

The Greenhouse Effect

The Facts

The Fringe is wasteful. Emissions in travelling to and from Edinburgh, last-minute Amazon deliveries for emergency props, plastic cups galore on nights out – it adds up to create a festival that, honestly, has a hugely negative environmental impact.

The good news is, that *really* doesn't have to be the case. People at the Fringe are resourceful, creative, intelligent, passionate, and driven. We can sit around waiting for big venues to ban single use plastics, for the Fringe to take a long hard look at the paper waste it encourages, for the council to provide more sustainable transport options to the festival. But we don't need to. We have the power to build a more sustainable festival.

EVERY YEAR OVER
100 TONNES
OF PAPER WASTE ARE CREATED AT
THE EDINBURGH FRINGE
FROM POSTERS AND FLYERS ALONE

The Greenhouse Effect

We've discovered that lots of companies want to work sustainably, but three key challenges stood in their way: sustainability at the Fringe seems risky, the appropriate knowledge and skills are hard to come by, and it seems like a lot of extra work in an already stressful time. That's why we created **The Greenhouse Effect**. The greenhouse effect is the natural process by which radiation warms the Earth's surface – which human

activity has radically altered. With a keen sense of irony, we have repurposed the name for a programme that supports artists in the transition to make their work more sustainable. We want to give you the skills, knowledge, and support you need to make sustainable practice at the Fringe low-risk, low-effort, and fun.

How We Can Help You

Chatting with lots of participants at the Fringe last year, we identified the most common areas where they needed some support to work more sustainably. We've devised a list of the easiest and most impactful ways to make theatre less wasteful, and have arranged them into a tidy system that makes progress easy to track. By signing up to a tier (Bronze, Silver, or Gold), you're pledging to complete all of the goals within that tier, and all of the goals in the tier beneath it. You will also receive all of the rewards from within that tier, and all of the rewards from the tiers beneath it. Don't worry, we'll be helping you every step of the way, to make your sustainable practice as easy and low-stress as possible. If you have any questions about any of the tiers, or about the programme as a whole, please don't hesitate to get in touch with Cate, our Head Education and Outreach, at cate@thegreenhousetheatre.com.

What's in It for You?

There are plenty of reasons to think about working

With us for a more sustainable Fringe. Here are just a few:

- **Sustainability is great for P.R.**
Audience members are passionate about engaging with brands that work sustainability.
- **Exclusive access to education events**
We will run a number of cool education events just for participants of The Greenhouse Effect.
- **Exclusive access to social events**
These will be great spaces to connect with like-minded artists, or to just have fun and make friends.
- **One-on-one support**
Our Head of Education and Outreach, Cate, will be holding daily office hours at the Fringe to answer any questions you might have.
- **Save the planet!**
These small actions add up to something much bigger. By joining The Greenhouse Effect, you're helping to build a brighter and more sustainable Fringe, and a brighter, more sustainable future.

The Greenhouse Effect – Goals

Bronze

Marketing

- Take a photo: Take pictures of flyers offered to you rather than taking the physical copy.
- External sustainability report: Make a one-page report of the steps you are taking to make your production more sustainable available on your website or social media platforms.
- Move marketing online: Increase social media presence by creating content on at least four different platforms.

Creative

- Material afterlife: Reuse, donate, or recycle all props, costumes, and set.
- Turn off tech: Switch off all technical equipment when not in use.
- Battery disposal: Recycle all batteries used. We'll be sharing a list of battery recycling points in central Edinburgh.

Social

- Internal sustainability report: Distribute a monthly sustainability report to everyone involved in your production and ask for feedback on further steps that can be taken.
- Individual sustainability: Make everyone involved in your production aware of the steps they can take to live more sustainably during the Fringe (see our *Individual Actions* document for more info).

Silver

To achieve the Silver level, you must meet all of the Bronze targets, plus -

Marketing

- Take a Photo graphics (with Staging Change): On all printed flyers, include graphics that encourage people to recycle them or take a photo (available from Staging Change at [this link](#)).
- Reduce paper waste: Reduce printed publicity material by **50%**.
- Recyclable paper: Printed publicity material should be recyclable (gloss level, etc. can affect this).

Creative

- Water-based paint: Use water-based paints in all set painting etc.
- PVC: Avoid buying new PVC or other petroleum-based building materials.
- Reused materials: Source **50%** of your props/costumes/set second-hand.

Social

- Learn and support: As a group, attend at least one production or event centred around the environment. Post about sustainability-themed shows and events on our Greenhouse Effect Facebook page!
- Reusable vessels: If your venue offers food or drinks, encourage audience members to bring reusable vessels on your social media.

Gold

To achieve the Gold level, you must meet all of the Bronze and Silver targets, plus -

Marketing

- Shift away from paper: Spend more money on paperless marketing than you do on printed material.
- Flyer clean-up: Organise or participate in at least two flyer clean-up sessions during your run.
- Recycled printed publicity: Order any printed publicity materials on recycled materials.

Creative

- Reused materials: Source **75%** of your props/costumes/set second-hand. Anything being destroyed onstage must be salvaged or purchased second-hand.
- International shipping: Do not order anything for your production (props/costume/set) that will be shipped internationally.

Social

- Personal sustainability targets: Create a set of personal sustainability targets for everyone involved with your production to meet during your time at the Fringe (see attached document for ideas!).
- Merchandise: Source merchandise (if applicable) from responsible suppliers.

The Greenhouse Effect – Benefits

(Aside from, you know, saving the planet.)

	Bronze	Silver	Gold
Access to free social events at the Fringe where you can meet and make connections with like-minded artists in a fun, relaxed setting.	X	X	X
A shout-out post on our social media feed (Facebook/Instagram/Twitter).	X	X	X
Guaranteed access to education at <i>The Greenhouse</i> - our programme includes two workshops and one talk every week. Access is free and operates on a first-come, first-served basis. Only members of The Greenhouse Effect will be able to reserve spots.	X	X	X
Access to The Greenhouse Effect Facebook group, where members of the initiative will be able to share information, tips, and experiences of sustainable performance before, during, and after the Fringe.	X	X	X
A Greenhouse Effect e-badge to include on your digital graphics and marketing material, publicizing your commitment to sustainability.	X	X	X
Inclusion on our list of award achievers, which will be available for download on our website and advertised at the venue.	X	X	X
A 24-hour feature on our social media stories (Snapchat/Instagram).		X	X
Access to exclusive workshops.		X	X
Exclusive, 30-minute planning session to support your show's sustainability ambitions at the Fringe.		X	X
Inclusion of your show graphic in a Greenhouse Effect publicity post on our Instagram.		X	X
Ten square centimetres on the inside wall of our box office to paint your production company name or logo.		X	X
Each Silver show will get a shout-out from another Silver show at the end of their performance.		X	X
On a first-come-first-served basis, you will be able to reserve up to 1 hour in The Greenhouse before midday on any day at the Fringe, or on any Tuesday during the Fringe, to use as you see fit.		X	X
Free tickets for the entire participating production to any show at <i>The Greenhouse</i> that is not sold out.			X
Dedicated blog post.			X
2x, 1-hour long planning sessions with <i>The Greenhouse</i> team, to support your show's sustainability at The Fringe.			X
Post-Fringe, <i>The Greenhouse</i> team will meet with you to de-brief about your sustainability, and work with you to create a long-term action plan and toolkit to boost your sustainable practice.			X
Shout out at the end of a GH show by our actors.			X
A member of our marketing team joins your team for a hands-on, bespoke paperless 'flyering' session.			X
A seven-minute slot in our sustainability showcase – a show at <i>The Greenhouse</i> demonstrating all of the best environmentally-friendly shows at the Fringe 2020.			X