

# Environmental Responsibility



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# Environmental Responsibility at Arcola

## Introduction

Sustainability is a cornerstone of the philosophy that built Arcola Theatre. With respect to the environment, our position in the public eye and in the local community means that we can become not only an important educational showpiece to the theatre-going public, but a leading green venue in the UK theatre sector, driving innovation and best practices within the industry.

See our **Sustainability Vision** for our wider view of sustainability and how we're working towards it.

## Vision & Rigour

Environmental responsibility at Arcola is driven by both vision and rigour.

For instance, we are aware of areas where we could improve; by applying a reasoned and disciplined approach will help us demonstrate what we have achieved, as well as motivate others to do their part.

An important first step was to get an objective assessment of our operations.

- In spring 2007 Arcola Theatre commissioned Element Energy to conduct a feasibility study for eliminating the theatre's net CO2 emissions. The study concluded that carbon-neutrality is feasible, and would cost £250k to £350k in capital expenditure to eliminate the 54 tonnes CO2 emitted per annum.
- The Green Business Company conducted a "Green Tourism Scheme" audit, focussing mainly on environmental criteria, at Arcola in January 2008. Arcola is working towards a "Bronze Award"; furthermore, they recognised our objective to be the "greenest" theatre in the UK.

Following this, we've been able to focus on creating the policies and framework for achieving our sustainability goals.

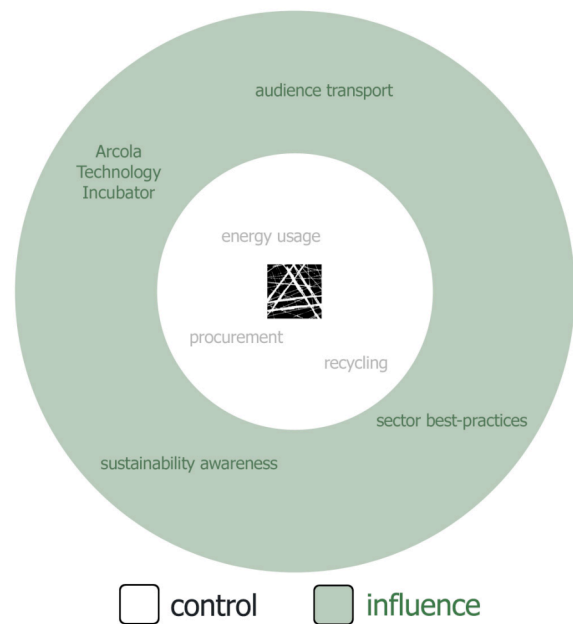
## Control and Influence

Arcola is committed to acting sustainably in all areas under our direct control, such as our theatre operations.

At the same time, Arcola's strength lies in our ability to reach wide audiences: in the theatre-going public, the local community, and within the UK theatre sector.

Thus all our efforts will fall within two categories:

- **control:** those areas over which Arcola has direct authority (i.e. in-house operations)
- **influence:** those areas where Arcola can potentially effect change through guidance and vision (e.g. audiences, sector-wide thought-leadership)



Education and outreach are therefore integral to our sustainability policy, and vital to our efforts in achieving and propagating good environmental sustainability practices.

## Arcola Energy



**arcola  
energy**

Vital to achieving our goal of sustainability is Arcola Energy, formed in 2007 to act as a semi-independent body within Arcola Theatre.

Led by Dr. Ben Todd, Executive Director at Arcola Theatre, Arcola Energy is a collaboration between members of Arcola Theatre's senior management team and partners from across the arts, education, engineering and charitable sectors.

Arcola Energy has the remit to make Arcola a fully sustainable enterprise. It will also conduct research, develop best practices, facilitate exchange of ideas, and lead projects that cross over between the arts and otherwise disparate sectors.

Arcola Energy's aims are as follows:

**1**

Make Arcola Theatre the world's first carbon-neutral theatre.

**2**

Create the Arcola Technology Incubator, a research centre hosting companies and building partnerships to foster new energy technology in the arts and to deliver products and services in rapidly growing markets. Priority areas include hydrogen fuel cells, low-energy lighting systems and energy-consumption monitoring.

**3**

Inspire and educate the local and wider community through leadership, practical technology demonstrations, and targeted training.

**4**

Engage with other arts venues as well as private sector organisations to develop technologies, projects, practices and policies to deliver far greater energy saving and waste reduction than are possible at Arcola Theatre alone.

# Policy

## Operations

Arcola Theatre, through Arcola Energy, will:

- minimise the consumption of natural-resource utilities, such as water, gas, etc.
- tackle climate change by decreasing carbon-dioxide emissions from energy usage, with a view towards production of clean energy source on-site
- minimise impact on the wider natural environment by encouraging reduction and reuse of all materials involved in the theatre's productions and operation
- maximise recycling of waste streams generated by theatre productions and operation
- as a vital step in our procurement process, research the production and source of the services and products we order, as well as the environmental and sustainability policies of our providers

## Education and Outreach

Arcola Theatre, through Arcola Energy, will:

- establish projects to mobilize theatre goers on green issues and to develop a greener management
- encourage environmentally friendly modes of transport, such as cycling or public transport, to staff and the public
- promote awareness and the importance of sustainability to employees, customers, suppliers, business partners and the general public by leading through example
- help other theatres to adopt fully sustainable practices in their work, throughout the UK and beyond
- through the Incubator, create a venue and forum for knowledge exchange and to inspire technology innovation in the arts
- develop best-practices and share findings and experience with the theatre industry, the wider arts sector, and the broader community

# Strategies

See our separate **strategy** publications for further details.

## Operations

- Waste Management (Front-of-House)
- Waste Management (Production)
- Sustainable Procurement
- Resource Usage

## Education and Outreach

- Green Marketing
- Education and Awareness Building