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## WHY GO GREEN?

It might just save you money

Why go green? How green to go? And what's it going to cost?

Even if you're concerned for the health of the environment, you run a business and you need to run a profit. These questions about going green aren't easy to answer. NATO's goal is to provide the information that will help you find the answer that's right for you.

But here's one answer we do know: going green might save you money.

According to EnergyStar.gov, "The entertainment industry spends approximately \$4.6 billion on energy each year to operate facilities. Improved energy performance will reduce operating costs, which will increase available funds for attracting and entertaining your visitors." Environmentally-friendly operations—both sweeping and small—can save money in three smart moves: conserving resources, enhancing competitive advantage and reputation, and offering positive opportunities for marketing and public relations.

### HOW TO "GREEN" YOUR CINEMA

The important thing to remember when implementing environmentally friendly initiatives in your cinema is to take it one step at a time. Go slow. Figure out what works within your budget and with your operational structure.

"Being green saves green," says Steve Zuehlke, vice president/director of theater operations at Cinemark USA. He suggests these quick and easy tips that any exhibitor can implement:

**① Doors: A 1/8" gap is like having a 4.5' x 4.5' hole in the center of the doorway—a huge loss of energy. A light gap under or around an auditorium door is an indication of air escape. Be sure to insulate/weather-strip/caulk all openings.**

**② HVAC: Dirty filters cause units to work overtime which makes the machine use more energy in order to regulate the temperature. This creates an extra cost in energy usage in addition to shortening the life span of the equipment. A fresh filter is a cheap fix.**

**③ Lighting: LED lighting is more durable and less expensive than compact fluorescents**

**④ Faucets: One dripping faucet loses a gallon of water every day. Multiply this by all of the sinks and urinals in a complex and the water loss is substantial. Stop leaks with an "O-ring," or replace the flush valve in the toilet at a cost of just \$10-\$12 per unit.**

**⑤ Chemicals: When possible and cost-efficient, purchase environmentally friendly chemicals. Buy concentrated cleaners that you mix yourself and save money and cut down on container waste. However, be sure that your employees are using the proper ratio as waste**

**and loss are caused by using too much chemical and not enough water.**

### GREEN BUILDING SAVES ENERGY

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.

Several exhibitors have decided to go green with their cinemas.

■ Mike Harroun of the Harvest Moon Holiday Twin Drive-In in Gibson City, IL

built the world's first wind-powered movie theater by installing two wind turbines on the property—a catchy way to market a theater.

■ The Carmike Majestic 12 in Chattanooga, TN is the nation's first stand-alone LEED-certified theater, and was built with the goal of reducing Carmike's carbon footprint. The site was chosen due to its proximity to public transportation options; local, recycled construction materials were used throughout the building process; and over 90 percent of construction waste will be recycled. The building's white membrane roof, its carbon dioxide sensors and its programmable lighting controls and sensors all contribute to its energy efficiency and performance by decreasing the building's total energy consumption by about 35 percent. And by utilizing roof-

**According to the Green Building Council, buildings in the United States account for: 72 percent of electricity consumption; 39 percent of energy use; 38 percent of all carbon dioxide (CO2) emissions; 40 percent of raw materials use; 30 percent of waste output (136 million tons annually); and 14 percent of potable water consumption.**

top mechanical units that collect rainwater and condensation and installing low-demand toilet fixtures, the building's demand for city-supplied potable water has been reduced by 66 percent, or about 200,000 gallons per year.

■ From beverage bottles and cardboard to batteries and Xenon bulbs, Goshen, Indiana's Linway Cinema is employing green initiatives. In addition to their recycling efforts, Linway Cinema is reducing its carbon footprint by installing energy efficient lighting fixtures and fluorescent lighting, using environmentally friendly cleaning products and switching from paper towels to high-volume hand dryers.

■ AMC's Randhurst 12 located in Mount Prospect, IL is Chicago's first LEED-certified theater, choosing to be environmentally friendly in every step from planning to construction to design. The site used redeveloped land rather than using undeveloped or protected land and during construction building materials were sorted and recycled when appropriate. Roughly 35 percent of the building's projected electricity use for the first two years has been purchased from certified green sources and to encourage green transportation to the theater, bike racks have been installed and preferred parking has been designated for fuel-efficient vehicles.

**NATO BACKS THE INDUSTRY'S SWITCH FROM SILVER TO CYAN.**

In 1998, NATO joined the Dye Track Committee. Made up of exhibitors, distributors and vendors, the committee's goal was to replace the silver-based analog 35mm soundtracks with pure cyan dye soundtracks. According to the Dye Track Committee's website:

"Converting to a silverless cyan track offers major benefits to both the motion picture industry and to the environment. The cyan track is not only safer and simpler to produce, it is less damaging to the environment, reducing the use of water and chemicals in the developing process.

The cyan dye track requires a red light reader in the projector's analog soundhead: without one, the new soundtracks will play badly or not at all. A red light reader provides sever-

**Facts on Trailer Recycling by Ted Costas, Vice President, Production Services Division, Market Force**

■ Trailers make up 15 percent of the 35mm printing business.

■ If the trailers produced in a single year were spliced together, domestic trailers would circle the globe 4.5 times and trailers produced worldwide would circle 12.5 times.

■ Prior to May 2008, trailers were simply thrown away. Thanks to the ISEC's trailer recycling program, they are now being recycled into clothes, toys, and other commonly used products.

■ The return rate on trailers prior to May 2008 was less than three percent. Today, about 90 percent of all trailers are being returned to the film labs for recycling.

al practical benefits to the theater, beyond the ability to play the new soundtracks, and the Dye Track Committee encourages the conversion of all theaters to red readers.

In May 2002, NATO's Technology Committee expressed continued support for the conversion to cyan dye. The Committee suggested to the Board that NATO select a firm date by which NATO member theaters would be fully equipped with red readers,

and by unanimous approval NATO's Board of Directors recommended that all theaters be properly equipped with red light readers by July 3rd, 2003.

The first film released solely using the cyan dye technology was DreamWorks' *Anything Else* in September 2003. The industry credits Jim Tharp and Mark Christiansen of Paramount Pictures for taking a stand on this issue and leading this important transition in our industry. Not long after this film was released, all studios began releasing their films using 100 percent cyan dye soundtracks, and the format has since been adopted worldwide.

In 2007, former NATO Executive Director MaryAnn Anderson and her husband NATO member Wayne Anderson, along with other members of the Dye Track Committee, received a Special Award of Commendation at the Scientific and Technical Academy Awards for their work on developing the cyan dye track.

**NATO PARTNERS WITH THE INTER-SOCIETY'S ENVIRONMENTAL COMMITTEE**

After the success of the dye track program, the industry realized that there was much that could be done to go green. In 2008, NATO joined with members of the Inter-Society 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 Inter-Society Environmental Committee (ISEC) is made up of representatives from exhibition, distribution and the vendor community, and the group works toward environmental advances in the world of cinema.

**TRAILER RECYCLING**

One of the ISEC's first projects was the North American Trailer Recycling Program. Deluxe and Technicolor have made a commitment to the entertainment industry by agreeing to accept any studio's trailers in any film can shipment for recycling. All shipping costs are paid by Deluxe and Technicolor. This program has been very successful. Between seven and ten trailers come back in most film cans.

The sticker [left] is placed in all film cans and boxes shipped by Deluxe and Technicolor as a reminder



to your projectionists about this important environmental program.

The Inter-Society Environmental Committee is currently working to expand this program internationally.

Furthermore, Technicolor and Deluxe are making greater use of film boxes, rather than film cans, because they're lighter, involve fewer carbon emissions in shipping and contain extra slots for returning trailers.

### **REUSABLE AND RECYCLABLE 3D GLASSES**

With millions of 3D tickets being sold worldwide each week, there is the potential that millions of 3D glasses will end up in the dump. Fortunately, 3D manufacturers provide reusable and recyclable 3D glasses for cinema patrons to use.

Dolby's and XpanD 3D's projection systems provide reusable glasses. Dolby Laboratories' Daniel Schneider states that their reusable glasses are "engineered to resist damage and hold their shape, they deliver a comfortable fit and the highest quality 3D experience for hundreds of uses, [thereby making them] durable and eco-friendly." And XpanD 3D's Jonathan Ross also believes in the environmental benefits of reusable glasses, arguing that they "do not use any

wrapping for sanitary purposes, as they are stored and cleaned by the exhibitor."

Both RealD and MasterImage have a 3D glasses recycling program in place in the U.S. and Canada, and exhibitor participation is free. However, it is estimated that about 30 percent of domestic exhibitors who use these systems are not participating in any 3D glasses recycling program.

Oculus3D has partnered with Look3D to create an environmentally friendly alternative to the established, recyclable glasses. Using a plant-based material (versus the typical petroleum-based plastic), Oculus3D's Cereplast resin frames are biodegradable and compostable, and work with the RealD 3D system.

### **NATO AND ISEC WORKING TOGETHER TO CREATE A GREEN GUIDE FOR EXHIBITION**

NATO and ISEC are working together to create web pages with educational material on green initiatives. A vendor list, relevant news items and tips and tricks will be included.

### **NATO ITSELF HAS TAKEN STEPS TO BE MORE ENVIRONMENTALLY FRIENDLY**

In lieu of paper mail or fax, NATO mem-

bers receive important articles, member alerts and surveys electronically. 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.

NATO also distributes a biannual 'Green Screen' newsletter that contains educational information on the green initiatives utilized by exhibitors, distributors and vendors. All NATO members receive an email copy of this publication and an archive of past newsletters can be found on the NATO website.

### **GET INVOLVED!**

NATO has created a task force to deal specifically with environmental issues in the cinema. Membership is made up of some of the largest theater circuits in North America, as well as independent theater owners.

If you have any questions—or if you would like more information on the industry's environmental programs and initiatives—please contact Brigitte Buehlman at 818-506-1778 or [bgb@natoca.com](mailto:bgb@natoca.com).

