



White Light & The Environment

A Case Study

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White Light & The Environment

- Our equipment uses a lot of electricity for the purposes of “entertainment”
- That doesn't mean we can't make sure we are as green as we can be as a company
- We can also encourage others to follow us

Why did we start down this route?

- Demand from Corporate clients
- Even bigger demand from our staff!
- But little or no demand from theatre or suppliers

Treating WL as Three Separate Projects

- Improving our own business
- Encouraging our suppliers to improve
- Encouraging our customers to improve

Improving White Light

Subdivided into three subjects:

- Things we already do
- Things we should do
- Things we would like to do

Things we already do

- Recycle paper using the blue bins and skips in the yard
- Use recycled paper
- Re-use suppliers packaging for our own products
- Recycle plastic cups
- Use mains water dispensers (not bottles)
- Recycle printer cartridges
- Using recyclable carrier bags
- Receive payments & invoices electronically
- Use our hire equipment until the very end of its “life”
- Use time switches to switch off printers & coffee machines when not in use
- Only use air conditioning where necessary (IT rooms)
- Act as a collection point for discharge lamps (WEE directive)
- Operate a Ride2work scheme
- Use only discharge lamps such as fluorescents for office and warehouse lighting
- Paper free Board meetings

Things we SHOULD be doing

- Turn off our PC and monitors every night
- Switch off radios, fans, lights when not needed
- Making sure that nothing is missed off any deliveries so we don't have to send a second van or courier
- Using public transport for business trips where possible
- Recycling coke cans
- Printing double sided and/or two pages to a page wherever possible
- Print the Reference Guide on recycled paper
- **NOT** printing out e mails or other documents unless necessary
- Not using "inserts" in magazines in our advertising campaigns
- Considering the impact of purchases, using local suppliers, shipping rather than flying etc
- Measuring & monitoring the waste we generate as well as the fuel we consume

Things We Would Like To Do

- Achieve BS8555 accreditation
- Paying more suppliers electronically
- Use Bio Diesel in any generators we hire in
- Investigating "greener" energy suppliers for gas & electricity
- Installing showers to encourage more people to cycle
- Replace the office central heating boilers to something more efficient
- Replace the office windows to make heating and cooling the offices easier/cheaper/effective
- E mail or fax invoices/statements to customers who can accept them in this form
- Insulate or paint the office roof to minimise the heat build up in the summer
- Collect used batteries & lamps from West End theatres and venues & recycle
- Recycle wooden pallets
- Analyse and recycle more waste
- Compacting general rubbish

Improving our suppliers

- "Industry related" i.e. trade suppliers
- Non industry related i.e. utilities, stationery suppliers, transport companies (using Green Procurement Code)

Trade suppliers

- In 2007 we wrote to 100 suppliers asking for their policy and got a pathetic 9 responses
- We are now working with PLASA and competitors/customers to put pressure on manufacturers
- A lot of our products can be compared to computers in terms of environmental impact (the majority of it is done in manufacturing, not in use)

Improving our customers

- This is a lot harder as we don't want to appear to be "preaching" to our customers
- But that doesn't mean we can not act as a source of information for best practice

Big Switch off

- National Theatre has managed to save 28 hours per week of use of their discharge moving lights by switching off the rig when not in use
- If you add up all the discharge moving lights in the West End it is over 1MW

Tungsten

- Remember - it is not a bad thing!
- We have already reduced from 2000W to 575W or 750W by using the Source 4
- We only use electricity when you need it....unlike discharge sources

Recycling

- Lamp & battery recycling will hopefully be available in the West End
- ATG leading the way working with Dirty Harry's

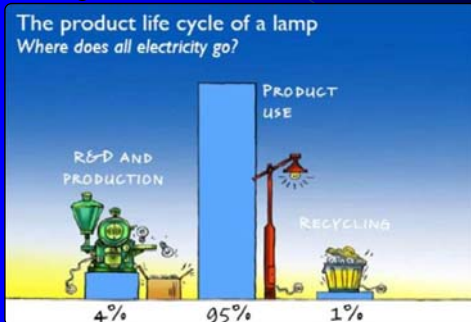
Replacing old lamps etc

- Replacing FOH & Canopy lamps with CFL & LED fittings where possible
- Using 'dusk sensors' & time clocks

Lamp Technology — available from Phillips Lighting



95% of the environmental impact of lighting is during use



We could all be better organised

- Less use of bikes & couriers
- Next day deliveries when there is a scheduled delivery anyway

- They are just a couple of examples and there will be more & more to follow as people share ideas
- If the environment isn't enough of an incentive, virtually all of these initiatives save money

And finally

Where do we look for more information or ideas?

- PLASA will be launching their website soon
- London Climate Change plan to be launched in June
- Visit Carbon Trust & Envirowise websites
- Visit Arcola's website
- Read "Hot Topic" by Gabrielle Walker and David King
- Visit www.WhiteLight.Ltd.uk/environment

One more thing.....

- There is a lot of rubbish talked about Climate Change – so keep an open mind
- Beware the PR "machine" or "green wash"
- For every action there is a reaction – make sure it is a good one
- But doing nothing is NOT an option



White Light

Thank you

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