

Exhibition: Going Green

- Environmentally-friendly operations can save money by conserving resources, enhance competitive advantage and reputation, and offer positive opportunities for marketing and public relations.
- The industry has taken important, environmentally-friendly actions in the past, such as the conversion to cyan dye analog sound tracks and the recycling of movie prints. Used movie prints are collected, ground into small pieces and shipped to China to be used in the manufacture of jackets, sleeping bags and other items.
- In 2008, NATO joined with members of the InterSociety to create a subcommittee to assess environmental issues affecting exhibition and to recommend industry actions that could be taken with salutary impact on the environment.
- The subcommittee's first victory was a comprehensive trailer recycling program. In North America, studios now accept trailers for recycling regardless of source, and any exhibitor can place any trailer from any studio in any film can for regular pick up by Deluxe or Technicolor. To promote industry-wide compliance, Technicolor designed a sticker to be prominently affixed to all film cans, reminding exhibitors to include trailers with their regular feature-length film pick-ups.
- The subcommittee, several NATO members, and RealD also conducted a pilot recycling program for disposable plastic 3-D glasses when *Journey to the Center of the Earth* opened in July 2008. The pilot program proved to be such a success that RealD expanded it into a comprehensive recycling program in North America for the opening of *Bolt* in November 2008. Moviegoers may deposit their 3-D glasses in recycling boxes located in the theater lobby, which will be supplied and picked up by RealD.
- Environmentally-conscious theater design and construction are growing trends in North America. Some theater owners have harnessed the energy-saving potential of solar panels, significantly lowering their monthly utility bills in the process. Theater construction, both for new theaters and restoration of existing theaters, increasingly uses recycled components and other materials with lower environmental impact.
- A plastic bottled water recycling program for North American theaters, supported by NATO and The Coca Cola Company, is in the development stages. The widespread enthusiasm and success of the plastic 3-D glasses recycling program bodes well for a recycling program of comparable organization and ease of implementation.
- NATO has taken steps to be more environmentally friendly. NATO members receive important articles, member alerts, and surveys electronically, in lieu of paper mailing or facsimiles. NATO board meetings have followed suit with online registration and PowerPoint presentations instead of paper-intensive registration forms and hard copies of information. The annual print edition of the NATO Encyclopedia of Exhibition, is now a more current electronic resource available only on the NATO website.



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Talking Points