



CIRCLE THEATRE COMPANY – MISSION STATEMENT CHALLENGE

SUSTAINABILITY MISSION STATEMENT & CIRCULAR CHARTER BRIEF

1. PURPOSE OF THE CHARTER

A Sustainability Mission Statement defines Circle Theatre Co.'s core environmental values for audiences, funders, cast, and venue partners. It bridges high-level artistic vision with concrete green commitments.

2. THE CIRCULAR MINDSET (THE 3 R's)

REDUCE: Be mindful of where the material comes from and try to minimise your energy use

REUSE: What items do you already have? What can you borrow? Or hire? Remember the "Beg, Borrow, Steal" mentality!

RECYCLE: Think about where your material goes at the end of the production, will you add it to your store? Can you donate it? Can the material be recycled?

3. CORE ELEMENTS OF A WINNING MISSION STATEMENT

Vision: Explain why Circular Theatre matters to Circle Theatre Company's identity.

The 3 R's in Action: Clear commitment to embed Reduce, Reuse, and Recycle across productions.

Accountability: How progress against Theatre Green Book standards will be audited and shared.

SOME SUGGESTIONS FOR MISSION STATEMENT "ANGLES"

- "ART WITHOUT TRACE": Focusing on the promise that incredible theatrical storytelling leaves lasting cultural impact without leaving behind physical waste.
- "CIRCULAR BY DESIGN": Embedding Reduce, Reuse, and Recycle into every stage—from script concept to post-show set dismantling.
- "COMMUNITY & CLIMATE": Framing green theatre as an invitation to the community, actively empowering audiences to reduce travel emissions.
- "YOUTH-LED TRANSFORMATION": Highlighting how young artists lead the way in redefining industry norms through circular stagecraft.

INSTRUCTIONS FOR PARTICIPANTS

Form teams of any size. Distribute key responsibilities flexibly among team members (e.g., Lead Writer, Pitch Speaker) so everyone actively contributes to drafting the charter.

STEP 1: DRAFT YOUR SUSTAINABILITY MISSION STATEMENT



PART 1: THE CORE PURPOSE & ARTISTIC VISION (1–2 Sentences)

Why is sustainability central to Circle Theatre Company's creative identity and storytelling?

PART 2: THE 3 R's IN ACTION (Reduce, Reuse, Recycle)

How will the company practically apply Reduce, Reuse, and Recycle to stagecraft, energy, and wardrobe?

PART 3: AUDIENCE & COMMUNITY ENGAGEMENT (Call to Action)

Does the statement challenge audiences to reduce their travel footprint and join the circular theatre movement?

PART 4: ACCOUNTABILITY & MEASUREMENT (Auditing Pledge)

How will the company measure compliance and ensure transparency?

STEP 2: DRAGONS DEN PITCHING SESSION

Present your Sustainability Mission Statement to a panel of simulated theatre board members, grant evaluators, and sustainability auditors. Your team has 2 minutes to pitch followed by 3 minutes of panel interrogation.

Timeline:

[0:00 - 0:45] The Mission Pitch: Read your completed Sustainability Mission Statement aloud to the panel with full conviction and clarity.

[0:45 - 1:30] The 3 R's Defence: Present your 3 Auditable Action Pledges (Reduce, Reuse, Recycle) and connect them to Theatre Green Book standards.

[1:30 - 2:00] Accountability & Sector Leadership: Explain how your statement avoids vague promises ("greenwashing") and ensures real public accountability.

Panel Interrogation Points (Prepare Team Responses):

- **Greenwash Challenge:** "How does this mission statement prevent greenwashing—what specific proof will you publish if a production fails its targets?"
- **Enforcement & Culture:** "How will you enforce the 3 R's if a visiting director or designer resists using recycled materials or LED rigs?"
- **Public Impact:** "How will this statement actively change audience travel habits rather than sitting silently on your website?"

STEP 5: SUBMISSION & PITCH CHECKLIST

- ☐ Core Purpose & Vision written clearly?
- ☐ Circular mindset of the 3 R's (Reduce, Reuse, Recycle) fully integrated?
- ☐ 3 auditable pledges matching Theatre Green Book metrics established?
- ☐ Audience travel reduction commitment included in the charter?



Funded by
the European Union



Erasmus+

☐ Mission statement pitched live and defended in the Dragon's Den?