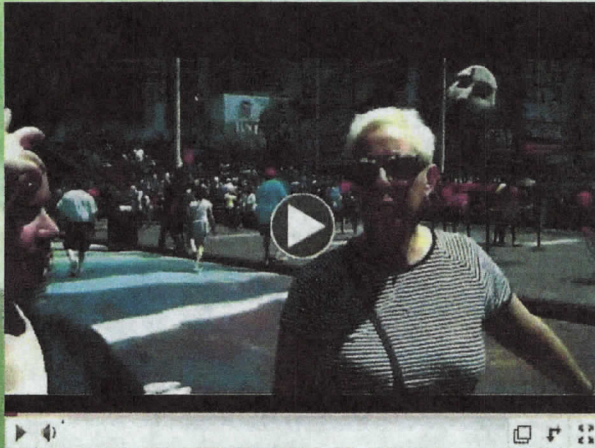


July 2011 - Issue #11: New Green Resources for Summer

## GET OUT OF THE CLOSET By Katherine McNamee



Check out the video footage from the Broadway Green Alliance's Textile Drive.

If there's anything on which New Yorkers can agree, it's that closet space is a coveted thing. To keep our sanity, we must purge our closets from time to time. It's a big project, usually, and at the end, the hangers in the closet actually have room to slide on the rod! But the project isn't over. Where should all these clothes go? There's nothing wrong with them. It seems such a horrible waste to put them out in the trash!

Enter: The Broadway Green Alliance Textile Drive. The BGA has started a program wherein, twice a year, we hold an industry-wide Textile Drive, partnering with the good people at Wearable Collections.

Wearable Collections is an organization that works to ensure that all textiles collected are reused in the best way possible. The textiles collected are sorted into three categories; the items that are reusable in their present state are sent to third parties and re-sold in markets such as Latin America, South America, and Eastern Europe. The items that aren't good enough to be reused are either turned into rags for domestic and international markets, or broken down to be used in fiberboard, upholstery or re-woven into new materials. Roughly 96% of what's collected is diverted from landfills.



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**BGA Eco-Tip:**  
When ordering food, avoid any unnecessary plastic utensils, straws, etc. (You can ask in advance!)

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Looking for green tips and resources?  
Visit our website  
[btoadwaygreen.com](http://btoadwaygreen.com)

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Text BGA to 99222 for our mobile site.

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Follow or friend us!



On May 25, 2011, the BGA held its most recent Textile Drive. We collected clothes, shoes, belts, purses, hats, linens, towels, and curtains from all over the industry. Many current shows sent representatives with bags of items collected from their theatres; the theatrical unions had a strong presence as well. At the end of the drive, we had kept 1350 pounds of textiles out of local landfills. Not bad for a day's work! Check out our Youtube channel for a glimpse into the Textile Drive, and all the people and shows that participated.

Don't feel bad if you missed this one. We'll be getting the word out for our fall drive (as well as our other bi-annual drive for e-waste) soon. Be sure to "like" us on Facebook, and follow us on Twitter, so you never miss an event. Can't wait til our next drive? Check out [wearablecollections.com](http://wearablecollections.com), to find out where they'll be accepting textiles next.

### **UK Theatre Community Rides Julie's Bicycle to Success in Sustainability**

While the Broadway Green Alliance works to make the Great White Way a greener place, across the pond Julie's Bicycle, a UK organization focused on environment sustainability in the creative industries, is making great strides in making theatre in the United Kingdom more sustainable. In the year since Julie's Bicycle launched its UK-wide initiative to reduce the environmental impact of theatre around the country, JB has been able to establish a greener culture among theatre venues and companies across the nation.

Recently, JB leaders met with BGA committee chairs for three days of meetings in New York to begin to develop international collaboration on greener theatre. The BGA and JB continue to work closely, sharing results and resources, and finding opportunities to apply successful strategies across an international stage.



We are pleased to include this synopsis from a recent JB report about this first year:

"The UK theatre industry has taken decisive action to understand and reduce its environmental impact, recognizing this as a critical business issue. More than 300 UK cultural venues have begun measuring and sharing environmental data through Julie's Bicycle's free online tools. These tools provide annual reports of greenhouse gas emissions from energy, water and waste, as well as staff and audience travel.

"JB has used this information to determine a baseline for energy use and quantify the potential savings available to the performing arts sector. Based on an energy spend of £370 million (roughly \$595 million) between 2012 and 2015 by the UK performing arts sector, JB has projected an available savings of £35 million (about \$56 million) with £8 million (about \$13 million) exclusively coming from savings in the theatre sector. This can be achieved relatively straightforwardly, with savings of 8 to 10% available through behavioral changes and investments with short payback periods. More than 50 venues have set the bar higher, pledging to reduce energy by 10% this year. Many are using JB's Industry Green Certification, which assesses activity under four principles: commitment, understanding, improvement, and communication.

"Examples of action by UK venues include:

Sage Gateshead has invested in front-of-house LED bulbs, new air-conditioning filters, and better control of its heating, ventilation and air-conditioning. They've also established switch-off campaigns for lights and appliances, and "no lift" and "leave your car at home" days. In their first year, they achieved a staggering 44% drop in electricity and 28% drop in gas use per performance.

The Royal Court invested in its building management system and recouped the cost through reduced electricity use within three years.

All 35 Ambassador Theatre Group venues across the UK have created a support network by measuring and sharing their energy data. The Comedy Theatre completed the Industry Green Certification as a pilot for the group and the Milton Keynes Theatre has switched its front-of-house lights to LED bulbs.

The National Theatre has partnered with Philips to update its external lighting to LED, reducing electricity consumption by 70%. Additionally, they have also saved energy by switching off rigs and discharge lights between the final check and half-hour call, increasing lamp life from 10 to 17 weeks.

Many theatres now switch off bar fridges overnight, saving £150 per fridge per year.

UK touring companies have begun to measure touring impacts and to adopt the JB Green Rider which encourages an industry-wide shift in expectations between venues and companies. Designers, directors, and production managers met recently to identify greener production practices in design, lighting technologies, set reuse and recycling.

"Looking forward to the second year of JB's theatre initiative, JB seeks to have all UK theatre organizations embed carbon reduction practices and then share their success stories."

The BGA and JB look forward to continuing collaboration.

### GOD, I HOPE I GET IT

The BGA is currently accepting resumes for the new position of Project Coordinator. The position is full-time, paid with benefits, and based in the Theatre District.

The Project Coordinator will:

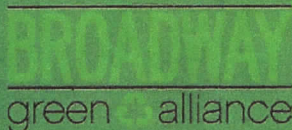
- Work closely with and report to the BGA co-chairs.
- Work closely with the volunteer committees through which the BGA operates, including coordinating and attending meetings. Current committees are Outreach and Membership, Pre- and Post-Production, Production, Touring and Venues, as well as a Steering Committee comprised principally of the chairs of the other committees.
- Manage and/or author communications across multiple channels, including the BGA website, Facebook page, Twitter, mobile platforms, email blasts and the BGA newsletter (the Green Sheet).
- Monitor opening and closing shows to support committee activities, including appointment of "green captains" on new shows and appropriate disposal of materials from closing shows.
- Manage, with volunteers, BGA events and participation at conferences and other meetings.
- Coordinate cooperation with BGA partners and allied organizations.
- Supervise BGA interns.
- Coordinate the production of video promotions.
- Work on the development of new initiatives.
- Manage the budgeting and finances of the BGA.

#### Qualifications:

The successful candidate will be adept at translating ideas into action, utilizing great organizational skills and multitasking effectively. The BGA brings together a cross-section of the theatre community and the successful candidate must be able to communicate clearly in writing and in person with diverse audiences on a daily basis and represent us at meetings and conferences. S/he must be a leader able to support action by others as well as to initiate work.

The successful candidate must have a demonstrated passion both for theatre and the environment. At least 3-5 years of work experience in the theatre industry is preferred.

To apply, please e-mail a resume and cover letter to Christina Boursiquot at [Cboursiquot@broadway.org](mailto:Cboursiquot@broadway.org) no later than August 5.



### The Green Sheet Library Coming to a Laptop Near You

The people have spoken! There is now a searchable database for all of your favorite Green Sheet articles. BGA eco-tips and resources are now found in one convenient location, right at your fingertips.

Take a visit to [BroadwayGreen.com/blog](http://BroadwayGreen.com/blog)

Green Sheet Library  
ARTICLES FROM PAST NEWSLETTERS



**Inexpensive, Easy and Ethical: Get Rid of Your E-Waste with The 4<sup>th</sup> Bin**

**By Lucas McMahon**

Everyone has heard about the importance of recycling paper, bottles and cans; but you may not

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have heard about the vital importance of recycling electronic waste. The 4<sup>th</sup> Bin is the only company in New York City dedicated to picking up electronic waste from local businesses and residences.

Electronic waste (or e-waste) is defined as any surplus, obsolete, or broken electronic devices. This includes personal computers, television sets, MP3 players, and household batteries. The Environmental Protection Agency estimated that discarded electronics totaled two million tons in 2005, with this number increasing every year. Annually, discarded electronics represents five to six times as much in weight as recycled electronics. E-waste can have serious environmental consequences if it finds its way into the regular waste stream or is sent to developing countries to be processed. E-waste contains several harmful materials such as lead, cadmium, beryllium, and brominated flame retardants and processing workers (which includes children in third world countries) are often ill-protected from exposure.

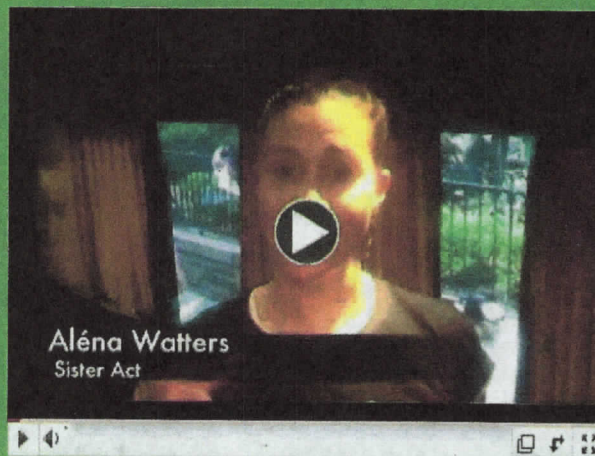
The 4<sup>th</sup> Bin began as a competition to design an e-waste logo and a rescue bin for the collection of e-waste, but as the competition developed, The 4<sup>th</sup> Bin discovered that there were few systems in place for the reuse and recycling of electronic waste. They found that there are few controls to ensure that the toxic materials in e-waste are dealt with in an ethical and environmental manner. Seeing the need for an inexpensive and ethical way to recycle e-waste, The 4<sup>th</sup> Bin has created a cheap, easy, and ethical way to get rid of your discarded electronics.

So how can you help solve this problem? Use The 4<sup>th</sup> Bin to pick up your electronic waste! If you refer The 4<sup>th</sup> Bin to your co-workers, office manager or company manager, they will receive 20% off of their pick-up. There are now bins backstage at "Wicked" and "The Lion King" where any show can drop off small e-waste like single-use batteries & cellphones. Visit their website at [www.4thbin.org](http://www.4thbin.org) for more information. Do your part by telling your friends and colleagues about how to use The 4<sup>th</sup> Bin today!

## Going Green at Bryant Park

This July is Broadway Month at Bryant Park and the BGA has backstage access! Each Wednesday the BGA will post video of some of Broadway's hottest casts telling us what they do to keep green.

We asked the casts of Sister Act and Baby It's You! to tell us what they do to reduce their impact. Click the icon to see the video.



BGA Visits Broadway In Bryant Park