



# Sustainability Manifesto.

## Foreword

At JukeJam, we believe in the power of music to inspire positive change. As co-founders, we are fully committed to integrating sustainability into our company's core values and leading by example within the music industry.

Our mission is clear: we believe it is our responsibility to champion sustainability in every facet of our work. By embracing this ethos, we strive to reduce our ecological footprint and generate positive environmental impacts.

Our sustainability manifesto serves as a testament to our dedication to creating a greener future. Through a carbon-neutral, sustainable, and circular business model, we will help to lead live music into a better tomorrow.

## 1: Carbon Neutrality

: **Taking Decisive Action.** We will take decisive action to measure, reduce, and offset our carbon emissions. By investing in energy-efficient lighting and innovative carbon offsetting programmes, we will strive to achieve carbon neutrality.

## 2: Circular Design

: **Prioritising Renewables.** We will follow a circular economy, where resources are utilised efficiently and waste is minimised. We will always prioritise materials that are renewable, biodegradable, or recyclable. For example, we have recently partnered with FOSH (For Our Seas Health) to eliminate our artists' use of single-use plastic water bottles. We also aim to



be conscious of the traceability of such materials. We are aware of the increasing criticism surrounding unethical sourcing and will strive to avoid this.

### 3: Education and Advocacy

: **The Power of Education.** We recognise the power of education and awareness in driving lasting change. As a live music agency, we will actively encourage our artists and partners to promote sustainable choices. By partnering with environmental organisations, supporting initiatives, and utilising our platform, we aim to amplify the message of sustainability and inspire others to take action. We will also strive to provide ongoing sustainability training and education to our staff and artists.

### 4: Transparency and Accountability

: **A Collective Journey.** At JukeJam, transparency is not just a promise; it is a core value that underpins our every action. We recognise the significance of openness and accountability in building trust with our clients and artists alike. We believe in the power of collective action, and as part of our commitment to transparency, we will provide direct links to the projects, enabling you to make direct donations should you wish to contribute further. We will also maintain our blog, updating you on all our efforts to promote sustainability within our company framework. Through our blog, you will gain insights into the specific initiatives we support as well as the smaller ways that we are fulfilling our promises.

Together, we can push towards a greener future for the live music industry. By embracing sustainability as our guiding principle, we can create a lasting impact and inspire positive change.

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