



# THE DOLL FACTORY

SUSTAINABLE PRODUCTION | CASE STUDY









# THE DOLL FACTORY

London, 1850. Iris paints dolls for a living, alongside her twin sister, Rose. Iris dreams of becoming an artist. By night, she secretly paints herself. Silas is a taxidermist who owns a shop filled with his creations. He dreams of one day finding an item so unique he will be catapulted to fame. Louis is a painter and member of the Pre-Raphaelite Brotherhood, searching for his next muse. When Iris meets Silas, and then Louis, she is offered an opportunity to escape and start a new life. To do so, she must abandon her sister, sacrifice her reputation, and launch herself into the unknown. But as Iris' world expands, a story of dark obsession begins to unfold...

The Doll Factory is a 6 part TV Series filmed in Dublin, Wicklow and Kildare over 14 weeks between October 31 2022 - February 17 2023

The Doll Factory is being produced by UK's Buccaneer Media for Paramount +.









The Doll Factory, 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 The Doll Factory we tried to implement as many sustainable measures as possible but the main thing we introduced was switching to HVO fuel instead of diesel.

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 and Green Newsletter

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.

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

Each week the Green Employee of the Week would feature in the newsletter.







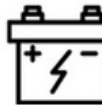
# 'CHARGING' AHEAD WITH GREEN POWER!

Congratulations to our camera team who were awarded Green Employee(s) of the week for using rechargeable batteries!



Share your pictures into The Doll Factory Crew Whatsapp Group and you might be next week's Green Employee of the Week!

## ECO - BENEFITS OF RECHARGEABLE BATTERIES VS SINGLE-USE BATTERIES:



- 30% less impact on air pollution
- 28% less impact on global warming
- 12% less impact on water pollution
- 9 times less impact on air acidification\*

\*According to batteryspecialists.au



'Beet'- ing out stiff competition, last week's Green Employee Award goes to:



# CATERING!



Our catering team implemented an entirely meat-free day during Eco Week! The food was so delicious, it didn't leave 'mushroom' for anything else!

## FUN FACTS:

- Swapping red meat for plant based foods just one day a week reduces climate change causing emissions even more so than eating locally every day.
- Live stock production creates more greenhouse gases than all of the cars, trucks and trains in the world.



## Did you know?

Just 1kg of beef needs 15,000 litres of water - it has the highest water footprint of all foods.

This is 40 times more than what is needed to produce the same quantity of veggies

The meat industry is the most significant driver of deforestation

Eating a more plant based diet could decrease agricultural water use by 50%

**Post your nominations for this week's Green Employee of the Week into The Doll Factory Crew whatsapp!**





# ECO WEEK

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 competes to see who can be the most sustainable.

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 The Doll Factory, there was strong competition throughout the week with the Electrical Department in the lead for the first time on any job. They were overtaken during the week by the Locations 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.















Richie Murray, Standby Carpenter, carving his own cutlery for department initiatives during Eco Week.





The SFX team used bio gas as a more sustainable fuel. They also used all biodegradable products and water based fluids.



Bobby, from Locations with the generator running on HVO fuel.





# HVO Fuel

This is the first production where we have used entirely HVO fuel and for the first time the locations generators are not the largest part of our carbon footprint.

We used all HVO fuel for the unit base and locations generators as well as all the standby trucks and unit cars. Using HVO eliminated 90% of our net CO<sub>2</sub> on The Doll Factory.













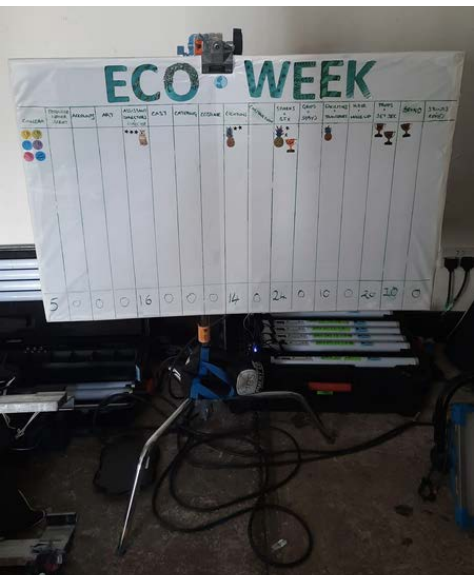
#ON WEDNESDAYS WE WEAR VINTAGE







Extras coming prepared!



Sparks making a stand for the Eco Board

# DEPARTMENT INITIATIVES

## ASSISTANT DIRECTORS

Kieron, the Third Assistant Director, started bringing in cutlery for the AD department every week so they didn't need to use disposable options.

Bébhinn, our Extras Coordinator, ensured all the Extras brought their own keep cups and water bottles with them.

## SOUND DEPARTMENT

Paddy, our Sound Mixer, has a solar powered van so that he never need to hook up to a generator on set and can also park his van anywhere! They also used rechargeable batteries.

## ELECTRICAL DEPARTMENT

The Sparks used nearly all LED lights on The Doll Factory which drastically reduced our power usage. It also meant they were able to use mains power and not always be reliant on a generator.

## CONSTRUCTION

The painters used ecological paint with no VOCs.

The construction team save all the doors and windows and reuse them on multiple sets. Any waste timber is used to fuel their bio mass boilers which heat the workshops and reduces any waste or the need for high carbon fuels.

## ACCOUNTS DEPARTMENT

Our Accounts team are entirely paperless which has massively reduced the amount of reams we have had to buy for the production.





# CUPS AND WATER BOTTLES

On The Doll Factory we asked every cast and crew member to bring in their own water bottle and keep cup.

We have estimated that we saved over **17,520** compostable cups from being thrown out and that isn't including all the large extras days where we would have required around 300 cups per person per day.

We saved €7008.00 by not buying cups for the production.

By not buying single use water bottles we diverted around **14,600 plastic bottles** from being thrown out.









# MEATLESS MONDAY

Our catering team, Celtic Soul Food, organised a meat free day for the last day of Eco Week.

They also had all compostable ware throughout the job and ensured to source local, Irish produce wherever possible.

Swapping red meat for plant based foods just one day a week reduces climate change causing emissions even more than eating locally every day.

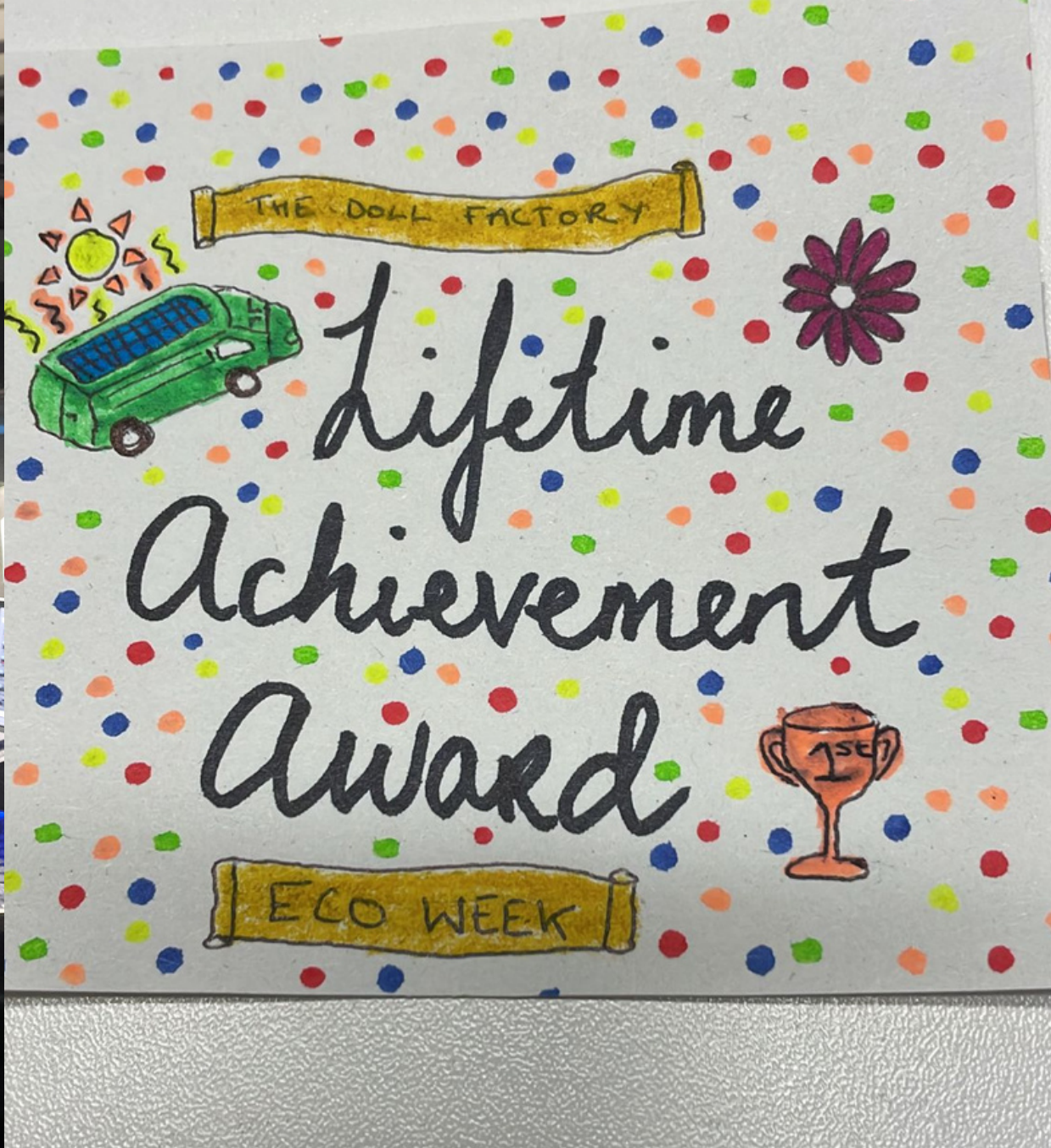




# HYBRIDS

All the rental cars on The Doll Factory were hybrids which drastically reduced our fuel usage. Our Production Designer was so impressed with the hybrid that we rented for her and how efficient it was that she has bought her own hybrid car in London.





Paddy and Simon from our Sound Department won a Lifetime Achievement for taking part in every Eco Week since the first one we ran on The Young Offenders.









The Locations Department were crowned the winners of Eco Week after they beat the Electrical Department at the last minute!