



GREEN YOUR MARKETING

Your marketing campaigns are one of the easiest areas to make more sustainable. Keeping the conversation around how you have adopted sustainable practices will not only encourage public dialogue around the importance of these choices, but will promote its uptake as standard practice in our industry.

DECREASE YOUR PRINT COLLATERAL

Generally, digital advertising is cheaper and reaches more audience in a meaningful way. But if you have your heart set on posters or your venue requires it, here are a few tips.

- Print on 100% post-consumer recycled paper, using vegetable-based inks and alcohol-free printing processes where possible.
- Order realistic print runs, under order and print more if absolutely necessary.
- Rather than going through distribution centres, which often require a minimum amount of print runs, put your own flyers or posters up.
- Use a carbon neutral printer, like [Finsbury Green](#).

TRANSITION TO PAPERLESS TICKETING

- Include messaging in ticket confirmations that audiences only need to bring digital tickets, or confirmation of purchase. You may need to chat to your venue.
- For tickets purchased at the venue, use reusable tokens or a door list.

GO DIGITAL

- Create engaging digitally-led campaigns utilising social media, digital display and cross-promotional media.
- Create an online show programme accessible via QR-code or email.
- Make noise on socials about your sustainability goals throughout your production with announcements, targets achieved, and enthusiastic words from the team.

THERE IS SUCH A THING AS BAD PUBLICITY

More and more sustainability is becoming a rallying point for marketing. You can cash in on that for your practice, as long as you are actually doing the work to back it up.

- Include any green initiatives as talking points for interviews or media spots.
- Research sustainability-minded organisations or groups who might be willing to give a shout-out about you to their networks on social media or e-news.
- Avoid 'greenwashing', the practice of spinning your (often pre-existing) activities as eco-friendly for the sake of PR, rather than investing in actual change.

GET IN TOUCH

[WEBSITE](#)
[EMAIL](#)

Sources

Buro Happold (2021). "The Theatre Green Book Part 1: Sustainable Productions". London: Buro Happold & Renew Theatre. Accessed 5/2/22. URL: <https://theatregreenbook.com/book-one-sustainable-productions/>
Julie's Bicycle (2013). "Sustainable Production Guide". London: Julie's Bicycle. Accessed 11/2/22. https://juliesbicycle.com/wp-content/uploads/2019/11/Sustainable_Production_Guide_2013.pdf