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University of Waterloo

April 24, 2013
Leading Social Change
Presentation Overview

Sustainability Initiatives in the Music Industry → Development of All at Once Initiative → Overview of CBSM framework → Application of CBSM by Jack Johnson’s team
Billboard’s Top 10 “Greenest Musicians”

10. The Roots
9. Missy Higgins
8. Radiohead
7. Serj Tankian
6. Pearl Jam

5. KT Tunstall
4. Dave Matthews Band
3. Mana
2. Willie Nelson
1. ???

Source: Billboard 2008
Who is Jack Johnson?

- Surfer turned musician
- Married college sweetheart
  Kim Johnson
- Lives in Hawai’i
- Many of his songs lyrics deal with environmental/social issues
- 2010 Billboard Music Awards Humanitarian Award
- 2012 National Wildlife Award for National Conservation Achievement Award in Communications
“Do as I do, not as I sing…”

- Buddha
- All at Once
- Crying shame
- Sleep through the static
- The 3Rs
- Symbol in my driveway
- The Horizon has been defeated
- Traffic in the Sky
- ???
Sustainability Strategy

**Venue**
- Green Rider
- Refillable water stations
- Recycling and composting onsite
- Concession food sourced from locally grown food
- Eco-friendly concert merchandise

**Fans**
- Sustainable transportation – partnership with Zimride
- Commitment to an environmental issue (e.g. plastic-free water; bringing reusable shopping bags…)

**Tour**
- Biodiesel tour bus
- No single use water bottles for crew
- Giving back – all proceeds from concerts go to Kokua Hawai‘i Foundation
- Catering from local/organic sources

**Production**
- Solar-powered recording studio
- No plastic jewel cases
All At Once

PURPOSE:
• Motivate fans to take action (individually and in their communities)

COMPONENTS:
• Partnership with Reverb
• Pre- and post-concert engagement and outreach
• Johnson Ohana Charitable Foundation – matched funds

PARTNERS:
• Hand-picked local non-profits organizations
The CBSM Framework

1. Selecting behaviours
2. Identifying barriers and benefits
3. Developing strategies
4. Piloting
5. Broad scale implementation

Source: McKenzie-Mohr, 2011
1. Selecting Behavior(s)

Reducing Plastic Use
- Use reusable shopping bags
- Refill water bottles instead of buying bottled water

Supporting local non-profits
- Volunteer with a local non-profit at least three hours per month

Supporting Sustainable Food Systems
- Eat one locally grown meal a week
2. Barriers/Benefits
3. Developing Strategies

Village Green

• Training non-profits
• Passport system
• Zero-handout policy
• Water-filling stations
• Local food for purchase
3. Commitments

I will become a member of *All at Once*, invite a member to join and take at least one action on the *All at Once* website.

I will reduce my plastic waste and use reusable shopping bags and refillable water bottles instead of buying bottled water.

I will support a local non-profit group and become a member volunteer at least three hours a month.

I will support sustainable food systems and eat one locally grown meal a week, with food from my own garden or local farms.
3. Capturing Commitment

During Concert

**Capture Your Commitment**

An individual action multiplied by millions, creates global change.

The *All At Once* community encourages you to take individual action. Capture Your Commitment at the *All At Once* Photobooth in the Village Green or by clicking here.

Our commitments, and the collective positive impacts that we create together, will be tracked on the *All At Once* website and explore.org.

*allatonce*

Follow-up (AAO Community)

*allatonce*

Your actions, your choice, your voice

Discuss | explore | Share | Volunteer | Nonprofits | Members

Welcome to All At Once, Jack Johnson’s social action network where you can make a positive change in your local and world community: connect with non-profit groups, take environmental action, and receive rewards.

Village Green

Did you take action in the Village Green at a Jack Johnson show?
Enter your passport code for your free song!

Enter Code

Refer between 1 and 3 friends to All At Once and receive a FREE DOWNLOAD!

Enter Email Addresses:
1. 
2. 

* You must be signed in for your download to hear.

UNIVERSITY OF WATERLOO
Non-profits selected

Support, training, and funding from *All at Once*

Village Green

Passport

Website and follow-up

Carbon Offsets Evaluation Reporting

REVERB

Green Rider for Venue

Refillable stations, local food, compost/recycling

Concert

Giving proceeds back to non-profits
4. Piloting the Strategy
5. Evaluation

Non-profit impacts
• A total of 3767 new members joined, resulting in an average of 22 new members per group (n=165)

Tour Impacts
• 26,200 L water saved
• 380 tonnes of waste diverted from landfill
• 951 million food miles by eating locally grown food
• Full carbon offset

Commitments from fans
• 29,300 concert goers participated in *All at Once* passport
• Completed 105,000 individual actions

2010
To the Sea Tour:
800,000 people
50 shows
10 countries
Feedback from non-profits

IOBY was invited to be a small group of non-profits to table at the Jack Johnson concert at Madison Square Gardens…it was incredibly well planned, we were given months of advance notice and funding that supported our time and creation of outreach materials, and the non-profits were made a prominent part of the concert, placed front and center in the arena…fans were incentivized to learn about the non-profits with the chance to win concert tickets, a passport system, the list went on…

Erin Barnes, co-founder and Executive Director, IOBY
Non-profit partners cont’d

Tangaroa Blue was absolutely thrilled to be part of the Village Green at Jack Johnson’s concerts, and thankful for the opportunity to showcase our non-profit organisation around the country. We were able to fundraise vital donations and sign up over 568 volunteers to help out with our beach cleanup events, but mostly we were able to spread the message of protecting our oceans to thousands of people who will hopefully spread this message further.

Heidi Taylor, co-founder, Tangaroa Blue
## CBSM - All at Once

<table>
<thead>
<tr>
<th>CBSM Framework</th>
<th>✔</th>
<th>✗</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Select Behavior</td>
<td>Selected several specific behaviours</td>
<td>Could have made them more ‘non-divisible’</td>
</tr>
<tr>
<td>2. Identify Barriers and Benefits</td>
<td></td>
<td>Did not specifically conduct research on this prior to implementing</td>
</tr>
<tr>
<td>3. Develop Strategy</td>
<td>Focused on public commitments and following up afterwards</td>
<td>Further prompts</td>
</tr>
<tr>
<td>4. Pilot</td>
<td>Based on work done on previous tours</td>
<td>Did not officially complete this component; could conduct message trials</td>
</tr>
<tr>
<td>5. Implementation and Evaluation</td>
<td>Well-documented metrics related to commitments captured and impact of initiatives</td>
<td>Try to increase % of concert-goers that participate</td>
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Putting it together

AAO aimed to:

• Promote many sustainable behaviours
• Have large-scale impact through community engagement
• Foster long-lasting change through commitment and follow-up
• Engage Jack Johnson fans, inspiring them to action
Developing a case study for teaching purposes and to get the message out there.

Developing recommendations for the next tour.

Dreaming about interventions we could test at future concerts!

What’s next?
The Spirit of ‘Why Not’
Think outside of the box when considering *where* and *how*
social marketing can be applied

Evaluate, Evaluate, Evaluate!!!

Be inspired by existing frameworks and use them as best you can.

Ideas Start Here
JOIN the Community

* Discuss * Explore * Share
* Volunteer * Donate

Learn More at AllAtOnce.org

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