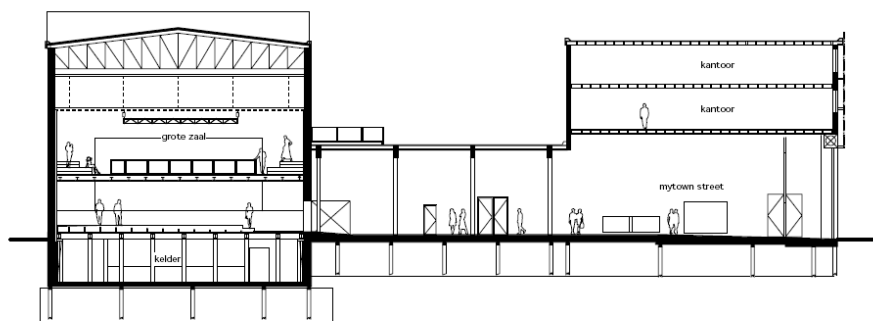


The world's first Sustainable Dance Club™

Club WATT - Rotterdam

WATT'S MISSION

WATT is a hotly-anticipated, experimental pop venue the Netherlands, where high-quality catering with lively service and a classy ambiance go hand-in-hand. WATT has street cred, yet it also shows that nightlife, sustainability and a commercial enterprise can go together to make a successful business. WATT is ahead of the game in terms of sustainable business practice within the industry and is at the cutting edge of innovation.



SUSTAINABLE PRACTICE

WATT is pioneer in implementing sustainable practice throughout the business. The first Sustainable Dance Club™ in the world will focus on sustainability in a creative and appealing way throughout its operations. In a nutshell, there are three main factors associated with sustainability: people, planet and profit. WATT believes they can do it better: how about first, fun and try something new? Physical aspects must be innovative and benefit the overall experience of people at the club. WATT assess all aspects on their practical and financial feasibility and benefit to ensure a unique clubbing experience.

SUSTAINABLE ASPECTS OF THE BUILDING

The design was drafted by Kossmann.deJong and Döll-Atelier voor Bouwkunst architecture firms. The Sustainable Dance Club, a concept devised by Enviu and Döll, ensures that the building as a whole is sustainable. Sustainable solutions, both visible and invisible, can be found in all sections of the building in the use of energy, water and materials. What makes WATT special is the 'spectaculars', innovative eye-catchers that show sustainability in a new light.

SAVINGS

WATT will make substantial savings on energy consumption, water consumption, materials used and refuse generated. These savings will amount to 50% compared with non-sustainable clubs with similar capacity. In order to achieve these savings, we will be using the 'trias ecologicas' principle. That means:

- Reduce need for general consumption
- produce as much of the resources needed sustainably
- plough back the remaining resources as efficiently as possible

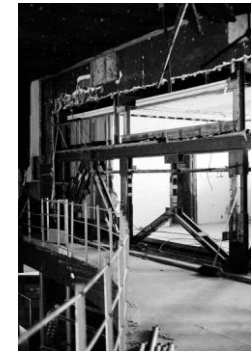
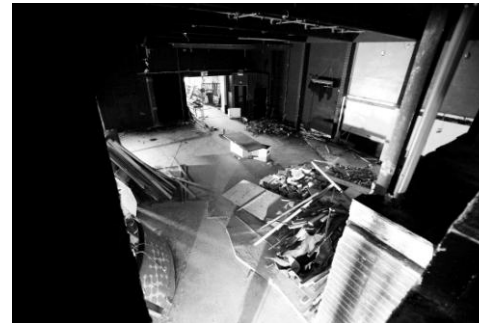
Calculation usage WATT							
Visitors rate 180000	Yearly use		Daily use		Savings Watt		Savings in..
	reference "unsustainable"	Watt	reference "unsustainable"	Watt	yearly	daily	
Electricity (kWh)	387.000	270.000	1.060	740	117.000	321	energy use of 40 family homes
Water (liter)	9.000.000	4.500.000	24.658	12.329	4.500.000	12.329	drinking water for daily 13.000 people
Waste (kilo)	122.400	61.200	335	168	61.200	168	waste from 180 family homes
CO2 (kilo)	342.000	239.400	937	656	102.600	281	CO2 saving equal to 5.000 low energy light bulbs*

Source: www.1miljoenspaarlampen.nl

	Use "Normal"	Reduction Watt	Usage by staying home	
			Usage SDC/Watt	Usage by staying home
energy / clubber / night (KWh)	2,15	30%	1,5	1,64
water / clubber / night (liter)	50	50%	25	27
waste / clubber / night (kilo)	0,68	50%	0,3	0,55
CO2 / clubber / night (kilo)	1,9	30%	1,33	1,8

Source: yearly usage CO2 4500 kg CO2 a family home: www.milieuentraal.nl

With savings like these, it is clearly better for the environment to go to WATT than stay at home!



CONDITIONS FOR A SUSTAINABLE DANCE CLUB™

- 30% less environmental impact than average clubs
- Sustainability integrated in
- Installation 3 SDC 'spectaculars' showing sustainability to the public
- Communication plan on how to inform
- Sustainable business plan with yearly targets and evaluation

Energy



Savings

- **Smart usage of cold and warm air, for example by re-using it**
- **WATT uses energy from sustainable sources**

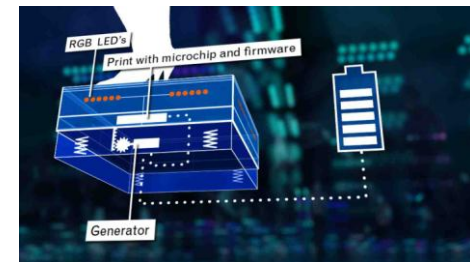
Spectacular: Sustainable Dance Floor

The Sustainable Dance Floor, a concept devised by the Sustainable Dance Club has become reality at Club Watt. This movable surface, measuring about 30 square metres, converts the kinetic energy from dancers into electricity which is used to light up the floor. This is the first dance floor which actually uses the energy generated by the people dancing on it. The floor is made up of modules measuring 65 x 65 cm that move slightly in the vertical plane (max. 1 cm) when a person is dancing on the surface. This movement is registered by advanced mechatronics, and converted into electricity. The more energetically you dance, the more power is generated, up to a maximum of 20 W per person.

The 'energy meter' encourages you to attain the maximum possible energy level. This means that you are constantly reminded of the relationship between what you are doing and the world around you; this is the sustainable experience. This 'intelligent floor' uses LED lighting and recycled materials. The generated energy is not sufficient to power WATT entirely. The energy is now used to make the floor work interactively, but the developments don't stand still; we are looking for a way to use the floor output in the future to power other systems.

Credits

- Overall concept: Sustainable Dance Club™
- Basic concept: TU Delft industrieel ontwerpen
- Design and interaction: Studio Roosegaarde.net
- Technical implementation of the basic concept: Paulides BV in collaboration with TU Eindhoven & Advanced Electromagnetics BV
- Electrical engineering: Exendis BV



WATER

Spectacular: Pee experience

Flushing the toilet is something people do not usually think about. At WATT, that is all different. When you press either the normal button or the water-saving button on the transparent flushing cistern, you will be able to see the purified rainwater runoff collected and stored on the roof (in a water butt) flowing through the transparent piping on the ceiling. All at once, you will become aware of the process behind this everyday luxury.



Savings

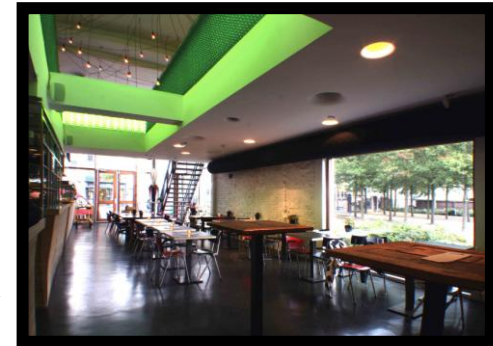
- WATT uses a rainwater runoff collection system: rainwater runoff is collected from the roof and purified in an underground tank. It is then used to flush the toilets (approx 550,000 litres = approx 80,000 flushes per year).
- The urinals in the gents toilets are 'waterless'. This represents a saving of approx 1000 m³ of water per year. That is the equivalent of almost 1 full-sized swimming pool.

Co2

The carbon footprint reflects the output from consumption of electricity, water, gas and materials such as paper, glass and building materials.

Goods deliveries and refuse collection also contribute to a club's carbon footprint.

WATT will take measures in all these areas to achieve a reduction of 30%. That implies that WATT will be emitting 100,000 kg less CO₂ per year, and that means that WATT will meet the criteria set out in the Rotterdam Climate Initiative to reduce the carbon footprint of Rotterdam as a whole by 50% by 2025.



Materials and waste

Spectacular: The Minimal Waste Bar

Minimal waste of Energy, Time or Money by:

- Serving drinks as much as possible from taps in stead of separate bottles
- Recycling of materials
- Central cooling systems
- Use of recyclable 'ecocup's'

Savings

- Responsible usage of materials, as well the material sort as the amount of it.
- Building debris will be strictly sorted (into wood, bricks, iron, miscellaneous etc.).



Spectacular: The green oasis (relaxation roof and courtyard)

The courtyard and the 'relaxation roof' together form WATT's 'green oasis'. The plants in the courtyard and on the 'relaxation roof' give the building an oasis of green in an otherwise harsh urban environment, where clubbers can also get a breath of fresh air.

Waste

- Attention for different types and usage of packages.
- Limited use of print media in communication.



Sustainable solutions in the organisation



The most sustainable club is one that remains in business. WATT will always try to strike a balance between people, planet and profit, throughout its operations, from procurement to IT, and from marketing to personnel policy. A selection of the aspects that play a roll in this respect are:



People	Planet	Profit
Stakeholder management	30% energy savings, 50% water savings and a 50% reduction in refuse, materials used and deliveries/collections	Draw up budget to accommodate sustainable measures
Employee satisfaction	Compensation for carbon emissions	Investment in activities benefiting society
Customer satisfaction	Convincing suppliers of the need for/benefits of environmentally-friendly measures	
Development of personnel in relation to sustainability	Inspire customer base to make environmentally-conscious lifestyle choices	

For example:

- Involve young people in care in making backstage furniture.
- Environmental-impact reduction plans will be set up individually

ORGANISATIONAL STRUCTURE

The world's first sustainable dance club will dedicate itself to the concept of sustainability in a creative and appealing way. In addition to the building, sustainability will be implemented throughout the organisational structure.



Food and drink/hospitality

In setting up and developing each aspect of this sector, it is necessary to concentrate on sustainability. What sort of product are we trying to sell? How can we assure that the guests can get what they want, while at the same time producing the minimum of refuse? A large part of our menu will consist of organic produce. But sustainability also applies to cleaning, personnel policy, work clothing, energy and water consumption etc.

Communication

The core assumption for a sustainable dance club is to inspire people of all ages to take up an environmentally-conscious lifestyle; one in which people count the cost of their choices in relation to the environment in which they live. How are we going to do that?

As far as WATT is concerned, the solutions are mainly 'invisible', and may, in fact, be subtly interwoven in the design of the club and the experience it offers. Special and sustainable features of WATT are the spectaculars, which ensure that clubbers come face to face with the concept of sustainability in a way that engages them.

WATT is not concerned with preaching about sustainability. WATT's aim is to provide its customer base with a 'taste' of sustainability; with any luck, that will act as a trigger, making them curious, and perhaps willing to change some aspects of their lifestyle. Clubbers at WATT will be given subtle reminders of how sustainability can be applied to the world outside WATT.

The main channel of communication is the website. It highlights the spectaculars with innovative 3-D models. Clubbers will also be confronted with the ethos when, for example, they look at the menu, signs asking them to consider the neighbours, the flyer announcing the opening, notice board in the café etc.

Personnel

One of the most valuable resources for WATT is its personnel. They determine who we are; they are 'the face of WATT', as it were, a real life business card. One of the best ways of keeping hold of staff is to give them the recognition they deserve. Giving them the opportunity to develop and make a contribution to policy and practical matters. And everybody, from glass collector to management, has a role to play at Watt: it is an organic entity with its own ambience.

Suppliers

The suppliers must be aware of the three P's, Planet, Profit and People. Points of note here are frequency of deliveries, how things are produced, packaging (and whether or not it is recyclable), communication with stakeholders etc.

THE FUTURE

In order to make the concept of sustainability part of the core business, WATT has written a sustainable business plan. During the opening of the club, WATT will be as sustainable as possible, but of course, there is always room for improvement. A sustainable business cannot be built overnight: it takes time and depends on the available resources. WATT will carry out a sustainability audit each year. There are still plenty of ideas from within the business, and in due course they will put into practice.



Poppodium WATT

Opdrachtgever:
Brotherhood Holding

Consultancy:
Sustainable Dance
Club™

Ontwerp:
Kossmann.de Jong,
Amsterdam i.s.m.
Döll-Atelier voor
Bouwkunst, Rotterdam

Photographers:
Marc Nolte, Giullia
Melloni, Lotte van
Stekelenburg

Oppervlak:
4.500 m² op b.v.o.

Oplevering:
4 september 2008