

# Greening the JUNOs:

## HALIFAX'S PLAN TO REDUCE ENVIRONMENTAL IMPACTS OF CANADA'S LARGEST MUSIC AWARDS

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The **JUNO Awards** took place in Halifax this March for the first time since 2006, and local organizations banded together to reduce the environmental impacts of events and promote climate action in the music industry.

The JUNO Awards began in 1964 to recognize the talent of Canadian music artists. Since its beginning as an award ceremony, it has evolved into a weeklong festival of industry events for emerging talent and opportunities for fans to connect with artists. This year, a team of local organizations worked hard to ensure the ceremony and associated events helped promote the values of HalifACT, Halifax Regional Municipality's (HRM) climate action plan.

Music Nova Scotia, Music Declares Emergency Canada, Halifax's Environment & Climate Change Team, the Ecology Action Centre and a local sustainability committee for the JUNOs began working together in 2023 to take a more sustainable approach to the festival. In an interview with Kim Fry – a climate specialist with HRM and coordinator of Music Declares Emergency Canada – she states, “We may not have the capacity to impact the JUNOs as an organization, but as a host city we can showcase Halifax's commitment to sustainability and the HalifACT plan.”

Approximately 85 per cent of greenhouse gas emissions associated with musicians' shows arise from audience travel. To combat this problem, stakeholders worked together on numerous projects, including free transit between venues during major JUNO events, incentivizing the use of public and active transportation to shows and installing music-themed bike racks at local venues.

They also found ways to promote sustainable fashion throughout the festival. People were encouraged to donate old band t-shirts

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### TAKE ACTION

Speak with your favourite music venues and artists about the importance of supporting climate action. Instead of travelling to see big artists, spend time supporting local musicians in your area. Use public or active transportation when visiting local music venues.

and blank clothing at local record stores and music venues. These donations will be used by local artists to take a circular-economy approach to merchandising. Fashion Takes Action even created a fashion guide to promote sustainability on the red carpet.

Events to promote climate action in the music industry took place throughout the city in the week leading up to the award ceremony. The goal of these initiatives was to draw attention and spark conversations about the role of the arts in addressing the climate emergency. Some highlights include:

- Climate Concert 2024 and launch of the Canadian Environmental Music Awards at the Rebecca Cohn Auditorium
- 2024 Music Climate Summit at the Halifax Central Library
- Climate Education through Music Gathering
- Climate Song Camp 2024

Music Declares Emergency Canada highlights the importance of the arts in spreading awareness about climate action. Over 7,000 artists, organizations and individuals have signed to declare a climate and ecological emergency, coining the phrase “No Music on a Dead Planet.” Their work shows the need for an intersectional, multi-disciplinary approach to addressing the climate crisis. Their work to green the 2024 JUNO Awards will set a precedent for future events in the music industry.

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IMAGE: Music Declares Emergency Canada

