

**N.B This data was accurate as of 2019, when The Greenhouse appeared at the Edinburgh Fringe. It may have changed since then, so it's worth conducting additional research!**

- The Edinburgh Fringe recommends that shows 'think in the low thousands' when ordering flyers (<https://www.edfringe.com/take-part/putting-on-a-show/marketing-and-promotion>). Assuming that each of the 4000 shows orders just 1000 flyers, that's 4,000,000 flyers. With a 160 gsm (a low paper-weight for flyers) flyer with weighing 2.5 g, that's 10 tonnes of paper waste that just ends up in the bin. This also assumes the lowest recommended number of flyers, and the smaller flyer size (flyers are usually A5 or A6).
  - Similarly, they recommend '100 – 500' A3 posters. Which would make a minimum of 400,000. Again, with an 160gsm posters, that's 20 grams. So that's a further 8 tonnes.
  - Personal experience at the Fringe places the average number of flyers closer to 7,500, and the number of posters at 150. Still assuming every show uses the smaller flyer size, and with 160gsm for both posters and flyers, this puts the waste generated by flyers and posters at 87 tonnes (75 tonnes for flyers, 12 tonnes for posters).
  - This is before considering the heavier paper weights, and larger flyer sizes used by many shows.
- "We printed 350,000 in 2018, a reduction of 35,000 from 2015." In 2015, there were 385,000 brochures printed, which means there was simply a reduction of 9% over three years. <https://www.edfringe.com/learn/sustainability>
- According to the Edinburgh Council, 61% of attendees to the 2017 Fringe were international. That is approximately 1,645,000 visitors for the Fringe from overseas. <http://www.edinburgh.gov.uk/info/20247/edinburgh-by-numbers/1012/edinburgh-by-numbers>
- According to Brian Ferguson from The Scotsman – 'Tens of thousands of tonnes of rubbish [is] collected on the Royal Mile during the Edinburgh Festival Fringe.' <https://www.scotsman.com/lifestyle-2-15039/renewable-energy-plan-for-royal-mile-rubbish-collected-during-fringe-1-4777995>
- The guide given to participants for being more sustainable - <https://www.edfringe.com/uploads/docs/participants/Fringe%20Guide%20to%20Sustainability.pdf> – has not been updated since 2014, despite significant advancement in both sustainable living and sustainable theatre making in that time.