JACK JOHNSON SURFILMUSIC







NORTH AMERICAN TOUR IMPACT REPORT

JACK JOHNSON
SURFILMUSIC 2026 TOUR

all at once

In 2026, Jack Johnson released **SURFILMUSIC**, a new documentary chronicling his evolution from surfer to filmmaker to world-renowned musician along with the accompanying soundtrack, and also embarked on the **SURFILMUSIC Tour** hosting **43 shows** across North America which brought the ***All At Once* Campaign** to more than **565,000 people**.

The **SURFILMUSIC Tour** teamed up with **REVERB** to expand green touring practices and supported over **250 *All At Once* Non-Profit Partners** promoting sustainable local food systems, plastic free initiatives and environmental stewardship. At the concerts, *All At Once* came to life in the **Village Green** where fans connected with non-profits and took environmental action.











all at once

JACK JOHNSON'S SURFILMUSIC TOUR EXPANDED GREEN TOURING PRACTICES AND CONTINUES TO PROMOTE SUSTAINABLE LOCAL FOOD SYSTEMS, PLASTIC FREE INITIATIVES AND ENVIRONMENTAL STEWARDSHIP. LEARN MORE ABOUT OUR COLLECTIVE IMPACT!



Support Non-Profit Partners



Use Sustainable Transportation



Capture Your Commitment



Promote Local Farmers & Food Security



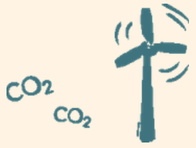
Reduce Plastic Pollution



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.

Village Green

259

NON-PROFIT PARTNERS

The tour supported over 250 *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

$1.4 MILLION

DIRECTED TO NON-PROFITS

The Johnson Ohana Foundation is donating over $570,000 directly to these *All At Once* Non-Profit Partners. An additional $900,000+ was raised by these groups through the *All At Once* Matching Donation Program.

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All At Once Non-Profit Partners

Jack Johnson fans supported non-profit partners by volunteering at pre-show events, becoming members, making donations and engaging at the shows.

Village Green

9,209

NEW SUPPORTERS

Over 9,200 Jack Johnson fans connected with local Non-Profit Partners at the shows and through *All At Once*, becoming new members, volunteers and supporters of community organizations.

3,364

VOLUNTEERS ACTIVATED

All At Once was promoted at 40 cleanups, tree plantings & farm volunteer days, offering promotion and ticket prizes. Friends of the White River hosted their Downtown Cleanup with over 100 volunteers, removing 65 tons of trash from the river's edge in Indianapolis.

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All At Once Non-Profit Partners

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

Village Green

PARTICIPANTS IN VILLAGE GREEN

10,712

More than 10,700 fans took action and completed the Village Green Passport across our 43 shows, learning about the tour's sustainability programs and engaging wth our *All At Once* Non-Profit Partners.

FAN ACTIONS IN VILLAGE GREEN

32,136

Concert goers took over 32,000 individual 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 our unique passport program to enter to win prizes including merch packs and best seats in the house!

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Capture Your Commitment

People made commitments to support local farmers & food systems, to reduce plastic waste and to take climate action.

6,190

COMMITMENTS CAPTURED

Thousands of concert goers made commitments in support of sustainable local food systems, plastic free initiatives and climate action.

- I Will Plant a Garden
- I Will Donate to a Local Food Bank
- I Will Choose Local Food & Support Local Farmers
- I Will Clean Up My Local Beach or Watershed
- I Will Support Businesess that Reduce Plasric Pollution
- I Will Choose to Reuse & Rock Reusables
- I Will Carpool
- I Will Ride My Bike
- I Will Use Mass Transit

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

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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 were made of 100% Organic Cotton and were hand-cut and sewn in Los Angeles, California, and designed in Hawai'i.

10%

UPCYCLED ITEMS

The tour partnered with SUAY Sew Shop, to create one-of-kind Jack Johnson upcycled merch including quilts, tote bags and pouches, made from vintage Jack Johnson Tour Tees.

100%

SUSTAINABLE MATERIALS

Tour posters, vinyl and CD packaging were made of 100% Sustainable Materials, including Post Consumer Waste & FSC Certified Sources.

27,233

REUSABLE ITEMS SOLD

Over 27,000 reusable items such as water bottles, bags, utensil sets and cups were purchased at the show!

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Strive for Zero Waste

The tour worked closely with venue operators to promote sustainability through our EnviroRider and make every effort towards a zero waste tour.

100%

VENUE PARTICIPATION

100% of the venues on Jack's Tour implemented recycling, backstage composting and food waste recovery programs.

95%

DIVERSION AT LIVE NATION VENUES

Across all 23 Live Nation owned and operated venues the tour achieved a successful diversion rate of 95% of all materials from landfill. All waste from Front & Back of House was collected, hand sorted and weighed. A total of 783 cubic yards of waste was generated, with 743 of those being collected and diverted into recycling and composting programs.

3.5g

WASTE GENERATED PER PERSON

With these figures, it was determined that across all Live Nation shows each fan generated only 3.5 grams of waste, that's equivalent to the weight of 5 guitar picks!

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Reduce Plastic Pollution

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



28,373

REUSABLE CUPS SOLD & GIFTED

The tour teamed up with promoters & venues around the country to promote the Jack Johnson reusable souvenir pint cups. Fans could upgrade to reusable cups for beverage purchases, including JJ signature cocktails. In addition, we gave away over 7,300 pint cups in the Village Green.

102,325

SINGLE-USE BOTTLES DIVERTED

Combined refill and reuse efforts of fans, band, and crew reduced the equivalent of over 102,000 16oz single-use plastic water bottles going into the waste stream.

8,663 GALLONS

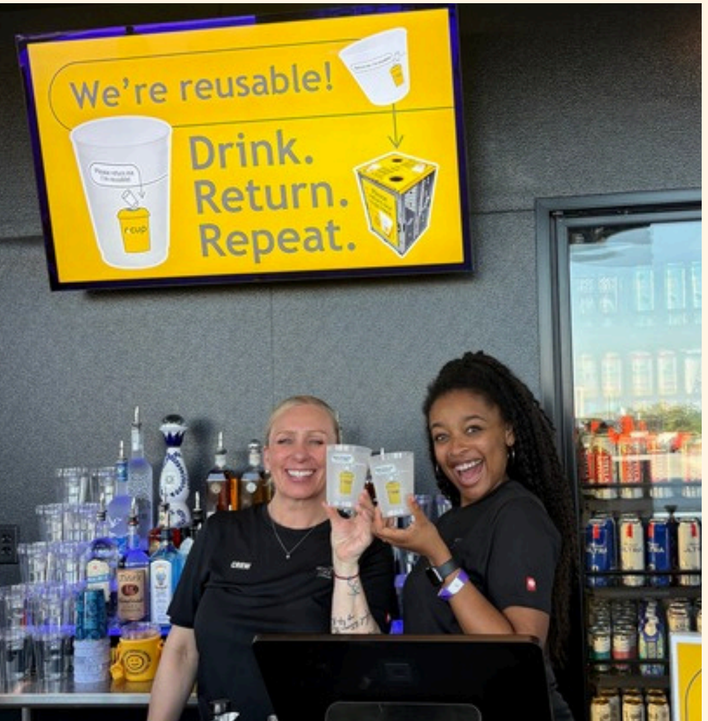
WATER REFILLS

In support of the BYOBottle campaign, 100% of venues permitted concert goers to bring reusable bottles into the shows. Fans refilled for free at *All At Once* and venue water stations. Band and crew refilled reusable water bottles backstage and on tour buses.

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Reduce Plastic Pollution

The tour worked to eliminate disposable plastic and promote reusables at venues & bars.



100%

VENUE PARTICIPATION BACKSTAGE

100% of venues & catering teams worked to eliminate single-use plastic backstage with reusable systems and a transition to more recyclable glass and aluminum for packaged beverages.

37%

SHOWS IMPLEMENTED REUSABLE CUPS PROGRAMS AT CONCESSIONS

37% of venues on the entire tour implemented reusable cup programs (16 shows at 12 venues), supporting industry reuse partners r.Cup, Bold Reuse & Muuse.

101,000

REUSABLE CUPS USED

Over 101,000 reusable cups were distributed across the Tour, collectively keeping hundreds of thousands of single-use cups out of the waste stream.

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Reduce Plastic Pollution

The tour worked to with leading venues to implement full scale reuse programs.



100%

REUSBALES AT SELECT VENUES

Every show on Jack's West Coast run of the SURFILMUSIC Tour from the Gorge to the Hollywood Bowl implemented a reusable cup program! Special shout out to the venues who implement reusable cup programs all year long. These venues have been working with promoters, patrons and artrists – championing the reusable movement and showing us what's possible. We are grateful for their support!

SANTA BARBARA BOWL – Souvenir cup program since 2014, r.World reusable cup program since August 2023

FIDDLERS GREEN – r.World reusable cup program since May 2023

MERRIWEATHER POST PAVILION – r.World reusable cup program since July 2024

EDGEFIELD – Bold Reuse reusable cup program since May 2026

RBC AMPHITHEATRE TORONTO – MUUSE reusable cup program since June 2026

GREEK THEATRE BERKELEY – r.World reusable cup program since June 2026

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Promote Local Farmers & Food Security

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

146

FARMERS SUPPORTED

The tour connected over 140 local farmers and food producers to local venue caterers via our Farm to Stage catering program, to promote the purchase of local and organic food for backstage catering.

703,000

FARM TO STAGE LISTENERS

The tour promoted Farm to Stage radio contests that allowed over 703,000 listeners the opportunity to win a soundcheck dinner with Jack Johnson a local chef focused on promoting sustainable local food systems. Our partners included:

- WTTS/Indianapolis & Alan Sternberg's Bluebeard
- KKXT/Dallas & Tiffany Derry's Radici Wood Fired Grill
- KBCO/Denver & Paul Reilly's Coperta + Chef friends: Michel Nischan, Daniel Asher, Byron Gomez & Alex Seidel

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Promote Food Security

All At Once supported food security, supporting food drives, and the recovery of leftover food to donate to hunger relief groups.

3,901

MEALS RECOVERED & DONATED

The tour worked with promoters and venues to ensure more than 3900 meals were recovered from any leftover food via backstage catering and concessions, and donated to local hunger relief organizations.

$12,843

RAISED FOR FOOD SECURITY

Proceeds from an 'Art That Feeds' poster designed by Jeff Canham, were directed to Conscious Alliance to support food security across 22 communities.

135,444

MEALS PROVIDED

In support of the *All At Once* partnership, we worked with Conscious Alliance and Support+Feed to run physical food drives at select shows. Through the above food rescue & fundraising efforts, the equivalent of over 135,000 meals were able to be provided to communities in need, while also reducing food waste.

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Sustainable Transportation

Fans reduced their carbon footprint by choosing sustainable transportation including carpooling, mass transit, & riding bikes to get to the show.

36%

FAN TRANSPORTATION

Over 36% of fans who took action in the Village Green utilized alternative transportation to get to the show.

2,123

SUSTAINABLE TRANSPORT FAN SURVEY

To better understand the impact of fan travel, 2123 fans took REVERB's online survey on sustainable transportation at the Village Green.

703

BIKE RIDERS

The Tour partnered with non-profits and venues to host a bike valet program at 6 cities at 10 concerts. Thanks to our bike valet partners, and special mention to Fiddler's Green, CO, and Santa Barbara Bowl, CA, who now have resident bike valet programs!

- Grand Rapids Bicycle Coalition in GR, MI
- Chicago Parks District in Chicago, IL
- Harvey's Outdoor Arena in Lake Tahoe, NV
- Commute Options in Bend, OR
- Rich City Rides in Berkeley, CA
- MOVE SB County in Santa Barbara, CA

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Take Climate Action

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

100%

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 all 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 not just “climate neutral” but “climate positive”, drawing down significantly more greenhouse gas pollution than created.

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Take Climate Action

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

$608,000

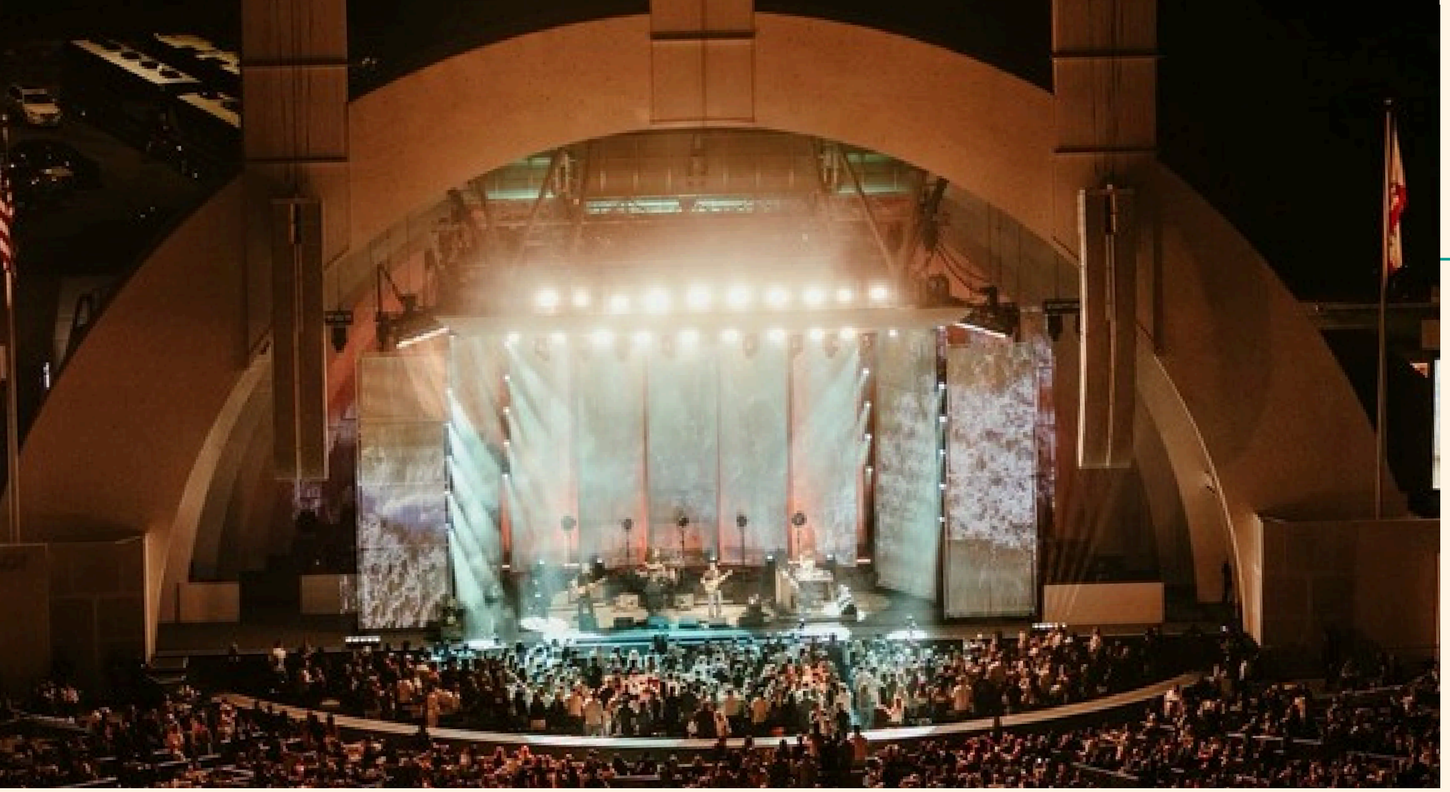
RAISED FOR CLIMATE ACTION

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

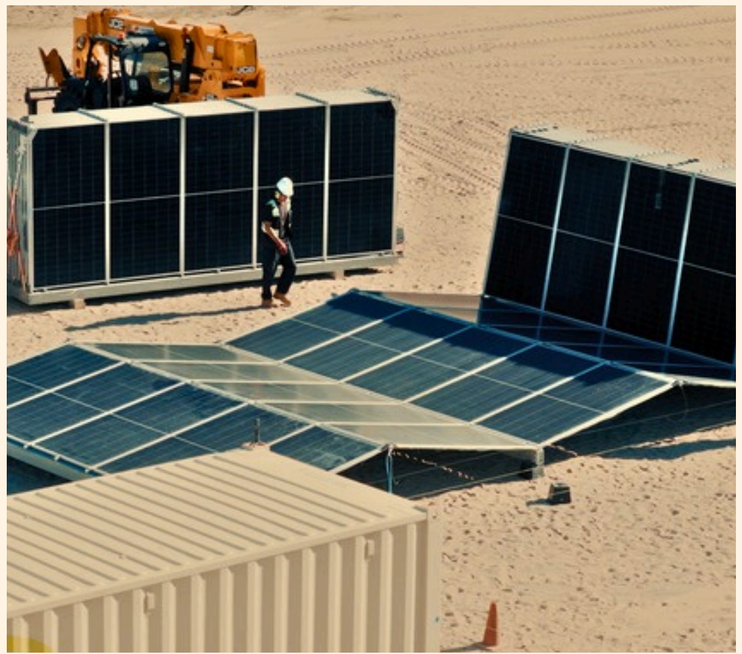
Funds will be directed to:

- Equitable clean energy projects via Grid Alternatives, Honnold Foundation, Native Renewables, RE-volv and Solutions Projects
- Nature-based solutions via American Forests, The Farmlink Project, Greenwave and Sea Trees
- Certified carbon projects via Native Energy
- Music decarbonization efforts via SOLARPUNKS and REVERB

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Take Climate Action

Clean Energy at the Hollywood Bowl!

676 KWH

SOLAR AT THE HOLLYWOOD BOWL

The SURFILMUSIC Tour collaborated with Energy Club, a start-up delivering large-scale clean energy for festivals, music touring, and more, on its first clean energy test with a touring artist. Over Jack Johnson's two shows at the Hollywood Bowl in Los Angeles, CA, a mobile battery charged by portable solar delivered 676 kWh of clean power in place of diesel generators..

That's enough to power to run roughly 450 household refrigerators for an entire day. This pilot proved that a major live show could run on mobile solar and battery power instead of diesel generators.

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JACK JOHNSON
SURFILMUSIC 2026 TOUR

all at once

553 VOLUNTEERS

For over 14 years Jack has partnered with the non-profit organization REVERB to advance and execute impact reduction programs, help engage fans in the 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 implemented our Passport program, assisted fans in taking Capture Your Commitment photos, supported our free water refill stations and handed out reusable pint cups as prizes.

REVERB
reverb.org

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An Individual Action, Multiplied by Millions, Creates Global Change!

MAHALO

Learn more by heading to *jackjohnsonmusic.com/greening*

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