



SUSTAINABLE
DANCECLUB
.COM

PEOPLE • PLANET • PARTY!



03 CHANGING THE WORLD THROUGH CLUBBING

Sustainable Dance Club™ is dedicated to proving that having fun and taking responsibility for our environmental impact can go together. If we can make the world a better place while having a good time, who wouldn't want to join?

Combining a creative approach with innovative technologies, SDC™ is enabling clubs, festivals and events all over the world to become more sustainable and inventive. By showcasing pioneering and green solutions through these engaging platforms, SDC™ wants to inspire a generation of young people to lead a more sustainable and fulfilling lifestyle.

International fame for the Sustainable Dance Floor™

SDC's message that sustainability is not always about reduction, is being communicated through the huge success of the Sustainable Dance Floor™, a patented invention from SDC. The dance floor uses dancing people as a sustainable source of energy, it makes this energy visible and brings it back to human scale. Gaining an awareness of our ability to create energy through our own movement is the first step towards real change and is inspiring people across the world.

04 CONCEPT DEVELOPMENT

providing sustainable advice

SDC works with a team of professional designers, architects and consultants to create innovative and sustainable concepts for a wide range of clients. As leading experts in the field of sustainability we specialize in solutions for clubs, festivals and events as well as working with more traditional businesses.

Individually tailored to the needs and ambitions of the client, SDC develops creative solutions to integrate sustainability in an inspirational and cost-effective way. These solutions can range from a comprehensive concept for building and organization to the rent or purchase of a single SDC™-element.

Creative consultancy

Sustainability is a process: it means making conscious decisions that take the needs of people and planet into account, whilst leading to profit. This is also known as the 'Triple P' approach.

SDC has developed a seven-step model for implementing sustainability into our clients business and building. This process is visualized in the following list.



05 CONCEPT DEVELOPMENT

1. establish general ambitions

2. scan the current level of sustainability

3. determine concrete goals for people / planet / profit

4. develop creative solutions to realize goals

5. produce action plan for integration of solutions

6. implement

7. evaluate

This model allows every organization to implement sustainability in a personalized way, depending on its ambitions and budget. Whether the aim is to become the most sustainable club in the world or just to achieve 5% less environmental impact, there is a solution for every client. SDC consultants can guide the organization through the whole process or through any number of individual steps.



06 CONCEPT DEVELOPMENT

Sustainability Scan

SDC™ can execute a variety of sustainability scans to determine your carbon footprint and determine the status of your organization and building. We also offer options for offsetting your footprint by investing in compensation projects.

Creative Workshops

SDC™ consultants offer a range of workshops showing how sustainability can be implemented into your line of business.

Using their specialist knowledge and imaginative approach, our consultants will work with you to initiate a creative process that will continue within your organization producing inspired results.

Design

Our team of designers can translate sustainable goals into realistic plans for a location and/or the organization. SDC's partner Döll-architects specializes in sustainable architecture and has been responsible for the creation of many remarkable projects. Whether our team is designing the décor for a one-off event or producing a comprehensive concept for a new dance club, their designs are always both innovative and sustainable.



07 CONCEPT DEVELOPMENT

Sustainable trademark

SDC™ is creating an international network of sustainable dance clubs where the use of the sustainable trademark and logo is synonymous with an exciting and ethical clubbing experience.

By becoming an official Sustainable Dance Club™ you will save energy and water, reduce waste and get your organization ready for stricter environmental regulations. It also gives your business a more positive image, provides new media exposure and access to a network of young designers, creatives and suppliers. In addition your employees will be more satisfied because they are contributing to a broader goal.

To qualify as a Sustainable Dance Club™ your club must reach a certain level of sustainability as defined by SDC™ guidelines:

- > 30% less environmental impact than average clubs
- > Sustainability integrated in both building and organization
- > Installation of 3 SDC™ spectacles that showcase sustainability to the public (Sustainable Dance Floor, Zero Waste Bar & Waterwall air-conditioning etc.)
- > Communication plan on how to inform the public about sustainability
- > Sustainable business plan with yearly targets and evaluation



WATt

ROTTERDAM

08 PRODUCTS

original and sustainable design

SDC™ Products are products that embody our beliefs. Within our creative network, many ideas for new club applications are continually being generated. The most innovative ideas are developed into SDC™ Products. Products that make a contribution to sustainability whilst communicating a positive message in an exciting and engaging way. All products are designed to be as flexible as possible, with mobile and permanent versions, allowing SDC™ to offer a comprehensive range that can fulfill specific requirements

Sustainable Dance Floor

The Sustainable Dance Floor™ is the first dance floor that captures the energy of dancing. The energy produced by movement is converted into electricity that makes the dance floor react to the dancer in an interactive way. The floor provides an unique visual experience on every energy level, from 'loading' and 'average', to the maximum level of the evening: 'ultimate high'!

All visuals are a continuous real-time interaction between the clubbers on the floor, allowing every individual's actions to contribute to the collective experience. The modular construction makes it possible to rent or purchase the floor in a variety

of shapes and sizes and is available in permanent or mobile versions. The floor will be adapted to develop a version for locations outside clubs and events. For example airports, trainstations and shopping malls.



09 PRODUCTS



Energy Meter

The Energy Meter encourages the dancer to attain the maximum possible energy level. This means that dancers are constantly reminded of the relationship between their movement and the result of their actions and this is the sustainable experience. SDC offers two kinds of Meters: the 'Tower' model which shows the amount of energy in percentages (25%, 50%, 75% and 100%) and the 'LED Battery' model which shows the precise amount of Watts generated. Both models can be completely customised to meet the client's brand requirements.

Mini-Sustainable Dance Club

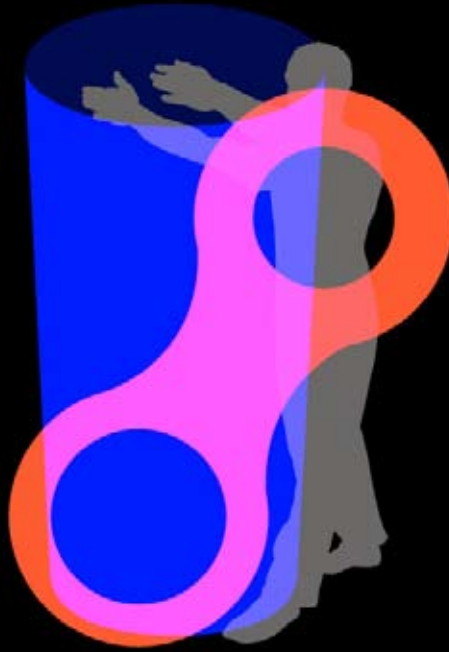
To showcase the potential of a Sustainable Dance Club™, we have designed a miniature version. The Mini Sustainable Dance Club is a compact and recognisable club in which 3 to 4 people can dance. When a visitor climbs the steps leading to the entrance of the mini-SDC, the sounds and visuals of the club are activated, encouraging them to enter. Once inside, the Sustainable Dance Floor converts the energy of the dancers into electricity. The energy created is fed into the lighting of the club changing the brightness and intensity of the illustrations on the walls. A virtual DJ and enthusiastic crowd create a great clubbing atmosphere. When enough energy is produced the mirror ball in the ceiling will be activated.

10 PRODUCTS

Cup8

The large amount of waste generated during an event or festival produces large amounts of CO₂. Every festival visitor uses an average of 10 cups a day! In response to this, SDC™ has developed a practical and viable solution in the shape of the Cup8.

The Cup 8 is a fun, new way to reduce waste. This innovative holder makes it easy to hold on to your cup for the whole day, simply click it onto your belt, pocket or bag. As the Cup8 is made from card and printed, the potential for sponsorship or advertising usage can be capitalized on to provide an additional source of revenue.



Product development

As sustainability in the clubbing and events market is relatively new, we continue to work with our clients to innovate and develop products relevant for the industry. Examples of products in development are:

- > Zero Waste Bar: a fully automatic bar system with zero waste of time, zero waste of money and zero waste of materials
- > Water Wall: grey water system that uses rain water to flush the toilets and visualize the stream of water
- > Relax Roof; grass roof used as an extra public space with sight on sustainable elements
- > Trees For Dance: CO₂ compensation tool for clubs, events and individual clubbers

11 ORGANIZATION

creating a worldwide network of specialists in sustainability.

Sustainable Dance Club™

Is a concept by:

enviu
innovators in sustainability

döll
atelier voor
bouwkunst

Is managed by:

Cultural development-realizing cultural projects

Partners:

Technical University Eindhoven
Advanced Electromagnetics
Ymif Engineering
Delft University of Technology
Rotterdam Climate Initiative

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For questions, information, interest in local representation, or to share any great ideas, please check our website or contact us!

“The enthusiasm and the unique combination of expertise in the field of clubbing and sustainability from the Sustainable Dance Club, gave us a lot of inspiration to rebuild our club & pop stage to become sustainable. We strongly believe in the concept and hope to see worldwide more Sustainable Dance Clubs in the future.”

WATT Rotterdam - General Manager Ruben Cieremans

