

# **Framing Document: Green Fan Travel**

Working Title: Green Fan Travel – “True Fans Go Green”

Prepared by: Musikkontoret MØST

Date: 22.01.2025

## **1. Context / Problem Statement**

Audience travel often makes up the largest portion of a festival’s total carbon footprint—sometimes as much as 80–90%. Yet, this area is under-communicated and under-addressed in public discourse around live music and sustainability. There is a need for campaigns that make this issue visible and relatable, while offering credible and inspiring alternatives to high-emission travel.

At the same time, we believe that the responsibility for climate action should not rest solely on the shoulders of festivals. Most festivals are already doing a great deal—despite operating in a sector that is far from being the worst polluter. Many are run by passionate individuals with limited staff, tight budgets, and seasonal operations. Piling on more expectations can be counterproductive. Instead, we see festivals as valuable platforms for influence—not because they should carry all the weight, but because they can help shift public attitudes when they are supported, not blamed.

This framing allows us to promote environmental awareness in a way that empowers rather than pressures the cultural field.

## **2. Objective**

To raise awareness about the environmental impact of travel to and from festivals by engaging real festival-goers in documenting and sharing their decisions, challenges, and experiences with low-emission travel. The campaign should make greener travel feel possible, fun, and socially rewarding.

## **3. Target Group**

Festival attendees aged 18–35

Environmentally conscious, but not necessarily activists

Curious, community-oriented, and active on social media

Open to peer influence and storytelling formats

## **4. Core Message / Value Proposition**

“True fans travel green.”

You don’t have to be perfect to make a difference. Every travel decision matters, and real people are

already making better choices. Let's highlight them.

## 5. Tone and Style

Positive and non-moralizing  
Authentic and personal  
Fun, informal, and reflective  
Peer-to-peer, not expert-to-audience  
Emphasis on discovery, not duty

## 6. Strategic Alignment

Supports MI-RAP's focus on local, actionable climate innovation in the music sector  
Anchored in local festival's own emissions data and climate goals  
Offers a method that can be replicated or adapted by other festivals, music offices, or municipalities  
Integrates tools like the Green Producers Tool to bridge personal stories with measurable impact

## 7. Content Concept (early stage)

Recruit three travel "teams" (individuals or couples) going to different festivals  
Participants document their planning and travel via mobile phone  
Material is edited into a campaign video for SoMe and festival screenings  
CO<sub>2</sub> impact visualised using basic emissions modelling (via Green Producers Tool)  
Launch at conference/summit as a case study and advocacy tool

**Interreg**  
Baltic Sea Region



Co-funded by  
the European Union

RESILIENT ECONOMIES AND COMMUNITIES



**MI-RAP**