**Involve Your Audience**Shape, circle

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Theatre can influence the behaviour of its audiences through education and incentivisation. Since audiences far outnumber the number of people creating a show (we hope!) it’s important to consider the environmental impact of your attendees as well as your team. There are myriad ways to involve your audience in your project’s sustainability goals, including transportation, donations, and education.

**Use incentives for ‘green transport’**

Audience travel generally accounts for the largest portion of the emissions footprint of an event or venue. Encouraging green travel options will make a huge difference.

* Some Australian presenters and venues offer discounts at the ticket point of sale for audience members who commit to not travelling to/from the venue via car. If your venue doesn’t already do this, ask if they’d be open to doing so for your production, and have a discussion with them about the environmental benefits.
* If this isn’t possible, then there are other incentives you can offer—a thank you message from the team on social media, or maybe priority seating.

**Ask for your audience’s help**

Though it may seem unexpected, this can both engage your audience early, and help lower your environmental footprint.

* Try reaching out during pre-production for help sourcing materials, or even philanthropic support to help your team make greener choices.
* Create an [emissions estimate](https://juliesbicycle.com/reporting/) for your show and offer your audience the chance to help contribute to offsetting this. An optional donation at point of sale or a QR code in the foyer that links to a platform like [Raisely](https://www.raisely.com/) are some options.

**Be loud and proud**

Don’t be afraid to use your platform to educate and inform.

* Share how your sustainability goals are tracking and make it part of your marketing strategy.
* Be honest—if you don’t achieve a goal, tell people, and suggest what could be done differently. Sustainability is a learning experience for everyone.
* Explain your reasoning for your sustainable practices. If people understand the positive impacts of their own everyday actions, they’re more likely to get on board.
* Keep your messaging simple and concise. Be specific in how your audience can engage, and emphasise the impact they can have.

**Get in touch**

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