



Sustainability Policy

1. OUR ENVIRONMENTAL PRINCIPLES

The Pack Music Co-operative recognises the significant environmental impact of digital streaming and technology infrastructure. We are committed to creating a music platform that minimises ecological harm while maximising cultural benefit. Our environmental approach is guided by these core principles:

- **Carbon Consciousness** – Minimising our carbon footprint across all operations and activities.
- **Circular Economy** – Embracing regenerative design principles that design waste out of the economy and maximise resource efficiency.
- **Transparency & Accountability** – Openly reporting our environmental impact and progress toward goals.
- **Community Leadership** – Setting industry standards for environmental responsibility in digital music.
- **Just Transition** – Ensuring our environmental initiatives support rather than burden marginalised communities.

Our environmental commitments must amplify, not compromise, our mission to create a more equitable and sustainable music ecosystem.

2. ENVIRONMENTAL IMPACT ASSESSMENT FRAMEWORK

The Pack Music Co-operative will assess and address our environmental impact using the following structured approach:

1. **Baseline Measurement:**
 - Conduct regular carbon footprint assessments across Scopes 1, 2, and 3 emissions.
 - Measure data centre energy usage, bandwidth consumption, and associated environmental impacts.
 - Evaluate e-waste generation from operational technology.
2. **Strategic Planning:**
 - Develop specific, measurable, and time-bound targets for emissions reduction.
 - Create implementation roadmaps for transitioning to renewable energy sources.
 - Establish waste reduction and circular economy strategies.



3. Impact Reduction Matrix:

- Prioritise actions based on environmental impact versus implementation difficulty.
- Focus on highest-impact areas first (typically data centres and cloud services).
- Develop phase-out plans for environmentally harmful practices.

4. Consultation and Oversight:

- Engage environmental experts and stakeholders in policy development.
- Establish an Environmental Advisory Committee with board representation.
- Regular reporting to the cooperative membership on environmental performance.

5. Continuous Improvement:

- Annual review of environmental metrics and policy effectiveness.
- Ongoing research into emerging environmental technologies and best practices.
- Regular updating of targets as technology and capabilities evolve.

3. CORE ENVIRONMENTAL FOCUS AREAS

3.1 Digital Infrastructure Impact Reduction

Data Centres & Cloud Services

- **Renewable Energy Requirement:** Partner data centres and cloud providers powered by 100% renewable energy, or those with credible transition plans (target: 100% renewable-powered by 2026).
- **Energy Efficiency Standards:** Prioritise providers with published energy efficiency standards relevant to their geographical capability.
- **Local Hosting:** Implement geo-distributed architecture to reduce data transfer distances and associated energy usage.

Bandwidth & Data Transfer

- **Efficient Streaming:** Implement adaptive bitrate streaming with efficient codecs to reduce bandwidth while maintaining quality.
- **Caching Optimisation:** Develop smart caching systems to minimise redundant data transfers.
- **Data Sovereignty Zones:** Host content closer to where it's most frequently accessed to reduce long-distance data transfers.
- **Listener Education:** Provide transparency about the environmental impact of different streaming quality options.



Hardware & E-Waste

- **Extended Lifecycle:** Maximise the lifespan of all operational hardware through maintenance and upgrades.
- **Certified Recycling:** Partner with certified recyclers for all electronic waste.
- **Circular Supply Chain:** Prioritise remanufactured, refurbished, and recyclable hardware components.
- **Right to Repair:** Support hardware partners that provide repair manuals, spare parts, and upgradeable designs.

3.2 Operational Environmental Impact

Office & Workspace Practices

- **Remote-First Approach:** Maintain a primarily remote workforce to reduce commuting emissions.
- **Green Building Standards:** When physical spaces are necessary, assess building ratings and certifications.
- **Zero Waste Operations:** Implement comprehensive recycling, composting, and waste reduction strategies.
- **Sustainable Procurement:** Source all office supplies and equipment from vendors with strong environmental credentials.

Event & Performance Sustainability

- **Carbon Budgeting:** Establish carbon budgets for all Pack-sponsored events and performances.
- **Sustainable Venues:** Partner with venues committed to renewable energy and waste reduction.
- **Virtual Options:** Provide high-quality virtual attendance options to reduce travel emissions.
- **Circular Production:** Implement zero-waste principles for physical materials, merchandising, and promotional items.

Travel & Transportation

- **Travel Hierarchy:** Establish a clear decision-making framework that prioritises low-carbon transport options.
- **Carbon Offsetting:** Offset all necessary business travel through verified, high-integrity offset programs.
- **Local Collaboration:** Build regional networks to minimise long-distance travel needs.
- **Virtual-First:** Default to virtual meetings unless in-person interaction is essential.



3.3 Carbon Offsetting & Removal Strategy

Offset Quality Standards

- **Additionality Requirement:** Support only offset projects that would not happen without carbon finance.
- **Verification Standard:** Accept only offsets certified by Gold Standard, Verified Carbon Standard, or equivalent.
- **Co-Benefits Focus:** Prioritise projects with strong social and ecological co-benefits beyond carbon reduction.
- **Permanence:** Favour projects with long-term carbon sequestration guarantees (100+ years).

Portfolio Approach

- **Diverse Solutions:** Maintain a balanced portfolio of nature-based, technological, and community-focused carbon projects.
- **Local Impact:** Allocate a minimum of 50% of offset investments to projects in regions where our community is based.
- **Innovation Support:** Dedicate a portion of our offset budget to early-stage carbon removal technologies.
- **Transparency:** Publish detailed information about all offset projects and their verified impact.

4. ENVIRONMENTAL IMPACT DISCLOSURE & REPORTING

4.1 Regular Assessment & Publication

- Annual carbon footprint assessment covering all direct and indirect emissions (Scopes 1, 2, and 3).
- Quarterly updates on progress toward environmental targets.
- Clear disclosure of the environmental impact of our streaming services on a per-hour basis.
- Public environmental dashboard showing real-time energy usage and carbon impacts where possible.

4.2 Stakeholder Engagement

- Annual environmental impact report shared with all co-operative members.
- Regular consultation with environmental experts and affected communities.
- Open feedback channels for suggestions on improving environmental performance.
- Collaborative problem-solving sessions with members and partners on environmental challenges.



5. JUST TRANSITION COMMITMENTS

The Pack recognises that environmental initiatives must not disproportionately burden marginalised communities or exacerbate existing inequalities:

- **Equitable Access:** Environmental improvements will not increase costs in ways that limit access for lower-income community members.
- **Community Consultation:** Environmental initiatives affecting local communities will involve meaningful consultation with those communities.
- **Job Creation:** Where possible, environmental projects will prioritise job creation in communities with high unemployment or historical disinvestment.
- **Indigenous Leadership:** Environmental projects involving land will respect Indigenous sovereignty and prioritise Indigenous leadership.
- **Digital Divide Awareness:** Recognise and mitigate ways in which digital-only solutions may exclude those with limited technology access.

6. INDUSTRY LEADERSHIP & ADVOCACY

The Pack will leverage our position to drive industry-wide environmental improvements:

- **Open Standards:** Develop and freely share environmental best practices for music streaming platforms.
- **Industry Collaboration:** Initiate and participate in multi-stakeholder initiatives to reduce the music industry's environmental footprint.
- **Policy Advocacy:** Support regulatory frameworks that require environmental transparency and emissions reduction across the digital music sector.
- **Artist Education:** Provide resources to help artists understand and reduce the environmental impact of their digital presence.
- **Consumer Awareness:** Raise awareness about the environmental impact of different music consumption models.

7. CONTINUOUS IMPROVEMENT

This policy serves as a living document that will be reviewed annually and updated as needed. Environmental responsibility is not a static goal—new technologies, scientific understanding, and global challenges will require us to reassess our stance and adapt accordingly.

We encourage all members, artists, and stakeholders to participate in discussions and raise concerns about environmental impacts at any time.

Policy Review Cycle: Annual

Last Reviewed: May 2025

Next Review Scheduled: May 2026