



Lesson: Take action

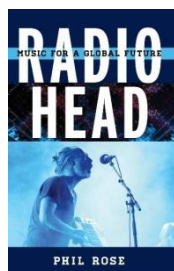
Exercise : **Radiohead encourages people to act environmentally**

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The group have five members who have been active in the music field since 1985. Their genre is alternative rock. In their more than 20-year career, they have released 7 albums, the last In Rainbow in 2007. If you want to get to know the band better, you can visit their website [www.radiohead.com](http://www.radiohead.com).

The Radiohead Group is very active in the field of environmental protection. Through its activities, it encourages people to act more responsible towards the environment. It makes people aware of how, as individuals, they can contribute to reducing climate change. In 2007, they decided to calculate the carbon footprint of the two tours. Based on the calculations, they developed a strategy on how to reduce the carbon footprint of future tours.



<https://www.amazon.ca/Radiohead-Global-Future-Phil-Rose/dp/144227929X>

[https://www.pngkit.com/view/u2r5q8y3o0t4o0u2\\_radiohead-logo-vector/](https://www.pngkit.com/view/u2r5q8y3o0t4o0u2_radiohead-logo-vector/)

### **What is the carbon footprint and how does it affect climate change?**

We are all aware that greenhouse gas emissions are caused by human activities and have negative effects on the environment, especially on the climate system. Greenhouse gases in the atmosphere retain solar heat, causing the atmosphere to warm up. The most important greenhouse gas generated by human activities is carbon dioxide (CO<sub>2</sub>). Virtually all human activities cause CO<sub>2</sub> emissions. By using electricity produced in fossil fuel thermal power plants, by burning gas or heating oil for heating, by driving in cars with petrol or diesel engines, each of us is responsible for CO<sub>2</sub> emissions. Also, every product we can buy in the store is the cause of CO<sub>2</sub> emissions, as we need energy for their production as well as transport, use and even destruction. In addition to CO<sub>2</sub>, methane (CH<sub>4</sub>) is also an important greenhouse gas, which is released in large quantities in livestock farming.

The sum of all greenhouse gas emissions caused directly or indirectly by an individual, organization, event or product is called the carbon footprint. The carbon footprint therefore



illustrates the amount of CO<sub>2</sub> and other greenhouse gas emissions for which an individual, company, product or individual event is responsible, such as a concert by a music group. The larger the carbon footprint, the greater the contribution to global warming.

The environmentally conscious music group Radiohead has therefore decided to try to perform in such a way as to keep the carbon footprint of their tours to a minimum. From data on equipment, accommodation and transportation of band members and accompanying team, transportation of equipment, energy consumption at concerts, number of concert goers and products sold at concerts, the group calculated that the carbon footprint of their 2007 tour in the US was 2,294 tons.

Therefore, Radiohead Group take the following measures to reduce carbon footprint on their concerts:

- To use air transport as little as possible; on their US tour they use buses;
- The equipment for their tour will be brought by cargo ships from Great Britain to the US; maritime transport of equipment is 93 % more efficient than air transport.
- Trucks that use less fuel will be used to transport equipment from concert to concert.
- Concerts will be organized at venues that can be reached by public transport, for example in parks in the city center.
- Before one concert, the band members will encourage their fans to use public transport and increase the number of passengers in cars.
- The best parking spaces for cars with at least three passengers will be available at the venues.
- Concert lighting will use LED bulbs that consume less electricity.
- Where possible, a provider of "green" electricity will be selected for the needs of the concert.
- During the concerts, they will pour the drink into reusable glasses
- Recycled paper will be used for tickets, posters, leaflets, napkins...
- Instead of plastic accessories, visitors will be offered biodegradable
- Recycling of cans and bottles will be organized at the concerts.

#### EXERCISES:

1. Try to explain how the individual measures taken by the Radiohead group have an impact on reducing the carbon footprint;



2. Imagine that the mayor of a small municipality, who is aware of the problems of climate change, is actively working in the field of environmental protection and strives to reduce GHG emissions. Write a list of ten, according to you the most important measures to reduce the carbon footprint, which will have to be taken into account by all citizens in the future.

*When working, consider the following: every connected electrical appliance, every new product, every new waste (especially if it is not separate), every kilometer traveled by car causes GHG emissions and thus increases the individual's carbon footprint.*

3. Write a list of people you will share with the important information you gained from this activity!

#### SOME MORE READING:

<https://www.popsci.com/story/environment/live-music-concert-sustainable/>

<https://journals.openedition.org/rfcb/1499>