSON

MEET THE MOONLIGHT TOUR



AUSTRALIA & NEW ZEALAND IMPACT REPORT



JACK JOHNSON

MEET THE MOONLIGHT TOUR

*allatonce**

In 2022, Jack Johnson brought his **Meet the Moonlight** Tour to Australia & New Zealand, bringing the *All At Once* message to more than 66,000 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 expanded green touring practices, and supported 35 *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.

AUSTRALIA & NEW ZEALAND IMPACT REPORT





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



Capture Your Commitment



Reduce Plastic Pollution



Recycle & Compost



Use Sustainable Transportation



Promote Local Farmers & Food Security



Choose Eco-Friendly Concert Merchandise



Take Climate Action



All At Once Non-Profit Partners

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



35

NON-PROFIT PARTNERS

The tour supported 35 All At Once Non-Profit Partners in Australia and New Zealand. 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



\$147,000

DIRECTED TO NON-PROFITS

The Johnson Ohana Foundation is donating over \$72,000 directly to these All At Once Non-Profit Partners. An additional \$75,000 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.



723

NEW MEMBERS

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

835

INTERESTED SUPPORTERS

The *All At Once* Community helped connect over 800 interested supporters and volunteers to Non-Profit Partners.

289

VOLUNTEERS

All At Once was promoted at 10 watershed cleanups & garden days, offering promotion and ticket prizes. **Tangaroa Blue** and **Taronga Conservation Society** hosted a Sydney Harbour clean-up, and **Surfrider Australia** promoted a Big Beach Clean Weekend. **Sustainable Coastlines** led a volunteer beach clean-up in New Zealand.





All At Once Non-Profit Partners

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



5203

FAN ACTIONS IN VILLAGE GREEN

Concert goers took over 5200 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 who took action entered to win a Jack Johnson prize pack each night!



AUSTRALIA & NEW ZEALAND IMPACT REPORT



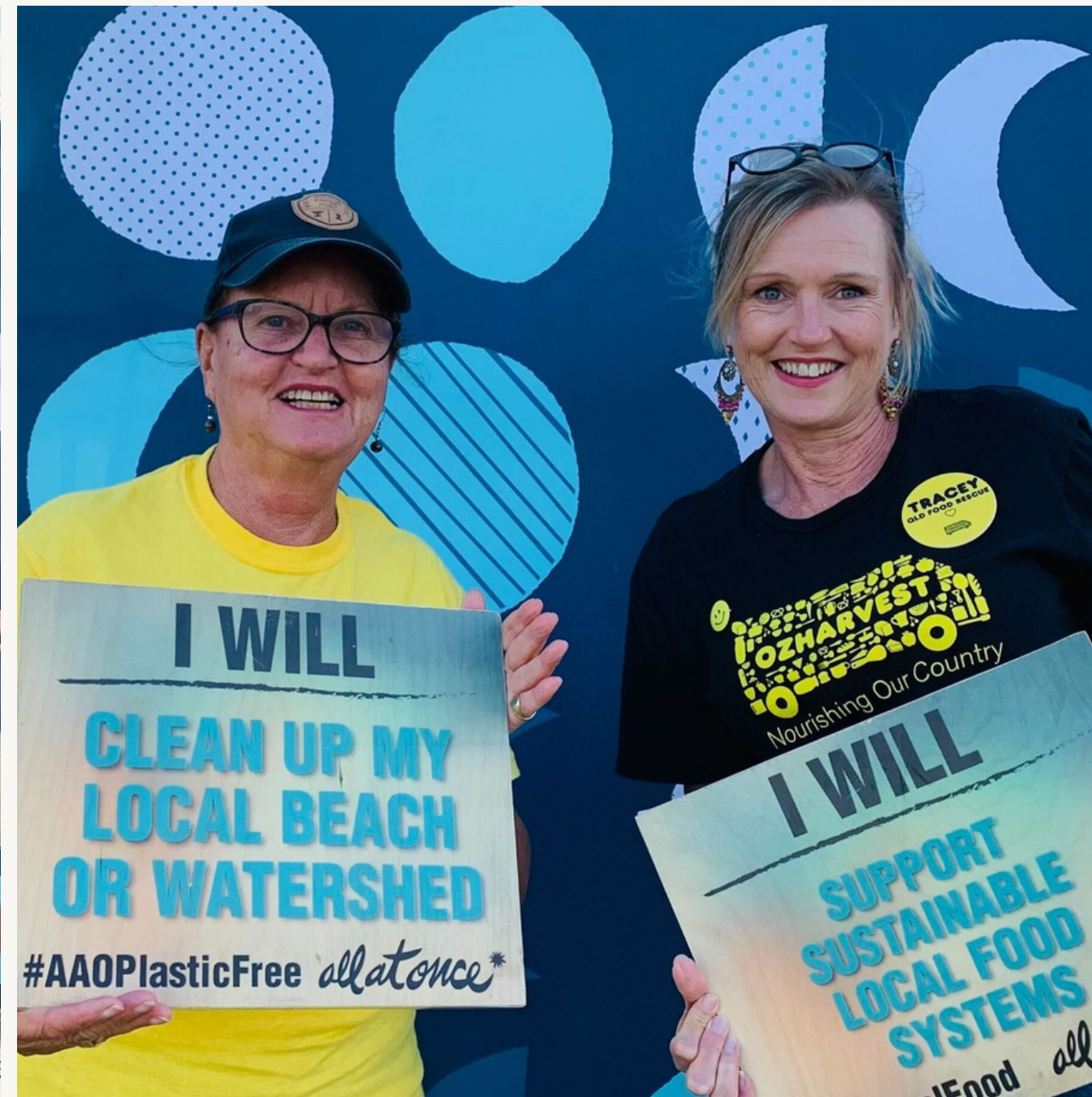
Capture Your Commitment

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



652

COMMITMENTS CAPTURED



Hundreds 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.

5162

REUSABLE ITEMS SOLD

Over 5162 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.



4787

REUSABLE CUPS

The tour worked with venues throughout the tour to encourage alternatives to single-use plastic cups, including a signature cocktail served in a reusable Jack Johnson pint cup, and an option for fans to upgrade to reusable cups for beverage purchases.

100%

VENUES OFFERED WATER REFILLS

In support of BYOBottle, concert goers refilled for free at *All At Once* water stations, or at existing water refill stations offered by venues. Band and crew refilled reusable water bottles backstage and on tour buses.

100%

VENUES DITCHED PLASTIC BOTTLES

100% of venues across the tour eliminated the sale of single-use plastic water bottles at Jack's shows.





Reduce Plastic Pollution

The tour collaborated with *All At Once* Non-Profit Partners to promote solutions to plastic pollution.



20+

PLASTIC FREE TEA PARTNERS

Plastic Free July and Take 3 joined together with **Green Music Australia** and the Jack Johnson team to host a "Plastic Free Tea" in Sydney, bringing together music industry efforts with local non-profits working to reduce plastic waste and promote reusables. After the networking tea, participants joined a behind the scenes tour of Jack's sustainability efforts at the **Sydney Opera House**.

200

BYOBOTTLE FANS

Green Music Australia engaged concertgoers in the Village Green throughout Australia, encouraging them to sign-on to the **BYOBottle** campaign and commit to bringing their reusable water bottles to future music events, helping to turn the tide on plastic pollution in the music industry.





Recycle & Compost

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



VENUE WASTE REDUCTION

100%

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.

Venues worked to eliminate single-use plastic backstage with reusable systems and a transition to more recyclable glass and aluminum for packaged beverages. The tour worked with Kings Park in Perth, and Riverstage in Brisbane to implement a Containers for Change recycling program. The Sydney Opera House hosted a Return and Earn recycling program, directing funds raised to Taronga Conservation Society.





Promote Local Farmers & Food Security

The tour worked with venues and non-profits to promote sustainable local food systems.



10

FOOD SECURITY PARTNERS

OZHarvest was invited to engage with concertgoers at every show in Australia to promote food security and strategies to reduce food waste. In New Zealand, **KiwiHarvest** and **Nourished for Nil** promoted their food rescue efforts.

To promote sustainable local food systems, the tour partnered with **Perth City Farm**, **Green Connect**, **Northey Street City Farm**, **North Fremantle Social Farm**, **Australian Food Sovereignty Alliance**, **Garden to Table**, and **Cultivating Community**.

In addition, the tour encouraged venues and caterers to support local farmers by purchasing local and organic food for backstage catering.





Sustainable Transportation

Fans reduced their carbon footprint by choosing sustainable transportation.



301

**CONCERT GOERS USED
SUSTAINABLE
TRANSPORTATION**

Over 300 fans made sustainable transportation choices, saving gas, money and reducing their carbon footprints by carpooling, utilizing shuttles, mass transit, or riding bikes to get to the shows.



AUSTRALIA & NEW ZEALAND IMPACT REPORT



Take Climate Action

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



\$77,456

**RAISED FOR
CLIMATE ACTION**

\$1 from every ticket sold, combined with venue contributions, will be directed to local carbon offset projects and climate solutions. Funding will support a variety of local projects, including **Greening Australia** and their large-scale reforestation programs designed to capture carbon emissions, while providing income for rural landholders, boosting land productivity, providing habitat for threatened wildlife, and improving air and water quality.



AUSTRALIA & NEW ZEALAND IMPACT REPORT



Take Climate Action

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



REDUCING THE CARBON FOOTPRINT

In addition to supporting local climate solutions, significant efforts are made to reduce the tour carbon footprint, including:

- 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

Additionally, **Rock-It Global** – Jack's long-time partner for shipping gear on tour, is stepping up their sustainability goals and making a commitment to redirect a percentage of Jack's Rock-It Global expenditures to funding to local non-profits. In association with the Meet the Moonlight Tour of Australia and New Zealand, Rock-It Global is making a donation to All At Once Non-Profit Partners Tangaroa Blue Foundation and Sustainable Coastlines.





JACK JOHNSON

MEET THE MOONLIGHT TOUR

61 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

