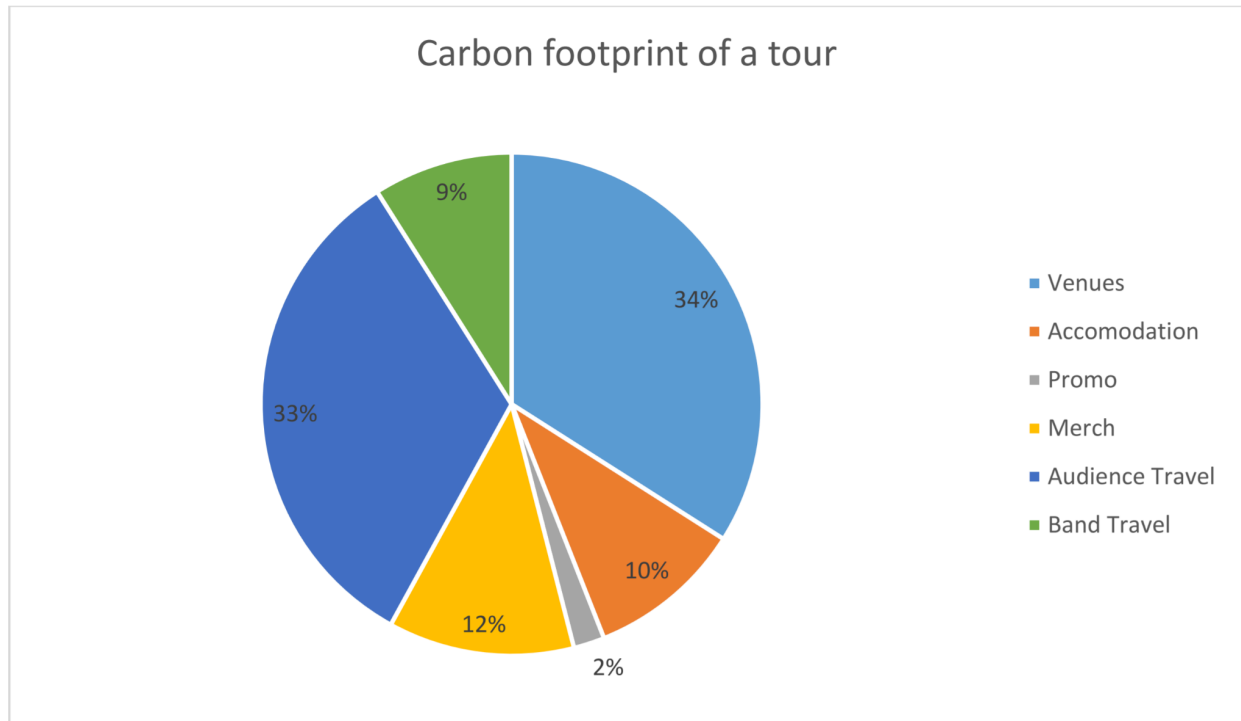


Imagine Zero's Music Festival Mission Statement

Imagine Zero Music Fest's mission is to have a festival that is zero carbon and zero waste. That means having the show entirely powered by renewable energy and have no trash. We know it's unlikely to get all the way there for now, but we think it's worth a shot to try and see how close we get. Here are some of the initiatives we are pursuing to get there. And honestly, we could use some help. If you see an area that isn't covered and think you could help please reach out to us. ben@reusablesolutions.co

Here's a graph of carbon emissions of a tour:



For production

- Power the stage, lights, and sound reinforcement with renewable energy. In our case, that's a trailer with solar panels on top and a battery inside for power storage. Solarfest is providing that. This falls under the venue carbon emissions. (Covered!)

Zero Waste for food and drinks

What we'll do	The Sustainability Result
Replace Single Use cups with Reusables	Eliminate trash from beer and wine cups (covered)
Only have kegged beer and wine	Eliminate waste from cans or glass wine bottles (covered)

Water refill stations	Eliminate Plastic Bottle Waste (covered)
Provide reusable plates for food	Eliminate paper plate and compostable waste from food (Almost covered!)
Provide Composting	Less food that goes to landfill which ultimately produces methane, a greenhouse gas. It also provides nutrients to soil which can absorb CO2. (Covered)

Decarbonize Travel

For Artists we aspire do some of the following:

Get artists to the venue with zero or limited emissions.

Here's some of the steps to accomplish that:

- Provide them with an Electric No Emissions Vehicle during the time of the festival (**have given financial incentive and some logistical support to all bands to drive an EV or carpool**)
- Give local bands a ride from home to site and back again in an EV (**not covered**)
- Encourage them to take public transportation. Members of Dawes are considering taking the train across the country. (**not covered**)
- Make sure they have a place to charge their EV locally to make the trip easier. Provide a valet service to move the car from charging station when it's full and shuttle them back and forth from charging station to event site. (**not covered**)

For Fans

List public transpo options on website.

Set up call with vt trans lines

- Work with municipalities who have electric vehicles(buses) to provide electric bus service to the performance. If no electric bus is available, a regular or hybrid bus is still better. Have bus stops at major transportation centers. We're open to suggestions. (**not covered**)
 1. Burlington (Downtown Church Street and UVM)
<https://www.vttranslines.com>
 2. Middlebury (same as below)
 3. Rutland
(there are currently 2 buses that go to Brandon from Rutland on the Saturday schedule, nothing in the evening)
<https://thebus.com/routes/middlebury-route/>

- In addition, we'll notify fans where public transportation is available and consider providing incentives for taking public transit (partially covered)
- Point fans to local EV charging. There are 4 chargers in downtown Brandon ¼ mile to the site. We hope to hire a valet company that can move the cars when they are done charging in order (partially covered)
- Let fans know where EV chargers are located en route to the venue (partially covered)
- Encourage fans to carpool and consider establishing a communications channel to facilitate carpools (covered! see <https://www.connectingcommuters.org/travel-apps/trip-planner/>)

For Vendors

- Providing Carbon Free transportation to the reusable cup vendor from NYC to Brandon (partially covered waiting on final load requirements)
- Attempt to procure electric vehicles for production team to tow the stage to the site, and bring in equipment for sound reinforcement, and band equipment from Albany NY
We need a Rivian or other EV that can tow 10,000 lbs (not covered)
- Have food vendors offer composting or provide that service for them (covered-casella and food vendors)
- Provide food vendors with carbon free electricity, an EV that has outlets is a good option (partially covered, have some options but none confirmed)

In the gaps where we can't provide low carbon transportation, we will buy carbon offsets or provide ways for fans and vendors to buy carbon offsets.

This festival attempts to provide a living example of what is possible for sustainable festivals. We want people to use all their senses to see, touch, smell, taste and most importantly hear what sustainability sounds like. We want bands, fans, and venues to point to this festival and say hey they did it, why can't we do the same? Music has the incredible power to bring people together and create change.