

# ETC Theatre Green Book: Comms Kit

## A guide for ETC Members





From 'Das Spiel von Liebe und Zufall', a sustainable production by Staatsschauspiel Dresden © Sebastian Hoppe

This kit is designed to help ETC Member Theatres communicate about their journey with the [ETC Theatre Green Book \(ETC TGB\)](#) towards climate neutral theatre.

The ETC TGB is **easy to use** and can help secure [strong press coverage](#) and [save you money](#).

Not sure of the next steps? Follow this guide:

**1. My theatre is using the ETC TGB. What should I do now?**

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- Social media assets
- ETC TGB Certificates for internal use

**4. Useful links, recordings and documents**

Any questions? [communication@europeantheatre.eu](mailto:communication@europeantheatre.eu)

## 1. My theatre is using the ETC TGB. What should I do now?



(Representatives from ETC Theatres discuss the ETC TGB at the ETC Conference in Liege, November 2024)

1. Start applying the [ETC Theatre Green Book](#) and confirm your level
  - o [What do I need to do to reach each level of self-certification?](#)
2. Once you have achieved at **least Preliminary** level:
  - o [Download the ETC Theatre Green Book logos](#)
  - o [Add the ETC Theatre Green Book logo to your website footer](#)
  - o Add the logo to relevant communications materials (newsletters, flyers)
3. Share the news of your progress with the ETC TGB on social media
  - o [Download the social media assets](#)
4. Download the ETC TGB certificate with your current level to print and display internally
  - o [Download the ETC TGB certificates](#)
5. **Read the rest of this guide and share with anyone in your theatre communicating about the ETC Theatre Green Book**

## 2. ETC TGB Overview

### What is the ETC TGB?

The ETC TGB is the first cross-Europe tool to drive theatres towards climate neutrality and reach net zero by 2030. It involves a first-of-its-kind **self-certification system**, currently guiding 65+ publicly funded theatres from 30+ countries towards clear, achievable and transparent progress on sustainability in their organisations.

- The ETC Theatre Green Book (ETC TGB) develops the successful Theatre Green Book initiative for a European context. It is a collaboration between the European Theatre Convention (ETC), the largest network of publicly funded theatres in Europe with 69 members in 32 countries, and Renew Culture, the co-founders of the renowned Theatre Green Book.
- It is available for any European theatre and introduces a new [self-certification process](#), available at four different levels: Preliminary, Basic, Intermediate, and Advanced. Each level is claimed by achieving increasingly tight requirements on embedding circularity and reusing materials
- The ETC TGB is published alongside an [Applied Research Study on Theatre and Sustainability](#), which includes 9 case studies by European theatres about the benefits of using the tool.

## Who uses the ETC TGB?



ALEXANDRE FYTRAKIS ©

(Representatives from ETC Theatres discuss the ETC TGB at the ETC Conference in Liege, November 2024)

As part of [ETC's pledge to become a climate-neutral network by 2030](#), the entire ETC network of 65+ theatres from 32 European countries will aim to apply the ETC Theatre Green Book from the 2024/25 season.

Currently, 32 ETC Theatres from 21 countries are using the tool.

► The ETC Theatre Green Book was initially tested and refined by the '**Focus Group I**', comprising 9 ETC theatres from 7 countries during the 2023/24 season.

- **Young Vic** (UK)
- **Teatro Arriaga** (Spain)
- **Národní divadlo – National Theatre Prague** (Czech Republic)
- **Deutsches Theater Berlin** (Germany)
- **De Toneelmakerij** (The Netherlands)
- **Staatsschauspiel Dresden** (Germany)

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- **Théâtre de Liège** (Belgium)
- **Het Zuidelijk Toneel** (The Netherlands)
- **Det Norske Teatret** (Norway)

During the 2024/2025 season, two new groups of ETC Members have started using the ETC Theatre Green Book.

► The Focus Group I theatres have become mentors for a new round of theatres (the mentees) embarking on their ETC Theatre Green Book journey:

- **National Theatre Ivan Vazov** (Bulgaria)
- **Théâtre National de Bretagne** (France)
- **Théâtre Nanterre-Amandiers-CDN** (France)
- **Badisches Staatstheater Karlsruhe** (Germany)
- **Academy for Theatre and Digitality** (Germany)
- **Teatro Due** (Italy)
- **Les Théâtres de la ville du Luxembourg** (Luxembourg)
- **Teatru Malta** (Italy)
- **JK Opole Theatre** (Poland)
- **Sao Luiz Teatro Municipal** (Portugal)
- **Teatro do Noroeste – Centro Dramático de Viana** (Portugal)
- **Teatrul National 'Lucian Blaga' Cluj-Napoca** (Romania)
- **Ján Palárik Theatre in Trnava** (Slovakia)
- **Schauspielhaus Zürich** (Switzerland)

► It is being further tested and implemented by the '**Focus Group II**' members, consisting of 9 ETC theatres from 8 countries during the 2024/25 season, who receive guidance and support from Renew Culture.

- **Cyprus Theatre Organisation** (Cyprus)
- **Ravenna Teatro-Centro di Produzione** (Italy)
- **Montenegrin National Theatre** (Montenegro)
- **Prešernovo Gledališče Kranj** (Slovenia)
- **Schauspielhaus Salzburg** (Austria)
- **Slovak National Drama Theatre** (Slovakia)
- **Göteborgs Stadsteater** (Sweden)
- **Teatro Stabile di Torino - National Theatre** (Italy)

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- Fundação Centro Cultural de Belém (Portugal)

### Key dates 2024/2025

- **September 2024** : Mentors and Focus Group II begin work implementing the ETC TGB
- **20 February 2025**: (Internal) Mentors Q&A #5 with Johann Otten, Deutsches Theater
- **20 March 2025**: (Internal) Mentors Q&A #6 with Tina Lund, Det Norske Teatret
- **27 April 2025**: (Internal) Mentors Q&A #7 with Nina Jacques, Národní divadlo – National Theatre Prague
- **15 May 2025**: (Internal) Mentors Q&A #8
- **03 June 2025**: (Internal) Mentors Q&A #9
- **July 2025**: Public event recognising progress of ETC members in implementing ETC TGB during the Festival d'Avignon 2025.

In addition, you can check out [international webinars](#) offered by the Theatre Green Book:

- **13 March 2025**: Working with Creative Teams
- **3 April 2025**: Easy Wins for Buildings
- **10 April 2025**: Communicating with Staff and Audiences
- **1 May 2025**: Capital Projects for Net Zero
- **22 May 2025**: Modular Design
- **19 June 2025**: Thinking Green for Digital
- **26 June 2025**: Working with Suppliers

## 2. ETC TGB Logo



3x different versions of the ETC TGB logo to use on your materials.

To help increase the visibility of our progress towards sustainability, we have designed a **new ETC Theatre Green Book logo** for your theatre's digital and printed materials.

### Download the ETC TGB logo

The logo shows progress along your journey with the ETC Theatre Green Book. It is therefore designed to be used **once your theatre has reached at least Preliminary level in the ETC TGB**.

It is available in several colour schemes to fit the branding of your websites.

- [Download the ETC TGB logo](#)
- [How do I reach Preliminary? Detail on the different self-certification levels](#)

### Guidelines

To ensure maximum visibility, we ask you to integrate the ETC TGB logo across various communication channels. Below, you'll find specific usage guidelines and suggestions.



## Website and Digital Platforms

- **Homepage:** Add the logo to your homepage as a visible badge. Ideally, place it in the footer or a dedicated “Partnerships” section, linking it to [europeantheatre.eu/etctheatregreenbook](http://europeantheatre.eu/etctheatregreenbook)
- **Project Pages:** Include the logo on webpages dedicated to sustainability initiatives, mentoring programs, or related activities.

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## Printed Materials

- **Programmes, Brochures, and Flyers:** Feature the logo prominently on printed materials for your productions or events related to the mentorship programme or green initiatives.
- **Posters and Banners:** Use the logo as a supporting visual element, ensuring it complements your design while remaining easily visible.

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## Social Media

- **Posts and Stories:** Incorporate the logo in visuals promoting activities linked to the mentorship scheme or sustainability
- **Profile/Highlight Covers:** Consider adding the logo to social media highlight covers for content related to green initiatives.
- **Video Content:** Include the logo in video end screens or as a watermark in clips discussing the mentorship program.

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## Newsletters and Email Signatures

- **Newsletters:** Place the logo in the header or footer of your sustainability-related email campaigns.
- **Email Signatures:** Add the logo to your team’s email signatures with a hyperlink to the mentorship program.

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## Other Uses

Any questions? [communication@europeantheatre.eu](mailto:communication@europeantheatre.eu)

- **Stage and Venue Signage:** Add the logo to display screens or printed materials in your theatre lobby.
- **Merchandise or Handouts:** If applicable, include the logo on reusable items like tote bags or notepads for events promoting sustainability.

#### General Usage Guidelines:

- **Respect the Integrity:** Do not alter the logo's colors, proportions, or orientation.
- **Size and Placement:** Ensure the logo is sized appropriately and doesn't lose legibility, especially in smaller formats. It has been designed to work as a small logo.
- **Contact for Support:** If you need guidance on specific uses or require custom formats, please contact us

#### Social Media text and visuals



It is important to communicate your journey with the ETC TGB to audiences through social media. ETC has prepared visuals and text for you to use and adapt and reach your audiences.

- [Download the ETC TGB Social Media assets](#)

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### Instagram:

We are proud to be a part of the ETC Theatre Green Book - the first cross-Europe tool to drive theatres towards climate neutrality and reach net zero by 2030!

From productions to buildings and operations, we're committed to creating a more sustainable future for theatre, on and off stage. 

The ETC Theatre Green Book is a collaboration between the European Theatre Convention (@european\_theatre\_convention) and Renew Culture, the creators of the high-profile Theatre Green Book.

- It includes the first ever cross-Europe certification process to measure sustainable progress across productions, buildings and operations at European theatres.

Join us in celebrating and supporting this green journey!

#TheatreGreenBook #SustainableTheatre #ETCTheatre #GreenTheatre  
#ETCTheatreGreenBook

### Facebook:

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🔗 Learn more: <https://www.europeantheatre.eu/page/resources/etc-tgb/etc-theatre-green-book/about>

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**Tag us:** [www.facebook.com/European.Theatre.Convention //](https://www.facebook.com/European.Theatre.Convention/)

@European.Theatre.Convention

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## LinkedIn:

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**Tag us:** <https://www.linkedin.com/company/24997285>

## Threads/ X (Twitter):

🎭♻️ We're proud to be part of the #ETCTheatreGreenBook—the first cross-Europe tool guiding theatres to net zero by 2030!

From productions to buildings & operations, we're committed to a greener future for theatre.

🔗 Learn more: <https://www.europeantheatre.eu/page/resources/etc-tgb/etc-theatre-green-book/about>

## ETC TGB Certificates for internal use



It is equally important to communicate your successes with the ETC Theatre Green Book to external AND internal audiences.

It's great to show staff how all their hard work and initiative is paying off.

We have created several ETC TGB Certificates that you can print and display within your theatre to show your progress towards becoming a climate neutral theatre.

You can use these once you have self-certified as reaching each level within the ETC Theatre Green Book.

- [Download the ETC TGB Certificates](#)

### 3. Useful Links

It is sometimes useful to receive inspiration from others about progress on sustainability.



- [ETC TGB Press Corps Event, 21 January 2025](#)

This exclusive event offered a deeper insight into the groundbreaking ETC Theatre Green Book (ETC TGB) – the first cross-Europe tool to drive theatres towards climate neutrality / net zero by 2030. Specifically, the event highlighted the first-of-its-kind self-certification system, currently guiding 65+ publicly funded theatres from 30+ countries towards clear, achievable and transparent progress on sustainability in their organisations.

Interventions and real-world insights from:

- Heidi Wiley, ETC Executive Director
- Paddy Dillon, Renew Culture, Coordinators of the Theatre Green Book
- Cláudia Belchior, ETC President and Executive General Coordinator at Centro Cultural de Belém, Lisbon/Portugal
- Raquel Castells, International Relations, Teatre Arriaga, Spain
- Johann Otten, Dramaturg at Deutsches Theater Berlin/Germany

- [The ETC Theatre Green Book](#)
- [Sustainability & Theatre: ETC Theatre Green Book - Applied Research Study](#)
- [Sustainable Theatre: Policy Recommendations](#)
- [Press coverage for ETC TGB Focus Group 1](#)

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## About the European Theatre Convention

As the largest network of public theatres in Europe, the European Theatre Convention (ETC) has more than 65 European Members from over 30 countries, reflecting the diversity of Europe's vibrant cultural sector. Founded in 1988, the ETC promotes European theatre as a vital platform for dialogue, democracy and interaction that responds to, reflects, and engages with today's diverse audiences and changing societies.

ETC fosters an inclusive and sustainable notion of theatre that brings Europe's social, linguistic, and cultural heritage to audiences and communities in Europe and beyond.

*Learn more about our activities: [www.europeantheatre.eu](http://www.europeantheatre.eu)*