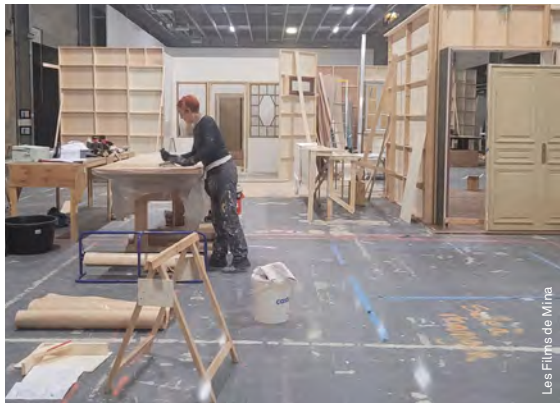


Inspiring initiatives

To reduce their environmental impact, many cultural actors are adopting the principles of the circular economy, demonstrating a change in direction. Applied to cultural projects (shows, exhibitions, films...), these levers make it possible to act at each stage of the life cycle: choice of materials, logistics, energy consumption, waste treatment, catering on set, and more.



Les Films de Mira

Circul'Art, toward eco-designed sets in the audiovisual sector

Launched in 2017 by [Film Paris Region](#), Circul'Art is a project that aims to integrate the principles of the circular economy in its image sector, by first targeting sets. With the support of the [ADEME](#), the French Agency for Ecological Transition, the Paris Region and [Ecoprod](#), the project was structured into several segments. Starting in 2021, a pilot studio has been experimenting waste collection and sorting on film sets with the company Fin de déchets. A resource guide in Paris Region lists local solutions: material libraries, reuse and recycling centers, service providers... Then, a study of professional practices highlights 15 recommendations to be applied in the field. In 2025, a new cycle opened with [EcoDéco-MAD](#) and the Association des décoratrices et décorateurs du cinéma ([ADC](#)). Four structuring actions were launched: practical sheets of eco-responsible sets, a comparative experiment between traditionally designed and eco-designed sets, a study on the studios of tomorrow and professional encounters. Circul'Art is consequently establishing a dynamic transition collective, by providing concrete tools to the sector's actors.



Leslie Parthenay

The Théâtre de l'Aquarium, at the cutting edge of eco-design in the performing arts

Since 2022, the La vie brève company has been involved in the management of the Théâtre de l'Aquarium (the Cartoucherie), in an eco-design and reuse approach, with the creation of a 450 m² scenery recycling center. Scenery, costumes and props are sorted there, repaired or reused, significantly reducing the environmental impact of productions. This space is accessible to resident companies, which are accompanied in the practices and methods of the eco-production of scenery. The theater is also developing a pedagogic mission by organizing training sessions and workshops on the eco-design of scenery and the analysis of its life cycle, working with organizations such as the [Augures Lab Scénographie](#), the [RESSAC](#) and [ARVIVA](#). Each year, it hosts the "Événements spectaculaires" with the École nationale supérieure des arts décoratifs (ENSAD), combining performance, reuse and eco-scenography. A genuine ecological transition laboratory in the performing arts, it creates concrete tools, structures the sector's dynamics and pools good practices.



Musée Carnavalet - Paris Musées

Paris Musées, pioneer in reuse of the scenographies in its exhibitions

Paris Musées, comprised of the 14 museums of the [Ville de Paris](#), has undertaken an ambitious approach to the circular economy. Reuse is at the heart of its strategy: furniture, bases, display cases and scenographic elements are recovered and shared from one exhibition or museum to another, in this way avoiding new constructions. This pooling, integrated into the writing of public contracts with the scenographers, makes it possible to design reusable exhibitions. Consequently, three exhibitions were created using the same scenography. The impact is both ecological and economic, with savings of 10 to 30% according to the projects. At the same time, Paris Musées raises the awareness of all its teams on environmental issues and includes eco-responsible criteria in the selection of its service providers: means of transportation, logistics, pooling, reuse... A comprehensive and structured policy, exemplary for heritage institutions.



Lucie Bonafant - La Réserve des arts

The Réserve des arts, first cultural reuse and recycling center in France

The Réserve des arts is an association involved in the social and solidarity economy (SSE), based in Montreuil, that has been working since 2008 for an SSE in the cultural, creative and craft sector. It collects, sorts and recycles materials from cultural activities in order to give them a second life through reuse. The association offers a complete logistical solution to organizations wishing to dispose of their materials while reducing their ecological impact. It develops a specific know-how on recycling for reuse, supports professionals through training programs and raises awareness on the challenges of the circular economy. It also measures the impact of its actions in terms of environmental performance. A true resource actor, the Réserve des arts is a key lever in including cultural practices in a responsible, sustainable and local approach, while experimenting with new virtuous models of resource management.

WORLD CITIES CULTURE FORUM

PARIS REGION

The cities of the World Cities Culture Forum are engaged in the circular economy

L'Institut Paris Region, a founding member of the [World Cities Culture Forum](#) (WCCF), represents Paris Region in this network of over 40 world metropolises. The WCCF brings together decision-makers and experts on cultural, social, economic and environmental issues. Confronted with climate challenges member cities are innovating through culture: Stockholm, with [Material Magasinet](#), a reuse and recycling structure for cultural materials; Montreal and its [Écoscéno](#) on the eco-design of stage sets; New York City and the [Materials for the Arts](#), the first municipal reuse center dedicated to the arts; Oslo and the [Green Producers Tool](#), a carbon footprint calculator adapted for use by cultural organizations; Buenos Aires, through its public cultural center [Centro Metropolitano de Diseño](#), which promotes the circular economy by combining heritage preservation, sustainable innovation and training in circular professions applied to culture...



Vincent Kuyvenhoven

De Ceuvel, a third place dedicated to creativity and organizations engaged in the circular economy

In Amsterdam (Netherlands), De Ceuvel is an urban playground dedicated to innovation, experimentation and creativity, whose aim is to make sustainability tangible, accessible and playful. De Ceuvel is the fruit of the work of a group of architects who won a call for tenders for the creation of a "regenerative urban oasis" in a former naval shipyard in the northern part of the city. The site was transformed into a third place oriented toward creative and social activities. Old houseboats were placed on the ground and connected to each other by wooden footbridges. The place now offers workspaces for cultural organizations engaged in the circular economy, workshops, a café and a hotel. It therefore serves as a showcase for low-tech companies and circular economy approaches.



Reedijk Arts

The National Theatre Green Store, a new reuse warehouse for the theater

In 2024, the National Theatre of Great Britain opened the National Theatre Green Store, a circular initiative aimed at transforming its production practices. Installed in a new 1,260 m² warehouse in Bermondsey, in south London, it brings together some 130,000 costumes and 22,000 props, facilitating their reuse in over 400 theaters, 200 schools and creative industries. This approach is one of the aims of the Theatre Green Book, an initiative requiring 50% of materials to be reused and 65% to be able to be repurposed. By facilitating access to resources and adopting low-emission transportation vehicles, the National Theatre Green Store is part of the framework of ambitious goals for the theater to reach net zero in carbon emissions as an organization. Since 2024, all its productions follow the basic standards of the Green Book. This ecological transition is based on close collaboration between designers, creators and technicians, highlighting the possibility of a more circular, responsible and innovative theater.



Écoscéno

Écoscéno, a new philosophy of scenographic practices

Écoscéno, a social economy enterprise in Montreal (Quebec), focuses on eco-responsible scenography in the performing arts. It develops design and construction practices for scenery that integrate recycled or reused materials, as well as production techniques that favor resource sobriety. Écoscéno raises awareness among professionals about the environmental impact of their technical and artistic choices and proposes tools and training programs to favor the reuse of materials through its warehouse-store. Moreover, the project encourages the pooling of resources and collaboration between companies to optimize scenery management, making Montreal a major actor in ecological transition in the theater arts.