



CINEMA

eco-nomics





Going green pays, says **Jim Lavorato**. And since his Buffalo-based company, Entequip, is dedicated to environmental sustainability, and he's a Green consultant with extensive knowledge of cinema operations, we do well to listen.

Environmental issues are a big concern for everyone, having become mainstream in the public psyche. A recent Harris poll has indicated that 90 pc of consumers have a favorable impression of, and are more apt to frequent, businesses that are eco-friendly. Additionally, over 70 pc indicated that they now make purchasing decisions based on environmental concerns.

Going green is a mega-trend. Sustainable facilities are becoming a growing reality for many forward-thinking organizations – and cinemas are no exception. This isn't pie-in-the-sky, but a unique concurrence of events that offers cinemas a great opportunity. Many businesses mistakenly believe that reducing their environmental impact will be time-consuming and expensive, but this is a huge misconception. What is required is developing a formal plan which rationally addresses the issue while providing benefits. Nothing currently suggests that “total greening” must be done immediately. In fact, the kinder treatment of your cinema, staff and budget is to become Green incrementally. ➤

Green Cinema benefits include:

- Increasing the value of your business to you, your employees and your customers.
- Incurring significant financial rewards by increasing energy efficiency, minimizing waste, reusing and recycling equipment and improving profitably.
- “Green Goodwill” – branding your cinema as a ‘Green enterprise’ assures instant community goodwill and presents promotional opportunities.



FEATURE

Putting a Green initiative on your corporate radar is one thing, but seeing it through needs professional assistance. A sustainability endeavor must be tailored to each enterprise's specific needs and be undertaken via three interlocking phases: assessment, planning and implementation/certification.

REDUCE

This means savings, and mostly energy. Your Green consultant will provide you with a comprehensive energy-saving profile for each site inspected. This profile must include every electronic component, its current 'in use' and off/on load power consumption and the dollar savings to be gained by instituting the recommended initiatives.



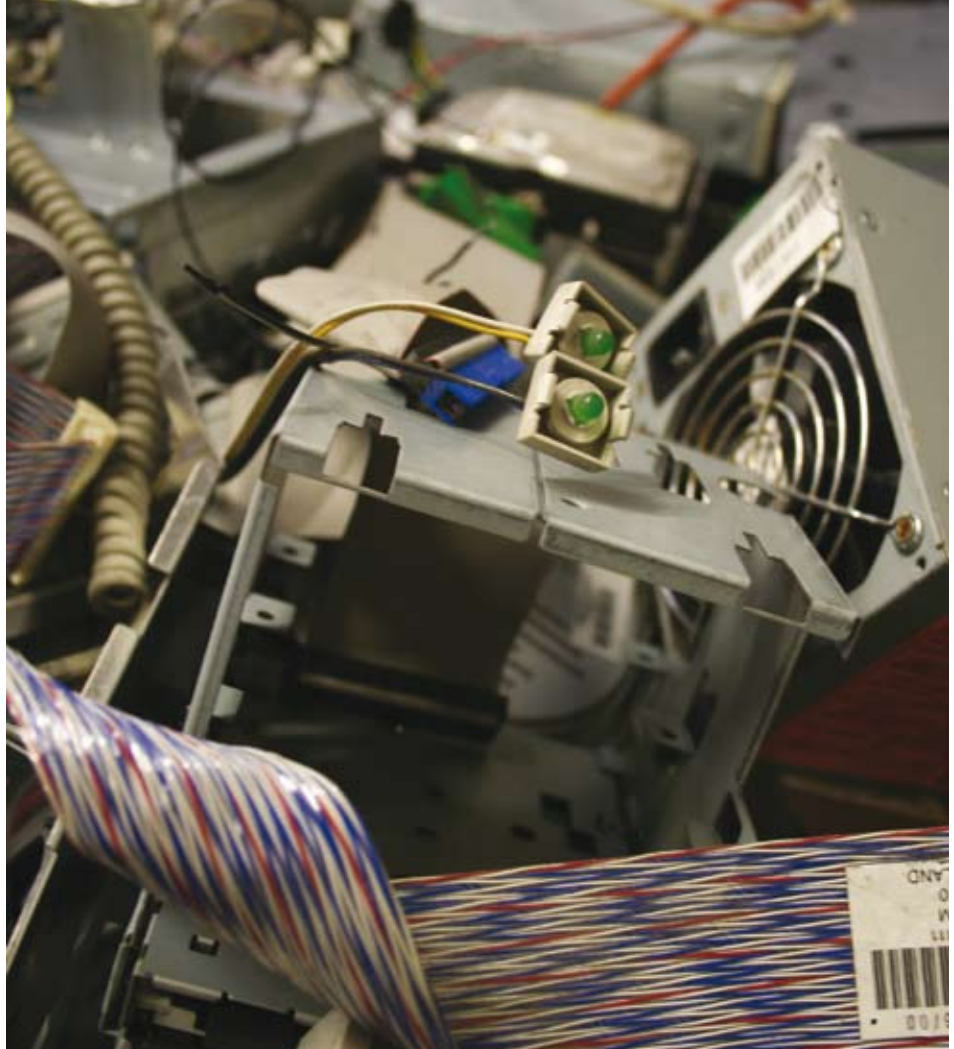
WASTE NOT: Is your cinema doing its bit to encourage community recycling?

REUSE

This means putting to use or refreshing old products through suitable reuse. Like recycling, reuse makes the most of old equipment by giving it a second life and thus saving money.

RECYCLE

One of the most important conservation efforts is recycling. Questions like: Can my product be reused or sold on? Is it repairable? Is it still useful? must be asked. If any responses are 'no', then recycling is the answer. Make sure your Green consultant has relationships with companies that have recycling initiatives for their products. This is especially true for electronics. Your consultant should have contacts with Apple, >



Recycling Electronic Equipment in UK

- Contact an authorised and approved WEEE (Waste Electrical & Electronic Goods) company specialising in the processing of redundant electrical and electronic equipment. Don't call an authorised IT-only dealer
- Remember Health & Safety first and don't try to carry any equipment. Identify a company that supplies a 'roller cage' service for wheeling around the building
- Ensure your WEEE specialist provides certification to show duty of care
- Identify a broadband WEEE disposal company, as often service will include the collection of non-WEEE-compliant equipment.

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E-cycling address details for other areas of the world:

U.S.	www.epa.gov/ecycling
Canada	www.futureshop.ca/marketing/recycle Electronic Recycling Association of Canada: 222.era.ca or 1-877-9EWASTE
Mexico	www.computerrecyclingservices.org
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green

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HI-ENERGY: Going green gradually is easy and pays dividends

Ushio

Ushio's 'Green' commitment dates back more than a decade. Some of the benefits of using Ushio lamps include:

- High-efficiency lamps that operate at lower power while gaining the same light as standard lamps; and, when operated in ECO-mode, enjoy around a 50% longer warranty life
- Energy savings exceeding €100 (£80 or US\$150) per lamp
- Reduced heat emission
- Reduced lamp house wear due to higher lamp efficiencies
- Environmentally-friendly manufacture
- Free return of xenons (to Ushio) for proper recycling

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Dell, Gateway, HP, Sony, Nokia, Panasonic, all the major cell phone manufacturers, also electronic and Cinema industry equipment manufacturers such as Dolby, Barco and Kodak.

For cinemas, packaging waste is another large recycle component to be investigated. Recycling paper products and packaging is a *must* as is the use of recycled packaging.



RETHINK

In our throwaway society – oriented toward convenience and consumption – rethinking and adjusting your business to the changes fostered by a Green initiative may seem daunting. The trick to Green sustainability is to balance economic and environmental factors. When implementing a Green initiative for your cinema, look for a consulting partner that has a well-thought-out and credible environmental rating system to measure performance, also the ability to provide a thorough Green Strategic Plan based on your cinema's particular needs and situation.

WHAT TO DO NEXT?

The first step in identifying the best investment strategy for sustainability is an objective evaluation of an organization's current state of sustainability and its options for change – including cost estimates and potential benefits. The plan must address energy efficiency, water conservation, indoor air and environmental quality, materials usage, and site sustainability. Most organizations opt to roll-out a green initiative incrementally – the initial focus being on energy efficiency, where the greatest savings will be delivered. However, the message is clear: Don't hesitate. Start today and look forward to becoming Green. **S**

ECO-FRIENDLY PAINT OPTIONS

NATURAL

Plant/Mineral – composed of plant and mineral-based ingredients, common in Europe and gaining presence in North America; less scrubbable and scuff-resistant than conventional paints; limited color choices but colorfast, breathable, anti-microbial, drain-safe and most surfaces accept it.

Milk Paint – made from milk protein (casein), water, limestone, clay and pigments; *VOC-free, minimal odor, durable; no priming needed, non-fade colors, inhibits mildew-growth, fast-drying, safe for drains; will not work on drywall, only unfinished wood and plaster; chalky finish, limited colors.

SYNTHETIC

Low-VOC – no extra solvents or additives and 5g maximum VOCs; most eco-friendly of all but cannot be washed down drain as may contain solvents; low odor, good coverage and fast-drying; variety of colors and appropriate for most surfaces.

Recycled – water-based latex paints collected from 'hazardous materials drop' locations; inexpensive, usually low VOCs, limited color options and cannot go down the drain.

*volatile organic compound