

ISSUE #6

THE GREEN SHEET

A Publication of the Broadway Green Alliance

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Broadway's Green(er) Marquee Lights



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Making Smarter Paint Choices

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Show Spotlight

B'way Shows Take Greener Actions

The cast and crew of *Finian's Rainbow* and *Mamma Mia!* take action to reduce waste.

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AND

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green@broadway.org



November signaled the one-year mark since Mayor Michael Bloomberg joined forces with the Broadway League to announce the launch of "Broadway Goes Green", now the Broadway Green Alliance (BGA).

Look inside for a report on our first year and information on our December 9, 2009 E-Waste Event in Times Square.

Using data collected from facility directors, stage managers and BGA Green Captains in New York and on the road during our first year, the BGA is establishing benchmarks for greener theatrical practices and productions.



Above: The Al Hirschfeld Theatre's marquee lamps and rooftop Hair attraction sign are energy-efficient cold cathode bulbs.

To date, 38 Broadway theatres have converted to energy efficient lamps on their marquees and exterior lighting displays, with expected savings of two million kilowatt-hours a year.

WWW.BROADWAYGREEN.COM

The BGA is pleased to announce the launch on December 7th, 2009 of a redesigned BroadwayGreen.com website, donated by Situation Interactive. The new website will help the BGA reach professionals and supporters across the country. Theatre practitioners, artists, producers, administrators, managers, designers, educators, technicians, shops, fans and environmentalists can follow the BGA's progress, and participate in an online dialogue to provide input about the BGA's ongoing efforts. Video footage of BGA members and backstage efforts will be added on an ongoing basis.

One year after Mayor Michael Bloomberg joined forces with the Broadway League to announce the launch of Broadway Goes Green, the Broadway Green Alliance (BGA) is pleased to report the actions taken by its members. With the leadership of six committees, the Alliance is working to educate and inspire environmental action among theatre professionals and audiences. With the guidance of the Natural Resources Defense Council and the Mayor's Office for Long Term Planning and Sustainability, the BGA is ensuring that New York's legit theatre community is working toward helping Mayor Bloomberg's PlaNYC goal of reducing New York City's carbon footprint by 30% by 2030.

Since the initiative's launch, the bright lights of Broadway have gone green – nearly all of Broadway's theatres have converted marquee and roof signs to LED or CFL bulbs. Additionally, most venues are participating in new recycling and energy curtailment programs, as well as switching to more eco-friendly cleaning products and appliances. Many Broadway venues have begun to use water filtration systems so that actors and crew members can use refillable containers instead of plastic bottles. Crews at theatres on Broadway and across the country have been exploring battery recharge and recycling, organic laundry detergent alternatives and various other cost-saving and environmentally responsible procurement choices. Touring shows participating in Touring Green have offset over 4,000 tons of carbon emissions from investing in wind power, methane digesters, and other projects through Native Energy.

The BGA's work extends beyond the life of a theatrical production, to take into account the impact that a show's closing can have on the local ecosystem. Of 8 Broadway shows



Will Ferrell submits a green tip at the Lipton Sustainability-tea booth at the 2009 Tonys. Lipton donated funds which underwrote Playbill's first program printed on recycled paper.

that closed in January 2009, 88% of scenery was recycled or reused, instead of going to landfill. The BGA's Pre-/Post-Production Committee is focusing efforts on collecting and disseminating information on how set elements may be recycled or re-purposed following the closing of a production.

With the support of the Broadway community, the BGA has infused various industry events with environmental ethos. All Broadway theatres participated in Earth Hour on March 28, 2009 by dimming marquee lights from 8:30-9:30pm. Additionally, the 2009 Tony Awards featured several greener improvements, including hybrid limousines for guests, recycling bins in the offices and lobby, a red carpet made from recycled materials, and renewable power donated by Suez Energy.

BGA E-WASTE EVENT

December 9, 2009

11am - 1pm

Times Square, NYC (@ TKTS)

On December 9th, representatives of the entire Broadway community will gather in Times Square to properly discard the electronic waste from their shows, theatres and offices. WeRecycle!, a leading IT recycling company, has donated collection services for the event.

The event will include Broadway cast members and informative speeches about e-waste and the BGA. Proper disposal of electronic products such as computers, entertainment device electronics and mobile phones prevents the leaching of hazardous materials into the environment. E-waste is often "downcycled" in developing countries, where local residents are exposed to toxic contaminants, which can cause serious health problems.



WeRecycle!

www.werecycle.com



e-Stewards

For more information about how to find a local partner to plan your own community e-waste drive, please visit:
www.e-stewards.org

Rainbow Radiates Green from Within

Contributed by *Finian's Rainbow* Green Captain, Elisa Van Duyne

Thanks to Jujamcyn Theaters, the St. James Theatre (home to *Finian's Rainbow*) already boasts green friendly practices. For instance, recycling bins are set up for both patrons and backstage cast, crew & musicians, CFL bulbs are used on the marquee and in dressing rooms, and biodegradable laundry detergent cleans the casts' washable costumes. However, one wasteful practice was not being addressed: PLASTIC WATER BOTTLES.

Over the last 2 years, extensive research has been conducted on the chemical leaching of plastic bottles. In addition to the leaching of chemical bisphenol-a (BPA), new research has found that "if you drink water from plastic bottles, you have a high probability of drinking estrogenic compounds," according to lead researcher Martin Wagner, an ecotoxicologist at Goethe University in Frankfurt. Not to mention the overwhelming waste of plastic bottles glutting our landfills.

As one of the BGA representatives for *Finian's Rainbow*, I decided to take action.



Jim Norton and fellow Finian's Rainbow cast members with their water bottles.

Thanks to Eastern Mountain Sports, my cast was offered a 15% group discount on all stainless steel and aluminum bottles. Many company members already had their own reusable bottles with show logos they received from former show producers. I encourage all producers to look into this investment, with the hopes of encouraging cast, crew & musicians to join the battle for greater health and less waste. Instead of spending money on plastic water bottles, give each cast member a reusable bottle.



Actors' Equity Binder Recycling

As a member of the Broadway Green Alliance, Actors' Equity has begun a **binder recycling program** for script binders that are used by actors, stage managers and other industry professionals during readings and rehearsals.

Members of the theatrical community are invited to recycle binders by dropping them off at 165 West 46th Street, 15th Floor Reception.

At the present time, Equity is collecting binders from all sources and encourages everyone to drop off as many binders as possible. Once Equity's supply is adequate, individuals will be able to pick up binders free of charge, provided they agree to return the binders when finished.



Fenton and female ensemble members show off their reusable glow sticks.

Mamma Mia! Broadway PSM Andy Fenton has recently initiated the switch from



plastic-covered, chemical-filled glow sticks to reusable glow sticks with rechargeable batteries. On a yearly basis, the switch will divert 4,160 glow sticks, and their chemical components, from entering the local waste stream.

After the Show is Over

by Marshall Carbee, Local 829 USA
and Larry Clow, Journalist



Scenic artists work hard, and the end of a successful show is cause for celebration. When the show is over and the sets have been struck, scenics are done with the job and ready to move on to the next gig. But the job may not be done with them.

The paints, paint strippers, cleaning supplies and other materials that scenics work with often are chock full of volatile organic compounds (VOCs). Organic chemicals are used in paints and other products to improve durability and product performance. But as paint dries (or even when it is simply stored), it emits VOCs.

Exposure to VOCs can result in immediate symptoms, such as headaches or dizziness, visual disorders, and memory impairment. Careful use of paints, cleaning products and other products containing VOCs can lessen these symptoms, but problems persist and the United States EPA has labeled VOCs as possible carcinogens.

Working around these products for 12 to 14 hours a day—as many scenics do—can lead to serious health problems later in life. Not even the most careful scenic following all safety precautions to the letter can fully avoid these problems.

Scenics aren't the only ones at risk. After a show is over and the sets are struck, the discarded scenery often ends up in a landfill. Some materials decompose, some don't. But the paints, coatings, and other chemicals used to create those sets continue to emit VOCs. Groups like the BGA and others are working to cut down on the waste and pollution that comes with discarded

sets, but wider awareness is needed.

It doesn't have to be this way, though. Going green is a choice that all artists can make easily these days, and scenic artists are no exception. Paints and coatings with low or no VOCs are available, often at a price comparable to the VOC-laden paints that scenics have used for so many years.

During the next few months, we will be exploring the ways in which scenic artists can go green. We'll learn from working scenics about the methods they're using—from natural, VOC-free paints to the use of sustainable practices—to make their work safer and sustainable.

We'd like to hear from you. Please email green@broadway.org to share stories about going green. Together, we can make sure that, when the show is over, scenics can walk away healthy and ready to create again.

GREENER HOLIDAYS



This holiday season, try using found and recycled materials for decorating backstage areas and offices. Also, consider purchasing environmentally responsible gifts for fellow cast members, crew and staff. Here are a three great resources:



www.ecoplum.com



www.treehugger.com/giftguide



www.green.yahoo.com/gift-guide



BGA Presents at LDI "Green Day"



Thanks to Showman Fabricators, this year's Live Design Institute conference pointed the spotlight on greening initiatives. The conference featured an all day session: *Green Day: Greening in the Entertainment Industry*, with presentations by BGA Co-Chair Charlie Deull, Pre- and Post-Production Committee Chair Bob Usdin of Showman Fabricators and more than 20 representatives of other companies



working to green the entertainment industry. Showman Fabricators also hosted a Green Technology Today Showcase, featuring innovative products and services, and sponsored awards recognizing best green products and events. The BGA played a major role in the conference and the showcase, highlighting the significant efforts that the Broadway community is already undertaking and the market demand for continued improvement in greener lighting and scenic technology.

Above: Green Technology Today showcase at LDI.