



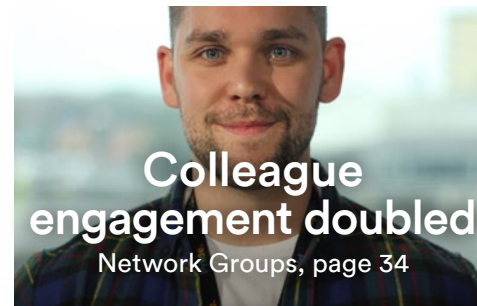
itv  
Social  
Purpose  
Report  
2020



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Watch our Video  
of the Year



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# Welcome

We spoke to Carolyn McCall, ITV's CEO, on the extraordinary year that was 2020, and how ITV's Social Purpose activity has been having an impact.

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## **2020 has been a year like no other. What has been the biggest changes in society?**

All of us will remember 2020 as the year our lives were turned upside down by Covid-19. It's hard to overestimate the impact that had on not just our physical health and our daily lives, but also on our mental health, with rates of depression doubling during the first six months of lockdown.

The Black Lives Matter movement also stands out, shining a light on the systemic issues facing Black people and people of colour around the world. And of course, climate change is ever-present. 2020 showed that we can all mobilise to change.

## **What impact have these issues had on ITV and its Social Purpose?**

I think it shows that purpose-driven business is more important than ever before. Business can and should play its part in driving positive change, and if anything I think 2020 increased the public's expectations of that.

Lots of people were of course stuck at home watching loads of TV. So as well as keeping people entertained, and up to date with the latest news, ITV's mission to shape and reflect culture for good meant we were able to be on the front foot with addressing these big movements as the year unfolded.



For our people, it's of course been a really challenging year, both for those working in production, and for those working and homeschooling from bedrooms and kitchen tables. But our colleagues are motivated by not just keeping the show on the road but also our ability to make a positive difference to people's lives, responding to 2020's big challenges.

### **Why is having a Social Purpose important to ITV?**

It's an essential part of ITV being More Than TV. Audiences today expect brands to have not just a point of view but to take action on issues they care about – so Social Purpose campaigns help ensure ITV is perceived as a modern, relevant brand. ITV is a creative force that does more than entertain; we make a difference to British culture in a way that global competitors don't. Our four Social Purpose priorities – Better Health, Diversity & Inclusion, Climate Action and Giving Back – help us to express that, both on-screen and off-screen.

The events of 2020 showed just what an impact ITV can have, from tackling the mental health crisis through Britain Get Talking and addressing racism through our Black Voices campaign, to encouraging audiences to think about their carbon footprint and supporting children around the world affected by the pandemic in raising money for Soccer Aid for UNICEF.

### **What were some of your highlights?**

Seeing Ant and Dec launch our new Britain Get Talking campaign to encourage people to stay connected just as the UK lockdown hit was very rewarding. ITV was also proud to play our part in the national effort with campaigns to encourage people to stay at home and wash their hands to protect against Covid-19 and to raise money for NHS Charities.

Seeing the response, both positive and, sadly, negative to Diversity's Black Lives Matter dance act in Britain's Got Talent in September showed just how important our new Diversity Acceleration Plan is.

I've been delighted by the positive response from our people to our ambitious environmental targets, including Net Zero by 2030.

And when it comes to shows with a Social Purpose, I was so pleased that Soccer Aid for UNICEF was still able to go ahead, albeit behind closed doors, and that it raised a record-breaking amount to help children affected by Covid-19 around the world.

And as the awards page (page 57) shows, it's brilliant that ITV can create best-in-class behaviour change initiatives that are creatively exciting and most importantly, effective.

### **What have been the challenges in implementing the Social Purpose strategy this year?**

The logistical challenges have been significant – getting new programmes and campaigns on-air through lockdowns, distancing, illness and so on. Our Eat Them to Defeat Them campaign to get kids to eat vegetables was affected when kids were no longer at school to participate, due to the lockdown.

But there have been upsides too – for example, more ITV faces being available to support us – over 100 celebrities came on board for Britain Get Talking.

Managing that extra strand of Covid-19-related public health campaigning alongside our other Better Health priorities has been challenging for our people and channels to fit in alongside our work to achieve our ambitious existing Social Purpose targets – but also of course rewarding to be part of the national effort.

### **What's coming up for Social Purpose in 2021?**

We have big ambitions for Diversity & Inclusion, as Ade Rawcliffe, our new Group Director of Diversity & Inclusion, and her team drive an exciting year with a focus on disability. With COP26 in November, colleagues across the business will be joining the global focus on the environment, and in 2021 our productions will be environmentally certified. Soccer Aid for UNICEF is helping the race to vaccinate the world, and we will be driving big campaigns in physical and mental health. Britain Get Talking is already underway for 2021, and we have an exciting new partnership between ITV2 and CALM focused on the mental health of young people.



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# ITV's Social Purpose

Shaping Culture for Good.

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## About ITV's Social Purpose

ITV is More than TV. We connect with millions of people every day, make content people can't get enough of, and reflect and shape the world we live in... and we do all this through the power of creativity.

Reflecting and shaping the world we live in gives us a great opportunity: to change ITV for the better, and to use our content and reach to inspire positive change in the wider world.

## About ITV

ITV is a leading media and entertainment company, with the largest commercial television network in the UK, and a leading global production and distribution business. Creativity, quality content and engaging audiences in the UK and around the world are at the core of everything we do. We reach 40 million viewers every week with our programmes on ITV's family of channels, as well as the ITV Hub, which is available on 28 platforms and has over 30 million registered users in the UK. Our Direct to Consumer business in the UK includes the ad-free catch-up service, Hub+ and BritBox - a streaming service launched in partnership with the BBC to bring people the best of British programming in one place. ITV Studios produces thousands of hours of original programming each year in over 50 production labels. Our global footprint spans 12 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 46,000+ hours to over 200 channels and platforms.

### Focus

ITV's Social Purpose has four focus areas: Better Health, Diversity & Inclusion, Climate Action and Giving Back.

### Cause

Our social cause is encouraging everyone to take action to improve their health, with mental wellbeing a particular priority.

### External and internal

Each of these areas has both an external application - on-screen, and visible to and involving our audiences, and an internal application - off-screen, and involving our sites and workforce.

### Targets

Each area has ambitious targets. We measure our progress against these targets through extensive research commissioned from YouGov and other partners, regular board-level scrutiny of diversity and inclusion data alongside new wide-scale data-gathering processes for environmental data. Performance and plans are reviewed by the Board annually and Management Board quarterly.

For information on our ESG memberships, see page 58. For more on ITV's Social Purpose, including policies and our materiality matrix, please go to [itvplc.com/socialpurpose](https://itvplc.com/socialpurpose)

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# ITV's Social Purpose

Shaping Culture for Good.



## Better Health

Inspiring everyone to look after their mental and physical health.

### Goal

Encourage 10 million people to take action to improve their mental or physical health by 2023.



## Diversity & Inclusion

Fostering creativity by championing diversity and encouraging inclusion.

### Goal

Improve gender, BAME, disability and LGBT+ representation on and off-screen by 2022.



## Climate Action

Making the biggest shows with the smallest footprint.

### Goal

Achieve Net Zero carbon, Zero waste and develop sustainable culture and sourcing by 2030.



## Giving Back

Giving back to our local and international communities through causes we care about.

### Goal

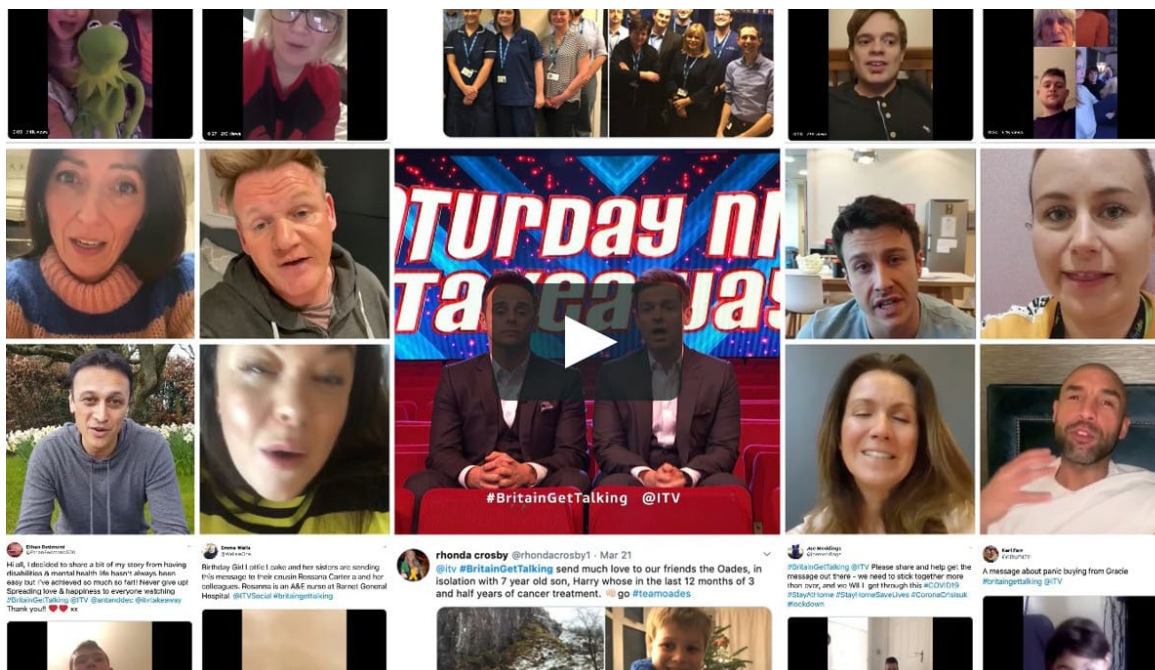
Increase fundraising and increase volunteering.



# Better Health

Inspiring change in how  
we look after our mental  
and physical health





## Context

Covid-19 threatened physical and mental health on a global scale. We have all become even more conscious of just how important good health is. In a time when all of us have had to reduce contact with others, our mental wellbeing has been put under huge pressure, with rates of depression doubling during lockdown.

ITV puts the power of TV behind behaviour change campaigns that make a real difference to how we all take action to look after our health. We couple this with a real focus off-screen on the wellbeing of our people, producers and participants.

## ITV's approach to Better Health campaigns

Nothing's more important than our health, and the health of our loved ones. There's lots we can do to help our mental and physical wellbeing. But it can be hard to prioritise in our daily lives. Here are ITV's guiding principles for our behaviour change campaigns.

**Preventative:** We focus on the small actions we can take to make a difference. Starting a conversation. Going for a 15-minute runaround. Eating a portion of veg.

**Disruptive:** Mostly we all know what we could be doing for our health. We use surprise, whether it's in what we say or how we say it, to help get people's attention.

**Compelling:** We do what ITV does best: create absorbing content that adults and kids want to watch.

**Expert:** We partner with organisations who know their field inside out.

**Proven:** We rigorously test our campaigns to ensure they're effective at creating the change we want to see.

## Goal

# 2 million

people to take action to support their health in 2020 (10m by 2023)

## Results

# 7.4 million

people took an action to support their mental or physical health

890,000 children ate more vegetables thanks to Eat Them to Defeat Them

70,605 more children did The Daily Mile

6.4m people connected with others as a result of Britain Get Talking

Sustainable  
Development  
Goal





# Britain Get Talking

A landmark campaign to encourage people to improve their mental wellbeing by staying connected. Supported by Mind and YoungMinds.

## The challenge:

The pandemic left us living more apart than ever. Rates of depression in the UK doubled during the first six months of lockdown.

Britain Get Talking is about encouraging people to connect with others, as an effective way to boost mental wellbeing. Talking and listening can boost mental wellness; just hearing someone's voice can reduce anxiety.

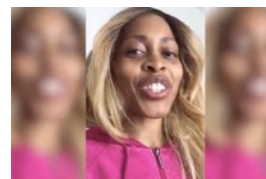
In 2020 we ran three major new campaigns to encourage people to connect.

## Apart. But never alone.

As Covid-19 restrictions saw people in the UK and around the world having to stay at home, the risk to mental health was clear. ITV stepped in, launching a campaign before the UK lockdown began to encourage people to stay connected, as just hearing someone's voice can reduce stress and ease anxiety. Ant and Dec spoke to the nation at the end of Saturday Night Takeaway, talking to 7.5 million viewers about the importance of keeping in touch. Despite the restrictions of lockdown, we broadcast 143 messages of support from over 100 celebrities, from Susannah Reid to Captain Tom, and from ITV viewers in their homes, all about staying in touch while we stayed at home.

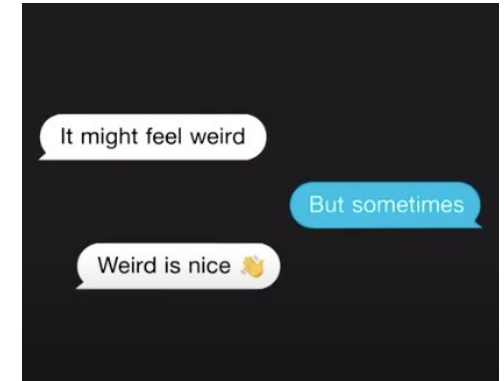


Captain Tom, who participated in the Britain Get Talking campaign



## The Call – Conversations

For Mental Health Awareness Week in May, the focus turned to connecting with those outside of our inner circle; the people who might not expect a call might be needing it most. Again, 20 well-loved ITV faces joined in the campaign, this time dialling into a simulated Zoom call. This was accompanied by a funny series of animated ads encouraging people to get in touch, right there and then.



## Help Our Helplines

Our charity partners' services were more in demand than ever before, just as their income was threatened by the lockdown. Britain Get Talking is focused around reaching out to others, but some people don't have anyone to turn to.

Britain Get Talking launched the Help Our Helplines appeal in ITV Daytime, Sport and on World Mental health Day, Ant and Dec interrupted Britain's Got Talent to help raise money for Mind, YoungMinds, SAMH and CALM mental health helplines. The sound of a ringing phone was used to symbolise the need, and we spoke to four people who had used the helplines when they needed them most. The public donated hundreds of thousands of pounds, including contributions from the I'm a Celebrity Get Me Out Of Here phone lines, and the UK government contributed an extra £1m fund for mental health helplines inspired by the campaign<sup>2</sup>.



### Results

## 6.4 million

people started a conversation with friends or family as a result of the campaigns, in 15 million phone calls and 27 million text messages<sup>1</sup>

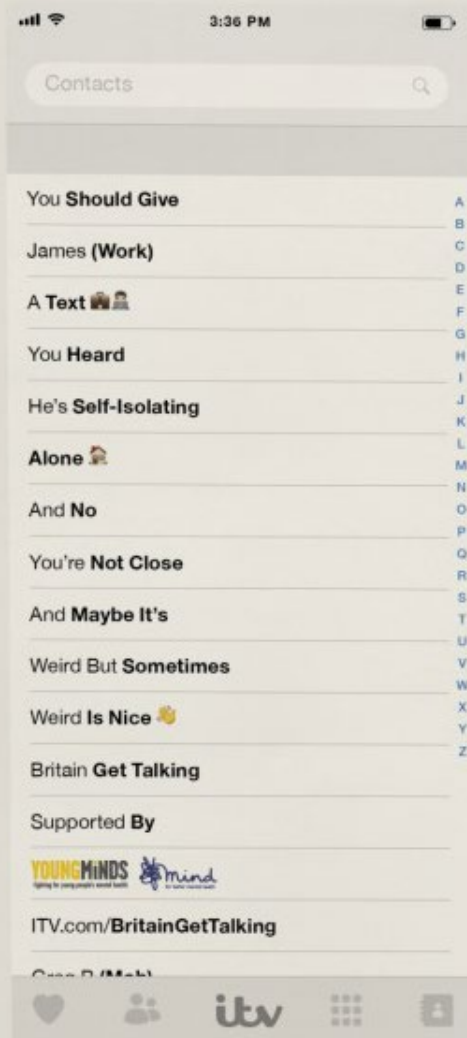
## Over £1.4m

was generated for mental health helplines

## UK's most well-known

Britain Get Talking has become the UK's most well-known mental health campaign





## What's next:

As the social effects of Covid-19 continue to play out, Britain Get Talking will focus on encouraging us all to prioritise the social interactions that are so beneficial for mental health.

*Partners: Mind, YoungMinds, SAMH, and for Help our Helplines, CALM.  
Creative agency: Uncommon Creative Studios*

[www.itv.com/britaingettalking](http://www.itv.com/britaingettalking)

## Combating loneliness with Good Morning Britain

### The challenge:

Even before the pandemic, 9 million people in the UK experience loneliness on a regular basis<sup>3</sup>.

### The campaign:

The 1 Million Minutes campaign, which runs annually throughout December, aims to help combat loneliness in the UK by encouraging people to volunteer. For its fifth year, the campaign partnered with seven charities – Alzheimer's Society, Captain Tom Foundation, Grief Encounter, Once Upon a Smile, Re-Engage, The Not Forgotten and the Royal Voluntary Service who offered support and volunteering opportunities to viewers.

44,563 people pledged an incredible 87,020,100 minutes to combat loneliness – the biggest total since the campaign launched in 2015<sup>4</sup>.

“



**The Help Our Helplines appeal moment during Britain's Got Talent was wonderful; I thought it was put together so very well and I'm privileged to have been part of it."**

Rohan Kalicharan,  
Help Our Helplines contributor  
who has used the CALM  
helpline in the past

# Eat Them to Defeat Them

Getting children to want to eat vegetables, in partnership with Veg Power, alongside Sky, Channel 4 and an alliance of supermarket brands.

## The challenge:

8 out of 10 children don't eat enough vegetables, part of the reason why 1 in 3 children leaves primary school obese. Eat Them to Defeat Them is a ground-breaking campaign that treats vegetables as the bad guys that need defeating, so kids want to eat them.

## The campaign:

Following impressive results in 2019, Eat Them to Defeat Them returned with 6 brand new 10 second ads – each focusing on a different vegetable. The original, high-action and tongue-in-cheek advert ran alongside the new ads over 7 weeks of family-focused commercial airtime.

ITV reached out to Sky and Channel 4, who joined in to donate commercial airtime to the campaign as part of our shared £10m commitment to support children's health from 2020-2022. Between us, we were able to reach nearly 9 out of 10 households with 4 to 9-year-olds, with further support across OOH, cinema, digital and print thanks to pro bono donations. The campaign is funded thanks to an alliance of 10 supermarket and retail brands, and was created pro bono by adam&eveDDB, alongside media agency Goodstuff.



Eat Them to Defeat Them activity in school

Additionally, a special CITV channel identity was created; ITV talent like Jonathan Ross, Will.I.Am, and Pixie Lott supported the campaign in promotional airtime; and the campaign was featured on This Morning, Saturday Morning with James Martin, Loose Women, Lorraine, and Regional News.

Supermarket partners also promoted the campaign in-store, on social, and in print, and 1,600 schools received promotional packs of materials (including reward charts, lesson plans, and ideas for caterers) which were all themed around a veg of the week.

In October we also promoted an activity pack, a collaboration between ITV, Veg Power, Public Health England, Sky and three supermarkets, to give kids some fun-filled veg-focused activities at home. 250,000 activity

packs were created and distributed, with nearly 5,000 further downloads from the website.

### What's next:

In a world where children's schooling and school lunches have been so disrupted, encouraging kids to eat vegetables is more important than ever, and it's the UN's International Year of Fruits and Vegetables. We will be running Eat Them to Defeat Them later in the year, in the second half of the summer term 2021.

*Partners: VegPower, Sky, Channel 4, alongside contributions from Aldi, Asda, BirdsEye, Co-op, Lidl, M&S, Morrisons, Ocado, Sainsbury's and Tesco.*  
*Creative agency: adam&eveDDB*  
*Media agency: Goodstuff*

[www.eatthemtodefeatthem.com](http://www.eatthemtodefeatthem.com)

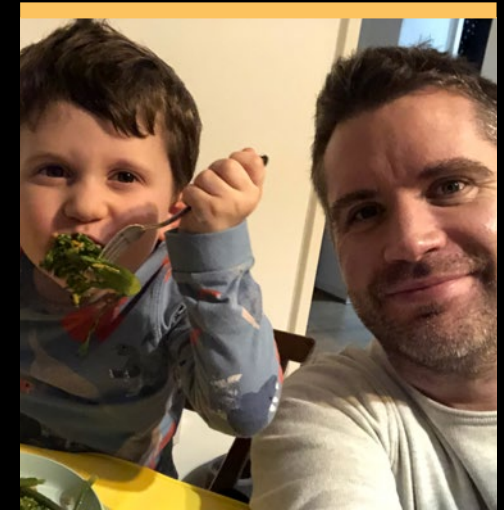
### Results

**425,000**  
children took part  
in the campaign  
in schools<sup>5</sup>

**217 million**  
additional portions  
of vegetables were  
sold as a result of  
the campaign<sup>6</sup>

**81%**  
of school staff  
said it was more  
effective than other  
healthy-eating  
initiatives<sup>7</sup>

“



**My 5-year-old came from school proudly wearing his Eat Them To Defeat Them sticker because he'd eaten all his carrots at lunch! He's even got his younger sister involved now and dinner time has become a competition to see who can defeat the most! It's a great ITV campaign that's completely captured their imagination... it's certainly made our jobs a lot easier!”**  
Adam Mitchell, Head of Programme Strategy Production





# The Daily Mile

With children's physical health under additional pressure from schools closures, ITV continued its support for The Daily Mile, an initiative that encourages schools to undertake 15 minutes of exercise every day, despite the challenges of social distancing.

Through donated airtime from ITV and securing additional airtime donated by Sky, the campaign ran in September with the message 'It's never been more important to get back moving with the Daily Mile.' Five different ITV regional news programmes also ran features on schools doing The Daily Mile.

15 million people saw the campaign at least once<sup>8</sup>, and two-thirds of parents who saw it were interested in their school signing up as a result.  
[www.thedailymile.co.uk](http://www.thedailymile.co.uk)

## Results

**70,605**

more children took up The Daily Mile as a result of the campaign<sup>9</sup>

**1.63 million**

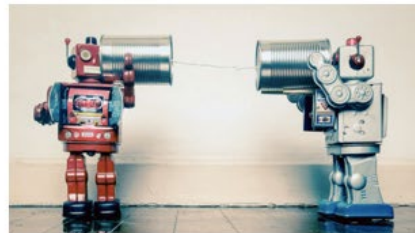
Since ITV began supporting The Daily Mile in April 2018, 1.63m more children are doing The Daily Mile, across 6,282 more schools



Children participating in the Daily Mile

# Responding to Covid-19

ITV mobilised to help promote public health messages and raise morale during the pandemic.



## Staying at Home

Public Health England approached ITV for help in encouraging people to stay at home during the first lockdown. Given the people most likely not to comply at that time were younger and middle-aged men, we developed two irreverent campaigns 'Don't be a Rick Head' and 'Don't be a Nick Head', to encourage audiences to rethink their decisions around breaking the rules. These were developed for ITV2 and ITV4 respectively, by ITV Creative.

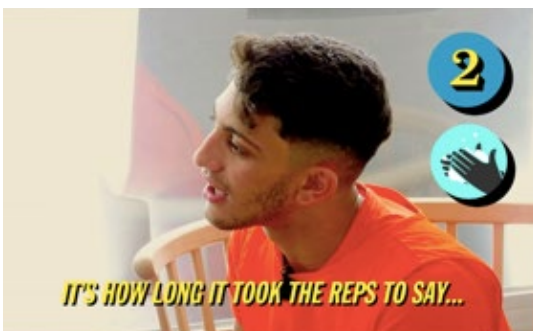
In addition, we ran messages prior to Coronation Street and Emmerdale to encourage people to stay at home and keep their distance.

## Results

**5.7 million**  
adults were reached<sup>10</sup>

**24%**  
of those who saw 'Don't be a Rick Head' were more motivated to stay at home<sup>11</sup>





## Handwashing

Handwashing is considered one of the simplest and most effective ways of preventing the spread of Covid-19 between people. Our research suggested that as the year wore on, people were taking the message to wash hands less seriously, and especially not washing hands for long enough.

To make the public health message a bit more engaging, we translated the critical 20 seconds into something relatable for our young viewers: snippets of their favourite reality TV shows. We created a series of 30-second spots that timed out 20-second hilarious moments from Ibiza Weekender, Keith Lemon, and Love Island, showing young people exactly how long 20 seconds is in a more entertaining way.

### Results

**11.5 million**  
people were reached  
with this campaign<sup>12</sup>

**64%**  
of people asked thought this  
campaign stood out from other  
Covid-19-themed adverts<sup>13</sup>

**41%**  
said it would make them  
more likely to wash their  
hands for longer<sup>14</sup>



## Supporting the NHS

ITV paused our main channel each Thursday at 8pm to support the Clap for Our Carers and celebrate NHS workers as they faced the huge challenge of dealing with Covid-19.

We decided to dedicate the whole of 16 April to the NHS, with an NHS day, celebrating their work across Daytime, and news. We created stings, graphics, and an appeal ad to run during breaks, raising money for the NHS Charities Together One Million Claps campaign. Proceeds from the Virtual Grand National also went to NHS Charities Together.

See more on page 53.

### Results

**£3.6 million**  
Over 200,000 viewers donated  
to NHS Charities Together  
which, combined with our  
efforts for the Virtual Grand  
National, raised £3.6 million<sup>15</sup>



# ITV2 Blood Squad

## The challenge:

The NHS faced its toughest winter. To keep stocks up, NHS Blood and Transplant needs 400 new people to register to give blood every day. NHSBT have a particular shortage of blood stocks suitable for those of Black heritage who are more prone to suffering from sickle cell disease. The pandemic also created a new need for donors who had recovered from Covid-19 to give plasma for a major research trial.

## The campaign:

ITV2 Blood Squad returned to eliminate fears around blood donation and encourage more young people

to save lives through giving blood, with the support of a brand new, tongue-in-cheek creative developed by ITV Creative.

In October 2020, ITV2 appealed to young blood donors to 'save lives, grab a biscuit.' ITV2 favourites Joel Dommett, Emily Atack, Maya Jama and Lady Leshurr all featured, and there were additional ads focusing on the need for Black donors and plasma donors. The campaign was so successful that NHSBT asked ITV2 to rerun the campaign over Christmas. [www.blood.co.uk/itv2bloodsquad](http://www.blood.co.uk/itv2bloodsquad)



## Results

**136,945**

people registered to give blood during the campaign<sup>16</sup>

**56%**

increase in Black donor registrations<sup>17</sup>

**410,835**

people's lives improved or saved if everyone who registers goes on to give blood<sup>18</sup>

# Lorraine's Change and Check

## The challenge:

Almost one million women in the UK missed vital breast screening appointments this year due to Covid-19, but spotting the signs of cancer early can be life-saving.

## The campaign:

The brainchild of one of Lorraine's producers, Helen Addis, Lorraine's Change and Check encourages women to check for the signs of breast cancer more regularly and raises awareness of the signs and symptoms of breast cancer.

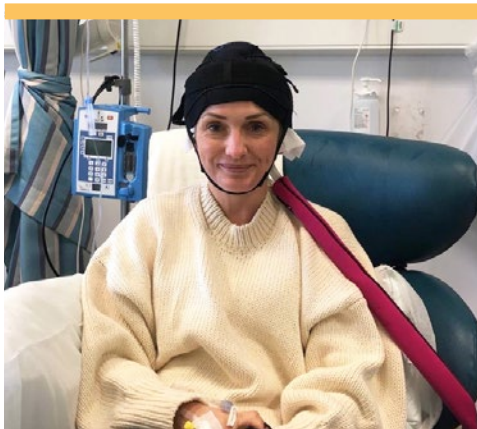
The idea of the campaign is to reach women at moments in their lives when they can easily check for any early signs of breast cancer by doing a quick self-check – so we serve reminders to women when they are in changing rooms. This year the campaign was run in partnership with John Lewis, David Lloyd Clubs, Monsoon, and Asda who displayed our campaign stickers across the nation.

Since launching in 2019, 48 women have said that the Lorraine Change and Check campaign has saved their lives as it helped them catch breast cancer in its earlier stages<sup>19</sup>.

“



“



I am so grateful to Change and Check, it is what pushed me to go to the doctor and get checked out. I'm so glad I did as it meant my cancer was caught early.”

Amy S, age 38 from Glasgow

## Results

# 48 lives saved

by early diagnosis

Without me coming across the Change and Check campaign, I might have ignored the armpit swelling for a bit longer, and it would have been too late. Change and Check has literally saved my life!”

Sally N, age 44 from Derby



# Wellbeing off-screen

Colleague wellbeing continues to be a priority for ITV, and even more so during the pandemic. We enhanced our wellbeing offering with a particular focus on mental and physical health, bolstering support for line managers and their teams.

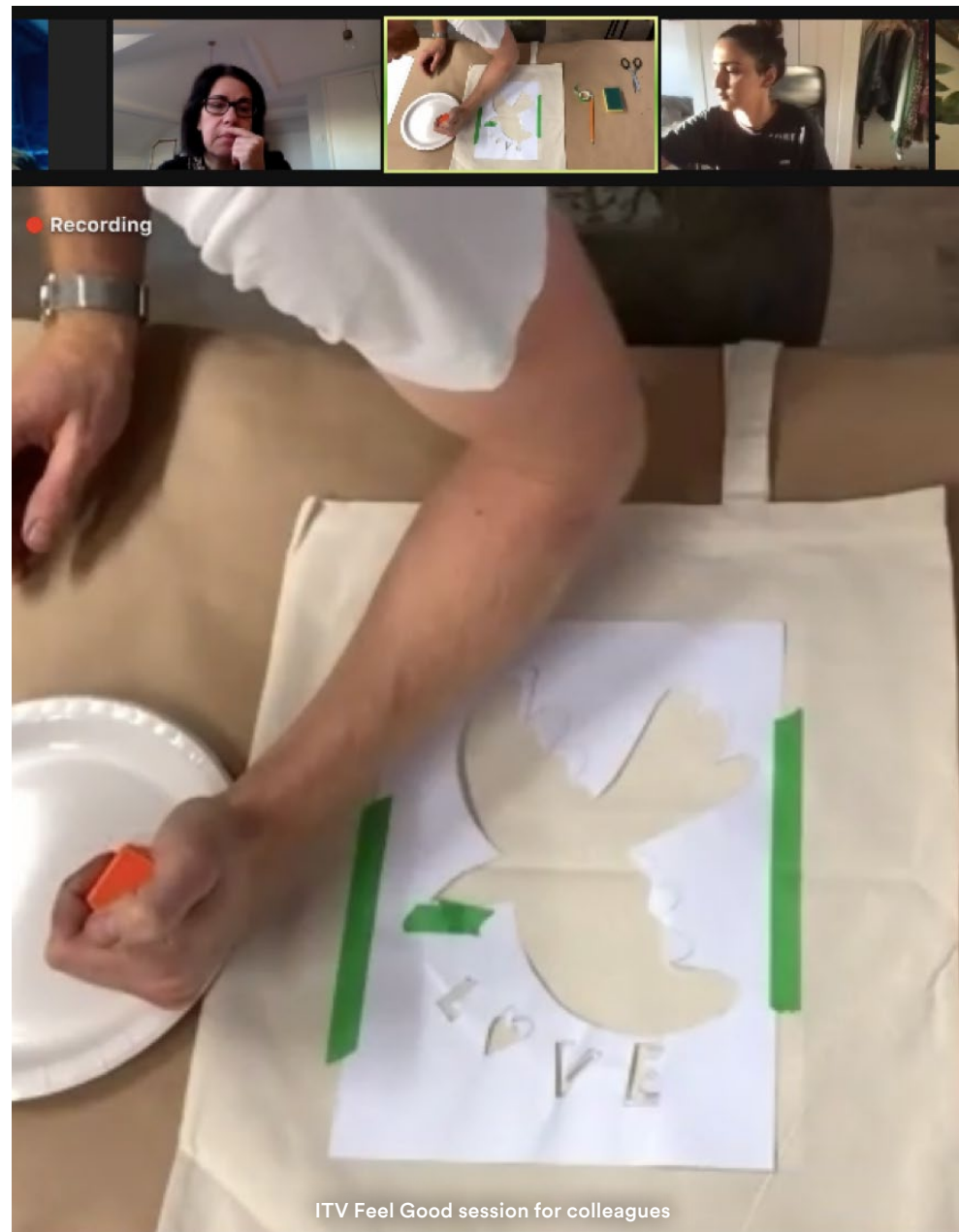
## Mental Health Resilience

Our approach to mental health has resulted in a Mind Workplace Wellbeing Silver award. In 2020 we launched TogetherAll, a digital mental health support service, moderated by mental health professionals and available 24/7 online for all colleagues. We also developed a robust portfolio of online development and support for leaders, managers and colleagues, to build resiliences and continue to lead high-performing teams, including Psychological Fitness training.

Our Duty of Care Board and Mental Health Advisory Group (see page 20) meet regularly to provide practical guidance and support on all aspects of our approach to mental health and wellbeing, which in turn are reflected in our policies and decision-making.

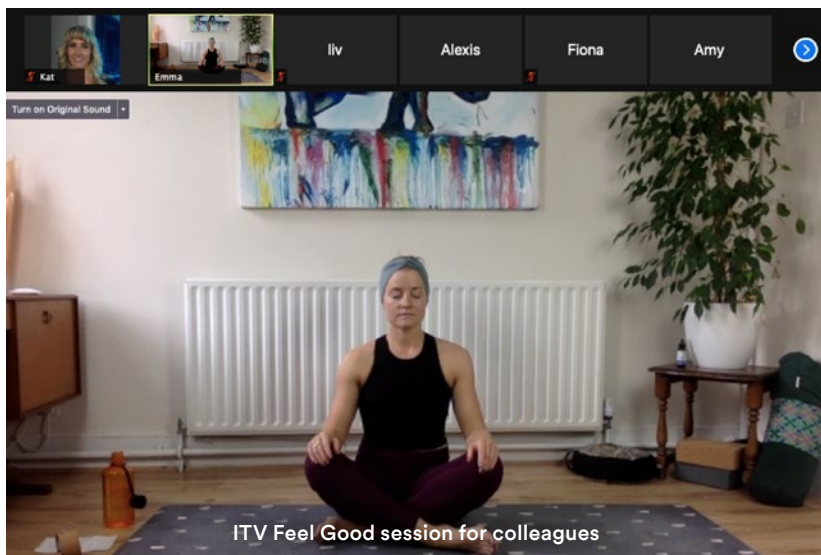
## Results

**90%**  
of respondents to our staff survey on Covid-19 were positive, with colleagues feeling well-informed and able to continue to work effectively<sup>20</sup>



ITV Feel Good session for colleagues





## Mental Health Advisory Group

ITV's Mental Health Advisory Group was set up to provide ITV, STV and ITV news with external guidance and support on all aspects of ITV's approach to mental health and wellbeing. It covers the areas of workforce, production teams, participants in our programmes and viewers, advising on best existing practice and evolving new thinking. Chaired by Ruth Davidson, its members are Paul Farmer (Mind), Emma Thomas (YoungMinds), Billy Watson (SAMH), Rachel Corp (ITN), Suzanne Burns (STV), Pat Younge (Cardiff Productions) and Dr Paul Litchfield, with ITV representatives Julian Bellamy and David Osborn. Dr Alex George has also joined the group in 2021.

With the significant mental health challenges from Covid-19, the focus of the Group in 2020 was on providing advice, guidance and best practice on different responses to these challenges, including contributing to the development of the Help Our Helplines appeal. In its first year, it has built strong relationships and foundations, which the Group will build on to take forward its work in 2021.

## ITV Feel Good

Part of our wellbeing programme: ITV Feel Good, was adapted in 2020 to offer colleagues online workshops and classes. This gave us the ability to offer all our events to all our colleagues, helping them take a break from work and do something positive for their mental and physical health. Feel Good sessions in 2020 had over 2,500 attendees.

## Flexible working

Covid-19 accelerated the adoption of Smart Working, our flexible and digital approach to how we work. We've been able to adapt Smart Working in response to the pandemic, enabling our colleagues to balance the complexities of life at the moment.

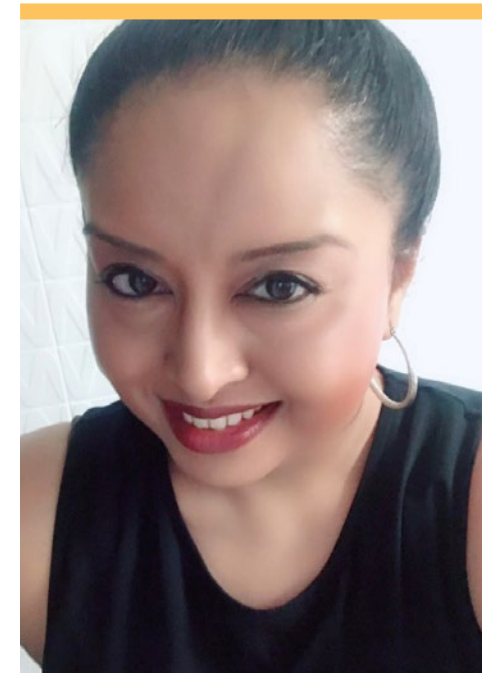
## Adapting the production environment

Managing TV production during a pandemic is no small challenge. ITV collaborated with UK broadcasters to produce the TV production guidance 'Managing the risk of Coronavirus (Covid-19) in production-making' and the 'Close Contact Cohorts protocol' which enabled production to restart across the industry.

Productions were managed following the key principles of hands, face and space. As well as sanitising stations and face-coverings, reducing the numbers of people on set and changing set layouts, we employed proximity buzzers to help enforce 2m distancing.

For our higher-risk activities we created bespoke testing plans for on-screen close contact activities and in some situations introduced Covid-secure 'bubbles'. I'm a Celebrity Get Me Out of Here had three testing regimes for different parts of the production, and all scripted content, such as ITV Studios' Line of Duty, Vera and The Bay had robust testing where on-screen close contact was needed.

“



**I did the Mindful meditation a few times with Amanda Houston from ITV weather and found it really relaxing. It was great to be able to just pause and be taken out of work even for 30 mins, especially from the fast pace of the Sales department.”**

Rina Patel, Sales Senior Executive, Sales Team

# Diversity & Inclusion

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ITV is for everyone – fostering  
creativity by championing diversity  
and encouraging inclusion



Dancing on Ice's first same-sex couple - Ian 'H' Watkins and Matt Evers



## Context

The Black Lives Matter movement saw people making a stand worldwide against systemic racism. Public recognition of social injustice among marginalised groups has increased, especially among young people. ITV has a crucial role as a broadcaster to both reflect and shape culture, and that includes ensuring true diversity among who you see on-screen, as well as who is making the shows. As we say in our ITV – More Than TV ads, ‘We are changed by what we see. Just as we are changed when we are seen.’ 2020 was an opportunity to double down on our strategy, through our Diversity Acceleration Plan. After all, ITV wants to attract a workforce that accurately reflects the rich diversity of modern Britain, and to nurture an inclusive, enabling environment for all. This is crucial to ensuring the best possible creative ideas, and ensuring all our audiences feel seen, and included.

## Strategy

In July 2020, we outlined our plans to accelerate change in diversity and inclusion on-screen and across ITV by creating more opportunities for

those from Black, Asian, minority ethnic and other underrepresented groups. Over a 12-month period ITV will increase investment and will report annually on progress on the following five commitments every year:

1. Increasing diversity on ITV’s Management Board and senior leadership teams
2. Commissioning to ensure ITV better represents contemporary British life on-screen within the next 12 months
3. Improving diversity and career progression in TV production
4. Recruitment – taking positive action at entry-level as well as middle and senior leadership
5. Educating and developing ourselves so everyone understands racism and their role in creating an inclusive culture

ITV is also establishing a Cultural Advisory Council – a group of independent external advisers who will advise, challenge and counsel ITV on all of its inclusion and diversity activities.

## Goal

Improve representation across gender, disability, BAME and LGBT+ onscreen in our programmes, off-screen within our programme making teams; and with our workforce and at senior levels within ITV.

## Results

We have made significant improvements in the representation of BAME and disabled minorities, and exceed our workforce targets in LGBT+ and women. We still have work to do though, particularly on disability on and off-screen, and on senior BAME representation in our workforce.

## Sustainable Development Goals







IRL with Team Charlene

# Interview

We spoke to Ade Rawcliffe, ITV's Group Director of Diversity and Inclusion.



## What drew you to taking on the role?

I grew up rarely seeing people who looked like me on television, so representation has always mattered to me – it means so much for our viewers to see their lives authentically reflected on screen. This role involves many of the things that I loved about

my former career in TV production, such as finding and developing new talent and creating opportunities for the best talent to shine through. I feel passionately about working for a public service broadcaster and the opportunity that we have to change perceptions at the heart of mainstream television. There is a lot of work to do and I feel a great sense of responsibility, but I am excited by the challenge and feel hugely privileged to be doing a role like this at ITV.

## What do you think ITV's biggest challenges are in increasing diversity?

The TV industry hasn't made as much progress as we would like to have done – we need to accelerate change. We realise now that it is the structural changes that will make the difference – how our industry works, how we commission, how we recruit, the culture within our organisations. That is why working collaboratively with other broadcasters through the Creative Diversity Network to drive change across the industry is so important.

We need to ensure that we are accountable, so measurement through tools like Diamond and reporting against our progress is important. Ultimately, we will be judged not by what we say we are going to do, but by what we actually do.

## What's ITV's biggest strength in creating an inclusive culture?

ITV's biggest strength is the size of the platform we have. We are a huge mainstream broadcaster, so can have real impact and help to drive sustained change. We also benefit from a company culture where many people at all levels of the company and from all backgrounds are committed to driving this change. For example, this year we celebrated Black History Month across the company, both on-screen and off-screen, which had a high level of engagement from staff from all backgrounds.

## Should diversity and inclusion be treated separately?

In order to drive sustainable change, diversity, equality and inclusion need to be embedded into and be part of everyone's role. For example, through our Production Principles, that all productions have to sign up to, we have been able to embed diversity and inclusion into the commissioning process. To really drive an inclusive culture, we all have to play our part and it has to become business as usual for everyone.

## What's your top tip for encouraging others to keep diversity front of mind?

We need to see diversity and inclusion as a creative opportunity, not a chore. Do we want to find the best people for the job from the widest pool – why fish in a puddle when you can fish in the ocean? Do we want the most innovative and creative ideas and do we want to accurately reflect the lives and experiences of our viewers?

It is about levelling the playing field so that opportunities are available to all, regardless of background. Honestly, I wouldn't be doing this job if I didn't passionately believe that the better we get at this stuff the better our content will be and the more enjoyable and creative place to work ITV will be.

## What's coming up for the team in 2021?

In 2021 we will be appointing our Cultural Advisory Council and dialling up our work on representation of disability, both on-screen and off. ITV is also taking over Chairmanship of the Creative Diversity Network. Onscreen, I am looking forward to Viewpoint, Alison Hammond and Dermot O'Leary taking the reins on Fridays on This Morning, and The Stephen Lawrence follow-up drama.



# Increasing BAME Representation

## Target

**15%  
BAME**

Improve BAME representation on-screen, and improve representation in ITV's workforce, particularly at manager level

## Result

We have increased our off-screen BAME representation to 12.9% of all colleagues, 10.6% of SLT and 10.1% of managers. On-screen we surpassed our BAME target, with 17.6% representation<sup>21</sup>

## Highlights on-screen

This year ITV commissioned Unsaid Stories (See later case study) in response to the Black Lives Matter protests. We also improved on-screen representation of BAME people in lead roles and celebrated Black History Month on-air by commissioning a range of new programmes and an on-air marketing campaign (see case study below). We also broadcast the first all-Black panel on Loose Women, which saw Charlene White as lead presenter, alongside Judi Love, Brenda Edwards and Kéllé Bryan.

## Highlights off-screen ITV Rise

In July, ITV launched a new initiative and lead commitment in our Diversity Acceleration plan, ITV Rise. The programme is open to colleagues who are working towards, their first line management role, and identify from a Black, Asian or ethnic minority background. ITV Rise is designed to build race confidence, promote minority ethnic talent progression and accelerate inclusive cultural change. By working with colleagues on the scheme, their line managers and ELT advocates, this initiative aims to create a shared understanding of the cultural career barriers at ITV and a unified commitment to removing those barriers.

“



ITV Rise has aided my self-development, helping me understand what it means to be my most authentic self, and encouraging me to network. The coaching sessions and senior leader advocate meetings have proved particularly useful in defining my work ambitions – I'm excited to see what else the scheme brings.”

Amrit Kaur Dhadwal, Social Purpose Executive

“



ITV Rise has helped me better understand the cultural, social and structural factors that have played a part in shaping my career. Along with effective sponsorship and professional coaching, ITV Rise has provided an invaluable forum to have open and honest discussions regarding diversity and inclusion”

Anthony Ogunkoya,  
Finance Manager, ITV Daytime



# Black Voices

In response to the Black Lives Matter movement, ITV dedicated our airtime to 24 Black Brits to share their stories and their vision of the change they wanted to see, in a series of minute-long videos broadcast across our channels.

Contributors including David Lammy MP, Helen Grant MP, Lord Simon Woolley, Charlene White, and Jay Kontzle shared their experiences in these unique short-form pieces of content.

The campaign ran in July and August, and was given a permanent home online at the URL [www.itv.com/blackvoices](http://www.itv.com/blackvoices) to ensure that the stories remained accessible in the long term. The campaign website also featured supporting organisations and educational resources to promote understanding and discussion around an issue of such profound importance.

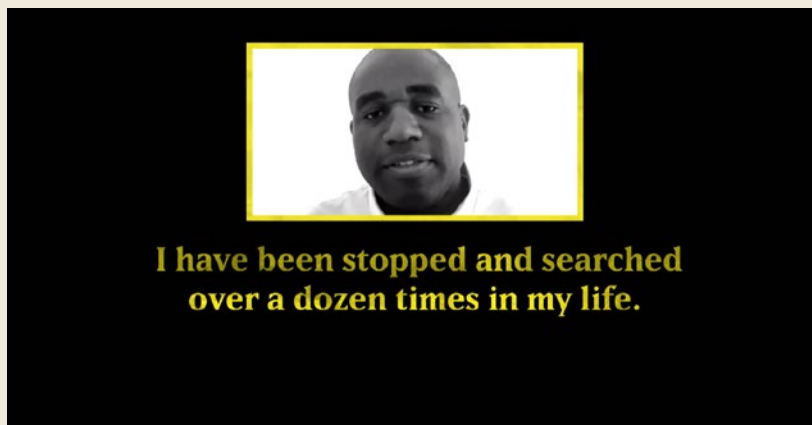
## Off-screen

ITV's Embrace Network hosted a huge variety of events for all colleagues throughout the month. Please see page 35 for more.

## Results

# 29 million

people saw the campaign, with 70% of adults agreeing that it is important for everyone to hear the stories being told in this campaign<sup>22</sup>



“



I was honoured to be involved with ITV's Black Voices campaign in support of the BLM movement. Following this I attended an ITV course and focus group as well as reading literature to help broaden my understanding of the subject so that I can better support my colleagues at work.”

Massimo Paradiso, ITV Creative

# Black History Month

TV marked Black History Month with a major season of programmes and marketing on-screen, and internal events for all ITV staff.

## On-screen

Black culture was brought brightly into focus on ITV as viewers saw brand new on-air trails along with new channel idents to mark and celebrate Black History Month.

The campaign by ITV Creative celebrated Black culture and its many facets, featuring an array of iconic Black figures amid a kaleidoscope of imagery and texture.

In further celebration of the rich contribution black people and culture have had on British life, throughout Black History Month, ITV's on-air branding was designed by Black artists in a series of unique idents.

The creative work complemented an array of newly commissioned programmes and content that showed across ITV channels and platforms throughout October, including The IRL with Team Charlene, Alison Hammond: Back To School, Sorry I Didn't Know and Craig & Danny Funny, Black and on TV.

ITV's flagship daytime shows also supported Black History Month. Good Morning Britain launched its series of 'Black History Icons' short films. As part of their Inspirational Women strand, Loose Women honoured black British women who have changed the world we live in today, featuring interviews with guests such as Baroness Doreen Lawrence.



Alison Hammond 'Back to School'





Unsaid Stories: Generational



Unsaid Stories: Lavender



Unsaid Stories: I don't want to talk about this



Unsaid Stories: Look at me

# Unsaid Stories

Four drama shorts inspired by the Black Lives Matter movement.

It's imperative we support and nurture black voices and ensure that they have a platform. ITV commissioned four drama shorts, *Unsaid Stories*, produced by Greenacre Films – a series of short films inspired by the Black Lives Matter movement and broadcast at 9pm on ITV1. Each of the drama shorts was a powerful story that brought the complexities and nuances of black experiences in the UK today to the screen.

Impassioned and relatable, the four films were written by Jerome Bucchan-Nelson, Anna Ssemuyaba, Lynette Linton and Nicole Lecky and directed by Alrick Riley, Koby Adom, Francis Annan, and Ethosheia Hylton.



# Increasing Gender Equality

## Target

**50%**

We are working on increasing representation in senior creative roles, such as writer or director in Drama

## Result

We have surpassed almost all of our female representation targets, with on-screen being 53.8% and off-screen being 52.9%, and 49.3% of managers being female. At 45.3% our SLT representation is ahead of most of the FTSE100 but we're still working to reach 50%

## Highlights on-screen

TV continues to push for greater representation in our programming with recent dramas broadcast in 2020, including: Deep Water, Bancroft, Honour, Too Close and Flesh and Blood all having been led by female writers. Currently 54% of our on-screen roles in our biggest shows go to women.

## Highlights off-screen

ITV has been recognised as one of The Times Top 50 Employers for women. The 2020 Hampton Alexander Report ranked ITV as 10th in the FTSE 250 for gender diversity on the Combined Exec Committee and Direct Reports, and

2nd amongst other Media companies in the FTSE 350. ITV has a data-driven, systemic approach to increasing female representation, building a pipeline to recruit and develop women at all levels. The Career Returners Programme offers experienced and talented professionals the opportunity to return to careers after an extended break, while the High Potential Leadership Programme identifies and accelerates the development of talented colleagues for senior positions. We also encourage secondment opportunities to identify senior diverse successors. The ITV Women's Network is very active, and our apprenticeship programme has high levels of female intake.

“



I love that part of my day job is to get young women into tech; hiring from diverse routes into engineering, volunteering with students and mentoring and coaching people through the early stages of their careers.”

Martha Chambers, Technology



# Increasing Disability Representation

## Target

**12%**

**To increase disabled representation both within our workforce and onscreen in our highest profile shows**

## Result

**In 2020, disability representation amongst all colleagues was**

**11.0%, exceeding our previous 2022 target of 8%. We have subsequently increased our 2022 target to 12.0%.**

**On-screen disability is at 11.2%, which is the highest of all the UK broadcasters**

## Highlights on-screen

ITV is committed to authentically reflecting the lives and experiences of our viewers on screen. 2020 saw disabled contestants appear in two of our biggest shows. Former Paralympians Libby Clegg and Hollie Arnold appeared on Dancing Ice and I'm a Celebrity Get me Out of Here, respectively. Other shows featuring people with disabilities in prominent roles include Coronation Street, Emmerdale, The Chase, Paul Sinha's TV Showdown, Tenable and DareMaster.

## Highlights off-screen

Our sign production house ITV Signpost, who employ at least 50% disabled crew on every production, have committed to running a new trainee scheme in 2020 with the British Sign Language Broadcasting Trust for Deaf film makers and production talent who want to break into the industry.

The Original Voices scheme for new writers on our soaps was extended in 2020 to include disabled writers and led to the employment of a new writer on Coronation Street.

The RE:Calibrate programme, backed by ScreenSkills and ITV and delivered by thinkBIGGER! aims to accelerate the careers of disabled talent who will get six months of mentoring from some of the biggest names in television.

In 2020, we became signatories of The Valuable 500 and ITV is proud to be a broadcaster who is accredited as Disability Confident Leader, in recognition of our continued commitment and work around removing barriers for disabled candidates.







# Supporting Accessibility

David Padmore, Director of Accessibility, outlines ITV's approach to technology.

When we talk about 'digital accessibility' we mean making sure that disabled people can use our products, systems and services as effectively and independently as non-disabled people. This is both for viewers watching our programmes on our linear channels or our video-on-demand platforms, and for colleagues using ITV technology in the course of their work. We believe that disability occurs due to technology barriers rather than because of the individual's difference.

Designing in accessibility means ensuring that our technology uses the principles of universal design from the very start. It means being able to use technology without a mouse, or with a screenreader. It means well-structured,

plain English and good colour contrasts. It means subtitles and transcripts for audio and alternative text for images.

We believe good, accessible design benefits everyone, which is why it has board-level sponsorship.

We will also influence our suppliers. We only want to work with organisations that share our commitment to inclusion. This will ensure we can make an impact.

We will listen to our viewers, consumers and colleagues to find out how we can improve what we do. They will tell us what else we can do to make our services more accessible and easy to use.



# SignPost

In 2020 SignPost, alongside the British Sign Language Broadcasting Trust (BSLBT), launched a trainee scheme for two deaf filmmakers to learn more about all aspects of production.

We advertised and found two trainees who were with us, full-time for just over 12 months. They worked on magazine shows and documentaries, were given an industry mentor and were given specific training days with industry professionals introducing them to various different aspects of television production.

In 2021 we will be producing a 6 x 30-minute new magazine shows for the BSLBT, This is Deaf. As part of this, there will be a role for a trainee who will work with experienced television professionals to hone their skills as we produce the first series.

Aside from the official trainee scheme we also produce children's television programme Dare Master for CITV. This programme is signed-presented by a deaf presenter and uses a predominantly deaf crew but, crucially, sits in the schedule without being tagged as such. It is a fully accessible programme made, and watched, by a mainstream audience.



Danny Murphy, Dare Master

# Increasing Representation of LGBT+ people

## Target

**7%**

ITV seeks to authentically represent the lives of LGBT+ people both within its workforce and onscreen in its programming

## Result

We have surpassed most of our targets for LGBT+ representation, with on-screen at 14.8% and off-screen being 7.3% for all colleagues, and 7.2% for managers. We are working to improve SLT representation which is currently at 4.9%



## Highlights on-screen

We have a range of LGBT+ talent represented on-screen in our biggest programmes. In 2020 we celebrated Pride season with our viewers: Loose Women held their own 'Pride Week', Richard Arnold held his own Global Pride, and longtime ally Lorraine reflected the LGBT+ community on-screen throughout Pride month. At the same time, the casts of Coronation Street & Emmerdale shared their messages of support for the LGBT+ community online, BritBox pulled together a collection of LGBT+ programming and the team at The Chase created a special set of Pride-themed questions for their social media following.

## Highlights off-screen

For all colleagues during Pride Month, Dr Ranj Singh, Ali Hannon and Ash Palmisciano came together with journalist Liam McConkey to discuss labelling and intersectionality in LGBT+ Britain today. This event highlighted how important it is to support the LGBT+ community at this time, and gave advice to colleagues to help them feel more confident and comfortable in communicating with the LGBT+ community.

# Network Groups

In 2020, all of our Networks have shown a huge increase in membership, more than doubling or tripling their number of members, and increasing their engagement. ITV's Networks are continuing to grow in strength and impact, and they have proved an essential source of support and connection whilst people are working remotely during the pandemic.

“



**In 2020, ITV Able celebrated its one-year anniversary against the backdrop of a global pandemic. It was an incredible year in so many ways, but it showed that ITV Able is already a strong, dynamic network with purpose and vision. We're supporting ITV's culture and approach to disability – thanks to our brilliant members who share their lived experiences so that we can all learn, and so that the life of people with a disability is reflected in our workplace and on-screen. There's a lot to look forward to in 2021 and I can't wait to get started!”**

Helen Stevens, Able



**Highlight: Doubling our membership.**

ITV Able, our disability network has more than doubled in membership since launching in October 2019. It established working groups to focus on their 2020 Priorities – including recruitment and retention of disabled talent, improving on-screen representation and content, and enhancing engagement and building disability confidence.

ITV Able has been instrumental in helping ITV to see a significant rise in disability disclosure amongst its staff.



**Highlight: Black History Month for all colleagues.**

Led by our Black Asian and Minority Ethnic staff network, ITV Embrace, Black History Month was celebrated internally with a schedule that was packed to the brim with events, music, webinars and interviews.

From talks with Professor David Olusoga, Munroe Bergdorf and Sir Trevor McDonald along with 'Real Talk' panel discussions featuring Loose Women's Brenda Edwards and The Chase's Shaun Wallace, to Carnival fitness classes and a cook-along with Original Flava's, Shaun and Craig McAnuff, there really was something for everyone.

ITV's intranet, 'myITV' saw a Black History Month takeover, with a fact and employee profile published on each day of the month, while weekly, MyITV recommended Black History Month Spotify playlists, bringing together tunes from iconic Black artists from both the past and present.

“



**With the rise of the Black Lives Matter movement and a countrywide re-evaluation of societal inequality in the wake of the George Floyd killing, ITV Embrace gave network members a safe space to come together, share their experiences and help shape a more diverse and inclusive ITV.”**

Sonny Hanley and Satmohan Panesar, Embrace



“



**Over the last few years we've been on a journey from Flexible working, into Smart-Working and over the last 10 months into the challenges and opportunities brought into our lives by the Covid-19 pandemic. Events and workshops covering Working Carers, Working Parents, Home Schooling, Child Anxiety with YoungMinds and The Frazzled Cafe have helped colleagues share views, be reassured that they're not alone and hear expert advice. At the start of 2020, we had just under 200 colleagues in the ITV Balance Network. By the Autumn of 2020, the Network had reached almost 800 members.**

Mark Trinder, ITV Balance

**Highlight: Checking in a year when SmartWorking got even more important.**

During a year of Covid-19-inflicted working restrictions, ITV Balance, which focuses on work-life balance, launched a survey to 'temperature check' how members were coping with working at home during 2020. With over 800 responses the survey was able to find out what was working well and where concerns lay. The results were shared with staff, Group HR Director, David Osborn who sponsored the survey, and the Management Board. The feedback will influence ITV's Smart-Working approach in 2021 and beyond.

## itv Women's Network. “

Inspire, Develop and Connect

**Highlight: The Women's Network has more than doubled in size in 2020; going from 421 members to more than 971.**

They recently held the first Women's Network event in Sydney and plan to continue to grow internationally in 2021. Activity is focused around 3 main themes: Inspire, with events including 'Bringing Breast Cancer out of Lockdown'; Connect, with events including Frazzled Cafe, a facilitated discussion with a counsellor and Coffee Roulette, an informal coffee to connect women across the business, and Develop with events including Mix and Mingle and the Career Conversations Vodcast.



**At a time when we have been unable to come together in person, having the network to maintain a connection has been great. We ran a truly inspiring event hosted with Lorraine Kelly, Katie Piper and Candice Brathwaite on 'How to Stay Positive in a Pandemic'. We also launched our new podcast featuring diverse women talking about their career journeys with our "Career Conversations" podcasts. We're looking forward to how the Women's Network can continue to inspire, connect and develop colleagues 2021."**

Helen Hopkins, The Women's Network

“



**If there was ever a year we needed a network to support our LGBT+ colleagues then 2020 was it. Covid-19 threw the lives of our members upside down, but ITV Pride was there to catch them. Together we lifted our spirits by reaching out and keeping in touch. We were there from day one with mental health support, events to keep each other busy, and sometimes just a friendly face over a lunchtime video call. We weren't able to come together in person during 2020, but we were together in so many other ways. It's been an unusual year, as we move into 2021, we're more confident than ever in saying we are 'Proud to Be More Than TV'."**

Oliver Julian, Co-Chair, ITV Pride



**Highlight: On Tuesday 30 June, departments and colleagues around the world came together to celebrate ITV Pride Day, the first of its kind.**

With Pride parades cancelled up and down the country and around the world, ITV Pride moved the season of pride online. The day itself was celebrated with a number of interactive events and discussions for all ITV colleagues. The evening saw our first virtual pride social event with ITV colleagues around the world. From Jersey to Belfast, New York to Los Angeles, Sweden to The Netherlands and Germany to Australia, ITV Pride Day went global!



# Climate Action

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Creating the biggest  
shows with the  
smallest footprint



Prince William: A Planet For Us All



## Context

Despite the massive disruption to people and economies around the world due to Covid-19, the global reduction in carbon emissions was only 7%<sup>23</sup>. This puts the size of the changes needed to combat the climate crisis into sobering context. On the positive side, the pandemic also showed the ingenuity of people around the world to work in totally different ways.

ITV took huge steps forward on our own journey to Net Zero, announcing industry-leading 2030 targets and changing the way we monitor, measure and deliver to ensure we achieve them. We also increased the action we take on-air to encourage Brits to think about the planet and adopt sustainable behaviours.

## Achieving our targets

To make sure we reach our targets we have put a series of robust, new structures into place.

### Climate Change Delivery Group

Chaired by CFO Chris Kennedy, this is made up of senior leaders from the business divisions most accountable for delivering our targets: Operations, Productions, Technology, Broadcast and Online. It meets quarterly to review progress and agree plans.

### ITV Green Team Steering Group

ITV Green Team Steering Group meets every six weeks to explore impact reduction opportunities and share practices. Sponsored by ITV's Group HR Director, these 26 senior managers represent every ITV business area.

### Area Green Teams

Leaders from the Steering Group also run seven Green Teams across Production, Legal and Business Affairs, Commercial, Group Marketing, Regional News, Commissioning and Technology.

### Data Processes

We commissioned a new data platform to collate all emissions and waste data, and have worked with BAFTA to update the albert environmental impact calculator to track progress within our productions. Climate risk is also now included in the New Production Notification Form that all productions must complete.

### Climate Scenario Planning

To understand how the changing climate could impact our business, we began Climate Scenario Analysis in 2020. Through interviews and research, we identified serious climate risks and opportunities that will impact our value chain in a low and high carbon world, and selected those most material to take through to quantitative analysis in 2021. Read more in our Annual Report on p62.

## Goal

**Net Zero carbon by 2030**

**2030 science-based targets to reduce emissions we control by 46.2% and we influence by 28%**

**Zero waste by 2030**

**100% sustainable supply chain by 2030**

**100% albert certified and trained by 2030**

## Results

**26.6%**

**reduction in emissions we control, and 16% reduction in emissions we influence<sup>24</sup>**

**91%**

**of colleagues completed Climate Crisis to Climate Action training**

**24 million**

**viewers encouraged to measure carbon footprint<sup>25</sup>**

**Sustainable Development Goals**





# Energy: Net Zero by 2030

## Target

### Net Zero by 2030

46.2% reduction in  
emissions we control

28% reduction  
in emissions  
we influence

Power ITV with  
100% renewable  
energy by 2025



We are committed to reaching Net Zero, which will involve almost halving the emissions we control and reducing the emissions we influence by over a quarter. Any remaining emissions we will take out of the atmosphere by investing in natural solutions such as tree-planting, ensuring essential business travel is offset through carbon sequestration, and requiring all programmes produced or commissioned to take part in albert's Creative Offsets programme.

### Joining international and national initiatives

Our science-based emissions targets have been verified by the Science Based Target initiative. We also responded for the first time to CDP's Climate Change disclosure in 2020, and achieved a B rating – putting ITV in the top 15% of the 9,000 companies that have participated.

We joined external initiatives to drive action on Net Zero in 2020, becoming founding signatories of the Media Climate Pact. We also joined Ad Net Zero, The Climate Pledge and UNFCCC's Race to Zero. We are signatories to the Taskforce for Climate-Related Financial Disclosures. See the ITV Annual Report for more.

## Reducing scope 1&2 emissions (controlled by ITV)

In 2020, our scope 1&2 emissions reduced by 26.6%. When taking into account the renewable energy we use across our business, our scope 1&2 emissions reduced by 31% compared to 2019.

These reductions are the result of multiple changes across ITV. For example, we tested how to reduce the amount of energy used to light and cool our computer rooms. Sealing up gaps in floors and adjusting the light settings reduced energy use by almost 50%. We now have plans to do the same exercise in all of our computer rooms next year.

In 2020, 46% of our energy came from renewables, a 15% increase. We are committed to being 100% powered by renewable energy by 2025.

## Reducing scope 3 emissions (influenced by ITV)

In 2020, scope 3 carbon from our business travel and the products and services we buy reduced by 16%. Our business travel emissions alone reduced by 69%, largely as a result of the travel restrictions due to the pandemic<sup>26</sup>.

To address scope 3 emissions, we have developed a 'Procuring with Social Purpose' framework for use with our suppliers. See p42 for more on this.

As one of the major sources of scope 3 emissions is how TV content is viewed, the ITV Technology team have been working with Bristol University to build the world's first carbon calculator for digital content distribution. Named DIMPACT, this tool can help reduce emissions in content distribution. For example, DIMPACT showed that downloading content on ITV HUB using cellular signal uses 39 times more energy than downloading using WIFI. As a result ITV HUB will include messages to inform users that they can save energy (as well as data) by downloading their favourite shows on WIFI before they leave the house.

### Result

**26.6%**  
reduction in our scope 1&2 carbon emissions – that's the same as taking 15,200 cars off the road for a year<sup>26</sup>





# Waste: Zero Waste by 2030

## Target

## Zero waste by 2030

90% of waste in the UK will be reused or recycled

We've also set interim targets of 75% reused or recycled, and eradicating single-use plastics from our operations, supply chain and productions by 2025.

We've focused on getting a clear picture of where waste is coming from and where it's going, so we can build a roadmap to ensure we reach our 2025 and 2030 targets.



John and Lisa's Weekend Kitchen



## DID YOU JUST HIDE A TEABAG IN THAT PAPER RECYCLING?

Don't chuck paper in the general waste. Recycle it!

## SORT IT OUT

itv GREEN TEAM | ZERO WASTE BY 2030

## Getting colleagues to act

We piloted new internal communications around a new bin system for colleagues, as better waste separation means more materials can be recycled. Developed by ITV Creative, it focused on calling out everyday bad habits that result in contaminated recycling, asking people to literally 'Sort it Out'. The posters accompanied new bins with a recycling section twice the size of that for general waste, and separate large food bins, located in all kitchen areas.

The pilots took place in two areas still operational during the lockdown: the Daytime studios in WestWorks, London, and at the Granada Newsroom in Orange Tower, Salford. We aim to roll the trial out to more offices in 2021.

# Sourcing: 100% sustainable supply chain by 2030

Every day, ITV uses thousands of products and services to run our business – from the energy in our studios and offices to the cameras on our productions. Our target is to make sure all our highest environmental risk suppliers align with our enhanced sustainability criteria by 2025, and to work with all our suppliers to improve their impact by 2030.



Tonight - Electric Cars: Are We Ready?

## Changing our policies

Our Procurement team started by updating policies and frameworks. We developed a new Supplier Code of Conduct that will be launched to the business in 2021, together with engagement tools for colleagues to make sure everyone is clear on what we need our suppliers to be doing. This new Code sets out the expectation of all our suppliers to support us to deliver against our 2030 climate action targets.

We also developed our 'Procuring with Social Purpose' framework that helps weigh up decision-making factors including cost, service and social and environmental factors.

## Defining the suppliers which have the highest impact

Using scope 3 emissions data, we've been identifying the highest emissions impact suppliers for each business area. We will begin working with these suppliers in 2021, working with each business area to agree on how reductions will be achieved by each supplier, and how success will be measured.

Our Technology team already made a start on this: improving the efficiency of our web services and reducing electricity use by 25% in November 2020 compared to March 2020, saving 20 tonnes of carbon a year<sup>27</sup>.

“

**A greener, more sustainable mindset is starting to influence our choices during technology projects. By far the most rewarding aspect is discovering something that both helps the planet, improves our programming reach AND saves money. It often transpires that it is possible to do all of this at once! The ITV internal and external albert courses have been a particular eye-opener – as has the Home Planet app which gamifies that thinking.”**

Tim Guilder, Technology Manager, ITV Daytime



# Culture: 100% environmentally trained and certified

ITV has committed to training 100% of our global workforce in climate action by end of 2021, and are the first broadcaster to announce that all programmes we produce and commission in the UK will achieve sustainable certification in 2021.

## Climate Action training

To inspire ITV colleagues to create change, we rolled out Climate Crisis to Climate Action training for all UK colleagues. Delivered by BAFTA's albert team, this bespoke session was attended by over 2,000 colleagues from across the business. We also developed a new Climate Action e-learning module, based on the BAFTA training, that was made mandatory for all colleagues globally. Translated into five languages, the module has been completed by all over 5,700 colleagues, 91% of our global workforce, and is now part of our annual mandatory training<sup>28</sup>.



“

**This was a wake-up call for me. This was brilliantly delivered.”**

Member of ITV senior leadership team

## Sustainable certification

We made great progress on albert certification in 2020, with 60% more certifications compared to 2019<sup>29</sup>. All ITV's Regional News Services became albert certified which we believe is a first for news services. ITV News and ITV Sport became founding members of the new albert News and Sport Consortiums. Using albert certification, ITV Creative reduced the emissions across production of ten campaigns by 46.7% between the estimated and final footprints.



“



I'm part of the team that secured albert certification for ITV Regional News, the first news broadcaster to get it. Since then I've been supporting our National news colleagues to calculate their carbon footprint and get certification too. I think about environmental impact in all my decision-making both at work and at home. Even though some of these actions can start off feeling inconvenient, we've all got to do what's right and I feel better for taking positive action.”

Lizz Milman, Operations Manager, ITV News



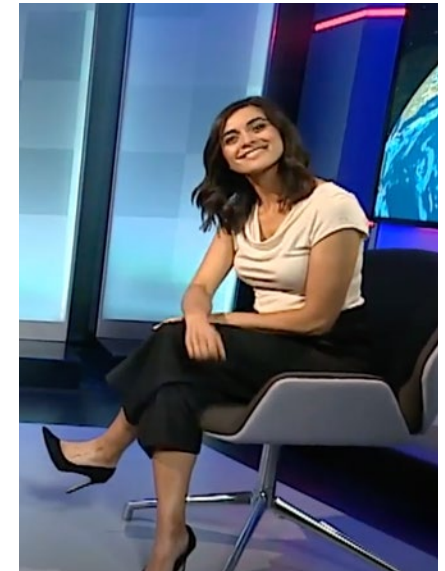
# Promoting sustainable behaviour on-screen

We want to create shows with the biggest impact on the audience and the smallest impact on the planet. And programmes themselves can also inspire the public to adopt more sustainable habits.



One of the most powerful things our regular shows can do is normalise making sustainable choices. For example, Emmerdale and Coronation Street show people using reusable cups and electric vehicles, while shows such as John and Lisa's Weekend Kitchen regularly feature more sustainable, vegan recipes, and Living on the Veg that featured vegan chefs Henry Firth and Ian Theasby of Bosh. Current affairs show Tonight also covered many topics related to the climate crisis, from electric cars to the UK floods.

2020 was a year like no other, dominated by the stark reality of Covid-19. Many had expected 2020 to be the year of climate action, and there were a number of alarming weather events that happened that were, understandably, overshadowed by the pandemic. To make sure these stories were not lost, and to encourage viewers to be part of the solution, our ITV Weather team created a digital series, Climate Crisis – Our Changing World. Bringing together our well-known weather presenters Laura Tobin, Alex Beresford and Lucy Verasamy, the first episode looked at the story of 2020 so far. The series will continue into 2021.



Prince William: A Planet for Us All was another chance to show viewers how important action for the natural world is and celebrate the pioneering work of local heroes. With a particular emphasis on the role of young people in protecting the environment, the 90-minute programme followed the Prince over two years, across Africa and Asia and the UK, and was watched by over 3.4 million viewers<sup>30</sup>.

As a commercial broadcaster, we also have an opportunity to work with commercial partners to promote sustainable brands and behaviours through their advertising too. A new initiative, ITV Home Planet, shows viewers how they can reduce their carbon footprint in their home through household brands. The first brand partnership has been agreed for January 2021.

“

**The planet is changing at a head-spinning pace we’ve never known – it’s been a 2020 meltdown in every sense. Often drowned out by other headlines – more so this year than ever before – this series aims to prioritise the climate change conversation.”**

Lucy Verasamy,  
ITV Weather Presenter



# The Shows We Never Want to Make

In November 2020 ITV launched our first brand advertising campaign that spoke to viewers about climate action – The Shows We Never Want to Make.



Launched in prime time advertising space in the opening episode of I'm a Celebrity Get Me Out Of Here, the campaign depicted versions of our most popular shows in a future impacted by climate change. Coronation Street became Catastrophe Street, This Morning became This Warming, and Ant and Dec's Saturday Night Takeaway became Saturday Night Blown Away. The campaign told viewers of ITV's Net Zero ambition, and drove viewers to [www.itv.com/footprint](https://www.itv.com/footprint) where they can measure their own carbon footprint using the WWF carbon footprint calculator, as well as read up on tips on how to lower their own carbon footprint.

The campaign reached just under 24 million viewers, and has led to thousands of people completing the carbon footprint tool. A quarter of those who saw it said it made them think about their carbon footprint<sup>31</sup>.

## Result

**1.3 million**

said the campaign made them consider their carbon footprint

---

# Producing sustainable Programmes through the Pandemic

All production teams in 2020 had to work differently, finding ways to create the same high standard of programming in a safe, but also environmentally conscious, way. Many of these measures will still be applied beyond the pandemic.



## **Emmerdale**

The Emmerdale team went fully paperless. Sending all scripts and call sheets electronically protected cast and crew from Covid transmission and reduced the environmental impact. Facemasks and hand sanitiser bottles were reusable, and cast and crew were asked to bring in their own cups, mugs and cutlery. Catering became opt-in, with meals chosen in advance, meaning that outside caterers could cook to order, reducing food waste.

## **ITV Sport**

ITV Racing returned to screens on 5 June, one of the first live sports to return to the Public Service Broadcaster screens after the 11-week pause due to Covid-19. Presenters Chamberlin, Cumani and Jason Weaver spoke to viewers from inside their homes.

New 'Home Studio' production pods enabled remote editorial and directorial control of the broadcast. These new remote broadcast practices, using new technology, will be used in the future within sport, helping lower our footprint.

## **Daytime**

Our Daytime teams, such as This Morning and Good Morning Britain, deployed new cloud-based technology during the pandemic to deliver post production and edit remotely. This new technology will continue to be used long term, reducing travel and energy impacts. Using the LiveU Community to find local crew in remote locations enabled the teams to continue to tell great stories, but with a much smaller footprint.



# Giving Back

---

Giving back to our local, national and international communities through causes we care about





## Context

A side effect of the Covid-19 pandemic has been an increased realisation and appreciation of our local communities. At the same time, it's underlined how connected the world is and how communities have pulled together. ITV's Giving Back focus is on giving time, money and support to those who need it, both on our doorsteps and further away. Formal volunteering has been suspended in 2020 due to the lockdowns but we've all found ways to contribute. ITV was delighted to play our part in the efforts for NHS Charities Together, helping raise over £1m through the 1 Million Claps campaign alone.

## Total charitable value: £56m

ITV measures our charitable contributions across donations of ITV services in kind, colleague donations and money donated. In 2020 these contributions came to the value of £56m, our highest total to date. This excludes money raised by the public as a result of fundraising appeals, which came to £12.9 million.

## Goal

Increase the amount of volunteering

Increase the amount raised for Soccer Aid for UNICEF

## Results

**£9.3m**

raised for Soccer Aid for UNICEF<sup>32</sup>

**£3.6m**

raised for NHS Charities Together

**700,000**

people sought volunteering opportunities<sup>33</sup>

## Sustainable Development Goals





# Soccer Aid for UNICEF

Soccer Aid for UNICEF 2020 raised a record-breaking £9.3million, an 18% uplift on 2019.

ITV and UNICEF have partnered on Soccer Aid for UNICEF since 2006 and in 2020 teams of celebrities and former professional footballers played for 'Generation Covid'. Money raised will help UNICEF stop the spread of Covid-19 and limit its impact on children's lives around the world.

Originally scheduled for June, the match was postponed to September, and played behind-closed-doors at Manchester United FC's Old Trafford stadium. A star-studded lineup of football legends and celebrities battled it out on the pitch. After a dramatic penalty shootout, the Soccer Aid World XI FC team won the trophy for a second year running. The show was broadcast live and exclusively on ITV and STV.

For the first time in Soccer Aid history, donations were matched by both the UK government and Gavi, The Vaccine Alliance, meaning every £1 donated became £3 – up to £3 million.

In support of the appeal, ITV commissioned a special documentary 'A Game of Two Halves' featuring Jimmy Nesbitt. The documentary follows Jimmy, who is tasked with travelling to parts of the world to see how the millions of pounds Soccer Aid for UNICEF has raised is helping vulnerable children who need it most.

## Colleague engagement

ITV colleagues heard about UNICEF's work on the ground in Malawi and participated in an online fundraising quiz, compered by The Chase's 'The Vixen' (Jenny Ryan).

## Result

**£9.3 million**  
raised, breaking all records<sup>32</sup>









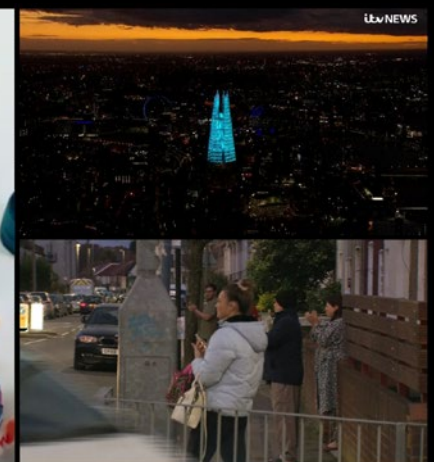
# Fundraising for NHS Charities Together

So much of the work NHS Charities Together funds is aligned with ITV's focus on mental health: providing phones and tablets so loved ones could stay in touch in hospital, providing bereavement support for families and counselling for NHS staff working in the most

challenging conditions. ITV was privileged to be able to draw attention to their work and fundraise at this critical time.

As the media partner for the One Million Claps campaign, ITV's regular fundraising for NHS Charities Together during the

Thursday evening 'Clap for our Carers', alongside our work on NHS Day (see page 16) helped raise over £1m. The virtual Grand National, aired on ITV, raised an additional £2.6m for NHS Charities Together too. [www.nhscharitiestogether.co.uk/one-million-claps](http://www.nhscharitiestogether.co.uk/one-million-claps)



**NHS CHARITIES  
TOGETHER**

# Volunteering

With the pandemic limiting some opportunities for volunteering in person, ITV colleagues found other ways to give back.

ITV encourages permanent and fixed-term colleagues to use three paid days a year to volunteer. How they volunteer is up to colleagues, whether it's deliveries for a food bank or providing professional services pro bono to a struggling charity.

In 2020, opportunities for formal volunteering were limited by lockdowns, but we were still able

to volunteer online, such as through mentoring or through outreach to those interested in a career in TV (see case study on page 55).

We also turned our attentions to encouraging volunteering among the general public – see page 56 for our case study on our partnership with the National Lottery.

“



**I volunteered through my local pub to sell t-shirts, raising money for Manchester's homeless. I also supported my local food bank by collecting items they vitally needed. In addition to this, I raised a substantial amount of money for the NHS during the pandemic. It was great to be able to feel I was making a difference.”**

Karen Connolly, Projects and Events Planner, ITV Studios

“



**I volunteered by mentoring through Media Trust and ScreenSkills. Through regular calls, I'm supporting my mentee to pursue her aspirations to break into the creative industry. I'm gaining new perspectives about the industry and developing my leadership skills. It's also given me a chance to use my three ITV Volunteering days in a life-changing way.”**

Natasha Hamlet, Television Production Specialist for ITV Yorkshire, Calendar News



# ITV and Media Trust Workshop Day

In October, ITV delivered a virtual masterclass for Media Trust's ten-week-long Creativity Works training programme.

Aimed at redressing the lack of diversity across the Media and Creative industries, the workshop was attended by young people from predominantly disadvantaged backgrounds (e.g. used to receive free school meals, homeless).

16 ITV colleagues volunteered their time to talk about their career journeys and delivered a range of tasks that captured a typical day in their world of work. From writing a brief and designing a poster for this year's I'm A Celebrity... Get Me Out of Here, to pitching commercial brand partnerships, attendees were able to get hands-on experience, even in a virtual setting.

The workshop day was really well received and has since facilitated ongoing discussions between some attendees and ITV colleagues.

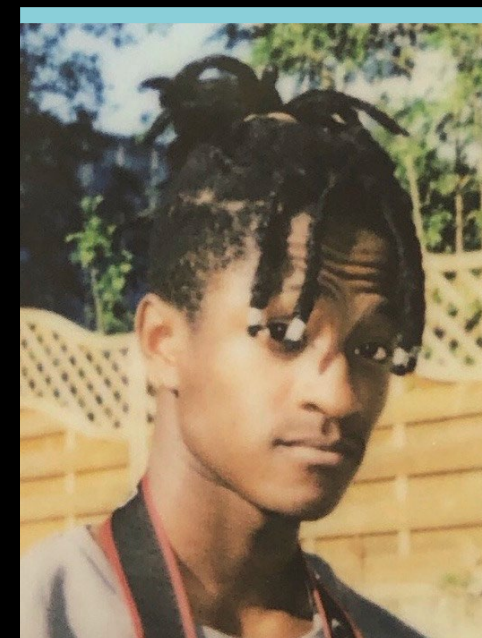
“



**I loved hearing from Creative and creating poster scamps for I'm A Celebrity. As an illustration graduate, I've struggled to know what to do with my degree. Thanks to the ITV masterclass, TV is an industry I will definitely consider working in.”**

Ursi Tolliday,  
workshop participant

“



**The ITV masterclass was my favourite – we learnt so much about TV productions. The ITV team were down to earth and showed us a real sense of humanity. I hadn't even considered working in TV before this.”**

Kwame Bawuah,  
workshop participant

# Miss Out To Help Out

ITV and STV partnered with The National Lottery to create Miss Out To Help Out, a campaign that encourages the public to make time to help out in their community.

## The campaign:

At a time when so many people were desperate to help in their community, ITV teamed up with The National Lottery to create a new channel partnership that asked the nation to make a difference by volunteering.

A specially created TV spot tackled the preconception that volunteering is too time-consuming, making clear that it need only take the same time as watching a favourite show and there are lots of ways to get involved. A timely campaign identity was formed with Miss Out To Help Out, asking our audiences to come forward and give their time and support to benefit others. After all, you could always catch up after on ITV Hub!

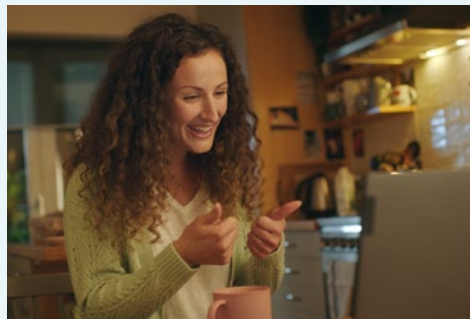
The spot encouraged viewers to visit [MissOutToHelpOut.com](http://MissOutToHelpOut.com), a co-branded microsite that provided hints and tips for getting started and current volunteering opportunities that individuals can sign up for, with a range of options including Virtual Volunteering.

The initiative launched with a three-week ad campaign on ITV and STV, bolstered via social and digital support. We also had support from ITV talent on social, as well as mentions from MPs. [www.missouttohelpout.com](http://www.missouttohelpout.com)



## Result

**700,000**  
Over 700,000 people said they looked for volunteering opportunities as a result of the ad<sup>34</sup>





# Awards

## ITV Social Purpose Team

**Third Sector Business Charity Awards**  
Team of the year

**Marketing Society**  
Transforming Corporate Culture

## Diversity & Inclusion

**Asian Media Awards**  
Outstanding young journalist Ravneet Nandra ITV News Meridian, Regional Journalist of the year Ria Chatterjee ITV London

**Pink News**  
Nominated for Television award for Dancing on Ice

## Better Health

**Britain Get Talking Better Society**  
Partnership with a health charity

**Campaign Big Awards**  
Print – campaign (via Uncommon)  
Response to Covid-19: Best Reactive Idea: Integrated (via Uncommon)

**Corporate Engagement Awards**  
Best Charity, NGO or NFP Programme

**Creative Circle Awards**  
Best Direct Campaign for Positive Change  
Best Creative Campaign for Positive Change  
Press Craft: Best Art Direction  
Press Craft: Best Design for Positive Change

Best Press for Positive Change  
2020 Creative Circle – Gold of Golds  
Best PR for Positive Change  
Best Film for Positive Change  
Best Press Campaign

**Design Week**  
Writing for Design

**Drum Marketing**  
Social Purpose

**Marketing Society**  
Transforming Corporate Culture  
Most Inspirational Story

**Marketing Week Masters of Marketing**  
Content  
Brand Purpose  
Marketing Team of the Year  
Grand Prix 2020

**Media Week Awards**  
Response to Covid (best use of media for ethical or good cause)  
Grand Prix  
Best use of audio  
Agency media idea £250k-£1m – Gold  
Best use of media for an ethical cause

**Purpose Awards**  
Best health cause (brand-led)

**Eat Them To Defeat Them Corporate Engagement Awards**  
Most Innovative Collaboration

**Purpose Awards**  
Best health cause (collaboration)



**The Drum Marketing Awards**



**ThirdSector Business Charity Awards**



# Memberships & recognition



Mind Mental Wellbeing Survey - Silver Award



Apprenticeship Diversity Champions Network member



Member of inclusive employers



ITV ISS OEKOM CORPORATE RESPONSIBILITY REVIEW Achieved Prime status



Responsibility 100 index - Ranked 8th out of FTSE100



Disability Confident Leader



Stonewall diversity champion



Shaw Trust accessibility accreditation for ITV jobs



SUSTAINALYTICS Achieved Leader status



albert - Member



Valuable 500 member



Hampton Alexander report - ranked 10th for gender equality out of FTSE250 for Exec Committee and Direct Reports



FTSE4GOOD Constituent of the FTSE4Good Index



CDP Achieved B Rating - in top 15% of companies who disclosed



SBTi - Science-based targets approved by the SBTi



# What's coming up in 2021

In the third year of our strategic programme each focus area continues to build momentum, both externally and internally.



## Better Health

### Better Health

Britain Get Talking is on-air in early 2021 with a campaign to encourage us to make staying in touch one of our new year's resolutions. Britain Get Talking will focus on not just quantity of conversations but on quality of conversations. 2021 will also see a new mental wellbeing partnership between ITV2 and CALM, with the aim of getting 1 million young people to take action to help them cope with life's ups and downs.

In the realm of physical health, our focus will be on children, whose health has been so impacted by multiple lockdowns. Eat Them to Defeat Them is back for a third year, this time in the summer term to make the most of the school's partnership. We will also continue to support The Daily Mile. Within ITV, we have a new platform for ITV Wellbeing to help make it easier to access ITV Wellbeing support.



## Climate Action

### Climate Action

CoP26 in Glasgow November means an increased opportunity to talk to audiences about the climate crisis. Off-screen, we will continue to work towards our Net Zero energy target. A new global environmental data platform will provide the backbone for our reporting. We will be accelerating our work on waste reduction, building a roadmap for change. We will continue our Climate Crisis to Climate Action training programme, and 2021 will be the first year in which all shows produced or commissioned by ITV will be environmentally certified, and offset.



## Diversity & Inclusion

### Diversity & Inclusion

In 2021 we will appoint our Culture Advisory Council, a group of people selected from outside ITV to help guide how we approach this area. Representation of disability, both on-screen and off-screen, will be an increased focus, as it's the area where we have the most work to do. ITV will also be taking over chairing the Creative Diversity Network. The ITV networks, representing Women, BAME, LGBT+ and disabled colleagues and allies, as well as our work-life balance network, will continue to bring colleagues together and drive change throughout the organisation.



## Giving Back

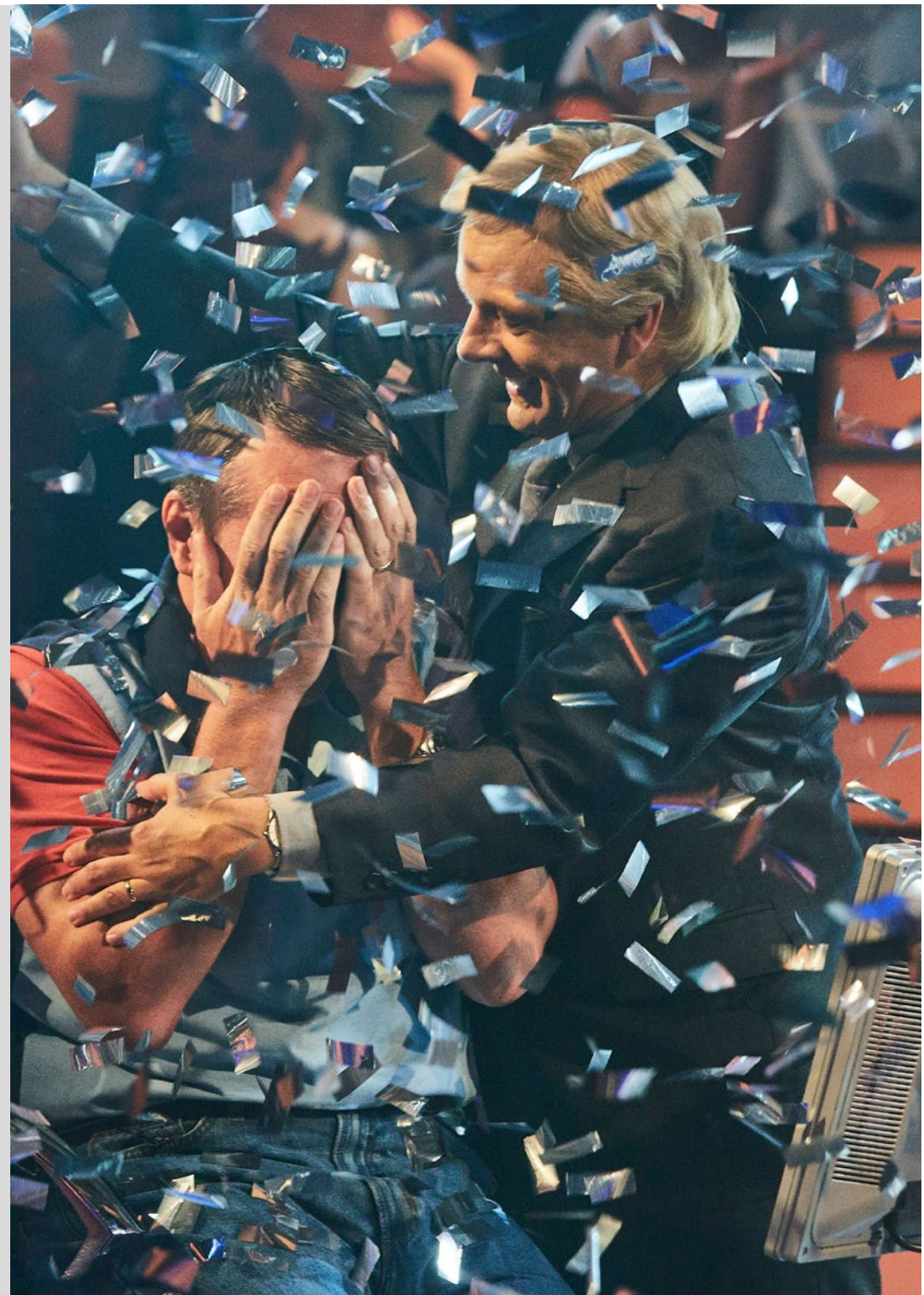
### Giving Back

Soccer Aid for UNICEF will be back in 2021, for its 10th celebrity football match. As ever we will be hoping to beat last year's record-breaking total, along with shining a light on UNICEF's important work in bringing vaccines to half the world's children.

For colleague volunteering, we are bringing a new focus on encouraging mentoring, through partnerships with The Media Trust and Creative Access for three cohorts of ITV mentors to support aspiring and emerging talent make their way into the creative industries. This will help colleagues volunteer in a meaningful way, and play a part in increasing diversity and inclusion at ITV too.

# The Data

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# Diversity & Inclusion

## UK workforce

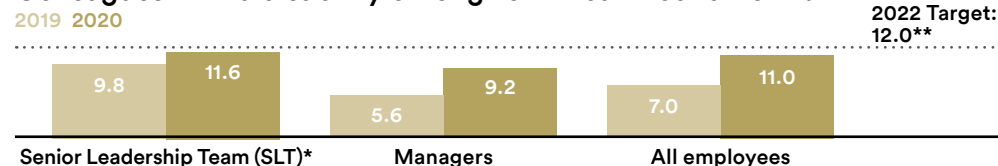
Based on total headcount as of 31 December 2020

UK workforce representation: Female: 47%, BAME: 13%, with disability: 17%, LGBT+: 7.2%, 50+: 31%

### Colleagues who are female %



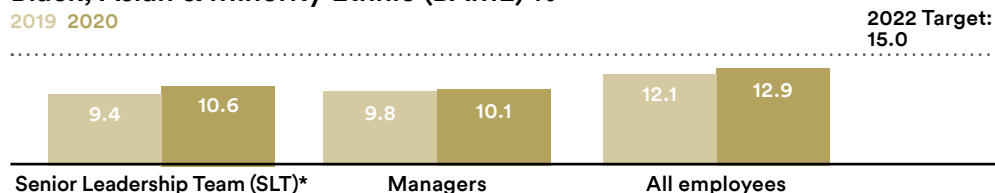
### Colleagues with a disability or long-term health condition %



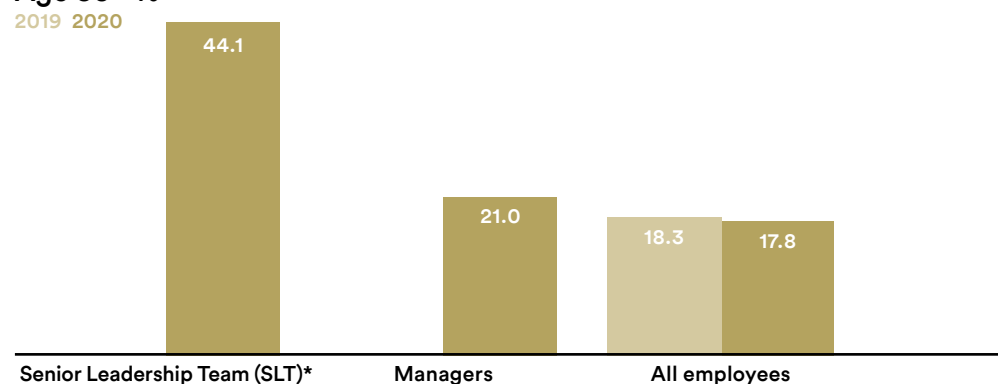
### LGBT+ %



### Black, Asian & Minority Ethnic (BAME) %



### Age 50+ %



Figures include permanent and PAYE fixed-term employees only (it does not include freelance, contingent or agency workers) and are based on the number of employees who chose to disclose. We consider that national workforce statistics will serve as the most appropriate comparison. We have used labour market data from the Office of National Statistics as published in the Diamond Third Cut Report. There are no workforce estimates available for sexual orientation or gender identity so we have used other available estimates from the Office of National Statistics.

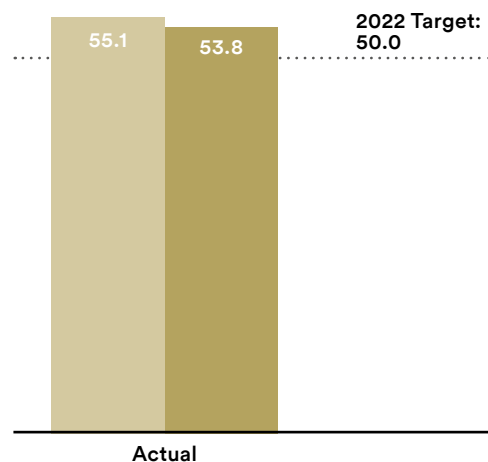
\*Only representative of LGB. No data sample on Transgender.

\*\*Target of 8% met in 2020 so we are now aiming for 12%.

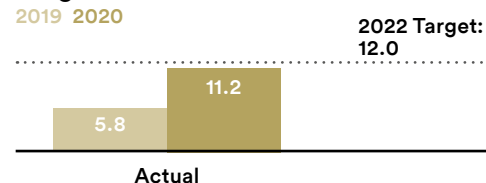
## On-screen contributions in UK-broadcast ITV programmes, 2020

UK population representation: Female: 51%, BAME: 12%, with declared disability: 18%, LGBT+: 7.2%, 50+: 36%

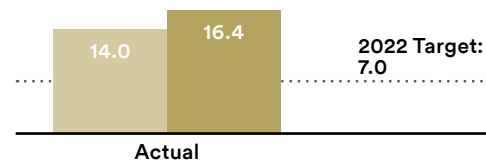
**Female %**  
2019 2020



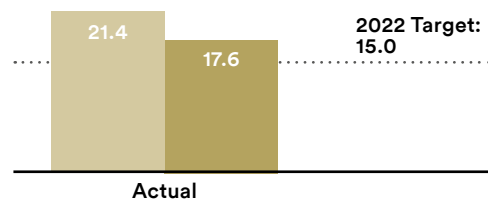
**People with a disability or long-term health condition %**  
2019 2020



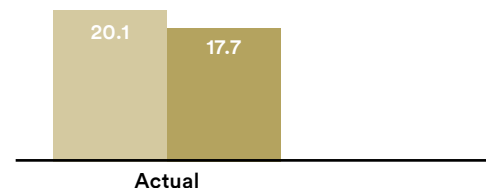
**LGBT+ %**  
2019 2020



**Black, Asian & Minority Ethnic (BAME) %**  
2019 2020



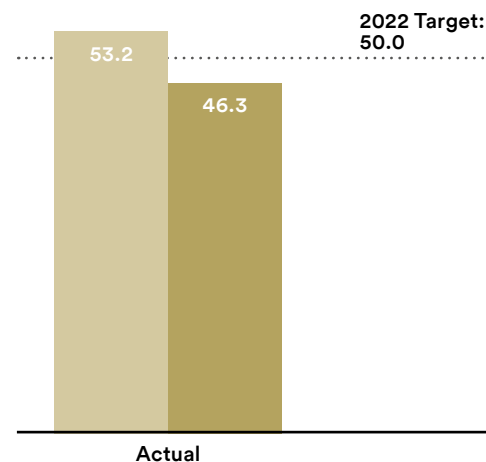
**Age 50+ %**  
2019 2020



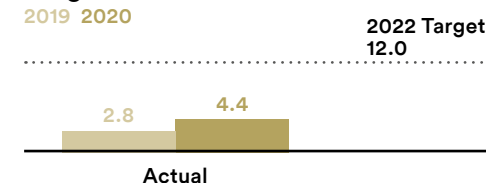
## Off-screen contributions in UK-broadcast ITV programmes, 2020

UK workforce representation: Female: 47%, BAME: 13%, with declared disability: 17%, LGBT+: 7.2%\*\*, 50+: 31%

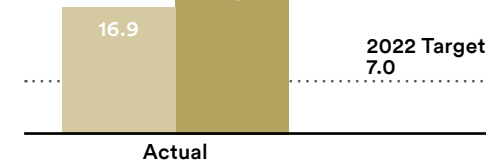
**Female %**  
2019 2020



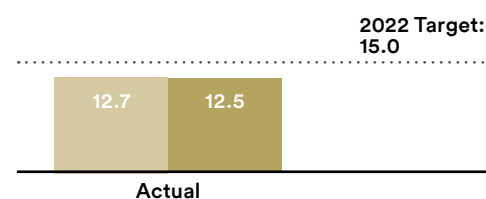
**People with a disability or long-term health condition %**  
2019 2020



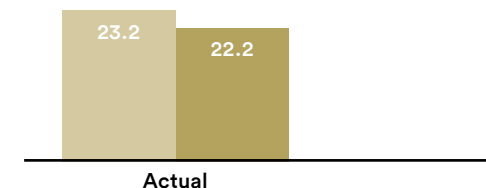
**LGBT+ %**  
2019 2020



**Black, Asian & Minority Ethnic (BAME) %**  
2019 2020



**Age 50+ %**  
2019 2020



This data was generated between 1 August 2019 and 31 July 2020 using 36,503 completed Diamond diversity forms from people working or appearing on these programmes. Diamond is a single online system used by the BBC, ITV, Channel 4, Channel 5 and Sky to obtain consistent diversity data on programmes they commission. More information about Diamond and how perceived data is captured can be found in the Diamond Guidance Notes and the Technical and Reporting FAQs on the CDN website.

\*Only representative of LGB. Transgender data has been redacted due to the relatively low numbers of contributions by those who identify as transgender.

\*\*No workforce statistics are available; national population estimates are given as a proxy.

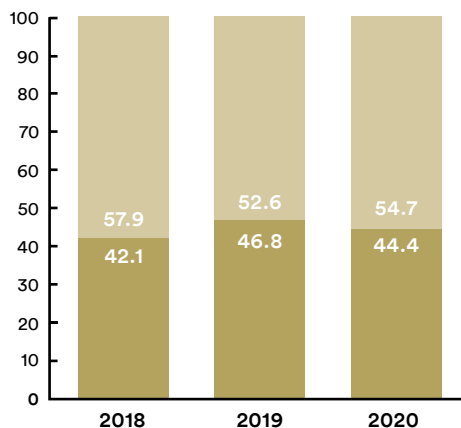


## Global gender split

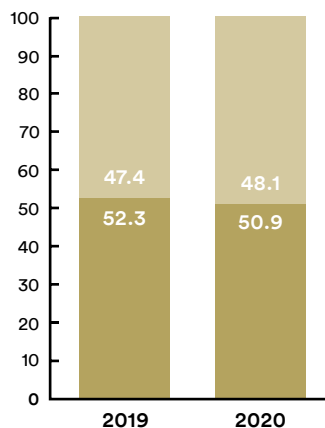
Based on total headcount as of 31 December 2020

Male (%) Female (%)

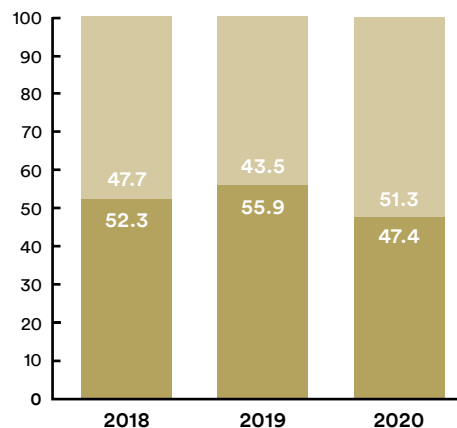
### Senior Management\*



### Managers\*\*



### All employees



\*A colleague who is a member of the Senior Leadership Team or Management Board. % Totals may not be 100 due to PNTS/non-binary responses

\*\*Managers population in 2017/2018 was included in All employees data.

## Made-out-of-London TV programmes (UK)

Ofcom quota = 35%	2017	2018	2019	2020
<b>By value (%)</b>	38.0	38.3	48.3	To be published by Ofcom in Sept 2021
<b>By volume (%)</b>	44.0	47.6	47.3	To be published by Ofcom in Sept 2021

Ofcom Made Outside London programme titles register 2019

## Percentage of ITV main channel (UK) programmes with access services in 2020

	ITV main channel*	Ofcom quota (ITV voluntary target)
<b>Subtitling (%)</b>	99.3	90.0
<b>Audio description (%)</b>	21.0	10.0 (20.0)
<b>Signing (%)</b>	6.7	5.0

\*Half Year Figures Jan-Jun 2020 - Full year figures to be published by Ofcom in March 2021

## UK apprenticeship scheme

	2017	2018	2019	2020
<b>Number of apprentices</b>	43	32	23	12**
<b>Total employed by ITV (%)</b>	56.0	47.0	26.7	Finalised March 2021
<b>Total positive outcome (%)</b>	81.0	56.0	N/A*	Finalised March 2021

A positive outcome is when the apprentice has gone on to a full or part-time employment at ITV, or elsewhere, or into higher education.

\*No data on outcomes for 2019 yet as some apprenticeships due to finish in 2020 were extended into 2021 due to Pandemic restrictions.

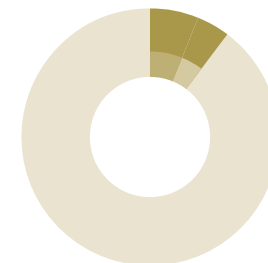
\*\*Lower intake number due to Pandemic restrictions in place.

## UK spend and investment on training in 2020

Leaders and Managers development	<b>£130,000</b>
High potential development programme	<b>£100,000</b>
All employees	<b>£220,000</b>

## UK leavers 2020

- 10.3% annual turnover for employees
- 6.2% planned
- 4.2% regrettable



# Climate Action

## Global greenhouse gas emissions

2020 emissions data covers global operations for which we have operational control. We use the GHG Protocol Corporate Accounting and Reporting Standard and the latest conversion factors from the Department for Business, Energy & Industrial Strategy to calculate Scope 1 emissions, and the latest conversion factors from the International Energy Agency to calculate Scope 2 emissions in tonnes of carbon dioxide equivalents. 9% of our data set is based on estimated data. Estimates are calculated from previous consumption trends and published benchmarks.

\*Location-based method reflects the average emissions intensity of the grid on which energy consumption occurs (using mostly grid-average emissions factor data).

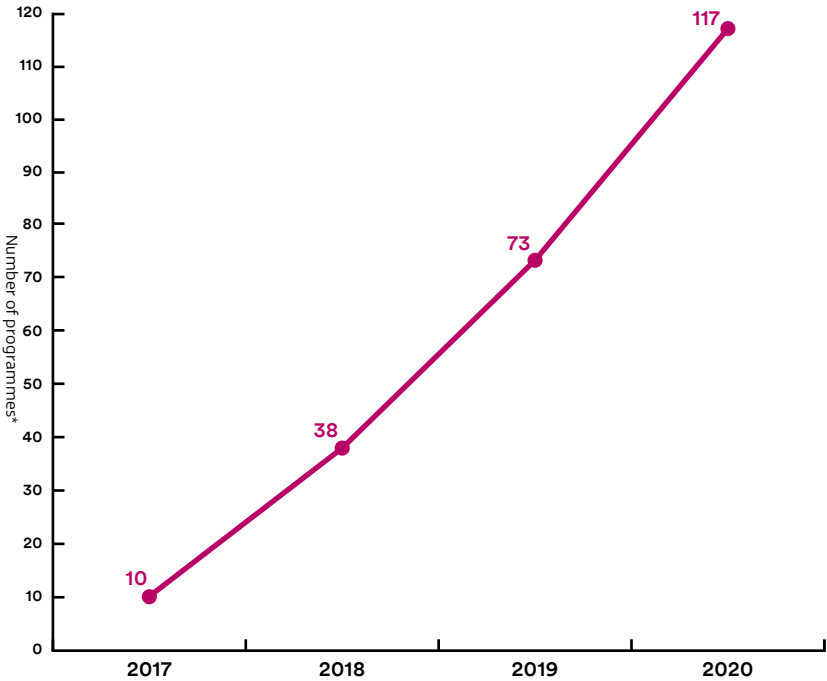
\*\*Market-based method reflects the average emissions intensity of the generator/supplier from which the reporter contractually purchases electricity. For a renewable supply supported by contractual instruments this will be zero emissions.

Notable increases/decreases in figures for 2020 are driven by improvements to data collection process, allowing for more actual data and accurate estimations, and decrease of properties occupancy and therefore energy use due to pandemic restructructions in 2020.

	2019	2020	% change since previous year
<b>Total Scope 1+2 greenhouse gas emissions (tCO<sub>2</sub>e) – Market Based</b>	<b>11,742</b>	<b>8,103</b>	<b>-31.0%</b>
<b>Total Scope 1+2 greenhouse gas emissions (tCO<sub>2</sub>e) – Location Based</b>	<b>16,964</b>	<b>12,446</b>	<b>-26.6%</b>
<b>Total Scope 1 emissions - direct (tCO<sub>2</sub>e)</b>	<b>3,401</b>	<b>2,554</b>	<b>-24.9%</b>
Gas consumed (kwh)	12,103,134	2,735,648	-77.4%
Gas emissions (tCO <sub>2</sub> e)***	1,143	503	-56.0%
Fuel oils consumed (litres)***	151,764	126,329	-16.8%
Fuel oils emissions (tCO <sub>2</sub> e)***	337	274	-18.7%
Vehicle fuel consumed (litres)	510,902	501,355	-1.9%
<b>Vehicle fuel emissions (tCO<sub>2</sub>e)</b>	<b>1,204</b>	<b>1,182</b>	<b>-1.8%</b>
Refrigerants consumed (kg)	441	278	-37.0%
Refrigerants emissions (tCO <sub>2</sub> e)	718	595	-17.1%
<b>Total Scope 2 market-based* emissions - indirect (tCO<sub>2</sub>e)</b>	<b>8,341</b>	<b>5,549</b>	<b>-33.5%</b>
<b>Total Scope 2 location-based* emissions - indirect (tCO<sub>2</sub>e)</b>	<b>13,563</b>	<b>9,892</b>	<b>-27.1%</b>
Total electricity consumed (kWh)	50,481,744	41,571,297	-17.7%
Total purchased renewable electricity (kWh)	20,428,904	18,170,931	-11.1%
<b>Total Scope 3 – indirect (tCO<sub>2</sub>e)</b>	<b>890,333</b>	<b>773,664</b>	<b>-13.1%</b>
Purchased goods and services	382,305	345,097	-9.7%
Capital goods	836	1,779	112.8%
Fuel and Energy-related activities	4,288	3,638	-15.2%
Upstream transportation and distribution	7,374	1,713	-76.8%
Waste	21	10	-52.4%
Business travel	43,618	13,650	-68.7%
Commuting	4,848	5,127	5.8%
Upstream leased assets	24,336	8,760	-64.0%
Use of sold products	399,534	373,578	-6.5%
Investments	23,173	20,312	-12.3%
<b>Business efficiency metrics</b>			
Total revenue	£3,885.000	£3,260.000	-16.1%
<b>Scope 1+2 emissions per unit/£m revenue (tCO<sub>2</sub>e)</b>	<b>4.37</b>	<b>3.82</b>	<b>-12.6%</b>
Total global headcount	6,416	6,273	-2.2%
<b>Scope 1+2 emissions per employee (tCO<sub>2</sub>e)</b>	<b>2.6</b>	<b>2.0</b>	<b>-25.0%</b>
% renewable electricity purchased	40.0%	46.0%	15.0%



## UK programmes produced or broadcast by ITV with albert certification

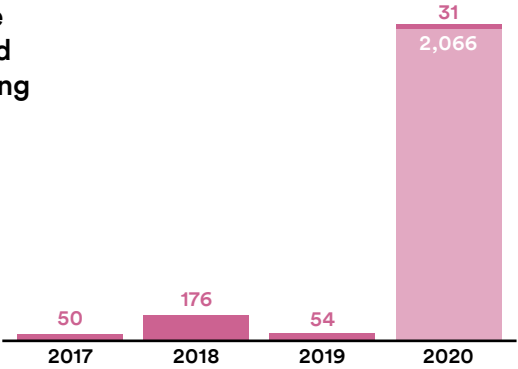


Total hours of albert certified programming in 2020: **4,485**

TV productions that implement sustainable production techniques can become albert-certified. For more information see the albert website.  
 \*Includes programmes made by ITV Studios, ITV owned production companies and programmes commissioned by ITV made by independent production companies.

## Climate action training

Completion of face-to-face Climate Crisis to Climate Action training and albert sustainable production training – number of people completing the course  
 Climate Crisis to Climate Action Training – number of people completing the course



### Completion of ITV’s online Climate Action module (UK)

	2017	2018	2019	2020
Number of people completing the course	85	645	1,837	5,708
Total number of training hours	35h	269h	765h	1,902h

A UK training scheme that provides the TV and film industries with the skills and tools to mount a non-political, optimistic, science-based response to climate change.

2020 total environmental training hours: **4,154**

## Waste

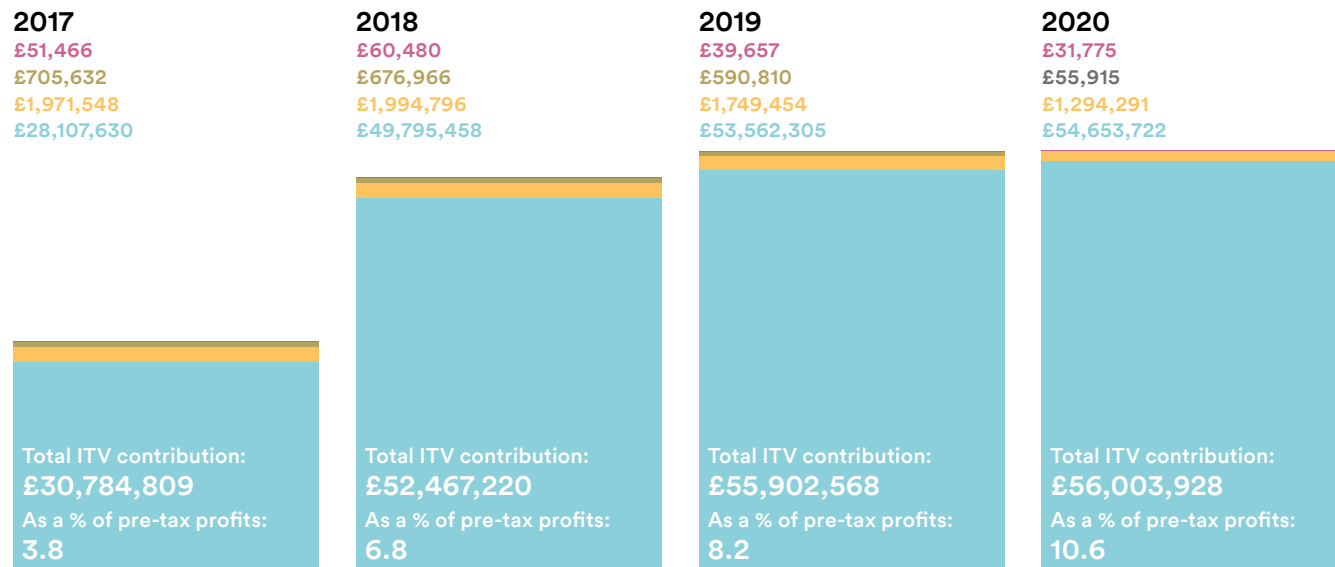
	2019	2020	% change since previous year
General waste (tonnes)	646.17	330.86	-48.8%
Dry Mixed recycling (tonnes)	516.53	147.112	-71.5%
Total waste (tonnes)	1162.7	477.972	-58.9%
% of total waste recycled	44.4%	30.8%	-13.6%

Data from all UK permanent ITV sites. 21% of data has been estimated based on number of FTE at site, where no data available. Going forwards, we will report more detail on the end destination of our general waste. The majority of it is currently sent to energy recovery.

# Giving Back

## ITV's global charitable contributions, by source

ITV employee donations Time Cash In-kind



In-kind: Includes donations of ITV's product, services or resources, e.g. commercial or marketing airtime.

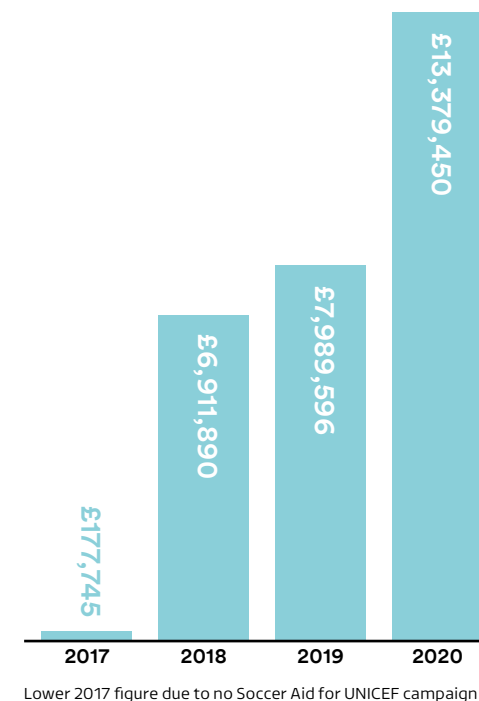
Cash: Donations to charities including celebrity prize money, auction prizes, merchandise sales and external promotional spend for campaigns and appeals.

Time: The value to the charity or community organisation of the working hours contributed by colleagues through volunteering using the GivX methodology which values volunteer time at what the organisation receiving the support would have to pay if they were to procure it elsewhere.

\*Included in in-kind contributions.

\*\*In 2016, the average corporate giving of the FTSE 100 to charitable causes through cash or in-kind was 2.4% of pre-tax profits; Corporate Giving by the FTSE 100, Charities Aid Foundation, 2018.

## UK public donations to ITV campaigns or appeals



## UK volunteering data

	2017	2018	2019	2020
<b>Number of (unique) people volunteered</b>	671	928	1032	187
<b>UK headcount*</b>	4,179	4,302	4,382	4,491
<b>% of UK workforce volunteered</b>	16.1	21.6	23.6	4.2
<b>Time volunteered (days)</b>	1,450	2,104	2,176	52

Formal volunteering dropped due to lockdowns as a result of the global pandemic

## Footnotes

<sup>1</sup> Extrapolated from YouGov May 2020, sample 2,078 UK adults

<sup>2</sup> www.gov.uk/government/news/government-pledges-1-million-in-response-to-itvs-help-our-helpline-campaign (Department of Health and Social Care (press release))

<sup>3</sup> www.independent.co.uk/life-style/health-and-families/loneliness-adults-fear-isolation-social-connections-uk-red-cross-survey-a8652061.html

<sup>4</sup> www.itv.com/goodmorningbritain/articles/1-million-minutes-2020

<sup>5</sup> Veg Power data on schools reach

<sup>6</sup> Pearl Metrics Econometric Modelling of Sales Factors, September 2020

<sup>7</sup> The Biggest Boat survey of participating schools, sample 217 schools staff

<sup>8</sup> BARB viewing data

<sup>9</sup> The Daily Mile sign up data from www.thedailymile.co.uk

<sup>10</sup> BARB viewing data

<sup>11</sup> YouGov survey of UK adults, April 2020, total sample 2017 UK Adults

<sup>12</sup> BARB viewing data

<sup>13</sup> YouGov survey July 2020, total sample 1105 UK Adults

<sup>14</sup> www.charitytoday.co.uk/nhs-charities-together-one-million-claps-raises-1-million-for-health-service-heroes

<sup>15</sup> www.bbc.co.uk/sport/horse-racing/52175385

<sup>16, 17, 18</sup> Information supplied by NHS Blood and Transplant

<sup>19</sup> Source: Lorraine Production Team correspondence with viewers

<sup>20</sup> ITV Covid-19 survey

<sup>21</sup> Source for all diversity data: ITV internal diversity data collection, Diamond on-screen data

<sup>22</sup> BARB viewing data, ITV YouGov survey August 2020, source 1004 UK Adults

<sup>23, 24</sup> www.carbonbrief.org/global-carbon-project-coronavirus-causes-record-fall-in-fossil-fuel-emissions-in-2020

<sup>25</sup> BARB viewing data

<sup>26</sup> Mitle and Ecoact analysis of ITV emissions data

<sup>27, 28</sup> ITV technology team analysis

<sup>29</sup> BAFTA alert certifications

<sup>30</sup> BARB viewing data

<sup>31</sup> YouGov Survey November 2020, sample 2037 UK adults

<sup>32</sup> www.socceraid.org.uk

<sup>33</sup> YouGov Survey November 2020, sample 2037 UK adults

<sup>34</sup> YouGov Survey November 2020, sample 2037 UK adults



