

Your playlist has a **Carbon Footprint**

Live Music
creates
memories instead

Why Live Music Matters



Social Life

Creates shared memories
& emotional connection
Encourages cultural exchange
Improves well-being and sense of belonging



Participation

Supports local artists
and creative communities
Brings people together
across generations
Encourages active cultural
engagement

Climate

Support of local events
Reduce travel distances
Less dependence on
energy-intensive infrastructure
Opportunity: Green event
concepts



The Hidden Side of Music Streaming

Music streaming seems "clean," but it runs on energy-hungry data centers, networks, and billions of devices that consume electricity, raw materials, and water, and produce CO₂ and e-waste

What Happens Behind Every Stream?

Data Centers (the "cloud")



- Use ~1.8% of U.S. electricity and cause ~0.5% of U.S. GHG emissions Storing unused "dark data" could emit up to 5.26 million tons CO₂/yr and use 41.65 billion L of water/yr globally

Networks (the invisible pipelines)



- Streaming runs through networks and home routers, all using electricity and hardware.
- ICT use-stage electricity is roughly 4% of global electricity demand.

Devices & Digital Consumption



- Most "streaming CO₂" comes from our devices, not the cloud.
- PCs can cause ~4x more CO₂ per stream than smartphones because they use more electricity.



**Every stream has a footprint.
Every live moment creates a memory.**



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Future Recommendations



CHOOSE LOCAL
MUSIC & LIVE
EXPERIENCES



DOWNLOAD INSTEAD
OF STREAM



USE ENERGY
EFFICIENT DEVICES



SUPPORT GREEN
INITIATIVES IN THE
MUSIC INDUSTRY



BUILD COMMUNITY
THROUGH MUSIC,
NOT JUST PLAYLISTS