



London Mayor Announces Campaign to Green Theatres

Oct 25, 2007

LONDON — With the notion of environmental-friendly or “green” activism garnering international attention, London Mayor Ken Livingstone has announced a campaign to increase energy efficiency in theatres.

According to The Stage News, Livingstone’s industry-wide initiative is intended to reduce carbon emissions in theatres by 60% by 2025.

“The fact that most of the major bodies representing London theatres are committed to taking action on climate change will send an extremely positive message to the rest of London,” Livingstone said in an interview with Stage News. “The message is that London’s theatres are going green. This is good for the planet, but it also gives a competitive advantage to the creative industry and tourism sectors in London, as theatregoers, tourists and consumers become increasingly concerned about the impact on climate change of their leisure pursuits.”

The first step in the process entails figuring out the total carbon footprint of London theatres. The results will then be compiled in a report detailing the cause of the pollution and potential solutions, the article says.

The London Office of Arts Council England, the Theatres Trust, Ambassador Theatre Group, the Independent Theatre Council, Equity, PLASA, Association of British Theatre Technicians, National Theatre and Arcola Theatre have joined forces in this initiative.

The Society of London Theatre and the Theatrical Management Association could be future partners — they are meeting next week to discuss possible involvement in the initiative.

According to The Stage News, this campaign comes in light of the Climate Change Action Plan, published in February, which states “London must reduce carbon emissions by nearly two-thirds within the next 20 years to avert catastrophic climate change.”

Theatres are already taking action. In fact, the National Theatre and Philips Theatre have already installed energy-saving LED lights, a sustainable stride expected to reduce energy use by 70%.

Source: http://www.stage-directions.com/index.php?option=com_content&task=view&id=474&Itemid=1