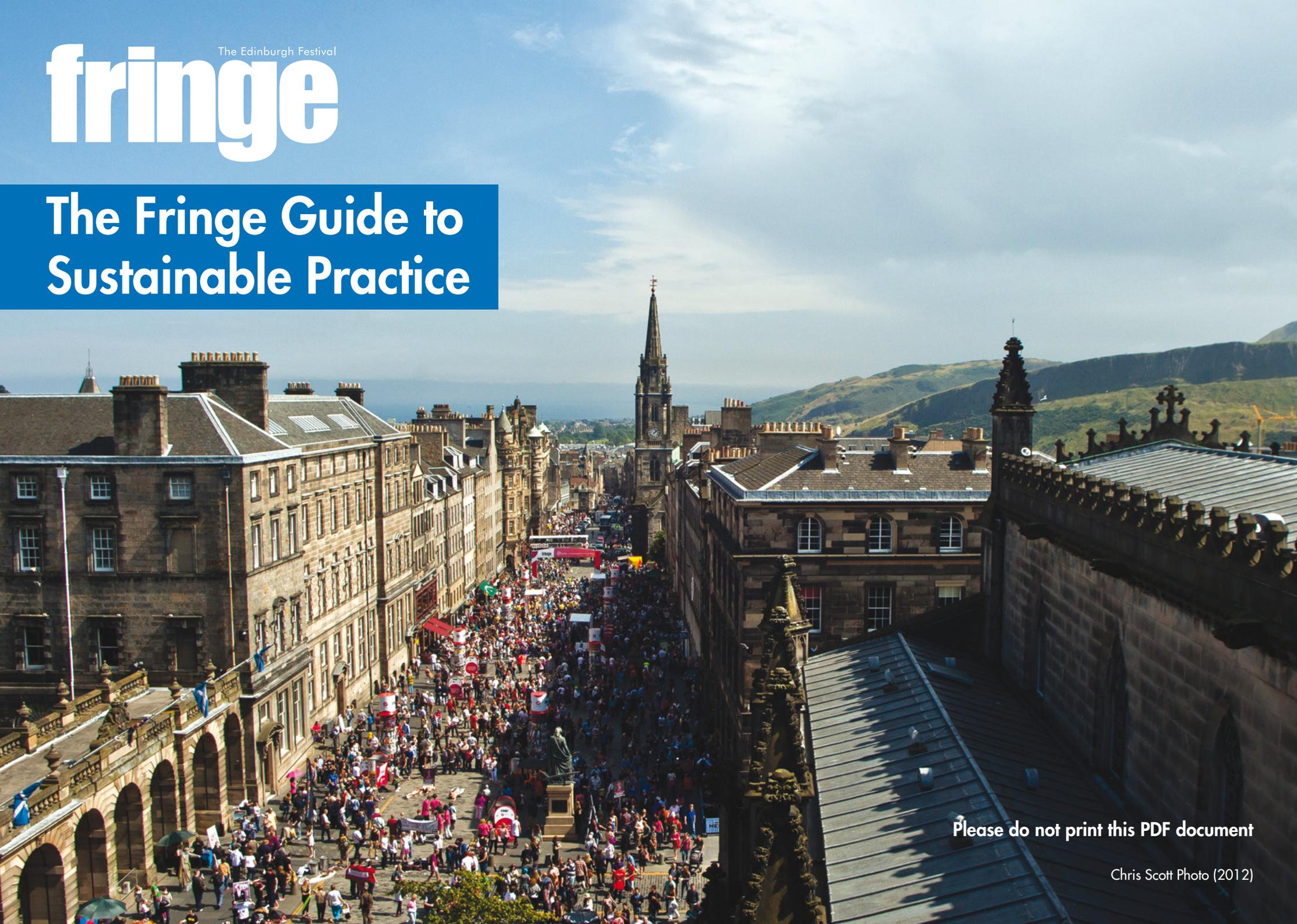


The Edinburgh Festival
fringe

The Fringe Guide to Sustainable Practice



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Chris Scott Photo (2012)

Who are we?

The Participant Services team works as part of the Edinburgh Festival Fringe Society to offer advice and facilities to everyone taking part in the Fringe. If you have any questions about any aspects of the Fringe, we're only an e-mail or a phone call away, so please get in touch on participants@edfringe.com or 0131 226 0026 (option 2). You can also find a wealth of information and an overview of all our facilities and services at www.edfringe.com/participants.

The Edinburgh Festival Fringe Society is the organisation behind the Edinburgh Festival Fringe. We help everyone make the most of the Fringe, whether you are in the audience or taking part. Our activities including supporting all participants, providing information and ticketing for the public through the Fringe Programme, at www.edfringe.com and other publications as well as promoting the Fringe all around the world throughout the year.

The Edinburgh Festival Fringe Society – working for you at every stage.

Who is this guide for?

This guide is for any company participating in the Fringe.

What does this guide provide?

Guidance is provided to assist companies participating in the Fringe in developing and supporting a sustainability plan, whilst offering tips to being more sustainable during their time at the Fringe.

What is sustainability?

Sustainability considers three important factors: the environment, social responsibility and the economy. The following statements summarise the key components of a sustainable approach to life:

- 1) The environment and sensitive areas are stewarded effectively
- 2) Waste to landfill is minimised – reduce, reuse, recycle
- 3) Sustainable travel options are supported and promoted
- 4) Where practical local, ethical and green products are purchased
- 5) Accessibility rights are valued and ensured
- 6) Minority and segregated groups are engaged with.

Why sustainability?

Environmental obligations

Although the climate has naturally changed through Earth's history, recent trends suggest that humans are influencing modern change. Primarily a product of fossil fuel emissions, climate change not only threatens the natural world, but also the economies of developed and developing countries. If human action is driving climate change, it can also mitigate it. Everyone has their part to play in creating an environmentally friendly world.

Diversity and accessibility

The Edinburgh Fringe is an environment in which everyone is welcomed without prejudice. In the interests of diversity and equality, no person should be isolated from the festival's services by matters of accessibility.

Local economy

Sustainable practice helps support the local economy, and the livelihoods of local people.

Healthy staff

Sustainable practice also aids the health of your employees.

Save and make money

A move towards sustainable operation does not have to be costly. In fact, many steps towards sustainability will provide opportunities to save money instantly, or after a short period (eg, re-using materials, efficient energy use etc). More sustainable companies may also find they have a competitive advantage over rivals, with sustainable values growing within the public consciousness. There is little doubt that legislation will catch up with green issues, and sustainable practice will be enforced by law. A move towards sustainability now will ensure that the stress of late compliance is avoided. Pre-emptive action will also provide the time to organise the most cost effective solutions to sustainability.

Getting started

Sustainable practice is not something that can be achieved overnight. Try starting with the following steps:

- 1) Ensure that all involved in your company are committed to sustainability
- 2) Review and assess your current practice using this guide to inspire your plan
- 3) Think big, start small – Begin by focusing on one area of sustainability, and improving it (eg, accessibility, eco-efficiency)
- 4) Use this guide to aid efforts in improving target areas.

1 Creating your sustainability plan

1.1 Identify your company's sustainability issues

Use the sustainability statements summarised above and the tips summarised in section 3 to help assess what your sustainability issues are.

1.2 Assess any risks involved

Consider the risks that sustainable action may present to your company, assessing their likelihood/severity assessed.

1.3 Define the scope of your plan and budget accordingly

Determine the time span of your plan, budgeting for time, money, people etc.

1.4 Discuss your plan with others participating in the Fringe alongside your company

You never know, you may manage to convince them to work towards sustainability alongside you.

1.5 Create a sustainability commitment statement

This statement should summarise your commitments to sustainability and the action you intend on taking. Ensure that this commitment is thrust in to the public eye.

2 Supporting your sustainability plan

2.1 Create a Sustainability Action Team

Depending on the size of your company, the size of your team may range from one dedicated person to everyone in your company. This team is responsible for ensuring that your sustainability plan is adhered to.

2.2 Assign a health champion (optional)

This person should be responsible for spreading useful health information through the company. You may wish to have this member of staff within your Sustainability Action Team.

2.3 Develop measurable objectives and targets

Depending on the opportunities present in your company, you may wish to make a whole range of objectives eg decrease waste to landfill. You may also wish to benchmark your environmental impact through carbon foot-printing.

2.4 Train all staff to support sustainability

Training may be on topics such as environmental awareness, recycling tips or efficient energy use. Fringe Central will host various professional development sessions each August focussing on issues of sustainability. These sessions are free to all registered participants.

2.5 Regularly review your objectives

Reviews should consider any completed objectives, success of recommendations from past reviews etc.

2.6 Document and report progress

Reporting is a vital step in keeping track of your pledge to sustainability. It keeps your sustainability team, your staff and the public up to date with progress.

2.7 Adhere to legal or 'other' requirements

Such requirements may be for example, legislative compliance with waste regulations, corporate requirements with sponsors or compliance with voluntary obligations to accessibility.

3 Top tips for improving sustainable practice

The following section provides tips in making your company more sustainable with regards to the environment and the local economy and society.

If you share a venue with other companies, share this information with them and join forces in improving sustainability.

3.1 Environment

Travel

- 1 Utilise railways or car-pool when travelling to Edinburgh. The Fringe Society has facilitated car share options with GoCarShare and Tripshare. Information can be found here: (<http://www.edfringe.com/planning-your-trip>)

Did you know?

Edinburgh to London by air contributes 0.19 tonnes of carbon dioxide to your carbon footprint. The same route by car (average petrol) contributes 0.11 tonnes of carbon dioxide. Coach travel releases 0.02 tonnes of carbon dioxide. The same route by rail contributes only 0.01 tonnes of carbon dioxide.

- 2 Promote and use sustainable travel choices in Edinburgh. (refer to appendix 3)
- 3 Ensure staff can use sustainable travel options with effective rotas. Poor rotas may restrict the use of walking home, cycling or using buses.
- 4 Locate and use amenities that require little transport. Fringe Central provides rehearsal spaces and internet access in the middle of town. The Fringe Society can assist you in locating any other services you may need.

Picking a venue, and improvements

- 1 When picking a venue, ask about their environmental credentials. Look out for venues signed up to the Green Venue Initiative (more info at <http://www.festivalsedinburgh.com/content/green-venue-initiative>).
- 2 If you feel comfortable, you may wish to approach venue staff with suggestions for improvement should they be appropriate. You can separate these into short term and long term changes:
Short term changes may include – energy saving bulbs, light motion sensors, hippos in toilet cisterns, motion sensors in toilets to control urinal flushing, tap aerators/push taps to reduce flow, fix leaking taps.
Long term changes may include – efficient heating and cooling systems, insulation of walls and roofs, sustainable windows and efficient boiler units.
- 3 You may also wish to discuss recycling options with your venue should you notice that improvement can be made. (Fringe Society can provide a list of contractors – refer to Appendix 1)
- 4 If a recycling scheme is in place, you may wish to discuss improving signage and recycling points within the venue.

Did you know?

A dripping tap can waste up to 5 tonnes of water in a year.

Using a venue

Different venues will offer varying levels of control in how you use their venue. Consult venue management should you believe the implementation of these tips breach any agreement you may have.

1. Ensure heating and air-conditioning isn't on at the same time.
2. Set 'dead zone' in air conditioning and heating system where neither is on (typically between 19 and 24 degrees Celsius).

Did you know?

Turning down your room thermostat by just one degree can save around £55 and 230 kg of Carbon dioxide a year.

3. Set thermostats at different temperatures – public/non public areas do not require similar heating and cooling schemes.
4. Discourage automatic heating/lighting/computer turn-on.
5. Prepare a lighting and equipment responsibility plan delegating the responsibility of lighting and equipment turn-off to a member of your company. A similar plan should be written for vacation periods.

Did you know?

Keeping your air-con filter clean can lower your air conditioners energy consumption by 5% to 15%.

6. Reduce water heating thermostat to 60 degrees Celsius (no lower though, to avoid legionella).
7. Ensure equipment is modern and efficient.
8. Ensure air-con filters are clean.
9. Avoid portable heating units.
10. Avoid standby function on all appliances.
11. Ensure fridges/freezers are not set too high – de-icing is a crucial step in maintaining efficiency.
12. Ensure efficient use of printers – double-sided printing, recycled paper etc.
13. Ensure that production lighting is efficient:
External lighting – Reduce hours of operation, replace tungsten lights with compact fluorescent lights, replace external lights with LEDs
Non-stage lighting – replace tungsten lights with compact fluorescent and halogen downlighters with LEDs
Stage lighting – Switch off discharge lighting between matinee and evening shows. Refrain from turning on lights until half an hour before the show starts

Set design and materials

- 1 Use renewable sources for sets, such as sustainably sourced timber or non-pvc materials, recycled wood and re-used materials.
- 2 Avoid the use of polystyrene for props.
- 3 Choose corrugated plastic board over foam-core. (Julies bicycle)
- 4 Use environmentally friendly paint – minimal Volatile Organic Compounds (VOCs) content.
- 5 Where appropriate, use in-house or locally sourced equipment.
- 6 Plan for where production equipment will be going after the event or tour.
- 7 Reuse or recycle all materials that can be.

Case Study

Sustainable media campaign – Bedlam Theatre, Adam Alton (adam@bedlamfringe.co.uk)

During the Fringe, Bedlam Theatre plays hosts to an eclectic mix of theatre, dance and comedy, providing some of the most innovative shows the Fringe has to offer. Several lessons on sustainability in the arts can be learnt from Bedlam's sustainable practice, particularly their media campaign during the 2012 Fringe. Whilst Bedlam's management recognised the environmental impact of the excessive paper use in their printed Fringe programmes, there remained concerns that recycled paper was too expensive and would not provide the glossy finish they were looking for. A compromise was made, creating a brochure comprising a one sheet non-recyclable, glossy front cover, with recyclable paper within. Printing locally, the environmental impact of couriering services was eliminated, as was the cost of delivery. Furthermore, the price for the recyclable brochure was exactly the same as a non-recyclable version.

Publicity and marketing

1. Use environmentally friendly materials for publicity and marketing (FSC, recycled paper, vegetable dyes etc).
2. Consider realistic print requirements to avoid leftover materials – The Fringe Society's Participant Services can provide advice on print run sizes.

Did you know?

Anecdotal evidence from companies suggests that giving out a small number of flyers each day while engaging in conversation with potential audience members is far more effective than passing out 500 fliers without any other engagement. It is therefore recommended that companies calculate capacity and reduce their print run to accommodate actual need.

3. Use local printers for media materials (eg flyers) to avoid emissions of transport.
4. Use print companies within walking distance of your venue or accommodation.
5. Recycle all publicity materials at the end of the festival.

Did you know?

The Fringe Society provides a reuse/recycle day in Fringe Central at the end of the Festival. This provides participants an opportunity to recycle their Fringe materials, from flyers to fridges. Contact the Fringe Society offices for more information.

6. Invest in any signage that can be used year after year.
7. Flyer and promote your show strategically – do a bit of research and flyer the exits of thematically similar shows to yours. Make a partnership with companies running thematically similar shows to yours and flyer each other's audiences.

Case Study

Sustainable sets and costumes – Team M&M, Pantry Shelf, Mark Prebble (markdprebble@gmail.com)

Team M&Ms 2011 production, The Pantry Shelf, is proof that sustainability can be at the heart of an award winning, well-reviewed theatre production. The set, described in one four star review as 'big, bold and colourful' was primarily constructed from sustainable sources. Cardboard and wood were reclaimed from local businesses, whilst off-cuts of materials and used costumes were sourced and reworked into new costumes. This reuse of materials not only ensured sustainability, but saved Team M&M money.

Audience

1. Provide tap water to audiences to reduce the need for bottled water.
2. Advertise sustainable travel options to audience – information in fliers, brochures, web-sites and within your venue (refer to Appendix 3).
3. Provide recycling points for audiences and use signage to promote its use.

Staff

1. Provide good recycling facilities and signage for staff.
2. Provide signage to improve energy use (power down computers, turn off lights, check kettles etc).
3. Promote and provide information on sustainable transport facilities.
4. Provide tap water to reduce the consumption of bottled water.
5. Provide good tea and coffee facilities to reduce takeaway coffees and packaging.
6. Reduce ecological footprint of food – buy fair-trade, organic, seasonal, local and regional sources where possible.
7. Reduce food packaging.
8. Provide washable or compostable/recyclable cups and utensils instead of disposables (refer to Appendix 1).
9. Use laptops rather than desktops, and recharge at night (11pm – 5am)..

Benchmarking environmental impact

1. Locate electricity, gas and water meters for the venue
2. Take and record weekly meter readings
3. Record amount of waste recycled or disposed off (can be in bags per week)
4. Record travel data for staff and volunteers
5. If possible, record travel data for audience
6. Register with Julies Bicycle (www.juliesbicycle.com) and input data to get carbon footprint

Did you know?

Night time electricity has a smaller emissions factor than day time electricity.

Did you know?

Laptops typically uses 85% less electricity over a year than desktop PCs do.

Case Study

Sustainable lighting – Puppet State Theatre Company, The Man Who Planted Trees, Elspeth Murray (elspeth@puppetstate.com)

Puppet State Theatre Company's CSPA award winning show, The Man Who Planted Trees, has made a commendable effort in retaining a low impact, sustainable lighting rig. By ensuring that their set looked great even in daylight, a little lighting went a long way, with early shows utilising only four 100 watt floor lamps. Now playing in larger venues, with large lighting rigs and dedicated technicians, the opportunity to expand the shows lighting has presented itself.

The Company have however, stayed true to their sustainability commitments. Elspeth Murray from Puppet State Theatre Company told the Fringe, 'We try not to get carried away when offered the option of six lamps to achieve a certain effect when two will do. Sometimes this means that the production team are pleased to have less ladder-climbing, light-focusing work to do - on top of the energy saved. Other times, I get the impression that they have a team who are used to rigging huge productions and might feel under-employed if we don't spend all day putting up a massive lighting rig. In those instances I find that getting to know the crew - checking out pictures of their kids and pets on their phones or finding out about cool things to see locally - is a good alternative to wasting energy for the sake of something to do!'

Using a venue

1. Raise any issues of accessibility with venues, and work to improve these issues.
2. Make your venue a healthy environment to work in – potted plants, comfortable seating, lunch brunch groups etc

Staff and volunteers

1. Promote and support healthy diets and lifestyles – smoking cessation, physical activity etc
2. Ensure health and safety of all staff members
3. Procure fair trade food and drink options
4. Where possible, recruit from the local population
5. Follow ethical hiring practices

Positive impacts and the local population

1. At the end of your run, donate any unwanted equipment or sets to local drama groups, youth groups, nurseries or charities. The Fringe Society can help you find groups that may appreciate your donation
2. Donate any leftover food from events to local charities
3. Buy local produce, and support local enterprise
4. Consider using some of your time in Edinburgh to hold a fundraiser for a charity of your choice

Case Study

Sustainable transport and engaging audiences and local populations - Nutshell Theatre, Allotment. Kate Nelson (kate@nutshelltheatre.co.uk)

Nutshells Theatre's CSPA and Fringe First award winning show, Allotment, is a production with sustainability at its heart, particularly with regards to audience engagement. Having set the production outside of Edinburgh, on a real allotment site in Inverleith Park, Nutshell Theatre could push public transport travel to their audience. Audience car transport was deterred further by high parking rates and poor accessibility. The show was also used as a platform for community education, with the aim of empowering and connecting communities. One such example is the intergenerational planting project held whilst touring the show in Paisley, Scotland, bringing together the area's very elderly population with the participants of a local mothers and toddlers group.

3.2 Social responsibility and the local economy

Picking a venue

1. Use and support venues that promote accessibility and diversity

Did you know?

When signing up to the Fringe Society, venues can opt in to sign our best practice code.

When venues sign this code, they are committing themselves to ensuring accessibility, diversity and equal opportunities.

2. Use and support venues that engage with local populations through charity work

5. Engage disadvantaged or target groups (children, servicemen etc.) with discounted ticket prices or deals

Appendix 1 – Suppliers and contractors (lifted straight from GVI)

Vegware develops, manufactures and distributes a full range of completely compostable food packaging and catering disposables. More info can be found at, www.vegware.com

Changeworks Recycling Ltd. is part of the sustainable development charity Changeworks and operates as a self-financing social enterprise company. We are committed to protecting the environment by providing easy to use, convenient and cost effective recycling services for businesses. Profits are reinvested to improve and expand the range of services offered. We offer the broadest range of recyclates and a comprehensive confidential data service collected direct from your premises. We have no minimum uplift quantity, and offer fully flexible service frequencies to suit your needs.' <http://www.changeworks.org.uk/>

Viridor 'can offer you everything from one-stop-shop recycling collections, right through to our fully integrated contract services.' <http://www.viridor.co.uk/>

Polymer Recycling Ltd 'offers a method of DVD, CD and CD-Rom destruction that recycles 100% of the compact disc, jewel case and packaging without the use of chemicals, in a totally secure environment.' <http://www.polymerrecycling.co.uk/>

Festivals Edinburgh can provide advice on sustainability-minded suppliers for flyers, posters and other media materials. Contact Harry Giles for more information (Harry.Giles@festivalsedinburgh.com)

Appendix 2 – Information on reuse/recycling opportunities in Edinburgh, and online

Each year, the Fringe Society stages 2 reuse and recycle days at the end of the festival. These days centre around Fringe Central and allow companies to bring good quality, clean props, costumes and sets to be reused. Additionally, participants are invited to bring their excess print materials for recycling.

Edinburgh has a plethora of recycling points dotted around the city. Access the Fringe website's database of recycling points here, <http://www.edfringe.com/participants/downloads>

Information on the further recycling services provided by Edinburgh Council can be found here, <http://www.edinburgh.gov.uk/info/1055/recycling>

For information on recycling sets, or set exchange, visit the following site - <http://www.scenerysalvage.com>, www.set-exchange.co.uk

For an opportunity to donate or exchange miscellaneous materials like props, costumes, carpets, furniture and electrical equipment, numerous websites are available: www.freecycle.org, www.traid.org.uk, www.gumtree.com

Edinburgh has numerous charity shops around the city that will take in unwanted clothes and some furniture and electrical equipment. The Fringe Society office staff can provide the contact details of charity shops.

Tesco provide a battery recycling service in their stores. There are several located around town – the close to the royal mile is at 59-62 South Bridge, EH1 1LS

Appendix 3 – Sustainable travel information

Travel in Edinburgh

Walkit helps Edinburgh walkers plan routes through the city, providing information of journey time, distance, calories burned and carbon dioxide diverted. www.walkit.com

Cyclestreets is a website that allows cyclists of Edinburgh plan cycle routes through the city, providing information on journey time and distance, along with calories burned, carbon dioxide diverted and business of streets. <http://edinburgh.cyclestreets.net/>

Lothian buses provide a reliable, quick and cheap bus service that reaches most of the city. The company also provides night buses after midnight, although services vary. <http://lothianbuses.com/>

Travel to Edinburgh

Fringe participants wishing to travel to Edinburgh by car should consider car pooling. More information can be found at the following sites - <http://www.gumtree.com/rideshare-car-pooling/edinburgh>, <http://www.carpooling.co.uk/> <https://carshare.liftshare.com/default.asp> <http://www.nationalcarshare.co.uk/>

For rail enquiries within the UK, www.nationalrail.co.uk

Appendix 4 – Further resources for sustainability in the arts

The Centre for Sustainable Practice in the Arts provides a 'network of resources to artists and arts organizations by gathering and distributing information from partnering information sources, and through the development of special initiatives designed to enable sustainable practices while maintaining artistic excellence. The CSPA views sustainability in art-making through environmentalism, economic stability, and strengthened cultural infrastructure.' More information can be found at <http://www.sustainablepractice.org/>The Ashden Directory is a database of 'companies, performers, storytellers and artists that are working consistently with environmental themes', providing an invaluable opportunity to network with sustainably-minded people in the arts. More information at <http://www.ashdendirectory.org.uk/default.asp>

Green Theatre Programme for London is the Mayor of London's 'response to the overwhelming concern of the theatre sector to reduce any negative impact on the environment.' A useful guide has been developed providing advice and case studies for bettering the environmental impact of theatres. It can be found at <http://www.london.gov.uk/archive/mayor/publications/2008/docs/green-theatre-report.pdf>

Green Venue Guide is a freely available interactive webtool and publication, developed by Festivals Edinburgh, that offers advice and resources to venue managers in becoming more environmentally friendly – most of the resources are transferable, and do not apply to just venues managers. The guide provides a very useful tutorial on reading energy and water meters, and example environmental policies. The guide can be found at <http://www.efgreen.co.uk/>

Julie's Bicycle has produced a useful guide for approaching environmental work in the arts. It can be found at <http://www.juliesbicycle.com/media/downloads/JB-Environmental-Resources-for-the-Arts.pdf>

Appendix 5 – Further resources for targeting environmental impacts

Waste

Zero Waste Scotland is a programme managed by Waste & Resources Action Programme (WRAP) on behalf of the Scottish Government, providing information and tips on recycling, amongst other waste-based issues. For more information, visit <http://www.zerowastescotland.org.uk/>

Water

Waterwise 'is a UK NGO focused on decreasing water consumption in the UK and building the evidence base for large scale water efficiency.' For tips on lowering your water consumption, visit <http://www.waterwise.org.uk/pages/save-water.html>

Energy

SMEasure provides tips and advice for managing your energy efficiently, as well as providing a management tool. For more information, visit www.SMEasure.org.uk

Julie's Bicycle's Moving Arts – Theatre report provides some good tips for touring theatre about lighting and transport that can also apply to temporary venues. To access the report, visit <http://www.juliesbicycle.com/about-jb/publications>.

The Green Helpline 'Greenhelpline.com is an independent, CO2 footprint and price comparison service which provides customers with fast, free, friendly advice on their best green energy deal.' www.green.energyhelpline.com

Carbon emissions

Julies Bicycle provides a carbon footprint service, which calculates the carbon dioxide emissions from energy use, water use, waste and travel. For more information, visit www.juliesbicycle.com

The Carbon Trust has provided a host of useful tools and guides to assist, and display the advantages of, cutting carbon emissions. For more information, visit www.carbontrust.co.uk

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