

HOLDING

Sustainability Case Study
by Sharon Cronin and Sacha Dillon





Sinead Flaherty, Covid Coordinator keeping unit base clean during eco week



Roisin Little, trainee AD using her reusable cup on set

HOLDING

A story of love, secrets and loss, Holding, is a darkly comic tale which shrewdly observes the lives of its characters, each with frailties, complexities and pasts they'd rather keep hidden. The story is a murder mystery laced with dark comedy and centred around the minutiae of rural Irish life.

Holding is a 4 part TV Series filmed in West Cork over 10 weeks between July - October 2021

Holding is being produced by UK's Happy Prince, part of ITV Studios, and Martina Niland for Ireland's Port Pictures, in association with Screen Ireland. It will be distributed internationally by ITV Studios.



Dressing prop trainee Adam Howe overseeing recycling at the prop store



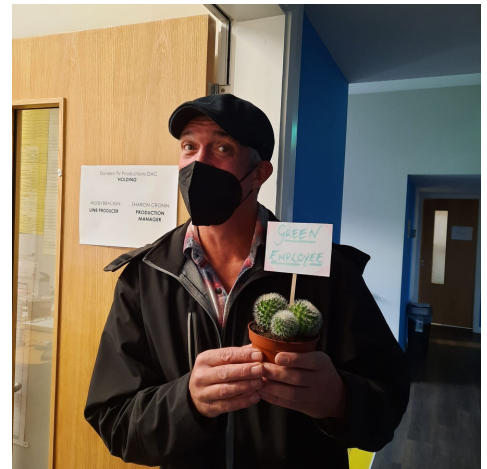
Cast member Lochlan O'Mearain using a cup he brought from home on set

As part of ITV Studios' Climate Action plans, Holding took part in BAFTA's Albert scheme

Albert is leading the charge against climate change in the film and television industries; bringing people together to tackle our environmental impact and inspiring screen audiences to act for a sustainable future.

On a busy production, it can be hard to implement a raft of sustainable measures in a short space of time. On Holding we tried to focus on implementing as many small changes as we could to show our crew that every action counts. Even small behavioural changes can have a lasting impact on the environment and can lead to major changes in the way our industry works.

By using simple ideas such as Green Employee of the Week, Green Newsletters, Eco Week and a lot of cactus plant prizes, we aimed to show our crew that sustainability doesn't have to be a drain on their already busy schedules but instead can be a lot of fun.



Green Employee of the Week

Each week production awarded 'Green Employee of the Week' to the crew member who had made the best effort to be sustainable

Crew members could also nominate people they felt deserved the award.

The winner was announced each Friday in the crew WhatsApp group and the winner was awarded a cactus plant for their efforts and they also got to be on the cover of the following week's green newsletter!

Green Newsletter

Each week production released a green newsletter as a way to communicate sustainable measures to the crew.

The cover photo of each newsletter was the winner of the previous week's 'Green Employee of the Week'.

The content of the newsletter varied each week and we always tried to make it relevant to the crew and the work they do.

It included things such as;

What a difference it can make to the environment when you use a reusable water bottle and cup

Where you can locally recycle your glass bottles

How to green your social media feed

Why choosing a veggie or vegan option, even once a week, can help make a change

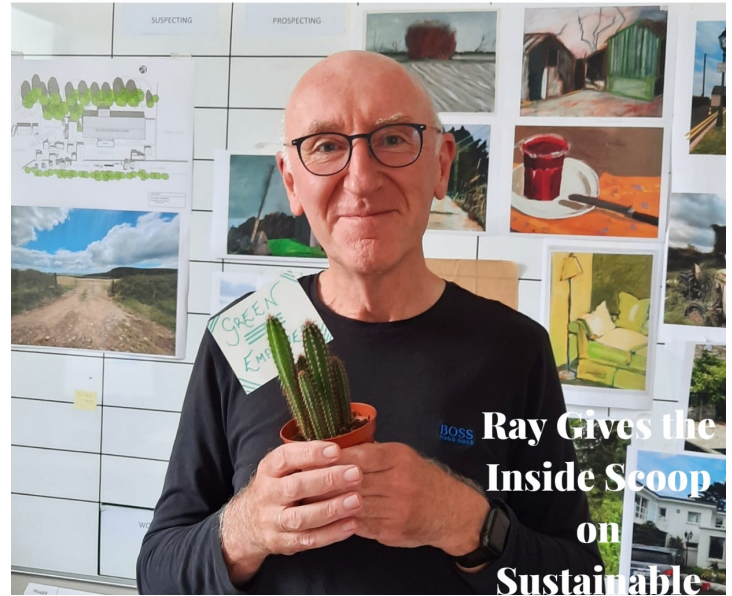
GREEN NEWSLETTER

PADDY
SOLAR
SOUND



GREEN NEWSLETTER

Ray Gives the
Inside Scoop
on
Sustainable



GREEN NEWSLETTER

Extras Dept saving the world one water
bottle and coffee cup at a time.



GREEN NEWSLETTER

Róisín
Keeping
Things Green





Production Trainee Conor Flynn with the score week score board

Eco Week

#HoldingEcoWeek

Eco Week is a competition created by Sharon and Sacha while working to make previous productions they were on more sustainable.

It is one week where every department completes to see who can be the most sustainable.

Points are gained by completing eco friendly activities and points are taken away for doing the opposite.

Departments can send in proof of their sustainable measures to the crew WhatsApp group and the points awarded go on the eco board.

Each day, the leading department is awarded a 'Department of the Day' cactus and at the end of the week, the department with the most points wins a voucher for a local restaurant.

On Holding, there was strong competition throughout the week but in the end, the ADs were overtaken by the Costume Department who were crowned the winners.

Eco Week on any job is not about being the most sustainable production, it's all about using a light-hearted competition to show crew members that small changes to their everyday routine can make a big difference in the grand scheme of things.





Focus on: Art, Props and Set Dec



Second Hand Props

Art, Props and Set Dec were all very keen to make the world of Duneen as sustainable as possible.

Very few sets were built from scratch as the show was shot completely on location in West Cork.

Our Set Decorator Eleanor Wood and our Prop Buyer Anna Kirwan sourced most of the props second hand from local charity shops, second hand furniture shops and markets. They were also able to rent a significant amount of the props.

The Art Department upcycled as much as possible.

On wrap the majority of props were either placed in storage for a second series or were returned to the original charity shops so that they could be sold again.





Focus on: Construction



Zero Waste Sets

Our construction HOD Steve Parks was very conscious of keeping his department sustainable from the outset.

This resulted in all set builds being reused or donated at the end of the job.

Our hospital set was donated to the location where the scenes were filmed.

Our kitchen set was put in storage so it could be used on a potential second series.

The materials used for our festival concert stage were reused in another set later in the shoot.

The timber for the our barn set was donated to a local music venue who used it to build an outdoor stage.



New stage in local music venue built from used timber from the barn set



Boom Operator Simon Murphy at the solar powered sound van

Focus on: Sound



All about that solar power

Sound Recordist Patrick Downey arrived on set with his solar-powered van. Something of his own creation, the van is fitted with solar panels on the roof, meaning he has no requirement for generator power on set as the panels power his entire sound kit which is specially fitted in the interior of the van.





Mary Fox, Costume Supervisor and Susan Devitt, Aoife Nolan and Orlaith Thornton Costumes Trainees after winning Eco Week

Focus on: Costume

Second Hand Goals

Costume Designer Lara Campbell and Costume Supervisor Mary Fox were keen to avoid fast fashion on Holding.

To do this, they brought significant amounts of their own costume stock to the job, and this provided for a large amount of the costumes seen on screen.

They also availed of the vast amount of local charity shops in the area and used online second-hand resources such as Depop and Thrifty to find costumes for the principal cast.

Many of the costumes used were also rented from Irish costume houses, theatres, and local festivals. The main costume in the show is a Garda uniform, this item was rented rather than being bought new.

All of our background extras were given descriptions of appropriate costumes for the scenes they would be in, allowing them to bring their own clothes for use in the show, again avoiding any new purchases.

To complement this work, Lara and Mary also used only eco-friendly cleaning products and detergent and opted for natural products like vinegar and baking soda to break down and age clothes.





Reduce and Reuse

Our extras coordinator Marie Boylan and assistant extras coordinator Shane Whisker decided to make bringing your own water bottle and cup to set part of the job.

Included in their email communication to background extras about their day's work was always a note saying that you would need to bring your own water bottle and cup to set with you.

Over the course of the production, we saw high levels of engagement from all of our local background extras.

We estimated that 80% of background extras on the production brought their own bottle and cups to work, saving 1200 single-use water bottles and 1200 single-use coffee cups





Focus on: Makeup



Carbon Footprint

As we were filming on location in West Cork we had to provide accommodation for a lot of our cast and crew. As a result this was the biggest contributor to our carbon footprint.

Second to this came travel and transport as most of our cast lived either in Dublin or the UK.

The facilities trucks also contributed heavily to this.

Generator use while on location had the next largest impact even though we used LED lighting the majority of the time.

The lowest contributors to our footprint were our office spaces. We used the Spearline building in Skibbereen as our production office and The Farm as our post production house and both buildings were powered entirely by renewable energy.





