



SUSTAINABLE PRODUCING GUIDE

PRE-PRODUCTION

Collaborate with the creative team to come up with some sustainability goals. Be pragmatic in your approach to goal setting and ensure the team's goals are realistic, manageable, and won't place unnecessary strain on the team.

One of the main things that producers and production managers can take responsibility for is recording data for realising these sustainability goals, like reducing the team's transport emissions or the production's overall emissions footprint.

- Come up with a rough baseline measurement for your team's travel emissions, so you can calculate and measure your goal, or use it to add to your overall carbon offset calculations.

Consider setting aside some of your budget for emission offsets. It's difficult to indie productions to estimate their emissions in pre-production, but for most indie shows, a \$100-300 should be more than enough.

- Unsure what an emission offset is? See [Arts On Tour's excellent guide here.](#)
- Don't rely on offsets to make your show 'green'. Offsets are not a permanent fix for carbon emissions or climate change and should only be supplementary.
- We recommend calculating your emissions footprint after the season has closed. Use either [Creative Green Tools UK](#), or [Arup's Circulate Emissions Calculator](#). If you've calculated your teams travel emissions, you can add that to the total.
- Look for an offset program that is accredited through [Gold Standard](#), [Verra](#), [United Nations Certified Emissions Reductions](#), or the [Australian Carbon Project Registry](#). [Carbon Neutral](#) was the first Australian organisation to achieve the Gold Standard certification and offer carbon offsets in different project areas.

With your production designers and stage manager, record production materials as they are ordered so you can track your goals and streamline their end-of-show life. To do this, use this [Production Materials Inventory](#) spreadsheet and [see our End-of-Show Plan guide here.](#)

Make sustainability updates and check-ins a standing item on all production meeting agendas. Get each department to share their goals, progress, and obstacles to encourage collaborative problem-solving.

Unless your venue requires physical posters, create an entirely digital marketing campaign. If you have to, use a carbon neutral printer or one that uses eco-friendly processes. For more information on this, [see our Green Your Marketing Guide here](#).

Gently enquire about your venue's energy supplier, and ask if they would be open to switching to a 100% renewable provider. The venue may not decide to change immediately, but if enough artists start a conversation, they will get the message!

- Greenpeace has recently ranked the top renewable energy providers in Australia by state, which can be found [here](#).

Where possible, try to prioritise rehearsal venues that are close to public transport, and have access to kitchenettes to make hot drinks and store/reheat food.

Consider how you can engage with your community and audience with your sustainability goals. See our [Involve Your Audience guide for more information](#).

PRODUCTION

During the season, avoid printed collateral like programmes, cast listings, or Director's Notes. Everyone is pretty adept at using QR codes now, so host all program info on your venue or company's website and post some QR codes around the venue.

Chat to your venue about the possibility of incentivising the audience to travel to and from the production via 'green' transport i.e. walking, cycling, or public transport. This may be as simple as a small discount on a full-price ticket. Honour systems often have surprisingly high adherence rates.

- Consider implementing a reporting framework to measure follow-through, like an email survey or quick survey upon ticket collection.

In publicity and marketing packages and interviews, ensure the sustainability goals and measures of your team are front and centre. Not only will this be a selling point for the current season and future touring or funding, but will also help start conversations.

POST-PRODUCTION

Include a final production debrief meeting in your production schedule. Use this time for the team to give feedback on their goals, obstacles, solutions, failures, and successes.

Take your learnings into your next show, and not be afraid to share them on social media with your audience.

If you're considering touring the production, check out [Arts on Tour's incredible Green Touring Guide](#).

SOURCES

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