



Photo courtesy of Universal Music & Lorde

## Universal Music case study

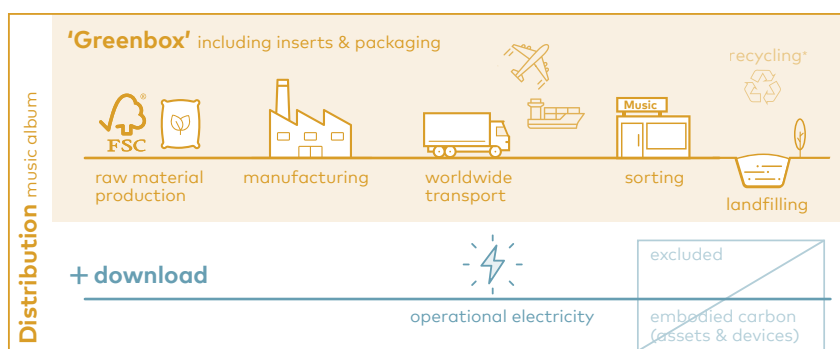
# Lorde's certified Zero Carbon music album

**Grammy Award-winner Lorde is determined to reduce her carbon footprint. Her long-awaited third album, *Solar Power*, sold in a 'Greenbox', has achieved Zero Carbon status with the help of thinkstep-anz.**

A 'Greenbox' is a cardboard discless album package with a unique download code and exclusive artist material. We calculated the carbon footprint of the packaging and a single download to international standards. This meant that Lorde could offset the emissions to achieve a Zero Carbon album.

## We focused on emissions related to the discless album

Assessment of the carbon footprint of the 'Greenbox'.



Our study included the impact of sourcing the raw materials (including paper, inks, and glue), making the packaging, transporting the 'Greenbox' to retailers, and landfilling the 'Greenbox'.\* We also included the operational electricity needed to download the album once.

\*Recycling has not been assessed. However, Lorde's many fans can help reduce this footprint by recycling the 'Greenbox' (if they can bear to part with it!)

### Client:

Lorde  
Universal Music Group

### Services:

Carbon footprint



The 'Greenbox' contains extra visual content, handwritten notes, exclusive photos, and a download card.

## Downloading the music accounts for most of the album's carbon footprint

Producing Lorde's Solar Power 'Greenbox', transporting it to a music retailer, and downloading the album has a carbon footprint of 1.5 kilograms of carbon dioxide equivalents (CO<sub>2</sub>e).<sup>\*</sup> By comparison, driving a small petrol car for 10 kilometres will emit around 2.0 kilograms of carbon dioxide equivalents (CO<sub>2</sub>e).

Most of the emissions are created when the album is downloaded. Producing and transporting the 'Greenbox' together account for 26% of total emissions.

<sup>\*</sup>We expect this number to decrease as the Information and Communications Technology (ICT) sector decarbonises further.

## Lorde has offset the emissions to achieve a certified Net Zero Carbon album

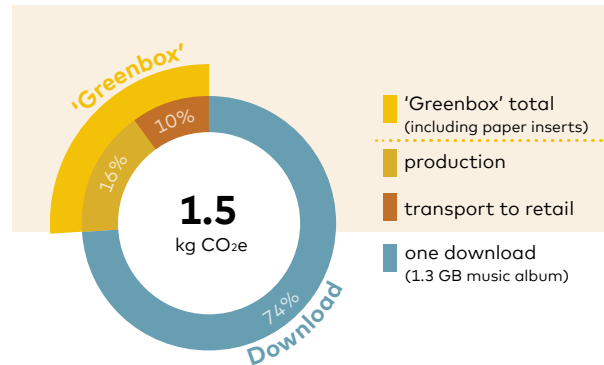
After the carbon footprint was verified by an independent third party, thinkstep-anz calculated the offset Lorde needed to make for a Certified Net Zero Carbon product.

Lorde chose to purchase the carbon credits from Ekos' restorative forest carbon projects - half in Golden Bay, New Zealand and half in Espiritu Santo, Vanuatu.



Ekos is a New Zealand-based social enterprise that supplies high-quality forest carbon credits.

Carbon footprint of the Greenbox



"Early in making this album, I wanted to look closely at the environmental impact of its manufacture and distribution. Working with thinkstep-anz and Ekos to achieve zero-carbon status for Solar Power was an eye-opening experience. It helped me to understand the effects of the systems I engage with when making records. The fact that the music's download is the most emissions-intensive part of the album was interesting and unexpected. I'm already thinking about ways to highlight this fundamental knowledge gap in future.

The teams were super-collaborative and communicative, and it was a pleasure working with Kiwi companies. I see this collaboration as a vital part of my process from now on!"

– Lorde

### About thinkstep-anz

At thinkstep-anz, we are passionate about enabling organisations to succeed sustainably.

We underpin sustainability initiatives with facts and figures to contribute quantifiable business value.

Our clients value our ambition to tailor solutions to their specific needs, no matter how large or small.

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