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NEWSLETTER 16



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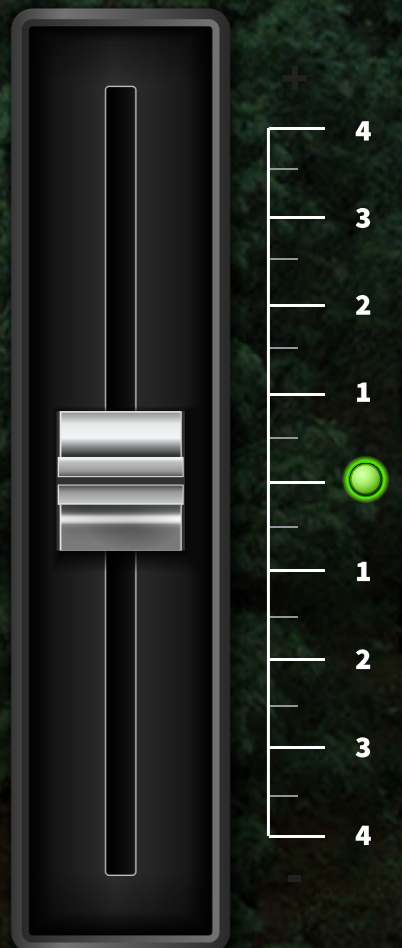
FIND INSIDE

WHERE MUSIC AND ENERGY CONVERGE

MUSIC FESTIVALS POWERED BY RENEWABLES

MUSICAL ENERGY HARVESTING

THE FUTURE OF MUSIC AND ENERGY





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WHERE MUSIC & ENERGY CONVERGE

A study conducted by the University of Glasgow shows that 82% of music fans care about climate change, opening a doorway for musicians to harness the power of music as a platform for environmental advocacy. This presents an opportunity to amplify messages, build communities, and transform musical experiences into a force for sustainable action.

However, while artists are keen on eco-friendly initiatives, they need more tools and knowledge to implement them. Enter REVERB, a leading force in the music industry's sustainability efforts, providing essential support and expertise.





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THE ROLE OF **REVERB ORGANIZATION**

Collaborating closely with musicians and their teams, REVERB offers essential guidance and resources for integrating eco-friendly practices into tours, backstage operations, and recording studios. Their support spans waste reduction, energy efficiency, and carbon offsetting, ensuring ongoing progress in the music industry's sustainability. Through strategic partnerships and educational initiatives, REVERB enhances the collective environmental impact of the industry.



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MUSIC FESTIVALS POWERED BY RENEWABLES

Music festivals powered by renewables are no longer a futuristic dream but a booming trend reshaping the industry. Here's how some artists have incorporated sustainability into their tours.



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COLDPLAY



Coldplay's Music Of The Spheres World Tour in 2022, was marked by a dynamic atmosphere, cutting-edge stagecraft, and an unwavering dedication to sustainability. Prioritizing carbon reduction, the tour employed renewable energy sources such as solar power, wind power, hydropower, etc., minimized travel impacts and contributed to afforestation.



Collaborating with BMW, Coldplay achieved a milestone by developing the world's inaugural mobile rechargeable show battery, exemplifying significant green innovation. Notably, compared to their 2016-17 tour, Coldplay successfully curtailed CO2 emissions by 4%.

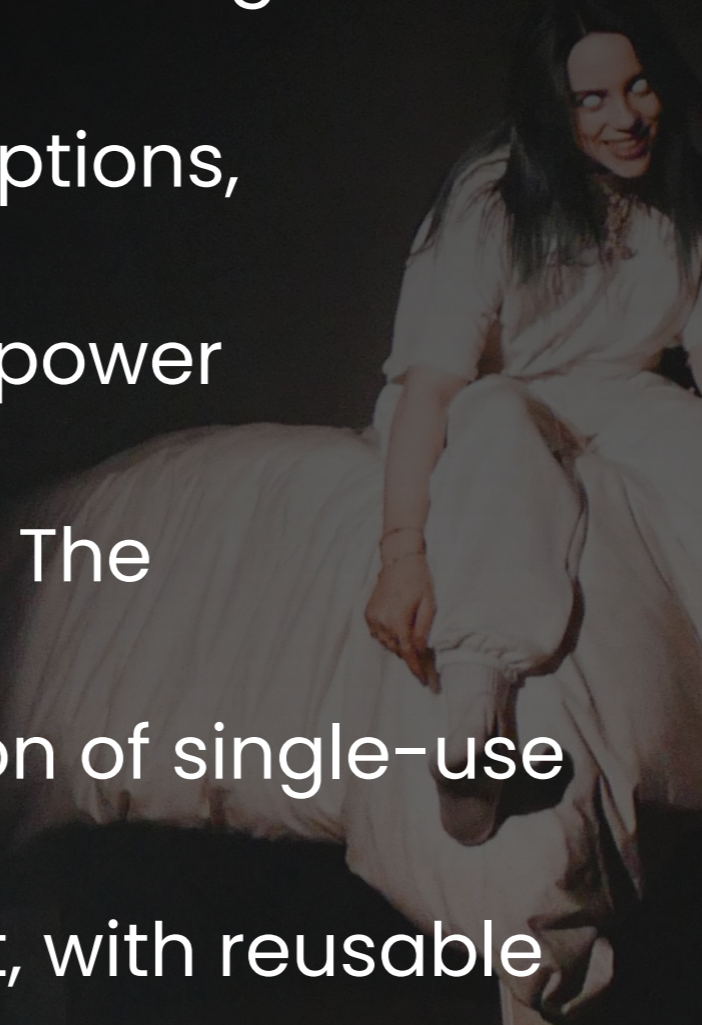


BILLIE EILISH



Billie Eilish's Happier Than Ever World Tour in 2022, wasn't just a musical spectacle, it was a sustainability powerhouse. Employing portable solar panels wherever feasible, the tour significantly reduced dependence on fossil fuels.

Eilish collaborated with REVERB to maximize the use of existing renewable energy options, emphasizing green power throughout the tour. The unequivocal rejection of single-use plastics was evident, with reusable water bottles replacing disposables, and catering opting for compostable alternatives.





MUSICAL *ENERGY HARVESTING*

HUMAN-POWERED INSTRUMENTS

Human-powered instruments are musical instruments that generate electricity through the movement and actions of the musician playing them, converting the energy expended while playing into usable power. This is possible by utilizing technologies such as piezoelectric materials¹, triboelectric energy harvesting², and biomechanical energy sensors³, which generate electricity from the musician's movements during play. In development, this innovation foregoes batteries, suggesting applications in off-grid settings, concert stages, etc.

Piezoelectric Materials: *These materials are like special substances that can create an electric charge when you press or stress them.*

Triboelectric Energy Harvesting: *This technology is a way of capturing and transforming the energy that comes from the rubbing or separation of two materials.*

Biomechanical Energy Sensors: *These are devices or technologies that can grab and change the energy produced by our movements into electricity.*





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MUSICAL *ENERGY HARVESTING*

VOCAL POWER

Vocal energy harvesting, an emerging technology, explores the prospect of converting the energy produced by our voices into usable electricity. Imagine powering devices or lighting spaces by talking or singing, utilizing piezoelectric materials that generate electricity through applied pressure or vibrations. Researchers experiment with embedding these materials in throat microphones, headphones, or clothing to capture vocal cord vibrations. Some prototypes utilize magnetic fields induced by vocal muscles, employing coils near the throat or chest. While not a complete energy solution, vocal energy harvesting hints at a future where the human voice can express emotions and help power our world.





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THE FUTURE OF

MUSIC AND ENERGY

The future of music and energy is brimming with innovation. Imagine concerts where audience movements power the event, and wearable devices draw energy from ambient music. Architectural designs and recording studios integrate sustainable energy sources, while public art installations double as entertainment and power generators.

With the emergence of energy-efficient music streaming platforms, the convergence of music and energy is giving rise to a novel era where artistic expression harmonizes with environmental responsibility.

Lastly, community-based microgrids fueled by local music events decentralized energy production, while biofeedback music interfaces enhance energy awareness in artistic expressions. These developments underscore the transformative potential residing at the intersection of music and energy.

FINUShots



Learn about Coldplay's commitment to reduce CO2 emissions.

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Be a part of some fun with our music trivia

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