

## PASSIONATE ENDORSEMENT OF SiPA's SUSTAINABILITY INITIATIVE AT PLASA SHOW

### PRESS RELEASE

**"We need a collaboration of expertise in our approach to a sustainable future, with no boundaries to our thinking. We in the cultural industries are well placed to do it. And we need to do it now."** Matthew Griffiths, CEO PLASA

10 goals which aim to inspire a decade of sustainable culture change within live production were launched at the industry's flagship showcase and networking event [PLASA London](#) on October 4th 2015 by The Sustainability in Production Alliance ([SiPA](#)).

SiPA's Craig Bennett reported that "over 70 representatives of all corners of live production had come together over the last year to uncover 10 shared goals, formed from stories from across our industry."

The initiative encompasses issues around equality, well-being, education and development, waste, procurement, renewable energy, transparent reporting of environmental and social impacts, fair pay and resilient industry economics.

The goals can be viewed and downloaded at [www.sipa.org.uk/goals](http://www.sipa.org.uk/goals)

Leading the ratification of the goals by industry figureheads, Professional Lighting and Sound Association (PLASA) CEO Matthew Griffiths said: "We need to move quickly to finding resolution to sustainability: the way we're living alongside one another and the way we're treating the planet. This is something we have to do now. If we don't, the next generation are going to have a major problem on their hands. The current generation has had little incentive to act - we need to change that. It's all of our problem - now we all have to be part of the solution."

In an impassioned endorsement of the SiPA goals, which she described as "a call to arms", multi award-winning international lighting designer Paule Constable said: "It's an opportunity for us to define the terms under which we make our work." Constable added: "Don't be the outsider... make people who think these issues are not a concern of the outsiders. We need CEOs, artistic and executive directors to believe in the SiPA goals as much as anyone on the shop floor. Change has to be believed in from above."

Claire Appleby of The Theatres Trust, a supporter of the creation of the SiPA goals, added: "Through working together, as an alliance, we're stronger. We *can* bring about change. SiPA is a movement with momentum and with it we can achieve a green economy and a fairer future."

Tom Harper of Unusual Rigging and one of the founding members of SiPA, urged the industry to note that: "The word economics is derived from the Greek 'house management'. How do we want to manage our home, our planet better?"

Royal Central School of Speech and Drama's Nick Moran said: "The ideas behind this come from a whole range of people involved in live production. It really is important that we all buy into this, for the sustainability, in the broadest sense, of everything we do."

SiPA's Craig Bennett stressed the importance of balancing the social and economic dimensions of sustainability as well as the environmental by asking: "What are the social consequences of change, what are the economic costs and what are the benefits? How do our decisions affect the entire supply chain? Who is working in that chain and under what conditions? Who can get hurt in the process? Do we really understand the impact of our choices?"

PLASA's Matthew Griffiths added: " We need practical, innovative solutions. And we shouldn't be scared about saying that, within innovation, not only do we have solutions, we have profitable solutions. There's a fiscal reason to innovate sustainable solutions as well as the very clear human one."

In describing the initiative, Craig Bennett said: "SiPA provides both inspiration and a hub. SiPA is about all of us doing it for everyone. We are extremely fortunate to have organisations out there with specific and focused remits that are working really hard on many of these issues already. We do not need to re-invent the wheel, we need to help it turn more efficiently by working together."

Juliet Hayes, Risk and Sustainability Manager at the Ambassador Theatre Group, stated: "With SiPA entering the picture, it's a very good opportunity to join these very strong, like-minded people together - all passionate about the goals SiPA has put forward. We need collective expertise in response to these challenges so I'm very much for SiPA and what it stands for."

Paule Constable urged all sectors of the industry to "use these goals.. get them on the agenda in meetings, discuss them, challenge them, be challenged by them, be inspired by them. Use them to work towards a better future. Get the word out there, encourage colleagues to sign up to the goals, form groups, share knowledge, galvanise. This is about our collective responsibility - we all have to get involved."

Sign up to the goals at [www.sipa.org.uk/sign](http://www.sipa.org.uk/sign)

**Ends**

Notes to editors.

## About SiPA:

The Sustainability in Production Alliance (SiPA) was formed in 2014.

Split into three pillars of sustainability – social, environmental, and economic, the ten SiPA goals have been devised, interrogated, de-constructed, debated and agreed by a working group numbering over 70 freelancers and representatives of organisations, businesses and professional bodies including:

PLASA, ABTT, PSA, The Theatres Trust, Stage Management Association, ALD, Women in Stage Entertainment, Entertaining Sustainability, Ambassadors Theatre Group, National Theatre Wales, Tonic Theatre, Cameron Mackintosh Ltd., SOLT/UK Theatre, Julie's Bicycle, London Theatre Consortium (13 London theatres), National Theatre, Unusual Rigging, White Light, Arts Council England, The Society of Theatre Consultants, Manchester Arts Sustainability Team, Dance Consortium, SBT, Creu Cymru, The Audience Agency, Show Force, Creative Carbon Scotland and various training and educational institutions.

The 10 SiPA goals are headed: EQUALITY; WELL BEING; CULTURAL LEARNING; ZERO LOSS; RESPONSIBLE RESOURCING; RUNNING ON RENEWABLES; PEOPLE, PLANET, PROFIT – REPORTING; FAIR REWARDS; A VALUE ECONOMY

SiPA identify the sectors of the live production industry as follows: manufacturers; product designers; hire, sales and events companies; designers; stage managers; technicians and engineers; production managers; producers; architects and theatre consultants; students; educators; directors; choreographers; venue managers.

More information can be found in the goals document [www.sipa.org.uk/goals](http://www.sipa.org.uk/goals)

Twitter: [@SiPA2025](https://twitter.com/SiPA2025) please use hashtag #SiPAgoals

Further press resources at [www.SiPA.org.uk/press](http://www.SiPA.org.uk/press)

SiPA is 100% **unfunded** but has been supported in-kind by:

Entertaining Sustainability – for sharing of their web space and forums

PLASA – for provision of space at the PLASA trade show

The Association of Lighting Designers – for initiating the debate

The Theatres Trust – for provision of meeting space

White Light Ltd – for support and provision of materials

**About PLASA:** PLASA is the lead international membership body for those who supply technologies and services to the event, entertainment and installation industries. PLASA's activities include lobbying, organising trade show events, publishing, developing industry standards and developing industry certification schemes.

**About Paule Constable:** Paule Constable is an Associate Director of the National Theatre and multi award winning lighting designer working in dance, drama, opera and musical theatre.

**About The Theatres Trust:** The Theatres Trust is a statutory consultee on theatre buildings in the planning system. It provides expert advice on the sustainable development of theatres, distributes capital grants and helps to promote awareness and solutions for theatres at risk. The Theatres Trust champions all theatres, historic, contemporary and new, in theatre-use, in other uses or disused.

**About Unusual Rigging:** Established in 1983, Unusual Rigging is the UK's most experienced provider of rigging and stage engineering solutions, working across Europe, principally in the entertainment, special event, exhibition and presentation industries.

**About Nick Moran:** Lighting designer, writer and Senior Lecturer at Royal Central School of Speech and Drama. Nick is an executive member of the Association of Lighting Designers (ALD).

**About The Ambassador Theatre Group:** Founded in 1992, the Ambassador Theatre Group Ltd (ATG) is the world's number one live-theatre company with 45 venues in Britain, the US and Australia. ATG is also one of the most prolific and internationally recognised award-winning theatre producers in the world.

**End**

[SiPA The Sustainability in Production Alliance](#)

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