

# CERTIFIED NET ZERO PRODUCTION CASE STUDY

*A report based on data collected from our sustainability officer, carbon calculation + offsetting costs.*

**Production:** TWO FOR THE ROAD

**Company:** Heritage

**Location:** Beara Peninsula, Co Cork & Co Kerry



# SUSTAINABILITY - A BACKGROUND STORY

Since 2019, **HERITAGE** was the first production company in Ireland to sign up to the Creatives For Climate pledge where we will disclose our turnover from carbon heavy brands, we actively refuse creative pitches from carbon intensive industries.

## **We are:**

- Member of the Ad Net Zero Ireland Production Working Group
- Member of Creatives FOR Climate since (2019)
- Member of ADGREEN since (2021)
- Providing carbon calculations for productions since (2022)

**As a company will not promote:** - *The sale of weapons or military operations - Products that are tested on animals - Organisations using animals for medical research - The sale of tobacco - Gambling - Fast fashion - Products or companies known to threaten life, harm animals or exploit others - Products or companies known to be carrying out socially or environmentally harmful activities - Companies wishing to run campaigns that could be considered greenwashing or social washing - Businesses manufacturing and promoting single use plastic - Work or projects from the fossil fuel industry.*

## **Memberships & associations:**



# SUSTAINABILITY - GENERAL ACTIONS ON ALL OUR SETS

## 1. Plastic Free set - we run 90% plastic free sets since 2020.

Actions:

- Reusable water bottles for all crew/cast/client
- Fruit/Snacks sourced without plastic wrap where possible
- Lunch/Dinner - all on hard plates or compostable packaging

## 2. Carbon Calculation for the production

Actions:

- Identify areas of carbon loss (Fuel, Generators)
- Suggest carbon offsetting credits through our suppliers

## 3. Waste

Actions:

- Recycle all waste on location
- Food waste to composting
- Report on waste breakdown to landfill by %

## 4. Travel

Actions:

- Locations teams travelling by EV if possible.
- Bus for main crew when possible
- Bus for client/agency
- Include mileage for vehicles in carbon calculation

## 5. Wardrobe

Actions:

- Second hand costume when possible
- Return of clothing when possible
- Avoiding purchases from fast fashion brands
- Clothes purchased are either returned, or reused

## 6. Local sustainability

Actions:

- Local Crew & Suppliers where possible

### NB: Areas of challenge for productions:

- For our lighting team when shooting indoors we try to source renewable energy when possible
- Outdoor scenes and shoots with location moves require high powered generators which are fuel based. If they are fuel based we try to source HVO oil based fuels.
- We will use - electric power banks to charge batteries when possible which are noise and emission free.
- Due to the nature of the amount of location moves we will have to have a number of crew vehicles on set.

# INTRODUCTION - TWO FOR THE ROAD (SHORT FILM 2023)



HERITAGE

## TWO FOR THE ROAD - STORY SYNOPSIS:

Oscar (10) and Sol (46) wake up in the middle of nowhere sleeping in a dirty car. They agree that they're going to head to an island to camp for the weekend, Oscar pesters his Dad to play football with him, which Sol agrees to, in passing. They have fun around the island and eat picnic food, then Sol suggests they go to the pub to play pool and that they'll pitch their tent later. The night progresses and Oscar runs out of pool companions, Sol gets drunk. Oscar pleads with his father to leave but to no avail. He finds a corner of the bar to lie down in and falls asleep. When he wakes his father is still at the bar, drinking and smoking. Sol is criticised for his parental skills and engages in a melee. They get kicked out of the bar leaving Oscar to mind his now extremely inebriated father. He guides him to a patch of grass where he endeavours to build their tent on his own. He gets it into some shape and rolls his father into it... where he then vomits. The following day they head back to the mainland. Whilst driving home, Sol decides to surprise Oscar by pulling up to a field where they play football. Sol hurts himself and they laugh. Oscar is satisfied that he has now been punished. Oscar sleeps on the return journey and is exchanged between his father and mother as he returns home. She brings Oscar to bed and asks him about his weekend - he doesn't mention the pub... He looks out the window and watches his father drive away.

## PRODUCTION SYNOPSIS:

The production was a challenging one to manage, with over 38 crew and 40 cast and extras in West Cork, the biggest key to the carbon management of this production was to try car-pool as many crew to reduce the number of cars enroute to West Cork. We hired lots of localised crew to reduce travel time too including:  
Camera department x1 local crew (Cork) Art Department x4 local crew (Skibbereen & Schull) Lighting Department x2 local crew (Cork & Kerry) Locations Department: x7 local crew (Bearsa & Bantry, and Cork) Styling Department: x1 local crew (Clonakilty) Production department: x1 local crew (Cork) Safety Officer: x1 local crew (Kerry) Sound Op: x1 local crew (Kerry) Sustainability Officer: x1 local crew (Schull Co Cork)

## NOTE FROM SUSTAINABILITY OFFICER:

The crew were notified ahead of production that plastic bottles were not permitted on set, crew were provided with their name labelled aluminum reusable water bottles for use during the shoot, a number of crew bought their own personal reusable water bottles.

Signage was posted each day reminding crew that the production aim was to reduce carbon footprint.

Waste was separated on set and crew were aware of the need to recycle as much as possible.

All crew that did not require equipment (such as lighting/camera/art) availed of the location minibus to and from set each filming day.

Catering company were advised of our policy to minimise carbon, all packaging of meals were compostable and cutlery was vegware.

Below is a breakdown of the Carbon Footprint of this production JOB REF: *Two for the Road - Focus Shorts*

## TOTAL 8.33 tonnes of CO2e

### Locations:

- Filming spaces created **0.44 total tonnes of CO2e**
- These included x2 pubs, a passenger ferry to Bere Island (already in use and not run specifically for the film) and x1 room in a house.
- No location filmed in had certified green energy providers

### Accommodation:

- Accommodation spaces created **1.22 total tonnes of CO2e**  
Due to the remote nature of film locations, all accommodation provided were in private house rentals supporting local rural economy in off season. All meals were provided on set therefore reducing the need to cook in the houses. So the only power used was in the morning/night for showers/lights/ charging phones/laptops.
- No accommodation providers had certified green energy providers.

### Materials: Food & Waste & Art & Wardrobe

- Waste created **1.27 total tonnes of CO2e**
- 20% of our crew opted for vegetarian options
- Reusable water bottles were used for all crew & cast
- Breakfast/Lunch/Dinner - all on hard plates or compostable packaging
- Wardrobe: 95% of clothes for wardrobe are second hand or from stylist own stock
- Art dept sourced props from second hand sources such as local markets (Bantry) or charity shops were possible. Canned food and toilet rolls used as props were subsequently donated to meals on wheels and a local primary school respectively.

### Travel & Fuel:

- Travel & fuel spaces created **5.18 total tonnes of CO2e** and **was our largest contributor of CO2e**
- Our primary filming location was 630km round trip to Dublin. To reach all locations for this production added on 121km.
- This production had a higher than average number of vehicles & mileage travelled due to the geographical nature of locations
- **Measures that helped:** A crew bus, hybrid/electric vehicles & car sharing **reduced a potential further 2.2 tonnes of CO2e contributed to fuel use.**
- Generators on set were battery operated only. No fuel generators were used on set.

### Production Spaces - Pre & Post

- Pre-Production spaces created **0.17 total tonnes of CO2e**
- For all of our pre-production meetings we arranged them in WeWork - A Green Energy certified space
- Post Production spaces created **0.034 total tonnes of CO2e**
- Some of our post production partners had green energy certified providers.

## Footprint snapshot

	Phase	Footprint	Carbon Action Plan
<b>Two for the Road</b> 2023 SI-SHF030823	POST-PRODUCTION END	SUBMITTED FOR AUDIT	IN PROGRESS
Type: <b>Short</b>	Genre: <b>Drama</b>	Production Company: <b>Heritage</b>	Broadcaster: <b>Screen Ireland funder</b>

## Footprint Data

Total tonnes CO<sub>2</sub>e

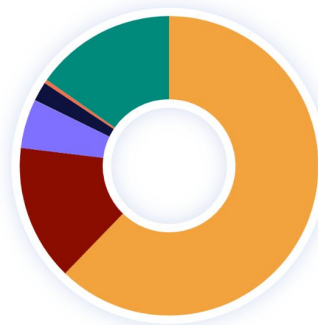
**8.33**

Tonnes CO<sub>2</sub>e per hour

**27.77**

Here you can see how much it would be to offset your emissions. To learn more about offsets click [here](#).

- Travel and Transport
- Accommodation
- Filming spaces
- Disposal
- Non-filming spaces
- Post-Production
- Materials



# SET MEASURES

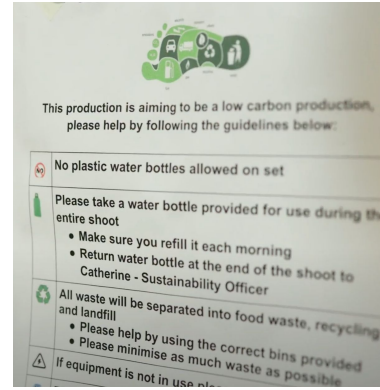
**Sustainability Officer:** Catherine Brown

To make this a sustainable production a great deal of effort was put into waste management, and pre-production.

Since 2022 we have banned plastic bottles on our sets and use reusable aluminum bottles, we used a coach to take 9 cars off set.



Coach to reduce cars on set



This production is aiming to be a low carbon production, please help by following the guidelines below:

- No plastic water bottles allowed on set
- Please take a water bottle provided for use during the entire shoot
  - Make sure you refill it each morning
  - Return water bottle at the end of the shoot to Catherine - Sustainability Officer
- All waste will be separated into food waste, recycling and landfill
  - Please help by using the correct bins provided
  - Please minimise as much waste as possible
- If equipment is not in use...



Waste sorting & recycling & composting



Recycled aluminum water bottles for all crew & cast.



Compostable coffee cups & re-usable ones

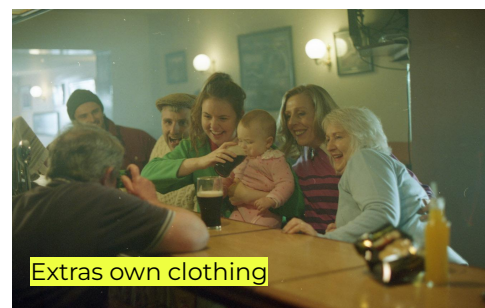


**Costume Designer:** Sarah Flanagan

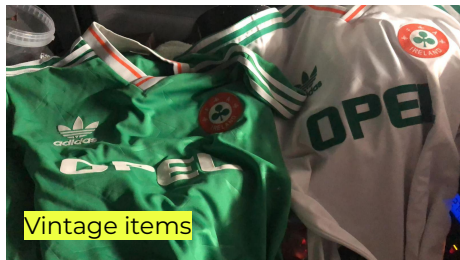
As the film was set in 1997/1998 costume was all sourced from the Dublin Vintage Factory and from the stylists own stock. The only consumable purchase was one set of hiking boots for our lead actor.



Charity shop pieces



Extras own clothing



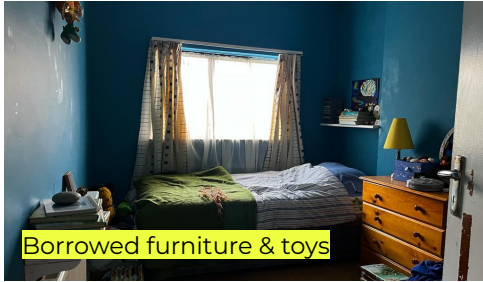
Vintage items



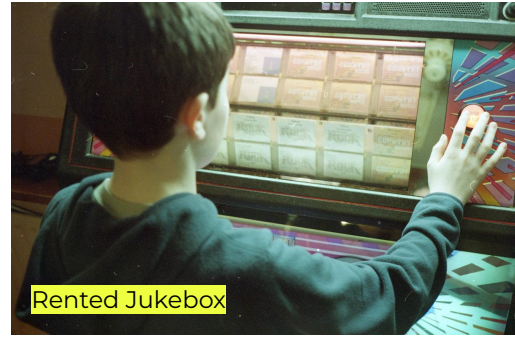
**Art Director:** Ciara O'Donovan

As the film was set in 1997/1998 all art department was all sourced second hand and from charity shops. The only consumables purchased were breakaway glass, a hot prop meal, tent & picnic & snack food items.

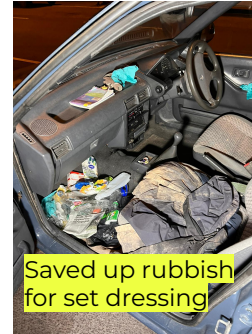
Homestead & Manhattan crisps donated items for our production including toilet roll, jams, tinned foods, popcorn to dress our shop and pub areas, these items were then donated to a local school & meals on wheels.



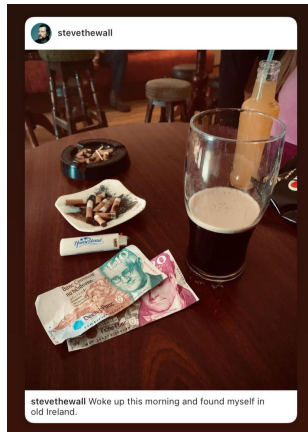
Borrowed furniture & toys



Rented Jukebox



Saved up rubbish for set dressing



stevethwall Woke up this morning and found myself in old Ireland.



Location 'shop' set dressing donated to local school & Meals on Wheels Schull



Borrowed items/ sourced from Market(second hand)



## Key points we could have improved on:

### Logistics & travel

- Due to the remote rural location of filming, transport was a big factor in overall carbon footprint. Challenges to reduce this were in part budget related. It would have been ideal to have a dedicated logistics manager to have aided in organising car sharing or minibus for crew travelling to set from Dublin, however a minibus was hired on set to transport crew that did not need equipment reducing many other cars on location.
- Hiring less crew where flights were needed from London.

### Waste Management

- Some days there were many locations per day therefore setting up waste management was challenging. Better signage for waste will be considered in future for similar shoots as some landfill could have been further reduced if waste was not mixed. E.g caterers provided breakfast rolls wrapped in foil, foil is recyclable in Ireland but crew were unsure and some were disposed of in the landfill rubbish.

### Catering

- One main meal served could have been 100% plant based instead of always having a meat option. Beef was served as one main meal meat option, red meat will be avoided in future. Having said that, where a main meal was served, the accompanying lighter meal in the day was a vegetable soup.