

# Green Pages

## Interactive industrial theatre in environmental education\*

Using the philosophy that 'change cannot be introduced through memos—you have to get people emotionally involved', SRK's Environmental Group in South Africa is helping clients communicate their environmental management objectives more effectively through the powerful medium of interactive industrial theatre.

Existing and pending environmental legislation, international pressures, and growing awareness of the environment have led South African industry to the point where responsible care, for both the environment and the health and safety of those affected by the activities of an industry, is now a focus of management policies.

As a result, many companies are making environmental policy statements and instituting environmental-management programmes.

However, these positive developments are often negated by less-than-successful implementations. People lose interest, incentives are lost, monitoring is often slackened, and that vital element of personal responsibility is lacking.

Identifying a need, SRK has teamed up with Shoestring Productions, a dynamic young company with plenty of talent and energetic imagination, to design more effective programmes of environmental awareness and education using the inherent advantages of theatre.

Theatre has the ability to ignite people's imaginations and inflame their passions. As a result, it has the power to translate ideas and policies into actions.

By combining this unique capacity with imaginative ideas and hard-hitting environmental realities, SRK's programmes encourage people to concentrate, learn, and remember.

The programmes are therefore an efficient—and entertaining—way for organizations to introduce and maintain environmental-awareness and -management systems. ♦

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The South African Institute of Mining and Metallurgy  
Founded in 1894

## The Committee for the Environment Questionnaire

The Committee for the Environment of The South African Institute of Mining and Metallurgy have compiled a questionnaire to determine what members perceive as industry's expectations of their employees with respect to environmental awareness, literacy, and ultimately, effective environmental management in the workplace.

If you have not completed this questionnaire yet, copies are available from The Secretary, SAIMM, Telephone (011) 834-1273/7.

All replies must be received by the Institute no later than **30 June 1995**. Anonymity of your replies will be preserved.