

Good Times Go Green

How Night Clubs and Bars can Reduce Their Impact on the
Environment

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Executive Summary

This paper addresses the night life industry. It is intended to demonstrate how night clubs and bars can reduce their environmental footprint by examining what has already been done by other venues. A description of generic methods is given as a model for clubs and bars that are not yet eco-friendly, along with an analysis of the success of venues that are already eco-friendly.

This paper argues that the nightlife industry needs to become more environmentally conscious because it can educate young party-goers and promote eco-friendliness in a fun way. People will continue to go to clubs and bars around the world whether they are eco-friendly or not. It is up to clubs and bars to recognize the importance of reducing its environmental footprint, and relay that message to its customers.

Introduction: The Truth about Nightclubs and Bars

Hollywood. Even growing up in the Los Angeles area, I've always pictured Hollywood as a glamorous place, filled with red carpets, celebrities, and paparazzi. Once I finally grew up and went to see Hollywood for myself, I found the glitz and glamour, and everything on the side. The first moment I had a chance to go to a club I took it. I even remember seeing Lindsay Lohan there, and thinking how amazing it was that an ordinary person like me could stroll up to a club, get free drinks, and, hey, even spot a celebrity once in a while! After I got "better" at going out to clubs (yes, it is an art that must be skillfully practiced), I learned that the "club scene" is not as exciting as people seem to think. In fact it is pretty tame compared to anywhere else in the world that allows alcohol to be served after 2am¹.

Clubs ending early was only a minor annoyance compared to some of the serious issues I started to recognize. Clubs can be considered problematic in a number of ways; among other aspects, they can be sexist, racist, classist, and wasteful. In any given night you see thousands of dollars thrown away for a couple bottles of alcohol at each table, water and energy used excessively, napkins wasted, and the list goes on. So much money is spent in clubs, every night, year round, and all for the privilege and exclusivity offered by Hollywood.

That may be the appeal of Hollywood, but it becomes a bigger issue once we start to recognize the impact nightclubs and bars can have on our environment. The primary impact clubs have is energy usage. Aside from that,

¹ http://www.restaurant.org/pdfs/legal/state_alc.doc

the environmental footprint (measurable impact someone or something can have on the environment) can be applied to many different aspects of the business, such as water, the walls, the floors, and the chairs and tables. All of the products that are put together to make a nightclub or bar must also come from sustainable, eco-friendly places, if the bar itself is going to have a reduced environmental footprint.

I had always had a conflicted relationship with nightlife in Hollywood, because of these issues I recognized at clubs. To address these issues, I attempted to start a blog about my nightlife adventures, so that that any ordinary person in any part of the world could know what Hollywood was really like, the good and the bad. Unfortunately my ability to maintain an up to date blog was too time consuming and I didn't see much point in the process. Thinking along similar lines of creating awareness, I considered talking to some of my promoter² friends, and other people I knew that worked in the nightlife business about hosting a charity night. I thought if one club could donate a percentage for every \$300-500 bottle they sell to a good cause, all that waste would not be so bad after all, and their profit margin would still be more than adequate. However I did not know how to tackle this type of charity challenge, until I heard about Ecco.

My Internship at Ecco

Ecco is an ultra lounge in Hollywood that opened to the public in November 2008. An ultra lounge is a [nightclub](#) that has a [subdued atmosphere](#)

² young people who help advertise for clubs, usually men

and facilities for [social](#) interaction³ It was once called Tokio, but when that themed club began to lose popularity, the owners revamped the image and turned it green! By “themed” I mean that the majority of clubs out there have some theme that goes along with its name. For example, a club once called “Goa” had an Indian vibe with Hindu statues everywhere because it was named after the state in India⁴ where “the main draws of Goa are the beaches”.⁵ I was so excited that I found out about this new green themed club. I emailed them some questions sparked by my curiosity. They did not really answer my questions, but they did offer me an internship. At that point I realized, if I could work at this club I might be able to make more connections, get behind the scenes, and possibly take this green friendly idea to other businesses in Hollywood and beyond.

I could not have picked better timing to get the internship, as the club had its official grand opening just a few nights after I began working. The LED (Light Emitting Diode) lights were flashy, the eco-friendly couches were comfortable, and the people that worked there were extremely busy all the time. I began working there 5 to 8 hours a day, running errands, answering phones, checking emails, and doing some of my own small projects for the club. It was a stressful environment because everything was always urgent and hectic. One minute I was driving to the bank to deposit a check, and the next I was compiling an email

³ http://en.wiktionary.org/wiki/ultra_lounge An ultralounge is basically a small club. A club is generally a larger venue for dancing and drinking, an ultralounge is like a mini-club but still has a dance vibe to it. A lounge is a type of club that is a much more relaxed environment, with less dancing and socializing.

⁴http://www.nightclubs.com/venue/Nightclubs/United_States/California/Los_Angeles/GOA_Nightclub/GOA

⁵ <http://www.lonelyplanet.com/india/goa>

for possible sponsors to come check out our venue for a new TV show, while being on the phone with a lawyer about permit issues that needed to be resolved the day before!

As time passed and I got to know all the staff, I learned a lot about behind the scenes of a club. There is so much paperwork to be filled out, so many paychecks to be handed out, so many things that get broken or lost and need to be replaced before 5pm that day and its already 3:30! I had been introduced to the real club world, and all the insanity that came with keeping it functional.

Because there was always so much to do in so little time, I began to see the inefficiency of running the venue. If we needed to buy a tarp for the rain by that night, the chances of finding one that fit our standards that were also eco-friendly were not good. At this point in my internship, I started to doubt the eco-friendliness of Ecco. Sure they used LED lighting, and their main vodka company was eco-friendly, but what about all the napkins that had the wrong logo on them that were just thrown away? Why did we keep 5 or 6 computers running all the time, even if someone was not using them? Why did they claim to offer free valet parking for hybrid cars online, but only give that offer for the first week they were open?

Ecco definitely has its eco-friendly perks, but what was the real point of claiming to be an eco-friendly club? After working there I started to wonder if maybe Ecco was “greenwashing” their image. “Greenwashing” is the concept that a company or business may claim to be greener than they actually are. This is one of the biggest challenges we face today regarding eco-friendly businesses,

because there is not always an audit or checking system to evaluate the truth to their claims. By telling people they were eco-friendly and having mostly eco-friendly practices, they could get more attention in media, make more money, and become a bigger “hotspot” in the Hollywood club scene. But my question is did they really care about being eco-friendly? And what about the people who go to Ecco to party? Do they go there because they want to support a good cause, or because it’s the best club on a Thursday night?

Asking myself all these questions makes me question my own actions. How big is my environmental footprint every time I decide to go out for a night? What can I do to reduce that environmental footprint, and help others reduce theirs too? Not only can the club change their relationship with the environment, but so can the individual. Ultimately I recognized that Ecco has done a lot to improve its relationship with the environment. When you are constantly busy and having to take care of three things at once while working, sometimes a few more computers are going to stay on.. Working at Ecco broadened my understanding of greening businesses and defining the term “eco-friendly.” Although there are many ways to reduce environmental impacts of a club or bar (such as certain materials used in the paint); collectively such impacts can be identified as the environmental footprint of a club. Therefore when I use the terms “eco-friendly” or “green” I am primarily referring to “environmentally friendly,” which in turn, seeks to reduce its environmental footprint.

Objective

Ecco is not the only night club on the planet. The first eco-friendly night clubs were actually started in several places in Europe, and have spread to New York, San Francisco, and now Los Angeles. By looking at these pioneers in the Nightlife Industry, I will show the easiest, and the best initiatives to make a club or bar reduce its environmental footprint. Not only is it important to see what has already been done, but to understand why we need to make this change.

Organization of Paper

1. History and Background of Environmental Initiatives in Clubs, Bars, and Restaurants

In this section a short summary is provided, regarding the history of environmental initiatives in the nightlife and entertainment industry. Background information is also provided based on a research project at the University of California, Berkeley, and the “Hollywood Goes Green” Convention in Hollywood, California.

2. Research and Description: Finding What Eco-Friendly Venues are already out there

In this section I will address what Venues are already reducing their carbon footprints. I have broken down different components of green initiatives, and evaluated which clubs have done what. This is a description of what has already been done in the nightlife industry.

3. Findings: The Successes and Failures of Greening Clubs and Bars

In this section I discuss and address the most successful models versus the least successful ones.

4. Analysis: The Big Picture, Solutions for Each Green Component of Clubs and Bars

In this section I address policy components regarding green businesses and the importance of integrating the environment into a business plan. I have also built a webpage called <http://goodtimesgogreen.com>. Alongside this are summaries of solutions for clubs who want to reduce their environmental footprint.

History of Environmental Initiatives in Clubs, Bars, and Drinking Establishments

The “Green” movement has been growing stronger in the past decade. It is gaining popularity and being recognized as one of the smartest things companies can do if they want to be successful in today’s world. We see hybrid cars everywhere we go, certification programs like LEED recognizing more buildings than before, and an increase in carbon-offset program around the world. The great thing about the green model is that it can be applied to any business idea or product, and now there are other businesses and resources that work together to become greener (such as the Green Restaurant Association and Sustainable Dance Club).

Before we can understand Environmental Initiatives, it is important to address Environmentalism. Brian Walsh gives a good explanation of modern Environmentalism on a global scale;

“If your image of an environmentalist is an organic fiber-wearing vegan who likes to tout the health benefits of hemp tea, Fred Krupp is here to dissuade you. The environmentalists of today — and more importantly, tomorrow — are more likely to be working at a Silicon Valley solar power start-up than saving the whales. Climate change poses a fundamentally different problem, on a far vaster scale, than the local air pollution or wildlife conservation issues that environmentalists have faced before, and it demands a different kind of solution. At the core of that problem is energy, which touches every aspect of modern life, and while the old green virtues of conservation, of simple living, must play a part in our response, the key will be technology.”⁶

Walsh is talking about the global scale of Environmentalism, but the main argument is that Environmentalism is not what it used to be. Today we know exactly how we are impacting our planet, and although economically we may not be able to instantly shift into more sustainable practices, we are starting to make the transition. This transition can be seen on all levels, from the individual at home, to corporations like Disney, as these entities are doing things to reduce their environmental footprint.

Clubs and Bars have not been environmentally conscious prior to the last five years. It is actually Restaurants that first went eco-friendly, because they were interested in serving organic food. Restaurant *Nora* in Washington DC is

⁶ <http://www.time.com/time/health/article/0,8599,1722644,00.html>

the first FDA certified organic restaurant, because the owner Nora (who came from Austria) was shocked at the food in the United States. She could not believe what people were consuming, and made it a mission to start a restaurant that would be healthy and organic. She accomplished this in 1999, although her project originally started in the 1970s.⁷

The first environmentally conscious clubs began in Europe, and since have spread to major cities in America. The first eco-friendly club was Surya in London, which opened July 10th, 2008.⁸ The spark of success was the invention of the energy-harnessing dance floor, which can produce up to 60% of a club's energy, depending on the size of the venue and number of people dancing. This is important because according to Enviu (an environmental non-profit organization that developed the dance floor), "The average nightclub, with sound systems pumping and lights blazing three times a week, consumes 150 times more energy than a four-person family every year"⁹

Today only a few clubs have the energy powered dance floor, but more clubs and bars are becoming more environmentally conscious. San Francisco already has one of the world's most eco-friendly clubs, alongside several eco-friendly bars as well. New York has more than one venue popping up around the city, and, as of last year Los Angeles has added its own club to the list of green friendly businesses.

Background: Precursors to the Entertainment Industry

⁷ <http://www.noras.com/nora/about/>

⁸ <http://uk.green.yahoo.com/blog/ygreenuk/11/world-s-first-eco-friendly-nightclub.html>

⁹ http://www.popularmechanics.com/blogs/science_news/4224574.html

Because environmentally conscious drinking establishments are a relatively new concept, there are other sources that help assess what environmentally friendly means. While working on this project, I attended a convention called “Hollywood Goes Green” and read two literature pieces about greening Hollywood film and greening restaurants. These resources are business models and supplements for the nightlife industry, and help answer the question: what does it mean to go green, and how can you do it yourself?

1. Hollywood Goes Green

Although I had a lot of interest in greening nightclubs and bars, I did not have much experience or knowledge regarding all the business aspects of such a challenge. I heard about the *Hollywood Goes Green Convention*, which was focused on the Hollywood Film Industry. It was held in Los Angeles on December 8-9, 2008.¹⁰ For two days I listened to CEO’s and top business people discuss how to change an industry to be more green, using film and production as the model. Each presentation had a main speaker, along with a panel of 4 or 5 others talking about different topics. Although the topics were not all related to clubs and bars, they did revert back to the main themes of sustainability and environmental footprint reduction. This background information is important in understanding issues real companies face today, and how they work together to target them. Below is a summary of each main theme or issue that was significant to nightclubs and bars, and questions that were raised about greening your business.

¹⁰ <http://www.hollywoodgoesgreen.com/>

Cost/Energy issues

The biggest issue of any company or business always comes down to energy. This is an issue with many clubs and bars, who are pumping out loud music and using a lot of lighting. Then, there is cost increase when reducing your environmental footprint. It already costs to open the venue, plus additional money to reduce its environmental impact. Up front costs can higher, but in the long run you save money because you are conserving and reducing. For example, with a LEED certification on a building, the money saved from energy conservation each year eventually outweighs the upfront cost of integrating energy reduction efforts

On the flip side, there are many green options that are as affordable as normal ones.. It does not cost extra to recycle your waste. The key question is what's more important, cost or environment? Sometimes you have to choose the best or most affordable options, and this question ends up making the ultimate decisions.

Standards Programs: How do you choose what Standards to Follow?

Because greening businesses and products have become more popular in recent years, there have been problems with standardizing the definition of "green." How much reduction is required? Is it only based on energy usage, or does it include other factors such as water usage and waste? Rather than use government standards, some companies establish their own standards on their

products. In the article “As Eco-Seals Proliferate, So do Doubts,” regarding so many different labeling programs, Gwendolyn Bounds states:

“If we can’t rely on government standards, we should use industry power and influence to force companies to go green. Once we have good systems of standards for green businesses, industries like night clubs and bars can truly measure their environmental impact and reduction.”

There is no denying that green improves business image. The best way to produce and market green products is to always go back and see what has been done, and look at other standards and programs around the world. Find out what products and technologies are out there. By establishing what has been done and creating patterns for producing green products, we can create true green businesses that are not greenwashing.¹¹

CO2 Impact

Because all bars and clubs are buildings, it is more important for them to work to reduce CO2 emissions. The article by Architecture2030 argues that “With so much attention given to transportation emissions, many people are surprised to learn that buildings are the single largest contributor to global warming.”¹² This includes clubs and bars.

Sustainable Media

¹¹ “Good Times Go Green,” Pg 5

¹² http://architecture2030.org/current_situation/building_sector.html

The media's role in this growing popularity for eco-friendliness is to demystify "green." Lifestyles and habits represent an important component of what it means to be more "environmentally friendly," so the media should make it fashionable and cool. I like to call this type of media is "sustainable media" which is advertising/media/marketing that leads to greening. The problem is that many people today do not understand "green," what their environmental footprint is, or even know that they are impacting the environment almost every moment of their lives. Because of the lack of public knowledge, we need to create incentives through media as a form of education. Clubs and bars can also create incentives and educate through media and red-carpet events.

Cradle To Grave

Cradle to grave refers to the life cycle of a product. This can be from extraction of the raw material, to processing, use and disposal. It allows one to evaluate the full environmental impact of a given product. When you create a business or product, what is its lifespan? What process did it go through from start to finish?. Many factors involved are called externalities,¹³ and most companies do not show you how the environmental costs of goods are externalized. Clubs and bars need to consider cradle to grave in their building and products/materials when creating a sustainable age business model.

Sustainable and Organic Food

¹³ <http://coe.mse.ac.in/dp/envt-ext-sankar.pdf> "Externalities arise when certain actions of producers or consumers have unintended external (indirect) effects on other producers or/and consumers" (1).

Organic food is a very important part of being environmentally conscious. However, organic options are limited and rare. Can we fill the demand of food with only organic? The main obstacle is political because the consumer only has so much power to choose what is in our stores. Many people do not know about farmers markets, co-ops, and other local options, so they just go to the grocery store.. When people go out to a club, they probably do not consider what they are drinking. Clubs and bars that serve drinks (and many serve food as well) need to understand the importance of organic food, and integrate it into their environmental improvements. Not only are they helping the environment by supporting local growers and farmers, they are serving healthy food that is less toxic for customers.

Government Enforcement vs. Industry Power and Influence

Government standards are too slow, and far behind the race with our knowledge of the current environmental situation. We need to change farming bills, and create national policy to support farmers. Government needs to recognize how it can change law to helps more people and businesses, not support the current system established now. Companies should be giving suppliers eco-expectations, and audit them in order to establish more industry influence. In the night club and bar industry, eco-expectations and audits should be established, to strengthen the demand for organic food and sustainable regulations. Because the government does not have strong regulation, the night club and bar industry needs to take matters into its own hands. If clubs and bars

can begin to build more influence, the government may respond with more effective regulations, in turn strengthening environmental awareness.

The Ultimate Question: Do People Care Enough to Modify their Lifestyles?

The ultimate goal behind greening a company or industry is to spark awareness in the individual. Some of the easiest ways to reduce your environmental footprint is through small lifestyle changes (and sometimes big ones.) However we see a lot of problems that our current system has created and cemented into place. These include confusing standards, so people do not understand and trust “green” as much, lack of understanding about health and energy, and not enough education regarding the environment. History of Greening and environmentalism is not a new idea, so what can we build upon instead of rebuilding or re-starting?

Making employees aware can improve their individual lives, and help your business (bar/club) spread that to other individuals. Interpersonal conversations, and networking are key in industries like film, and clubs and bars, and they most often happen at the place of business. Successful greening is just a matter of winning people over, and combining their knowledge with yours. This can be done very easily over a few drinks! By letting environmental issues become part of conversations and relationships in a business, you can make people start to care enough to modify their own lifestyles. Ultimately, lifestyles and habits are a majority of what it means to be green.

Role of Hollywood

A big part of the success of green is to make it fashionable and cool. This can be done with eco-friendly clothing, food, and even clubs and bars. One major Hollywood role was the green Oscars. The Oscars is a huge global event sponsored and supported by famous celebrities, that has told the world the importance of going green by significantly reducing their environmental impact for the past two years in a row¹⁴.

The world looks at Hollywood as a community comprised of celebrities who are constantly in the spotlight. Celebrity action toward eco-friendliness helps influence global views on green. It is a good stamp for celebrities to go to green events, even if it does not actually make a difference. Whether good or bad, it is an undeniable truth that people look up to celebrities. As a result, they have more credibility and voice as individuals. Celebrities are also getting into healthy food, even though the overall public has not as much. This is probably because right now it is too expensive for most people to eat healthy. Clubs and bars can have a lot of celebrity attention. In fact, the three most eco-friendly clubs in the world have already had a lot of celebrity attention, and it has in turn made their venues more popular, and hopefully spread more knowledge about eco-friendliness.

2. Lights, Camera, Eco-Action!

¹⁴“ The effort included offsetting carbon emissions of the pre-show, the red carpet event, the telecast, and the Governor's Ball; incorporating environmental features into the greenroom design; promoting recycling and reducing waste generated by the annual event; and using recycled materials in paper products, including the Oscar ballots themselves.” <http://www.nrdc.org/greenthis/>

This report, written by Lauren Selman while she was at the University of California, Berkeley, provides comprehensive research regarding the Hollywood film industry, and gives a model and similar approach to greening a business. I was fortunate enough to meet Lauren at the *Hollywood Goes Green* Convention, and use her work as a model for the club and bar industry.

Lauren Selman recognizes the importance of educating and transforming and industry to become more environmentally conscious. In her paper she explains her purpose:

“It is my intention to bring awareness forward and to open a space for new observers. I encourage creative conversations about how to better environmental practices and continue to encourage solutions can be implemented on local, national and international levels.”¹⁵

This paper addresses a lot of similar issues to the night club and bar industry. Now, more than ever, environmental initiatives are being incorporated into business plans and public policy. It is only a matter of organizing those environmental issues and evaluating the solutions for them. While the Hollywood Film Industry is a completely different business structure, both film and nightlife are entities that can address specific audiences. By recognizing the tools that can be used in our specific industries, these industries can utilize their resources and knowledge to make green a business reality.

Lauren breaks down her argument into different categories (i.e. transportation, actors, and writers), and in each she discusses how they can reduce their environmental footprint. I have broken down different categories for

¹⁵ “Lights, Camera, Eco-Action!”

clubs and bars (see worksheets), and give similar suggestions on how to green each one (see analysis).

3. Dining Green

This guidebook was published by the Green Restaurant Association, and is about creating environmentally sustainable restaurants and kitchens. Much of the material is very useful for nightclubs and bars. The book initially addresses the overview of environmental problems. Looking at the big picture before breaking down strategies for sustainable restaurants and kitchens gives a solid presentation of what we are actually dealing with, and why we need to be sustainable. It then lays out six major parts to sustainability. They include: waste diversion, disposable products, food and beverage, utilities, chemicals, and building and construction. The concluding summary states:

“Creating an ecologically sustainable restaurant industry is possible, but only with participation from restaurants, customers, and vendors. Today, environmental solutions are available in most if not all areas of restaurant operations, and new environmental solutions become available every year. The Green Restaurant Association exists to the bridge linking environmental solutions with the consumers that demand them.”

The website www.dinegreen.com lists a page of environmental guidelines (see appendix).

Research and Description: Finding What Eco-Friendly Venues are Already Out There

Because there are not many eco-friendly drinking establishments globally, I took what I could find to compile all the information together, primarily from their websites.¹⁶ Although there are more green establishments in the US, some of the best are in other parts of the world. It was important to find all the “green” initiatives each club had, because what might seem green may have no contribution toward reducing a club or bar’s environmental footprint. Working at Ecco ultra lounge right as it opened to the public was a great place to start to understand some of the methodology of the clubbing business, and the challenges sustainability raise in that process. Along with these sources I also interviewed several owners and representatives of some of the businesses/establishments involved in eco-friendly night life.

Interviews

My main contact was a company called Sustainable Dance Club. This company helped build an “eco-friendly” nightclub in Rotterdam called Watt, and also worked with another environmental organization known as Enviu. These organizations in Rotterdam have been the most ambitious and organized. Because these companies collaborated together, they had very strong business plans and thorough understanding of the whole process. They are beginning research in the United States as well.

My next contact was with a new recycling company that just opened in Hollywood. The company is called Rockwell recycling. They come to the clubs and bars at night and take all their glass bottles to the recycling center for them!

¹⁶ Note that websites may have a bias toward exaggerating some things (greenwashing).

This interview was very helpful because the founder of the company is a perfect example of finding easy and successful ways to lessen your impact on the Earth. This innovative solution is admirable because it targets all clubs and bars, and does all the work for those venues willing to hire Rockwell Recycling.

Another interview came with Nopa, an organic restaurant in San Francisco. Although “organic” does not necessarily mean “carbon-reducing” it does have important benefits to consumers and the agricultural environment. And there are related initiatives, such as only selling food and drinks from local farmers and businesses, which means less diesel trucks driving long distances and supporting local economies.

Note: These interviews can be found in Appendix B

Descriptions

The following descriptions are of the nightclubs and bars that have made an effort to reduce their environmental impact. Common themes I found for many of them were the 3 P’s, (people, profit, and planet) and Third spaces (utilizing a space for more than one purpose). All of these clubs and bars claim to be eco-friendly or green in some way.

I have divided the venues into two main groups of clubs/bars that I would define as eco-friendly. One easy way many companies have done it is by simply having 100% organic food and beverages. This approach is more common with bars and restaurants. I have created two charts for these groups that contain

summaries of how each venue has reduced its environmental footprint (see following page).

Of the six main clubs around the world that claim to be “eco-friendly,” the three clubs that had the most information regarding their green initiatives and were the best models for a green nightclub are discussed after the charts.

Clubs and Lounges	Location	Energy	Water	Food/Drinks	Waste and Recycling	Carbon Emissions Offset Programs	Other
Butterfly Social Club	Chicago, IL	Uses solar and kinetic energy from a bike in front window, high efficiency lighting and amplifiers		Array of alcohol, juices and tonics that are certified organic or grown and produced in an eco-friendly environment	Natural/recycled materials into its design (including mud, sand, clay, and straw),speakers are made from wood.		
Greenhouse Nightclub	Manhattan, NY	High efficiency heating, ventilation and air conditioning, and LED system that uses over 3% of the energy of standard lighting	Includes waterless urinals. low-flow sinks in the bathrooms	Organic juices and alcohol	Bi-level 6000 square foot nightclub, lounge, and event space built from recycled/recyclable materials, bars made from recycled glass	Instituting a carbon offset program	First nightclub to get LEED registration, Costs increased 35% more to include sustainable initiatives.
Surya Nightclub	London, UK	Electricity dance floor, makes up to 60% of the clubs energy needs, own wind turbine and solar energy system, plan to donate surplus electricity to locals, low voltage lighting	air flush, waterless urinals and low flush toilets	sells drinks in polycarbon cups	recycling all glass, metal, plastic and paper products used at the bar		Cyclists/walkers get free admission, donation of a part ofprofits to a registered/recognized environmental/animal welfare charity
Temple Nightclub*	San Francisco, Ca	89 KW in August	20,000 Gallons in September	Vertical garden, Urban food production	89% Diversion From Landfill	Offset all energy usage with PG & E Climate Smart	Community Involvement
Ecco Nightclub*	Hollywood, Ca	LED lighting, High quality insulation, saving 20% energy use, Green power supplied by LADWP	Waterless Urinals	Local growers and suppliers used	Recycled material used for construction	Working through LivClean	Eco-friendly cement used (estimated reductions of 180,000 tons CO2 per year, Green carpet Events
Watt Nightclub*	Rotterdam, Netherlands	Sustainable dance floor	Rainwater runoff collection system for toilets, waterless urinals	Serving drinks from tap	Recycling materials, central cooling systems, recyclable 'ecocups'		30% less impact than average clubs

*More detailed descriptions follow these charts

Restaurants and Bars	Location	Food	Water	Waste/recycling	Other
5 Seasons Brewing	Atlanta, GA	Organic inspired dining			Began as a community based worker-owned cooperative, invested in sustainable measures
Casa Nueva	Athens, Ohio	Menu is arranged by season, focusing specials on freshest food at the time			First bar to be certified by the city as a green business
Elixir Bar	San Francisco, Ca	Organic local juices, beers, wines and liquors, specializes in eco-friendly cocktails			
GustOrganic Bar	New York	World's first all-organic bar, USDA certified, using all organic spirits (beers, cocktails, wine, and liquor), all drinks free of chemicals, artificial substances, hormones and pesticides	Water conservation equipment	Recycling and composting, biodegradable take out containers, cups and flatware, 100% recycled paper, bags, boxes, biodegradable products for green cleaning, built with recycled woods, and eco-friendly materials.	Using only wind energy, use of solar lighting, eco-friendly packaging (most biodegradable), printing with soy ink, staff wears all organic uniforms, use of organic flowers
Nopa Restaurant	San Francisco, Ca		Instead of bottled water, they serve filtered tap water	Compost and recycle diligently, menus printed on kenaf paper (made from a fast-growing plant), serving organic, shade-grown coffee	Soaps are nontoxic and biodegradable, eliminating Styrofoam
Nora Restaurant	Washington DC	April 1999, Restaurant Nora was America's first certified organic restaurant, 95%(+) food produced by certified organic growers/farmers		daily menus printed on recycled paper	tries to hire wait staff that live close by, community tables

1. Temple Nightclub¹⁷: This club has by far the most descriptive initiatives on its website and from other sources. Not only does it give hard data numbers regarding its eco-friendliness, it has its own director of sustainability, Mike Zuckerman. This nightclub has the hardest numbers and organized plan for its sustainable improvements. These parts to the plan include energy, water, waste, innovative solutions, community, and what is in progress.

Temple nightclub used only 89 KW of energy in August 2008. They did this through LED retrofitting, and a PG&E energy audit. Once all lighting is retrofitted, the Zen Compound (which Temple is a part of) will receive a \$17,000 rebate. Through PG&E Climate Smart they also offset all of their energy usage. These major improvements have made the difference in their energy reductions. They also recognized the importance of educating their employees and encouraging them to take the stairs, because behavior change is equally important.

Water is the next important step toward reducing a club's environmental footprint. Temple used 20,000 gallons in September 2008. They accomplished this through receiving a water audit from the PUC, along with a leak inspection (a slow drip can waste 50 gallons a month). Low flow toilets were also installed, which use 1.26 gallons per flush (they also received rebates for the toilets from the PUC). Already you can see the club used other companies and resources that were already out there, and have already receive rebates and saved money.

¹⁷ Information from <http://cms.templef.com/green/>

Waste is one of the biggest issues in a club or bar. Temple recognized this, and was able to divert 89% of their waste from landfills. They did this by creating their own waste management system including recycling and composting. They use corn cups and straws, and kitchen grease is donated to www.gotgrease.org for bio-diesel fuel preparation. These are the main areas of waste, but Temple took it several steps further with no UV coating on their flyers, and the ability to replace just one damaged tile at a time with Interface Carpet Tiles.

Besides Energy, Water, and Waste, Temple implemented more miscellaneous innovative solutions that include a vertical garden. This means they utilize surface area vegetation, unlike most cities that are designed without consideration for plants or animals. One of the most important things they do is Resource monitoring and tracking, which means they know where they are starting from and where they want to go (i.e. cradle to grave).

The thing I really liked most about Temple nightclub was their understanding of the importance of community involvement. All of their attempts to evolve their business are through recognizing what they share with their competitors. They call it “Coopetition—the fusion of competition and cooperation- it is the believe that collaboration is the only way to solve the current challenges that we all face as businesses and individuals.”¹⁸ They have established this coopetition through a business council on climate change, 3rd Spaces (using the club space for other purposes like yoga lessons).

¹⁸ <http://cms.templestf.com/green/>

Overall, Temple nightclub has done very thorough work and really thought through the sustainable process. On top of everything they have done, they are implementing even more eco-friendly measures. These include a solar lotus solar sculpture which will track the position of the sun, an urban food production geodesic dome on the roof, surface area vegetation on the whole building, to eventually implement the energy generating dance floor that is already in some clubs around the world, and investing in wind power solutions.

2. Watt Nightclub¹⁹: This club is based in Rotterdam, Netherlands. It was designed and built among several organizations (including Enviu and Sustainable Dance Club). Because of the collaboration of several companies, the club's 30% less environmental impact (than average clubs) and approaches to sustainability are well planned out.²⁰ They include energy, water, materials and waste, CO₂, and sustainable aspects of the building.

This club was one of the first to use the Sustainable Dance Floor, which was developed by Sustainable Dance club, and converts the kinetic energy from dancers into electricity which is used to light up the floor. The floor can generate up to 20 W per person. Alongside the dance floor is an "energy meter," which is a constant reminder to patrons of their relationship to their surroundings and environment. Because the dance floor does not provide all the energy for the club, WATT also uses energy from sustainable sources, and implements smart usage of cold and warm air.

¹⁹ Information from website <http://www.sustainabledanceclub.com/>

²⁰ This information came from a handout called "The world's first Sustainable Dance Club™, Club WATT – Rotterdam"

Like Temple, WATT night club uses water-saving toilets. The unique part of their water system, is that it utilizes purified rainwater runoff collected and stored on the roof, flowing through transparent piping so customers can see the re-used water for themselves. This rainwater runoff collection system has saved approximately 80,000 flushes per year. The men do not even use water in their waterless urinals! That saves Watt about 1000 m³ of water per year (almost a full-sized swimming pool).

WATT recognizes the importance of using materials properly and managing waste in an environmentally conscious manner. They do this by serving as many drinks as possible from tap (instead of separate bottles) in recyclable 'ecocup's', and responsible usage of other materials (type and amount). The central cooling system is always very important in a club. With the building getting crowded and people dancing, it can get hot very rapidly. WATT recycles central cooling systems to be more sustainable.

A business' carbon footprint is one of the clear definitions of sustainability. It reflects the output from consumption of electricity, water, gas, materials such as paper, glass, building materials, and goods deliveries and refuse collection. WATT recognizes all of these aspects of their carbon footprint, and has worked to emit 100,000 kg less CO₂ per year. This is an important number because it will meet the criteria set out in the Rotterdam Climate Initiative to reduce the carbon footprint of Rotterdam as a whole by 50% by 2025.

The building is where most of the environmental impact comes from. The design of WATT was drafted by Kossmann deJong and Döll-Atelier voor

Bouwkunst architecture firms. They also collaborated with Sustainable Dance Club (part of Enviu and Döll), which ensured that the building as a whole is sustainable. By working with other professionals, WATT was able to have more solidarity behind their sustainable initiatives.

Although WATT has only reduced its impact by 30%, I find it admirable that they are very honest about their reductions, and recognize that greening can be a slow process. What was most interesting about this club is how they established visible (and invisible) manifestations of their green innovations. WATT believes what makes it special is “the ‘spectaculars’, innovative eye-catchers that show sustainability in a new light.” These ‘spectaculars’ show sustainability to the public, which is a key part in the whole mission of green clubs and bars. If the point of going green is to help partygoers recognize their impact on the environment, what better way to do it than by literally showing people their direct impact. Alongside this, they have developed a communication plan on how to inform, and look into the future with a sustainable business plan with yearly targets and evaluation.

3. EccoUltralounge²¹: Being the first eco-friendly club in Los Angeles, Ecco was a pioneer in Southern California. Although they seemed to have some greenwashing issues while I worked there, they did have very well planned initiatives during construction, and really began the project to be sustainable in the long run. Their main focuses for sustainability were Energy and CO2, food

²¹ Detailed description from www.eccohollywood.com

and water, waste and recycling, building design, and most notably spreading awareness and green carpet events.

Although Ecco does not have the energy producing dance floor, they did implement a LED lighting setup. This lighting is used throughout the venue, and is a high efficiency bulb. They also save energy through high quality insulation, which saves them 20% of standard energy use. Their main source of power is green, and is supplied by LADWP (Los Angeles Department of Water and Power). This green power comes from wind, solar, and hydro power.

An important club of a club or bar is the sound system, and at Ecco, their award winning turbosound system (that is ROHS and WEEE compliant) includes drastically reduced physical space required for the amp, giving it the ability to cool less volume of air. Less cooling means that the amp uses half the energy to produce the same power as normal amplifiers. The amplifier also uses a closed loop system, so power sent to the speaker is recycled back to the amplifier.

With innovative energy reductions, Ecco has also developed effective CO2 reductions. They did this through using eco-friendly cement, which led to estimated reductions of 180,000 tons CO2 per year. More importantly, their carbon emissions have been neutralized through carbon offset programs around the world, coordinated by LivClean.

Food is served at Ecco even though it is more of a club than a restaurant. To be sustainable in this, they use local growers and suppliers, and have an eco-friendly stone bar top that adheres to international eco-friendly standards. 97% of the water used for production of the stone is recycled and the harmful dust

released from production is compressed and reused as construction building materials.

To reduce their waste impact and recycle, eco-friendly sound insulation made from reused cotton and denim. Their sound board is made from recycled card board, and compressed glass tops for tables and bars. They also use paperless solutions for ticketing and reservations, and paper use reduction in toilets with “Dyson Airblades” for minimizing paper towel waste. Ecco was originally a club called Tokio, and many of the materials were recycled for construction, including wood from framing, and stainless steel in the bathrooms. Although Ecco was creative in reusing goods for the new venue, I think it is most important that they use environmentally aware suppliers for goods they do not already have.

Ecco used many materials from the previous club Tokio, and also had more approaches for building design than many other eco-friendly clubs. They used copper pipes for plumbing, which is an organic, environmentally friendly substance that will not deteriorate over time. Their exterior and interior paint were both low VOC (Volatile organic compound) paints, and the paperless drywall used received a GreenGuard certification from the US GreenGuard Environmental Institute (GEI) for low emissions of VOCs. To finish it off, their wood used for wall framing was certified by the Forest Stewardship Council (FSC).

The best thing about Ecco is its location. Being in Hollywood, this club has the most potential to grab attention from celebrities and spread awareness

through green carpet events. Ecco has already attended red carpet events with their eco-friendly green carpet, and has partnered with numerous green and eco-friendly charities. Not only will charities and events spread awareness, but Ecco will undertake various initiatives encouraging people to adopt the initiative into their everyday lives, including their nightlife. One example of this is providing a sedan service from a line of eco-friendly vehicles. Not only has Ecco improved its building and business as much more environmentally aware, but it continues to work to spread the knowledge of sustainability to the partygoers.

Findings: The Successes and Failures of Greening Clubs and Bars

Of all the clubs and bars I found that were making an effort to go green, many collaborated with other organizations and companies. Because these clubs and bars are the pioneers of greening the night life industry, there have been both successes and failures in their missions. I found that the most successful clubs are Watt in Rotterdam, Netherlands, Temple in San Francisco, California, and Ecco in Hollywood, California. These three clubs have collaborated with other companies and people addressing environmental issues, and have thorough plans and implementations that track each step of their success.

Aside from these successful venues, I have also found clubs whose green initiatives are actually examples of greenwashing. Examples are Surya, and Ecco. Ecco originally did a lot of work to be more sustainable, but while I worked there, not all practices remained sustainable. For example, when we needed a new tent to protect the outside bouncers from the rain, the first one we bought was not eco-friendly. Surya has had the most problems with its reputation. They

claim to be an eco-friendly club, working with a company called Club4Climate, but when they tried to associate themselves with an organization called Friends of the Earth, Friends of the Earth announced that they were not affiliated with Club4Climate because the company was building an eco-friendly vacation island.²² Their argument was that the impact of air travel is counter-productive to the purpose of the eco-friendly island concept.

Greenwashing is one of the biggest problems with the green movement in all industries and economies. There is not always a way to measure or evaluate how well a club is reducing its environmental footprint, or these business just choose not to measure their carbon-reduction because they know it will not be up to par for customers. Because there are different types of Eco-friendly measures, I chose to focus on initiatives that reduce the carbon-footprint of a club or bar. In the table of clubs, bars, and organizations I have outlined what each one offers, yet translating the message of sustainability and environmental consciousness onto the nightly club-goer is not so simple.

Analysis: The Big Picture

The ultimate purpose of greening a club is to reduce its environmental footprint. The fact of the matter is that there are hundreds of thousands of clubs and bars around the world, and each one is impacting the environment. Every person and every thing has an environmental footprint. This is an industry that is just beginning to see the first signs of greening, and the implications for that are

²² <http://www.foe.org/friends-earth-does-not-support-club4climate>

tremendous. The bigger issue around all of this is awareness. Not all people know they have an impact on the environment. It is not taught at an elementary level in schools, and not usually enforced in the workplace. If people who go out and party learn about being environmentally conscious at the same time, they will (hopefully) take that knowledge and apply it to their personal lives.

Many of the clubs and bars that have become eco-friendly recognize the potential for education and awareness in the nightlife industry, and are the first to attempt to make a difference. I know I was amazed the first time I heard of an eco-friendly nightclub! Sustainable Dance Club is a perfect example of an organization targeting young nightlife to educate about eco-friendliness.

A big part of change has to come not only from business owners and individuals, but from the government and society. Businesses often need support from the government on transitioning into going green because of the high initial costs. Although it may cost at first to get LEED certification on a building, or refurbish your venue with eco-friendly couches and tables, it is much cheaper in the long run. All the energy and water saved from green initiatives repays the greening of a business a few years into the future.

Nightclubs and bars have to get many permits before they can be open. Some permits include liquor license(s), food license, and structural permits. The city and state legislation can be restructured to foster more green building. For example, a new law could be implemented that required all new buildings and all retrofitted buildings to be LEED certified. If this was required to be done by clubs and bars, they would be greening their businesses while complying with law.

A large part of reducing a club's impact is based on the businesses it chooses to work with, such as "360 vodka", an eco-friendly vodka company that sells its bottles at Ecco Ultralounge.²³ When clubs and bars work with companies and products that are already environmentally preferable and/or carbon-neutral, they can provide environmental benefits in their own venue. By working with other eco-friendly companies, the night club and bar industry can build its own power and voice, and make up for lack of regulation from the government.

Solutions for Each Green Component of Clubs and Bars

Energy

Energy is the most significant factor when it comes to reducing your environmental footprint. The most innovative solution for this has been the energy powered dance floor. This new technology targets the night club and bar industry directly, which is an important message about greening nightlife for the clubber. Clubs can also buy renewable energy from their energy companies, rather than coal or other non-sustainable energies. It is vital for clubs to have good ventilation systems, so they should be designed to have higher efficiency. Use of LED lights saves significant energy (just a little over 3% of a standard lighting system).

Water

²³ <http://www.vodka360.com/index.php>

All clubs and bars use water behind the bar tables, in the kitchens, and in the bathrooms. Because some clubs and bars may have high capacities, water reduction is very important, especially in the bathroom. The best solutions for water reduction are waterless urinals, low-flush toilets, and reusing water wherever possible (i.e. runoff systems).

Food/Drink

Although not all clubs and bars have food as an option, the ones that do should try to use local growers and organic foods as much as possible. All of these venues serve alcohol and other drinks, and so those should also be from as many eco-friendly sources as possible. If a customer wants a vodka on the rocks and insists it be Grey Goose, they should be served that brand. However, clubs and bars can also have alternative options, such as Vodka 360 which is an eco-friendly vodka company. There are also eco-friendly beers, wines, and other spirits already out there! Cups for beverages can also be eco-friendly.

Waste/Recycling

There are two aspects of waste and recycling that we need to look at in clubs and bars. One is materials used in the building and for long term use. The other is short term waste that is produced every night when people use drinks, napkins, etc. Wherever possible, a club or bar should use recycled or eco-friendly materials for construction and long term use, such as using recycled glass for the bar and tables. For short term use, all venues should have a

recycling system in place. We have recycling centers for different products, and any business can easily recycle trash into glass, aluminum, plastic, and paper.

Carbon Emissions Offset Programs

Carbon Emissions Offset Programs are an easy and smart way to reduce the environmental impact of a club or bar. These companies provide carbon offsets by tree-planting or investment in renewable energy. Signing up with these companies helps your bar/club reduce its CO2 emissions significantly.

Cleaning Products

Using eco-friendly cleaning products is very easy for any club or bar to do. These venues have to clean after every night they are open, so if you are already going to be using cleaning supplies, make sure to buy supplies that are certified green or use all natural ingredients. Towels and napkins used for cleaning should be recycled. You can also provide hand soaps and other cleaning products for customers in the bathrooms that are eco-friendly.

Miscellaneous

Of the clubs and bars that have reduced their environmental footprint, they have come up with some original innovations that make their eco-friendliness unique. This is important because it can be more educational for customers, for example when people go to club WATT in Rotterdam and can see a meter on the wall that informs them of what they are producing or reducing (i.e. energy). I

would encourage creativity when trying to reduce your environmental footprint. Think of ways to educate patrons and show them the positive aspects to being eco-friendly. Encourage individuals to be more eco-friendly by offering benefits to customers who practice eco-friendliness (i.e. walk to the club). The concept of third spaces is another good use for clubs and bars, because if the club is not open during the day, that space should be used for something else, such as a meditation class. How can you involve your community? By being creative and encouraging eco-friendly participation from individuals and the community, clubs and bars can more effectively accomplish the greater goal, spreading awareness.

Conclusion

My journey through clubbing and nightlife in the past 2 years has grown to be much more than I could have ever imagined. Not only have I learned about the nightlife industry as an organism/environment, I have seen the potential it has to make a difference on this planet. Maybe some people never even step foot in a bar or club because they do not like to drink or go out late at night, but the fact of the matter is it is still a very large industry internationally, and we should use its voice to spread awareness about being eco-friendly. If places like bars and clubs can set an example, hopefully the people who go to them can recognize how they to can change their personal lives and habits toward being more environmentally conscious. I have presented the best practices of eco-friendly clubs and organic bars that are already around the world. These serve as models for other clubs, bars, and drinking establishments to follow.

The biggest challenges clubs and bars face toward reducing their environmental footprint are cost and actual measurement of reduction. These businesses need to be thorough in their efforts to make a difference, and if it is too costly up front, they can do small initiatives over time. Maybe a bar can start by implementing a recycling program, or using less paper towels and napkins in a night. But what is most important about greening bars and clubs is the message they can send to the club attendees. By targeting young people having fun, and being part of the Hollywood scene, these venues can make a more positive image of eco-friendliness, and show people how simple helping the environment can be.

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Appendix

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Environmental Guidelines

1. **Energy Efficiency & Conservation:** Energy efficient technologies and conservation practices exist for lighting, heating, ventilation, air conditioning, foodservice appliances, office equipment, and transportation.
2. **Water Efficiency & Conservation:** Water efficient technologies and conservation practices exist for foodservice appliances, equipment, and landscaping.
3. **Recycling & Composting:** Recycling services exist for many waste products such as glass, plastic, metal, cardboard, mixed paper, grease, ink & toner cartridges. Food waste can be diverted from landfills and made into nutrient-rich soil through the use of a composting service or an on-site system.
4. **Sustainable Food:** Sustainable food products support the long-term maintenance of ecosystems and agriculture for future generations. Organic agriculture prohibits the use of toxic synthetic pesticides and fertilizers, irradiation, sewage sludge, and genetic engineering. Locally grown foods reduce the amount of pollution associated with transportation primarily by fossil fuels. Plant-based foods require fewer natural resources and create less pollution per calorie consumed.
5. **Pollution Prevention:** Pollution prevention is achieved through source reduction, reuse, or improving operational practices.
6. **Recycled, Tree-Free, Biodegradable & Organic Products:** Recycled products are made from materials that are collected from post-consumer or post-industrial waste sources. Tree-free products are made from alternative plant sources such as hemp or kenaf. Biodegradable products are capable of being decomposed by biological agents, especially bacteria. Organic products are grown without the use of toxic synthetic pesticides and fertilizers, irradiation, sewage sludge, and genetic engineering.
7. **Chlorine-Free Paper Products:** Chlorine-free paper products are unbleached or whitened with alternatives such as hydrogen peroxide, oxygen, and ozone. The term Process Chlorine-Free (PCF) identifies recycled paper that is unbleached or bleached without the use of chlorine compounds. The term Totally Chlorine-Free (TCF) identifies virgin paper that is unbleached or bleached without the use of chlorine compounds. The term Elemental Chlorine-Free (ECF) identifies paper that is bleached without the use of elemental chlorine (but may use chlorine compounds).
8. **Non-Toxic Cleaning & Chemical Products:** Non-toxic cleaning and chemical products are biodegradable, free of hazardous ingredients, and are safe for people, animals and the environment when used properly.
9. **Green Power:** Electricity and power is available from renewable resources such as wind, solar, geothermal, small hydro and biomass. These energy sources cause dramatically less air pollution

and environmental damage compared to fossil fuel, nuclear, and large-scale hydroelectric energy sources.

10. **Green Building & Construction:** Green design and construction practices significantly reduce or eliminate the negative impact of buildings on the environment, occupants, and the local community.
11. **Education:** Staff will receive GRA's book, Dining Green: A Guide to Creating Environmentally Sustainable Restaurants and Kitchens, which explains the environmental impact of the restaurant industry and a path toward ecological sustainability. Restaurants also receive signs for recycling, energy & water conservation, and to remind staff of the 4 Environmental Steps for the year.

B. Interviews

Interview with Nopa Restaurant and Bar

1. What would you say is the number one thing a club or bar can do to reduce its carbon footprint?

Make sure all product being disposed of is put in the right place.

2. Who was the initial or "green" consultant for Nopa? Did you collaborate with anyone else, or have any kind of prepared checklist?

Our goal was never to be on any green list. We hired no consultant, and did review a few lists. Unfortunately being green and doing a startup with not much financing is quite difficult.

3. How did you go about the process of organizing carbon-reducing initiatives for Nopa? It says on your website you are an organic restaurant? How does organic food come into play for reducing your carbon-footprint?

We are first and foremost a local restaurant utilizing as much organic and sustainable product available. If the food travels less from dirt to table, not only is it fresher but also, less travel is included.

4. Are you certified by any programs such as LEED for buildings, or any carbon-offset programs (if yes, which ones)?

No.

5. How do you monitor or measure your carbon-reduction?

We have no measure for this.

6. How did you decide what to do and what not to do? Was there anything you chose not to do? Why?

We followed what we felt was right. We definitely decided not to use bottled water, and were quite specific in using companies that practiced green methods.

7. Did you include a marketing plan? If you work with other companies and businesses, how did you establish those relationships?

No marketing plan.

Interview with Vera Verkooijen, Sustainable Dance Club

8. What would you say is the number one thing a club or bar can do to reduce its carbon footprint?

There are a lot of things that clubs can simply implement to become more sustainable. For example: LED lights, green energy, polyester cups

We don't only want to look on those simple things, but our challenge is to make the sustainability fun for the clubbers. And with that in mind we came up with spectaculars. You can read all about it in our digital brochure and the document attached about our WATT project.

9. What exactly is your role for reducing the carbon-footprint of night clubs? Are you the initial consultant? Did you collaborate with anyone else, or have any kind of prepared checklist for reducing the carbon-footprint of clubs?

I am giving my answers in name of Sustainable Dance Club and I am doing the communication for the company. SDC has 3 business lines; consultancy, elements and events.

Consultancy: (you can read more about it in our digital brochure) These are the guidelines:

CONDITIONS FOR A SUSTAINABLE DANCE CLUB™

- 30% less environmental impact than average clubs
- Sustainability integrated in both building and organisation
- Installation 3 SDC 'spectaculars' that show sustainability to the public (Sustainable Dance Floor, Minimal Waste Bar, Pie experience)
- Communication plan on how to inform the public about sustainability
- Sustainable business plan with yearly targets and evaluation

10. How many clubs have you helped reduce their carbon-footprint? How do you have in many in progress?

September last year we opened the 1st SDC; Club WATT in Rotterdam. This is the first club we totally renewed in sustainability. At this moment we are working on a new club in Prague (Tjehie) and one in Shanghai.

Next to the clubs we also rent our dance-floor for parties, events and exhibitions. We also organize sustainable events, so we have more departments than clubs where we are working on.

11. How did you go about the process of organizing carbon-reducing initiatives for Watt Nightclub?

We have good contacts with the local authority of Rotterdam and clubs here. Michel Smit, director of Sustainable Dance Club owned his own club Off_Corso in Rotterdam before he got involved with Sustainable Dance Club.

He knew about the plans of opening a new club, so he introduced the concept of Sustainable Dance Club and that made them enthusiastic.

12. Has the club/company had any kind of audit or certification such as carbon-offset programs or LEED certification? (If yes with what programs).

We don't have partnership for certification, but we have a company in Rotterdam that we can ask for advise. I don't know if you need the name of the company, but we agreed not to name them external, as we don't have an official certification from them.

13. How does a club monitor or measure its carbon-reduction?

I will attach a document about our WATT project. This document explains all the sustainable aspects of the club, but also organizational stuff.

14. How did you decide what to do and what not to do? Was there anything you chose not to do? Why?

We have a lot of ideas in our concept, but the client decided what was implemented. Of course we did this together and it had to be in line with our concept. But I think you will understand that it will cost more money to start an SDC as the first one. It is a new discovery! That is why some choices are made and some ideas couldn't be fulfilled.

15. Did you include a marketing plan? You seem to work with other companies and businesses, how did you establish those relationships?

Yes, every department of club WATT wrote a plan including the sustainability. So they also wrote a marketing/communication plan. It was also one of our guidelines.

Interview with Adam Edwards, Rockhound Recycling

1. How did you decide to start this company?

When I worked at the Roosevelt Hotel in Hollywood, I saw a lot of inconsistency, in terms of protocol for glass garbage. Everything is divided into shifts. Some shifts I saw thousands of bottles thrown away, other shifts there would be sort of an underground Latino team that would come in when they needed "a little bit of money." I also worked at a bar called the Edison, and at both places the staff had no answer for how to deal with glass bottles. No one really took responsibility for it, or felt like they could. It felt sort of like a "black hole" topic/category.

2. Were these two places doing anything else that was environmentally conscious?

Edison is very small, but was good about only using lighting and electricity when needed. They used small lights that look like candles and flicker, but they use a watch battery for power. Using those for dim lighting was a pretty conscious choice. I do not think it is about a matter of size, but more on the grunt level to change things. The larger any operation gets, the more political it gets. Kitchen 24 (Roosevelt hotel) took the recycling account right away (with Rockhound Recycling) because it didn't involve work. It won't be as easy with the entire Roosevelt Hotel because it is a bigger, global chain that requires a longer process for approval to work with them.

3. Did workers or patrons ever suggest anything?

At the Roosevelt, about 10% of clientele would ask if the restaurant/bar recycled. On the other hand, your clientele at the Edison is very bar-esque, even though it's a lounge. Its ultimate purpose is drinking, while at the Roosevelt, it's a different crowd and not so much oriented toward drinking. There, you can relax more and converse more easily with staff, which allows for a much more interactive atmosphere.

4. Do you think that club-goers care if the establishment they are at is environmentally conscious?

Probably 30% because it isn't really taught in high school.

5. What would you think is the most important thing a club or bar can do to reduce its environmental footprint?

Hire Rockhound Recycling. Its about legitimizing the process from a to z, because then you can document it and Rockhound can donate percentages. There is more severe liability when you have underground deals with homeless people or Latino teams digging through your trash.

6. Lets say you have a venue of 300 people. How many bottles can be recycled per week?

5000-7000 beer bottles easily. What's interesting is that glass is not universal. Someone could buy a huge glass bottle, but it's impact (CRV) may not be as much as a beer bottle because it's not as valuable glass. Most glass in California goes to China (75% or more).

7. How did you get business?

I used my connects and networking to get customers. These businesses know me personally from the past so they know I can work my butt off and that I am reliable.

8. What venues do you work with?

I work with the Edison Downtown (I used to be a food-runner there), Roosevelt hotel (I used to be a bartender there), and my third contract is in progress with Foobar.

9. Why do think its important to host a launching party?

Number one to promote the brand, and to really incentivize the "trendiness" of trying to go green. Right now my company isn't making much money, its about opening up smart. We want a brand that dominates the Hollywood market before competition arises.

C. Charts

Clubs and Lounges	Location	Energy	Water	Food/Drinks	Waste and Recycling	Carbon Emissions Offset Programs	Other
Butterfly Social Club	Chicago, IL	Uses solar and kinetic energy from a bike in front window, high efficiency lighting and amplifiers		Array of alcohol, juices and tonics that are certified organic or grown and produced in an eco-friendly environment	Natural/recycled materials into its design (including mud, sand, clay, and straw), speakers are made from wood.		
Greenhouse Nightclub	Manhattan, NY	High efficiency heating, ventilation and air conditioning, and LED system that uses over 3% of the energy of standard lighting Electricity dance floor, makes up to 60% of the clubs energy needs, own wind turbine and solar energy system, plan to donate surplus electricity to locals, low voltage lighting	Includes waterless urinals, low-flow sinks in the bathrooms	Organic juices and alcohol	Bi-level 6000 square foot nightclub, lounge, and event space built from recycled/recyclable materials, bars made from recycled glass	Instituting a carbon offset program	First nightclub to get LEED registration, Costs increased 35% more to include sustainable initiatives.
Surya Nightclub	London, UK		air flush, waterless urinals and low flush toilets	sells drinks in polycarbon cups	recycling all glass, metal, plastic and paper products used at the bar		Cyclists/walkers get free admission, donation of a part of profits to a registered/recognized environmental/animal welfare charity

Temple Nightclub*	San Francisco, Ca	89 KW in August	20,000 Gallons in September	Vertical garden, Urban food production	89% Diversion From Landfill	Offset all energy usage with PG & E Climate Smart	Community Involvement
Ecco Nightclub*	Hollywood, Ca	LED lighting, High quality insulation, saving 20% energy use, Green power supplied by LADWP	Waterless Urinals	Local growers and suppliers used	Recycled material used for construction	Working through LivClean	Eco-friendly cement used (estimated reductions of 180,000 tons CO2 per year, Green carpet Events
Watt Nightclub*	Rotterdam, Netherlands	Sustainable dance floor	Rainwater runoff collection system for toilets, waterless urinals	Serving drinks from tap	Recycling materials, central cooling systems, recyclable 'ecocup's'		30% less impact than average clubs

*See full green Initiatives in Ch 6

Green Organizations **Location** **Mission/Purpose** **Contribution to Green Clubs/Bars** **Other**

Club4Climate	London, UK	<p>“Dr. Earth wants you to be environmentally aware, but he sees no reason why environmental awareness and hedonism shouldn't go hand in hand. They are not mutually exclusive. With the profits from the music, the nights and the destination going to Friends of the Earth, all you really have to do is dance to save the world.”</p>	<p>Encourages environmentally conscious clubbing and partying</p>	<p>Many articles claim this company is not as eco-conscious as it claims, Club4Climate associated with Friends of the Earth, but they deny association</p>
Enviu	Rotterdam, Netherlands	<p>“It is our mission to inspire and involve young entrepreneurial people to co-operate on profitable solutions for environmental and social issues. Enviu strives to contribute to a sustainable world where innovative entrepreneurship creates value for people and planet”</p>	<p>Main research theme is sustainable business development, worked with Sustainable Dance Club, building/designing club WATT</p>	
Green & Tonic		<p>“Green & Tonic provides an incentive for local bar owners to retrofit their establishments and bar goers to lessen their ecological burden on the planet. Once the owners enroll in the City's Green Business program, G & T organizes a party to offset the initial costs of becoming green certified. The fundraiser helps bars replace not-so-sustainable components, i.e. leaky toilets, energy sucking appliances and toxic cleaning supplies.”</p>	<p>Correcting poor state of environment from individual citizens, not just major policies, educating the public on how this is done</p>	
Green Restaurant Association	Boston, MA	<p>“To create an ecologically sustainable restaurant industry.”</p>	<p>Many clubs and bars are also part of (or related to) the restaurant industry</p>	<p>Website provides environmental guidelines for greening a restaurant business,</p>

and includes a book called "Dining Green."

GreenBusiness.net	America	"A place where entrepreneurs and professionals can meet new people, share ideas, and so much more."	One type of business that can be part of this website Network of Sustainable Dance Clubs worldwide, starting in Rotterdam in 2008, develop electricity generating dance floor further, develop consultancy services for sustainable clubbing	
Sustainable Dance Club	Rotterdam, Netherlands	"Combining a creative approach with innovative technologies, SDC is enabling clubs and festivals all over the world to become more sustainable and inventive."	Has own sustainable dance floor that is now available for rent	

Restaurants and Bars

	Location	Food	Water	Waste/recycling	Other
5 Seasons Brewing	Atlanta, GA	Organic inspired dining			
Casa Nueva	Athens, Ohio	Menu is arranged by season, focusing specials on freshest food at the time			Began as a community based worker-owned cooperative, invested in sustainable measures

Elixir Bar	San Francisco, Ca	Organic local juices, beers, wines and liquors, specializes in eco-friendly cocktails	First bar to be certified by the city as a green business
GustOrganic Bar	New York	World's first all-organic bar, USDA certified, using all organic spirits (beers, cocktails, wine, and liquor), all drinks free of chemicals, artificial substances, hormones and pesticides	<p>Recycling and composting, biodegradable take out containers, cups and flatware, 100% recycled paper, bags, boxes, biodegradable products for green cleaning, built with recycled woods, and eco-friendly materials.</p> <p>Using only wind energy, use of solar lighting, eco-friendly packaging (most biodegradable), printing with soy ink, staff wears all organic uniforms, use of organic flowers</p> <p>Water conservation equipment</p>
Nopa Restaurant	San Francisco, Ca	April 1999, Restaurant Nora was America's first certified organic restaurant, 95%(+) food produced by certified organic growers/farmers	<p>Compost and recycle diligently, menus printed on kenaf paper (made from a fast-growing plant), serving organic, shade-grown coffee</p> <p>Soaps are nontoxic and biodegradable, eliminating styrofoam</p> <p>Instead of bottled water, they serve filtered tap water</p>
Nora Restaurant	Washington DC		<p>tries to hire wait staff that live close by, community tables</p> <p>daily menus printed on recycled paper</p>