

All At Once 2014 Impact Results

*allatonce**



*allatonce**

2014 Impact Results

Overview

allatonce*

An individual action, multiplied by millions, creates global change

- In 2013, Jack Johnson released his newest album *From Here To Now To You*, while continuing to build momentum for the **All At Once** campaign. Through 2013 and 2014 Jack Johnson's tour visited Europe, Australia, New Zealand, South America, Canada and the United States bringing that message to every show.

All At Once is a social action network providing information, tools and motivation to empower individuals to become active in their local and world community.

allatonce*

The **All At Once** website, AllAtOnce.org, provided members opportunities to discuss, explore, share, volunteer, and learn about important environmental issues and be rewarded for taking environmental action with free music downloads from Jack Johnson.

- In 2014, Jack Johnson selected over **150** non-profit groups throughout South America, North America, and Hawaii to promote sustainable local food systems and plastic free initiatives. These **All At Once Non-Profit Partners** shared their message online and in person at shows and Johnson's charity, the Johnson Ohana Charitable Foundation, offered direct and matching donations to further support each non-profit.
- At Jack Johnson's 2014 concerts, **All At Once** came to life at each show where concert-goers connected with non-profit groups, took environmental action, captured environmental commitment photos, and entered to win the **Best Seats in the House!**



Fan Sustainability Results



Thank you to the Jack Johnson fans!

- **Over 7060** fans donated to non-profit partners at the shows.
- **2035** reusable Klean Kanteen water bottles were purchased. If fans use their bottles for one year it will save **339,845** single-use 16 oz. plastic bottles from being consumed and ending up in waste stream.
- **5418** reusable pint cups were purchased.
- **2299** gallons of water were used by fans to fill their own water bottles, which saved over **18,392** single-use 16 oz. plastic bottles from being purchased and discarded.
- **911** reusable tote bags were purchased. If fans use these bags continuously for one year it will save about **37** barrels of oil and **1275** trees that would normally be used to produce plastic and paper bags in one year.
- **1401** fans offset their CO₂ emissions onsite at shows.
- **7139** fans donated through the TicketMaster opt-in program offsetting over **1,427,891** pounds of CO₂ in all, the equivalent of taking **172** cars off the road for one year.



Local Non-Profit Community Outreach *allatonce**

Simple actions make a huge impact. Jack Johnson partnered with non-profit groups around the world focusing on plastic free initiatives and sustainable local food systems.

- 158 Non-Profit Partners promoted *All At Once* to a collective community of over of **1.4 million** people online.
- **1960** Jack Johnson fans became new members of these local organizations through direct engagement opportunities at each show.
- The **Johnson Ohana Charitable Foundation** is donating over **\$400,000** directly to the 2014 *All At Once* Non-Profit Partners.
- An additional **\$650,000** was raised by these non-profits through the *All At Once* matching donation program.
- The *All At Once* community brought over **9325** interested volunteers to the *All At Once* Non-Profit Partners.
- *All At Once* supported **50** pre-show volunteer events involving more than **10,800** people, providing Non-Profit Partners with promotion and prize ticket opportunities.

For a list of *All At Once Non-Profits* please visit AllAtOnce.org



Taking Action At The Show

allatonce*

Over 12,639 concertgoers **TOOK ACTION** at the shows via the *All At Once* activation card

At the shows fans were able to:

- Donate and sign up with local area **All At Once Non-Profit Partners**.
- Engage in greening actions onsite to reduce their environmental impact; including purchasing a carbon offset sticker, recycling, composting, using the water refill stations and carpooling.
- Take the **Capture Your Commitment** Photo Pledge at the *From Here To Now To You* Photo Wall.



Capture Your Commitment

allatonce*

Jack Johnson and the **All At Once Community** encouraged fans to support sustainable local food and plastic free initiatives with their voices, choices and actions through the **Capture Your Commitment** campaign. At each concert and online, thousands of fans made environmental commitments and shared their photos via Facebook, Instagram and Twitter, using #AAOPlasticFree and #AAOLocalFood.

To see more commitments visit: allatonce.org/commitment



Sustainable Local Food Systems



All At Once Non-Profit Partners engaged fans in taking personal action, making conscious purchasing choices, and advocating for policy around food. Jack Johnson and the **All At Once Community** promoted **Farm to Stage** radio events in select cities across the US, while fans participated in the **Capture Your Commitment** campaign, pledging to plant gardens, eat locally grown meals, and support local food systems:

916 Fans committed to help plant a school or community garden.

763 Fans committed to support sustainable local food systems.

1140 Fans committed to eat one locally grown meal per week.

7 **Farm to Stage** events connected local farmers, Jack Johnson Fans and Celebrity Chefs.

657 People participated in 15 pre-show garden volunteer events hosted by **All At Once Non-Profit Partners** including Save Naples Coalition, MA'O Farms, San Diego Roots, DC Greens, Growing Places Indy and many more!



Plastic Free Initiatives



Fans made the choice to be plastic free by filling up at the **All At Once Water Stations**, making **Capture Your Commitment** pledges, and connecting with **All At Once Non-Profit Partners** working on plastic free initiatives. Jack Johnson and the **All At Once Community** promoted **Ocean Conservancy's International Coastal Cleanup Day** and partnered with **Klean Kanteen** to provide reusable water bottles, pint cups, and water stations to fans and crew at the shows.

18,392

Single-use 16 oz. plastic bottles were displaced by fans who refilled their own bottle with **2399** gallons of water at the **All At Once Water Stations**.

2035

Fans took action by purchasing a **Klean Kanteen** reusable water bottle.

5418

Fans took action by purchasing a **Klean Kanteen** reusable pint cup.

897

Fans committed to support alternatives to single-use plastics.



Plastic Free Initiatives cont.

allatonce*

1346

Fans committed to make the switch to using reusable bags and water bottles.

2037

Reusable cups were purchased or given away as part of the new #MyCupAndMe Campaign launched at Jack's concerts at the Santa Barbara Bowl.

1116

Fans committed to help clean up a local beach.

10,225

People participated in 35 pre-show beach & watershed clean-ups hosted by **All At Once Non-Profit Partners** including Ecosurf & Aragua in Brazil, Fraser Riverkeeper & Surfrider Vancouver in Canada, and Plastic Ocean Project, Ecology Center & Sustainable Coastlines in North America!



Tour Greening

allatonce^{*}

Jack Johnson's tour production team is at the forefront of the green touring movement and was successful in minimizing the environmental impacts of the *From Here To Now To You* 2014 Tour in the following ways:

- The Jack Johnson Band & Crew members went plastic free by filling up their reusable water bottles with **350** gallons of water at the water stations backstage.
- Thus saving approximately **2800** single-use 16 oz. plastic bottles from going into the waste stream.
- Over **577** pounds of local and organic produce was purchased from **35** local farms for band and crew catering.
- **489.5 lbs.** of waste were diverted from the landfill, through recycling and composting efforts backstage at the shows.
- **100%** recycled paper and eco-friendly inks were used for all printed materials.



Tour Greening cont.

*allatonce**

- Over **10,054** gallons of sustainable biodiesel was used to fuel tour trucks, buses and on site generators.
- Over **2759** gallons of local used cooking oil biodiesel.
- Over **7295** gallons of USA-grown renewable oilseed crop-based biodiesel.
- The tour routinely utilized reusable food service products when available and biodegradable food service products only if necessary.
- **2.4 million pounds** of CO₂ emissions were offset by the tour and by venues
- New this year, the Jack Johnson Bike Valet was debuted at **8** shows with more than **471** bikers participating and parking at the front gate.



Local Farm Food Sourcing



The Jack Johnson 2014 tour partnered with over 35 local farms to provide eggs, beef, milk, pasta, vegetables and fruit for band and crew catering. These efforts helped support local economies and food systems.

Local Farm Partners Included:

Eastern Carolina Organics

Ray Family Farms

First Hand Foods

Heritage Acres Farm

Meadow Haven Farm

Chicago West Side Farmer's Market

Taylor Organics

Riverview Farms

Gorman Produce Farm

Howard County Farmers Market

Border Springs Farm

Blueberries of Hamilton

Liberty Farms

Border Springs Farm

Blueberries of Hamilton

Fair Food Farmstand

Walnut Farm Market

Brooklyn Grange

Smith Family farms

Enos Family Farms

T & K Produce

F.E.E.D Sonoma

Jackson Family Farms

Growers Organic

Sun Prairie Beef

Ellwood Canyon Farm

Door To Door Organics

Fields Farm

Homestead Ranch

Cloudview Eco-Farms

Pipitone Farms

John Given Farm

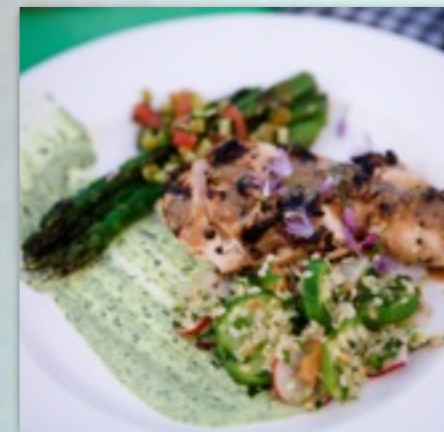


Farm To Stage Radio Events cont.



Thank you to our radio, and chef partners in the following markets:

- Chicago - WXRT and Chef Bruce Sherman of North Pond
- Baltimore - WRNR and Chef Spike Mendelsohn
- New York - WFUV and Chef Sam Talbot
- Denver - KBCO and Chef Kyle Mendenhall of The Kitchen
- Bend/Portland - KINK and Chef Daniel Mondok
- Los Angeles - KCRW and Chef Ari Taymor of Alma
- San Diego - KPRI and Chef Jason Maitland of Indigo Grill



Special thanks to Katherine Miller of the Chef Action Network, and Kris Moon at the James Beard Foundation for connecting us with these great chefs.

Sustainable Biodiesel



Over 10,054 gallons of sustainable biodiesel was used to fuel tour trucks, buses and onsite generators.

Biodiesel is a non-petroleum alternative to conventional diesel fuel, and produces on average 78% less carbon emissions than petroleum based diesel fuel. While this is true...All biodiesel is not created equal.

Jack Johnson's tour production team worked with REVERB to source the most sustainable, local biodiesel available in each North American tour market. REVERB uses the Sustainability Guidelines created by **Sustainable Biodiesel Alliance** to ensure the most sustainable fuel available is used.

The Sustainable Biodiesel Alliance advocates for local community-based biodiesel production that sources a local feedstock to produce biodiesel locally for use within the community. Sustainable, community-based biodiesel supports our environment, our economy and our communities.



2014 Biodiesel suppliers included:

First Coast Biofuels

TriState Biofuel

Carolina Biodiesel

Gray Oil/Colorado Biofuels

John Ray and Sons

Sequential Pacific Biodiesel

Great Lakes Energy

SOCO Fuels

Co-Alliance Indiana

Mcormix Oil

Mobilized Fuels

Taylor Fuels



CO₂ Emission Reductions

allatonce*

Many efforts were taken to reduce the carbon footprint of Jack Johnson's 2014 *From Here To Now To You* World Tour. After all energy conservation measures were taken, remaining CO₂ emissions for each show and the entire tour were offset to support a variety of carbon management projects around the globe.

- Jack Johnson's team worked with each venue to help them to reduce the show's environmental impact, as well as to offset the remaining impact for the show, totaling over **222,000** pounds of CO₂.
- **1401** fans offset over **840,600** pounds of CO₂ emissions at shows by donating and receiving a fan offset sticker.
- **7139** fans donated through the Ticketmaster Opt-In Offset program offsetting over **1.4 Million** pounds of CO₂.
- As a result, an estimated **2,462,600** pounds of CO₂ were offset through green touring efforts and fan participation.
- Tour offset contributions supported renewable energy sources like wind, solar and farm methane, with national and international offset projects based in the areas where the tour traveled.



For a list of offset partners, go to JackJohnsonmusic.com/greening.

Thank You...

*allatonce**

I feel so lucky to be able to share my music while traveling with friends and family around the world. This past tour we were joined at every show by non-profit groups doing inspirational work in their own communities. We would like to thank our non-profit partners for sharing their wealth of knowledge with all of us. Also, we would like to thank our crew for helping to make the tour greening measures and Village Green a success. And finally a big thank you to all of the music fans who connected with these non-profit groups and pitched in by carpooling, using the water refill stations, recycling and more. We look forward to coming through your town again in the future to make more music, learn, and work together.

Aloha - Jack Johnson