
The Canadian Green Alliance's Community Update

Sustainable Theatre Guidebook, Membership, & future
projects

What is the CGA?

- A not-for-profit devoted to bridging the gap between theatre and sustainability.
- Three prong approach to aiding arts organizations
 - ◆ Resources
 - ◆ Education
 - ◆ Community
- Membership organization that offers resources, one-on-one consultation and training for arts organizations.



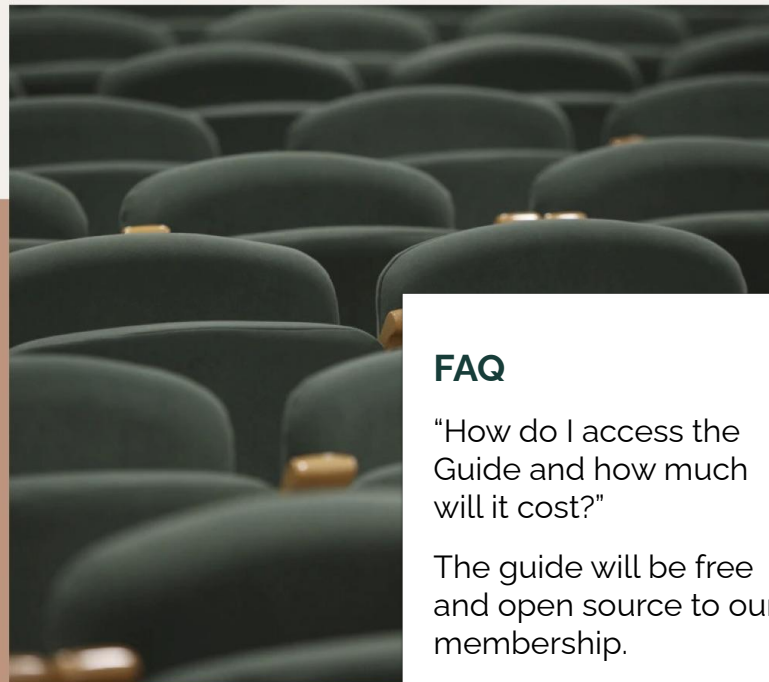
What is the Sustainable Theatre Guidebook (and who is it for?)

- Guide of best practices for making ecologically responsible theatre in Canada.
- Each chapter is dedicated to a different theatrical department.
- Co-authored by experts in sustainable theatre across the country
- Inspiring think pieces by some of Canada's leading activists

ALLIANCE

THE SUSTAINABLE

Theatre Guidebook



FAQ

"How do I access the Guide and how much will it cost?"

The guide will be free and open source to our membership.

WHAT'S IN THIS GUIDEBOOK?

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The Guide at a Glance...

Our guidebook was co-authored by experts in sustainable theatre across the country.

These experts range from arts workers to green energy consultants, from chefs to activists, politicians, architects and beyond.



Canadian Green
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THE SUSTAINABLE
Theatre Guidebook

How Does The Guide Work?

Each chapter is broken up into three categories:

- System Swaps
- New Systems
- Community

EXECUTIVE VISION

Cultural Leadership is Climate Leadership

By Emma Stenning

There comes a moment in every Executive Director's career, when you realise that your work is less about management, and more about leadership. It can happen at any time, I'm sure. And, whilst that transition might be connected to the scale of your organisation, the depth of resources at your disposal or the strength of your senior management bench, I have seen far too much extraordinary leadership from those at the helm of small companies, or working independently, to know that whilst those things might make it easier, they are far from the essential ingredients.

The secret sauce is a boldness of voice, a recognition that your work has civic impact, and a bravery to act. Match that with a keen awareness of the big issues facing your community, and I truly believe that you have something capable of changing the world.

Which is good news, because the world needs changing.

I'm no climate expert, and the truth is that you don't need to be in order to understand that we are heading for a profound existential crisis, at a speed that is hard to fathom.

You do need to be a climate realist, though. And, if you couple that understanding with a faith in the power of art to persuade hearts and minds, then you're in danger of becoming something really very special indeed. You might just be an



In fact, you already are an activist, because you've picked up this tool kit. You've already decided to contemplate change, to engage with the climate crisis, to figure out what your contribution might be. Keep going. Think big. Don't be daunted. You need to do this.

You need to do this. And the minute you decide to, a wonderful community of like-minded leaders, committed artists, and purposeful organisations, all of whom are gathering rapid momentum on this most urgent of issues, will suddenly reveal themselves to you. You'll be uplifted and encouraged in equal measure, and you'll make some seriously good friends along the way.

It can be hard to know where to start, for sure.

For me, I was new in town. New in Canada, in fact, and getting to know my new organisation. Alongside the heady delight of those early days, I remember being struck by two quite simple images. First; that there were recycling bins everywhere. "Brilliant," I thought. Second; that those bins were filling up on a near daily basis. Not so brilliant, clearly! It struck me that

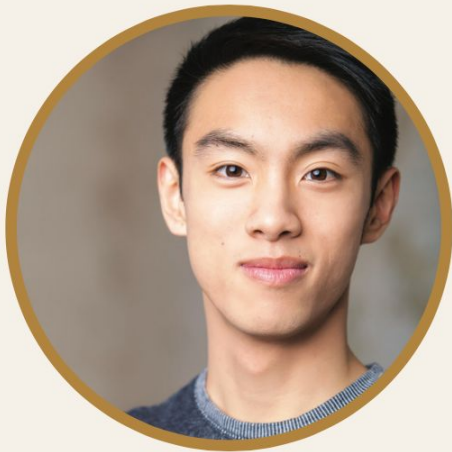
Inspiring Essays

Between pragmatic chapters of best practices, some of Canada's leaders in sustainability and art ruminate on the different ways artswomen can show up in the climate conversation.

Emma Stenning, the former Executive Director of Soulpepper is a great example of the climate leaders featured in the Guide.

A Producer's Role in Climate Conscious Producing

Author: Kevin Matthew Wong



The role of Producers can be pretty nebulous.

We're conveners, connectors, communicators, and often counselors. We allocate financial and human resources. We build and maintain relationships with artistic and production teams, contractors and employees, press, audiences, funders and donors.

From their nebulous identity and numerous responsibilities, Producers have many potential entry points into climate conscious producing, which I define as maximizing a project's positive climate impacts while minimizing its negative ones.

Just as there is no singular definition of a Producer, climate conscious producing isn't a one-size-fits-one enterprise, needing to be defined and refined for specific projects and companies. This section hopes to inspire Producers to consider how climate conscious producing can be incorporated into their practice.

While this chapter uses a producer-specific lens, many of the ideas and actions mentioned are applicable beyond producing and indeed are expanded upon in other sections of this Guidebook.

So, how shall we get started?

Chapters of Best Practice

Each department of the theatrical process has been dedicated a chapter of best practices, authored by experts across the country.

Kevin Matthew Wong of Why Not and Broadleaf penned our Climate Conscious Producing chapter.

Climate Conscious Producing Conversations

Get Specific

How can climate considerations become generative artistic constraints? How can team members provide suggestions that are specific to the project and company's context, scale, and artistic intent? How can team members bring their own unique expertise and perspectives (complexity and all!)? How can every team member buy-in to the show's climate plan?

Get Local

How can your production have positive climate impacts on your community? Can you invite your local political representatives to a production about a key climate issue? Can you use some of your hospitality funds to support local farmers and businesses? Can you engage local political organizers to build up your company's knowledge base?

Programming New Voices and Stories

Does your show help the audience see the world in a new way? How? Can new artistic forms also open up new conversations and understandings around the climate emergency and climate justice? Whose perspective is being shared on stage, and why these perspectives?

Environment and Equity

Climate change does not exist in a vacuum from other social problems. How do considerations of equity (gender, racial, ability, etc.) overlap with climate conversations and action in your community? How can we ensure that climate is not perceived as an abstract scientific or economic issue but one that overlaps greatly with equity and social justice?

Project Budgeting

There is a popular adage that budgets tell a story. Specific budget lines (or the lack thereof) can reveal what is important to a production and what its blindspots may be. While building a budget, it can be a good exercise to consider potential climate impacts related to each line, for example:

Be mindful about promotional materials outside of the theatre as well. Can you craft your banners and signs from a more durable material that could be reused? Can you minimize instances where specific information will require constant reprints (e.g. using specific dates)? Could you avoid using PVC based promotional materials, like vinyl, as they emit toxins into the environment?

"In the documentary film world there are specific firms that specialize in a practice called Impact Producing and Distribution, which focuses on matching the film's real-world impacts with its artistic intent. Consider hiring or consulting with an Impact Producer or Impact Producing firm. An Impact Producer may advise you to ask: "What does this specific project want audiences to do after watching? From there, an Impact Producer can help ideate on "how" (e.g. directing folks towards a digital petition, asking them to organize with local climate groups, asking them to reduce meat consumption, inviting specific audiences to see the film, etc.)."

Low carbon options can often save money but it's important to note that they often



SET MATERIALS:

How can waste and carbon emissions be minimized in the process of creating or procuring set items? What is the plan for the set after the show (can it be reused, repurposed or donated rather than being sent to the dump)? (see **Technical Direction** section for more specific details)



ARTIST TRAVEL:

Are only the essential team members travelling? Can the order of presenters on a tour be arranged to minimize air travel? Have lower emission travel options been considered? (for example travel by rail rather than air through the Quebec City-Windsor VIA Rail corridor, which includes Toronto, Ottawa, Montreal, and other major city centres)



IMPACT CONSULTANTS:

Consider hiring climate-focused consultants that specialize in carbon budgeting, greening your production behind the scenes, providing climate conscious dramaturgy, and more. For more information on carbon calculation, check out Devon Hardy's essay on the Canadian Green Tools in this Guidebook.



IMPACT PRODUCERS:

In the distribution of a project, are audiences being equipped with actionables related to the show (e.g. Petitions, calls to action, local groups to join, etc.)? An Impact Producer can help create a specific plan to increase positive impacts.



CARBON OFFSETS:

Creating carbon emissions on a project is nearly unavoidable. Budgeting for carbon offsets can ensure that your production can minimize or neutralize its carbon impact. Gold standard

Our Test Theatres are hard at work!

- 6 Test Theatres have the Guide for a month and a half, testing for feasibility, accessibility and suggestions.
- Yes, Soulpepper, Outside The March, Bad Hats, Why Not, and Theatre Sheridan.
- This testing will not only provide us crucial information for our launch to the membership, but for edits and changes moving into our second edition.
- Full community membership, the Guidebook, and our website will launch April 1.



SUSTAINABLE THEATRE
GUIDEBOOK

We're testing the Guidebook!



YES THEATRE



OUTSIDE
THE MARCH

Sheridan

whynot



Upcoming Projects of the CGA

Creative Marketplace

- A buy, sell, rent and borrow platform that allows companies to share and reuse resources

CGA Garden Project

- An annual grant gifted to a theatrical organization to create a community garden.

“Why us, Why Now?”

- A creative and investigative look into why we need artists to find agency within the climate conversation.

Creative Marketplace

- A buy, sell, rent and borrow platform that allows companies to share and reuse resources.
- Scenery, props, costumes & equipment
- Will even the playing field for smaller companies, emerging designers, and organizations looking for additional partnership and revenue.
- International project that will allow arts workers to use the platform no matter where their career takes them, with partners in the US, England, and Scotland.



CGA Garden Project

- An annual grant gifted to a theatrical organization to create a community garden.
- Turn unused lawn, parking & roof space into pollinator, food, or educational gardens
- Help encourage theatre and community engagement.



"Why Us, Why Now?"

- A creative and investigative look into why we need artists to find agency within the climate conversation.
- Hybrid educational course and community invitation
- A useful and beautiful tool to engage your team and collaborators





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