

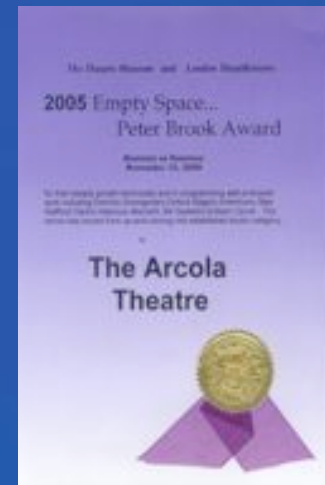
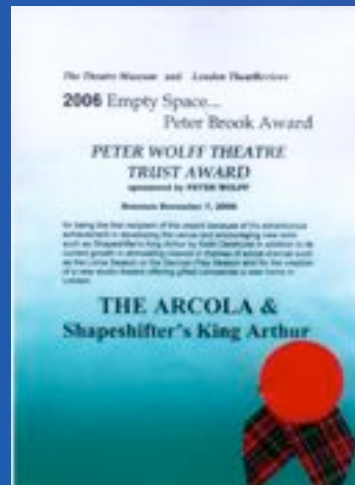
arcola
energy

Dr Ben Todd, Executive Director, Arcola Theatre
Shift Happens, York Theatre Royal
3 July 2008

Arcola Theatre

Founded 2000 / Hackney / Factory

200 & 60 seats / plans for 300 seats

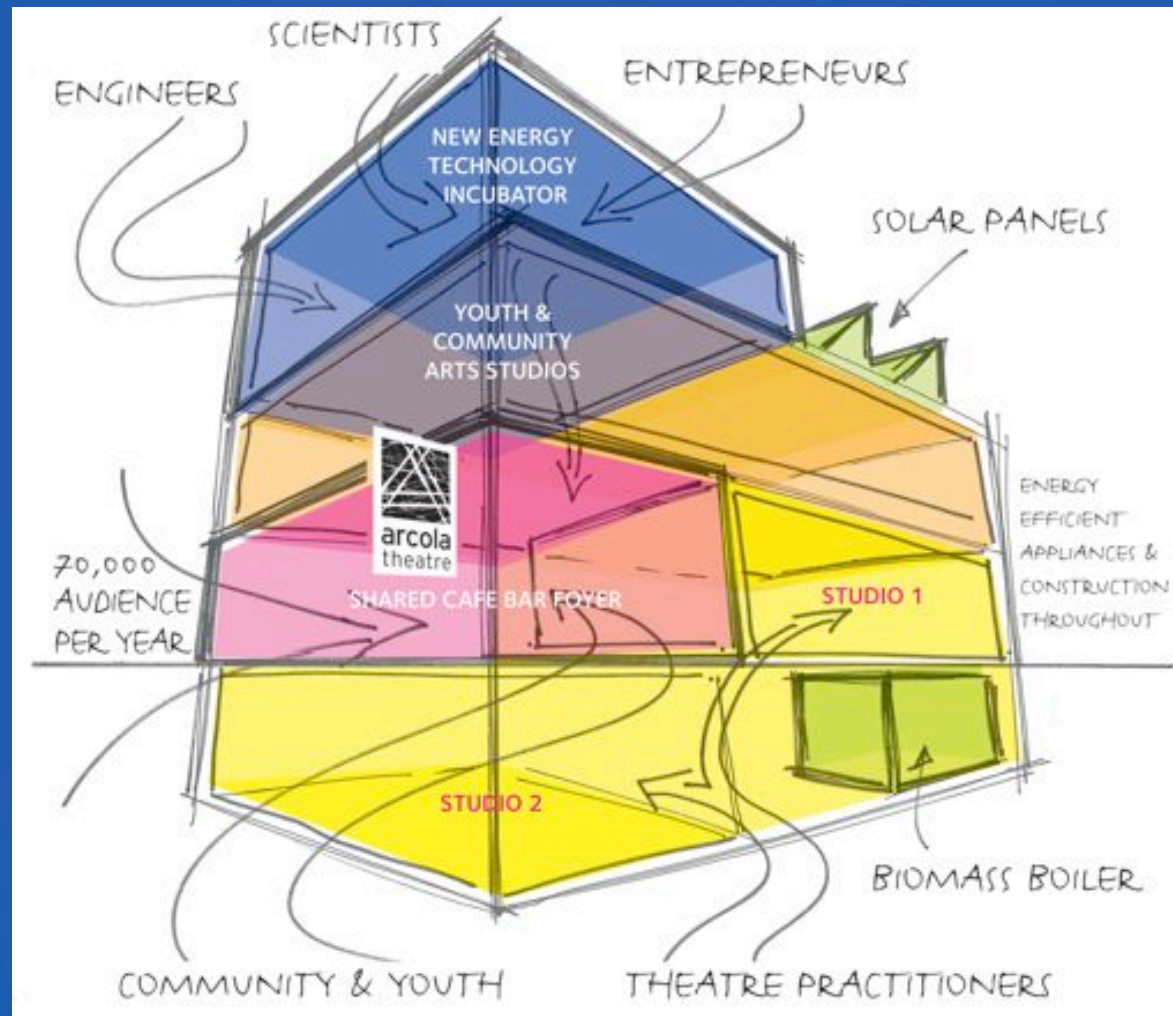


Arcola Theatre

For our Sustainability Work:



Future Arcola



Fuel Cell Power



Provocations

1. Recognise the Vision / Rigour Spectrum

Consider what you can **Control** and what you **Influence**
DON'T FORCE ACTIVITIES IN TO THE WRONG PLACE

2. Do the Basics Now

Talk about it for about 1 week.

Then put in £1,000 and a few days of FoH / Technical / Operations

3. Lead with Exceptional Art and Ethos

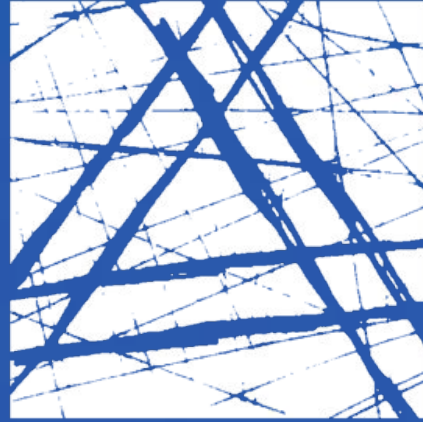
Link delivery to productions – apply the same principles
THIS IS WHAT WE WANT – MAKE IT HAPPEN

4. Learn & Share

Climate Change Action Plan
www.arcolaenergy.com

Tell Me

1. We have just made a new Partnership with London Calling (one of the UK's largest print distributors) to lead change in (print) marketing – how can we use IT to reduce the impact of **marketing activities**.
2. We have just opened Arcola Istanbul – how can we use IT to reduce the impact of **international (and national) touring**
3. We are growing rapidly (3 to 12 full time staff in 2 years) – how can we use IT to keep us **lean and mean**



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