



all at once^{*}
2013 Impact Results

Overview

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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.

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.

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The **All At Once** website, AllAtOnce.org, provided members with opportunities to explore and support non-profits, share environmental pledges through the **Capture Your Commitment** campaign, volunteer at local community events, learn about important environmental issues and be rewarded for taking action with free music downloads from Jack Johnson.

Jack Johnson selected over **90** non-profit groups throughout Europe, North America, New Zealand and Australia to promote sustainable food systems and plastic free initiatives. These **All At Once Non-Profit Partners** shared their message online and in person at shows throughout the tour. Johnson's charity, the **Johnson Ohana Charitable Foundation**, matched donations made to each non-profit, up to **\$2500 (US)** or foreign equivalent.

JOHNSON OHANA

Charitable Foundation

At Jack Johnson's 2013 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 an autographed ukulele.

Fan Sustainability Results

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Thank you to the Jack Johnson fans!

- Over 5,800 fans took environmental action and engaged with **All At Once Non-Profit Partners** at a show.
- 1,297 reusable **Klean Kanteen** water bottles were purchased. If fans use these bottles consistently for one year it will save 243,000 single-use 16 oz. plastic bottles from being consumed and ending up in the waste stream.
- 302 gallons of water were used by fans to fill their own water bottles, which saved over 2,416 single-use 16 oz. plastic bottles from being purchased and discarded.
- 2,083 reusable tote bags were purchased. If fans use these bags continuously for one year it would save an estimated 680,000 single-use plastic bags from going into the waste stream.
- 1,562 fans offset their CO₂ emissions onsite at shows via the purchase of a **From Here To Now To You** offset sticker and 2,212 fans donated through the ticket opt-in program.
- 2,209,030 pounds of CO₂ were offset by fans, the equivalent to taking 209 cars off the road for one year.



Local Non-Profit Community Outreach

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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.

- 93 local non-profit partners promoted *All At Once* to a collective community of over 670,000 people online.
- Over 1,500 Jack Johnson fans became new members of local *All At Once Non-Profit Partners* through direct engagement opportunities at each show.
- The **Johnson Ohana Charitable Foundation** is donating over **\$215,000** directly to the 2013 *All At Once Non-Profit Partners*.
- An additional **\$312,000** was raised by these non-profits through the *All At Once* matching donation program.
- The *All At Once* community brought over **2900** interested volunteers to the *All At Once Non-Profit Partners*.
- Over **3,800** fans in Europe, North America, New Zealand and Australia took part in **18** community service events. These pre-show volunteer events were supported and promoted by the Jack Johnson Tour which provided ticket prize packs and other incentives to participants.
- For a list of all groups, please visit: www.AllAtOnce.org



top: Seeds, North Carolina bottom: Plastic Soup Foundation, Amsterdam

Taking Action At The Show

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Over 5,800 fans took action at the shows via the *All At Once* activation card. At the show fans were able to:

- Donate and sign up with local *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.

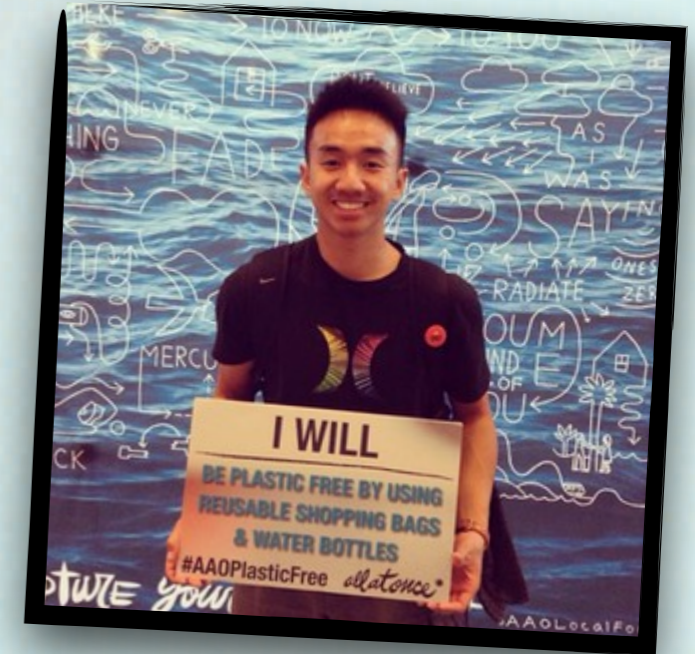


Capture Your Commitment

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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: www.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 local food. **Jack Johnson** and the **All At Once Community** promoted **Food Day** 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:

132

Fans committed to help plant a school or community garden.

147

Fans committed to support sustainable local food systems.

225

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

4,700

Food Day events happened across America to promote a stronger food movement for healthy, affordable, and sustainable food.



Growing Great - Los Angeles, CA

Plastic Free Initiatives

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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 and water stations to fans and crew at the shows.

2,416

Single-use 16 oz. plastic bottles were displaced by fans who refilled their own bottle with **302** gallons of water at the **All At Once Water Stations**.

843

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

3,780

People participated in 17 pre-show beach clean-ups hosted by **All At Once Non-Profit Partners**, including **Ocean Conservancy**, **Tangaroa Blue Foundation**, **Sustainable Coastlines**, **Surfrider Foundation** & more.

139

Fans committed to support alternatives to single-use plastics.

184

Fans committed to help clean up a local beach.

222

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



Responsible Runners - Bondi Beach, Australia



Tour Greening

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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 2013 Tour* in the following ways:

- The Jack Johnson Band & Crew members went plastic free by filling up their reusable water bottles with **104** gallons of water at the water stations backstage. This diverted approximately **1,256** single-use 16 oz. plastic bottles from going into the waste stream.
- **44** cubic yards of waste were diverted from the landfill, through recycling and composting efforts at the shows.
- Over **3,900** gallons of sustainable biodiesel was used to fuel tour trucks, buses and on site generators.
- The tour utilized reusable food service products whenever possible and biodegradable food service products if needed. Food scraps and biodegradable products were composted with local farm partners when available.
- 100% recycled paper and eco-friendly inks were used for all printed materials.
- **2,730,000** million pounds of CO₂ emissions were offset by the tour and venues.

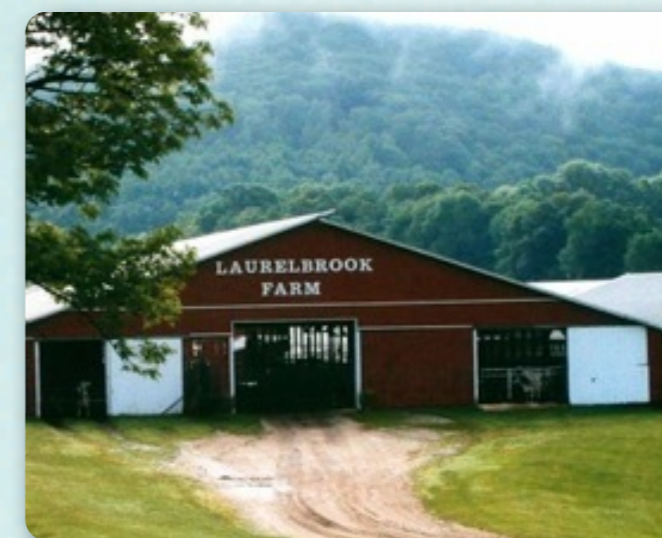


CO₂ Emission Reductions

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Many efforts were taken to reduce the carbon footprint of Jack Johnson's 2013 *From Here To Now To You* 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 tour production team worked with each concert venue to encourage them to adopt strategies to reduce the show's environmental impact through his green rider, as well as to offset the remaining impact for the venues, totaling over **521,615** pounds of CO₂.
- **1,562** fans offset over **1,721,808** pounds of CO₂ emissions at the shows by donating \$5 (US) and receiving a limited edition *From Here To Now To You* carbon offset sticker.
- **2,212** fans donated \$1 (US) through the ticket opt-in program offsetting over **487,222** pounds of CO₂.
- As a result, an estimated **2,730,000** 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, visit www.jackjohnsonmusic.com/greening



Local Farm Food Sourcing

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The Jack Johnson Tour partnered with over 40 local farms to procure local and organic food for band and crew catering including: local eggs, beef, milk, fruits and vegetables.

Local Farm Partners Included:

- Bloomfield Farms
- Dierke Farms
- Felton Acres
- Fischer Farm
- HOPE Creamery
- Minneapolis Farmer's Market
- Nichols Farm
- Slagel Family Farm
- Three Ox Farm
- Windrose Farms



Sustainable Biodiesel

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Over 3,900 gallons of sustainable biodiesel was used to fuel tour trucks, buses and on site 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, not all biodiesel is created equal.

The Jack Johnson Tour worked with the **Sustainable Biodiesel Alliance** to source the most sustainable, local biodiesel available in each North American tour market.

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.

The Jack Johnson Tour utilized over **1,800** gallons of local used cooking oil based biodiesel and over **2,100** gallons of USA-grown renewable soy-based biodiesel.



The **Sustainable Biodiesel Alliance (SBA)** was founded in 2006. Since then, the SBA has grown to include family farmers, renewable energy experts, NGO's and university programs across the country.

Biodiesel suppliers included:

- John Ray & Sons
Saratoga Springs, NY
- Gray Oil
Denver, CO
- Simply Green Biofuels
Canton, MA
- Star Oil
Portland, OR
- Great Lakes
Akron, OH
- Jackson Oil
Indianapolis, IN

Thank You...

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Happy New Year!

Thanks for helping us make last year a great one. We played many magical venues and we want to thank them for allowing us to implement our greening measures. Having nonprofit groups join us at the shows has become such an important part of our tour. We have worked with many of these groups for years now and we value those relationships.

Most of all we want to thank anyone who continues to support us by picking up our albums or coming to the shows. There would be no show without you. It is a dream to share music and we are infinitely grateful for the opportunity.

Aloha,

