



Co-op Live and Billie Eilish set new sustainability standard with a halving of procurement emissions at HIT ME HARD AND SOFT: THE TOUR, Manchester shows

Manchester, UK – 28 August – Co-op Live and Billie Eilish have redefined what sustainable live entertainment can look like, delivering transformational emissions savings during four sold-out nights of Eilish's **HIT ME HARD AND SOFT: THE TOUR**. The pioneering initiative - centred on a fully plant-based menu - has set a new industry benchmark, paving the way for future venues around the world to emulate the model.

By switching to a 100% plant-based menu, the arena slashed food-related emissions by 47% - saving the equivalent of 45 flights from Manchester to Dublin - and conserved 3.5 million litres of water, enough to run 70,000 washing machine cycles, as showcased in GOAL (Green Operations & Advanced Leadership)'s [latest case study](#). Fans embraced the change, with signature menu items seeing a 13% sales boost compared to standard shows, with plant-based fan favourite items reducing emissions by 65%.

This groundbreaking initiative is part of Co-op Live's bold mission to become the most sustainable arena experience in the world. From running entirely on renewable energy and harvesting rainwater, to a zero-waste-direct-to-landfill commitment, the venue is embedding climate-conscious thinking into every aspect of its operations. The arena's leadership is recognized by GOAL's annual Medals and will soon announce this year's accolades to build upon last year's 7 Gold, 10 Silver, and 14 Bronze GOAL Medals. Additionally, the arena was recently recognised as A Greener Arena by A Greener Future; its highly commended status marking Co-op Live as one of the most sustainable arenas globally.

The four-night residency also served as a springboard for industry-wide collaboration. In partnership with GOAL, Co-op Live hosted a portion of a two-day Sustainability Leaders' Forum, convening some of the most influential figures in eco-conscious live entertainment. Among them was leading climate activist and [Support+Feed](#) founder **Maggie Baird**, who is also mother to Billie Eilish and FINNEAS, and Stephan Jacob, Co-Founder of Cotopaxi, who joined peers to explore practical, scalable ways to accelerate climate action across the global events sector.

Guy Dunstan, General Manager at Co-op Live, commented, "going 100% plant based for Billie Eilish for all 4 nights of her shows at Co-op Live was an exciting undertaking for the venue. It enabled us to explore new ways to service concessions, and the take up demonstrated it was a big hit with her fan base."

Kristen Fulmer, Executive Director at GOAL, said "we love to host events in buildings that walk the talk. This event, thanks to Co-op Live, was the perfect balance of inspirational, motivational, and fun!"

Sara Tomkins, Sustainability & Community Director at Co-op Live, commented, "we are proud to deliver impact within the walls of our arena and outside of them. While we attract world leading talent and global fans, we believe that we must always give back locally and protect the planet. The Billie Eilish shows demonstrated the impact of local grown produce and plant-based options resulting in a planet positive outcome."

Co-op Live is a net zero building and is supporting Manchester City Council's goal of being net zero by 2038 and has recently been 'Highly Commended' by A Greener Future's independent accreditation.



For a full list of events at Co-op Live, visit cooplive.com.

ENDS

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GOAL contact

About Co-op Live:

Co-op Live is the UK's newest premier venue located on the Etihad Campus in the heart of Manchester. The 23,500-capacity arena features over 120 nights a year of unique entertainment, emerging as the largest arena in the UK, a testament to the unrivalled partnership between Oak View Group (OVG), City Football Group (CFG), Harry Styles, and Co-op.

Distinguished as a world-class, planet-friendly venue deeply rooted in the local community, Co-op Live is one of the world's most sustainable and socially responsible venues delivering on Co-op's vision of a fairer world within the entertainment industry.

With an impressive array of food and drink concessions, including bars, premium restaurants, lounges, and club spaces, Co-op Live sets the standard for live entertainment in the music industry today. Venue excellence extends to the innovative 'Smart Bowl' design with cutting edge technology and state-of-the-art acoustics, crafted to offer an intimate and immersive sensory experience for all patrons.

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About GOAL

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