

Sustainable Clubbing

making a successful entrance!

By Hannah Eliens

To most people, The Netherlands are known for two things: the kick-ass party scene and the fact that its grounds are below sea level. Considering both characteristics, the Sustainable Dance Club project supported by Enviu.org makes a lot of sense: partying in a sustainable way.

Enviu.org is an organization specializing in scouting and generating ideas regarding innovative, sustainable entrepreneurship, as long as they are profitable and sustainable solutions for environmental and social issues. One of these ideas is the Sustainable Dance Club, a concept to change to future of clubbing. By combining a creative approach with innovative technologies, this project helps enable clubs and festivals all over the world to become more sustainable and inventive, for example, with a sustainable dance floor. How does it work? Easy: the harder you jump, the more lights show up on the dance floor. You create your own energy. The purpose of Sustainable Dance Club is to inspire a generation of young people to

lead a more sustainable and fulfilling lifestyle.

Party people in Rotterdam, where SDC has been implemented in club WATT, have already experienced the benefit of having a good time while being conscious about the environment. Really, doing your part for the environment doesn't have to be boring, and you don't have to stop doing the things you love. The vision of Sustainable Dance Club is quite clear on the subject: to have fun and do it in a sustainable way. According to Enviu.org, the process of generating electricity by dancing is something that heightens people's awareness of their impact on the environment. This engenders enthusiasm for sustainability, design and technology.

AWARENESS That Sustainable Dance Club wants to make a serious point, too, besides all the fun we're having, was shown at the 'Climate Change' exhibition last year in Sydney. SDC provided a dance floor for a wide range of audience, which attracted plenty of attention. The project manager of the exhibition commented that:

"Without a doubt, the dance floor is the most popular thing - with kids and adults! We have set it up so that once the visitors start dancing, the Bee Gees song 'Staying Alive' starts up, as do the mirror ball and colored lights. A meter also measures the amount of power created. Once people realize how it all works, a large crowd starts watching and encouraging them to jump harder."

Enviu is the initiator of the concept and one of the founders of the Sustainable Dance Club B.V. Sustainable Dance Club can get your club-sustainable club solutions and creative and cost-effective alternatives to integral components of your club or festival and the business itself.

TARGETS With a concept this successful, Sustainable Dance Club has a positive view on the future. Besides developing the electricity generating dance floor further, they would also like create a network of Sustainable Dance Clubs worldwide. No need to say, but Sustainable Dance Club is on its way to conquer the rest of the world, with the States soon to follow.