

# The Green Sheet

Issue Two

January 2009

## Mayor Bloomberg introduces BROADWAY GOES GREEN

On November 25, 2008, in a festive press conference inside of the Eugene O'Neill Theatre, Mayor Michael R. Bloomberg and members of the Broadway community announced the launch of Broadway Goes Green. In cooperation with the Mayor's Office of Long Term Planning and Sustainability and the Natural Resources Defense Council, BGG is an industry-wide initiative to reduce Broadway's carbon footprint, adopt environmentally sustainable practices and promote environmental awareness in the creation and presentation of Broadway shows.

Accompanied by Broadway characters who are already green -- Elphaba from *Wicked*, Nicky from *Avenue Q*, the monster from *Young Frankenstein* as well as a chorus in green and white shirts who sang "Broadway's Going Green", written by Neil Benjamin and Seth Rudetsky, Mayor Bloomberg emphasized that the initiative is part of the city's overall commitment to a "greener, greater New York, and to turning the Great White Way green."

Broadway Goes Green is not just a publicity ploy; it's a sincere, determined effort by the theater community to reduce its carbon footprint and champion a more positive, eco-friendly way of doing business.

Nationwide, this is still a piecemeal effort, but the coordination of the Broadway theater owners and producers in their efforts is a vital step in shifting public perception and highlighting the importance of conserving our natural resources.

### Let's hear from the Crew

By John Curvan, WICKED Sound Department

As of October 2008, the New York company of *Wicked* has switched from using regular alkaline batteries to nickel-metal hydride (NiMH) rechargeables in all of our wireless microphones. We alternate between two sets of rechargeables to allow sufficient time for recharging. We expect these two sets of rechargeables to last for twelve months. There are many 'green' benefits from using these batteries:

With the old alkaline batteries, we used 38 AA's per show. This resulted in 15,808 used batteries per year. Now we will only need to dispose of 80 NiMH batteries each year. This will reduce, over the next five years, 78,640 batteries from entering the waste stream. That works out to 3,963lbs of solid waste. Just a bit less than 2 tons.

The new batteries are also mercury-free, cadmium-free and lead-free.

They are in compliance with the European Union's stricter RoHS standard (the Restriction of the use of certain Hazardous Substances in electrical and electronic equipment).

The last green benefit is money. We pay 29¢ for each alkaline AA battery. That works out to \$4,742 every year. The NiMH batteries are \$3.18 per cell, and require five rechargers for \$66.97 each. Rechargeables cost \$589.25 the first year and \$254.40 each subsequent year (each year we will need new cells but not new chargers). I estimate this will save \$22,103.15 over five years.



### The 1-2-3's of plastics...



Wonder what the numbers on the bottom of your plastic containers mean?

Choose your plastics wisely...



**Safe & recyclable**



**Avoid - not recyclable**



**Safe & recyclable**



**PC - Questionable - not recyclable**



**Safe & recyclable**



**Safe & recyclable**



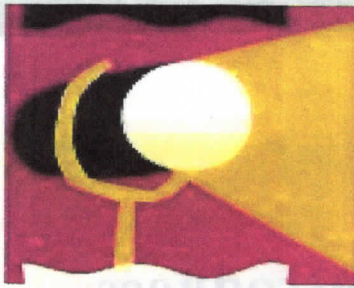
**Avoid - not recyclable**



**PLA - Safe but not recyclable**



## SPOTLIGHT ON . . . . .



## "Did You Know?"

The top 10 highest ranking countries in the Environmental Performance Index 2006 are:

1. New Zealand (88.0)
2. Sweden (87.8)
3. Finland (87.0)
4. Czech Republic (86)
5. UK (85.6)
6. Austria (85.2)
7. Denmark (84.2)
8. Canada (84)
9. Malaysia (83.3)
- and Ireland (83.3)



## Going Green makes good business sense.



The Broadway League saved money and trees by sending its annual Christmas card by email, instead of snail mail. When Jujamcyn sent out Ecards instead of mailing holiday cards this year, they saved 46 lbs of paper and \$397. When CHICAGO stopped buying cases of bottled water and replaced them with a filtered water system, they saved nearly \$500 a month. When the WICKED Sound Department switched from disposable AA batteries to rechargeable ones, they saved the company around \$4000 per year.

By Andrea "Spook" Testani, PSM

As we were preparing to go into rehearsal for "All My Sons" we wanted to see how we could join the crusade in turning Broadway green. Throughout the production process, from rehearsal through tech and into performances, we found that the biggest challenge was keeping people aware of the efforts. At times our efforts seemed small and insignificant, but just like "saving your pennies," we realized that all of our small efforts added up. If nothing else, we feel that we brought more awareness to our cast and crew about the benefits of recycling and thinking a little more green! Here are some of the ways that we practiced being green...

**Pre-production:**

We sent out almost all contact sheets and calendars via email.

**First rehearsal:**

We announced that we were going to try to keep the production as green as possible and provided re-usable coffee mugs and re-usable water bottles to the company.

**Rehearsal:**

We concentrated on cutting down on paperwork: we did not make extra scripts ahead of time, we used scrap paper as much as possible and we emailed as much information as we could. We also used Seventh Generation tissues and paper towels. Our rehearsal space did not recycle, but we set up a recycling center to get the cast into the habit. We strictly regulated the A/C ourselves and were very conscious about turning out lights when they weren't needed.

**Production:**

We put up signs throughout the building bringing attention to all of the ways that people can help be green: reminders in the dressing rooms to turn off the air and the lights when they leave the room, to unplug any appliances when they are not using them, to recycle.

**Thoughts:**

The big thing that we learned is that it would be very helpful to have one person assigned to the greenification efforts especially during this period of the process, as stage management was overwhelmed with other tasks and the green efforts fell by the wayside for a bit.

We also found that approaching the subject at the right time is part of the battle. The best way to implement green practices is before routines are set in place. It's more about education than anything else. Being green doesn't take more time and isn't much more trouble than doing things the usual or conventional way – it just takes a slight change of focus and an awareness of the issue.



**Green Holiday Gifts...**The theater community also embraced BGG with green holiday gifts this year...

**Chicago** gave out aluminum water bottles with the show's logo (to be filled at the new filtered water cooler), a re-usable "Chicago" bag and a donation to the Mendocino National Hunter Fire Restoration Project in California that is planting trees to restore the wildlife habitat destroyed in forest fires.

**Ticketmaster** had the same impulse and gave out water bottles, recyclable bags and green coolers.

**Avenue Q** gave everyone who works in the building an aluminum water bottle with the show's logo and a place to print your name on it. The cutest green gift came from our resident green team leader, Jane Pien, the show's puppet wrangler. She recycled the fabric door tree ( she took 3rd place) she made last year and used Japanese Eco-Bags as ornaments. Everyone who visited her door got a reusable bag from the tree as a parting gift.

**Road Rebel** (a company that books housing and cars for touring companies) gave out nifty little pouches the size of a CD case that unzip to become a full-sized shopping bag with handles.