

How we can help you GREENify

OUR WEBSITE!

- "Green Your Tour" web app
- Links to green resources
- Community forum

GREEN TIPS!

Free weekly
Green Musician
tips, delivered to
your inbox

WORKSHOPS!

Host a Green Musician
workshop for your
company, event,
or conference

CONSULTING!

Work directly with
the Green Musician
to help your music
business eco-fy

Free eco-tips
inside

Green To Do List:

- Sign up for free weekly
Green Musician tips
- Carbon offset next tour
at theGreenMusician.com
- Bookmark Resources page
at theGreenMusician.com



www.thegreenmusician.com

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THE GREEN
musician
music made sustainable

A greener music industry?

Find out how...

the Mission

To manifest a music industry that's sustainable and sensitive to the planet.


the Vision

Green weddings, organic clothing, hybrid cars ... eco is definitely chic these days. So why aren't musicians—a truly creative bunch of folks, indeed—finding ways to lessen our impact on Mother Earth? Somehow, we're sorely behind the rest of the crowd.

I envision a music industry that's as conscious about its eco-footprint as the other guys. I see ways for all employees, business owners, and music-makers to get involved. I see potential for every piece of the music biz to become more recycled-and-reused, carbon-neutral, renewably-powered, and waste-free. From our performances to publicists, our recordings to radios, our marketing to merchandise ... there's a way to do it greener.

The problem is, there's not a lot of information out there. Musicians are clamoring to go green, but don't know how. That's the goal of The Green Musician... to bring these earth-saving ideas to YOU!

Ryan Mintz



Founder, The Green Musician

10 TIPS on how to be a Green Musician!

- 1. CD PACKAGING:** Nowadays there's plenty of options for avoiding the plastic nasties of traditional packaging. Consider used jewel cases, recycled cardboard, recycled plastic, and even—potato starch containers!
- 2. JOINT TOURS:** To fight the fuel woes, consider planning a tour with another artist. This can cut your gas bill (and your carbon footprint) in half!
- 3. RECYCLED PAPER:** This one's easy. Request 100% recycled paper and soy-based inks next time you print your tour flyers, business cards, or brochures.
- 4. CFLs:** These newfangled bulbs use approximately 75% less energy than Edison's incandescent. Get them for your office, your home studio, and your band's rehearsal garage.
- 5. WIND POWER:** Speaking of electricity, is your business signed up for wind power? Many utilities provide an option for renewable power. If not, you can offset your traditional electricity pretty cheaply with renewable energy credits (see our website for links).

6. SPEAK OUT: Use your voice on stage, on your website, or in your songs. We have a captive audience to promote the causes dear to our hearts and educate the masses on how they can help.

7. GO GREYHOUND! Buses aren't just for college students any more. More fuel-efficient, extensive, and low-cost than cars and planes, this can be a great travel option to pepper into your tour schedule.

8. GREEN YOUR FEST: Festivals around the world are getting green-savvy. From Bonnaroo to Lollapalooza (and several hippy folk gatherings in between), fest planners are banning water bottles, composting food waste, using solar-powered stages, and offsetting the artists' CO₂.

9. GREEN YOUR VENUE: Follow the fests, and make your concert space a sustainable space. Compostable cups, local beers, organic snacks, fair-trade coffee, and recycling bins are a good place to start.

10. T-SHIRTS: The ubiquitous tour t-shirt is every fan's ideal concert memento. But did you know that cotton is a major pesticide crop? About 25% of the world's insecticides go to the fuzzy plant. So, choose organic t-shirts for your next order. Your fans will love you for it.

“...envision a music industry that's conscious about its eco-footprint...”