

ITV Studios teams up with Skoon Energy to help it achieve Net-Zero

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ITV Studios has joined forces with Dutch-based Skoon Energy, the leading AI-powered software platform for clean mobile energy, to help deliver its Net Zero plans globally. Skoon Energy has previously supported some of ITV Studios' most iconic sets including the Dutch and French editions of the hit-dating show *Love Island*, filmed in Gran Canaria, which in 2022, switched to being powered by a battery hybrid solution in a move away from diesel generators.

The partnership will see Skoon Energy providing energy expertise and software tools to ITV Studios' 60 plus production labels worldwide. It will simplify the implementation of clean power solutions, as well as offering access to their high-quality, clean mobile energy systems that will share valuable data insights on

production emissions.

Additionally, ITV Studios today announces the appointments of Roser Canela Mas as Senior Production Sustainability Manager, International and James Siddle as Production Sustainability Manager for its in-house UK Drama labels. Both roles will report to Phil Holdgate, Head of Production Sustainability and work closely with Ben Russell, Director of Production for International and Julie Clark, Director of Production, Drama respectively.

Having spent the previous year ensuring that all ITV Studios' international productions across 11 countries meet their climate targets and incorporate sustainable practices from the planning and development stage, Roser has been appointed to a full time, permanent role. James brings his extensive technical production experience to the newly created role, having worked on shows for BBC, Channel 4, and Sky. James will be instrumental to ensuring sustainable practices are incorporated to some of its most iconic UK Scripted titles.

Phil Holdgate, Head of Production Sustainability at ITV Studios, said,

“Joining forces with Skoon Energy, and securing incredibly talented people like Roser and James, is a big step towards meeting our climate targets. ITV Studios makes great TV all around the globe and we want to continue to do so with the smallest environmental footprint.”

Peter Paul van Voorst, founder and CEO of Skoon Energy, said, “As

providers of clean energy systems to a diverse customer base and multiple industries, Skoon Energy is thrilled to be in partnership with ITV Studios on a global scale and to leverage the years of experience we have built working together. We look forward to supporting ITV Studios’ productions with access to clean energy, globally.”

Skoon Energy will continue to build out a database consisting of a global network of suppliers that ITV Studios production labels, anywhere in the world, can use to source local clean energy providers. The partnership supports ITV Studios’ ambition of moving away from using traditional diesel generators to power productions and to meet its Net Zero aspirations.

ITV is committed to achieving Net Zero, with ambitious goals for 2030 and 2050. As outlined in its Climate Action strategy, this includes ensuring all ITV Studios productions are 100% sustainable.

Skoon Energy is a start-up on a mission to usher in a new era of clean mobile energy usage by harnessing the power of artificial intelligence, which enables

customers to select the best energy system for their specific needs. Skoon's approach is based on detailed energy Profiles to assist customers in choosing the perfect energy set-up. It monitors energy usage on a real time basis to inform energy users, so everyone on set will be comfortable switching to silent and cost-effective alternatives. At the conclusion of each project, customers can generate verified reports on their carbon savings with the click of a button. In October 2023, Skoon Energy announced the closing of \$5.6M in Series A funding, led by Blue Bear Capital, with participation from Graduate Entrepreneur Fund. The new funding enables Skoon to grow its team, advance the development of its software platform, and expand into new global markets.

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NOTES TO EDITORS

About ITV Studios

ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV.

ITV Studios is home to some of the best creative minds, crafting over 6,700 hours of original programming across more than 60 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 90,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster.

About ITV's Climate Action commitments

ITV has an ambitious climate action programme, supporting its commitment to meet its Science-Based carbon emissions reduction targets by 2030, and to meet the most stringent definition of Net Zero by 2050.

ITV is focused on decarbonising its operations and supply chain, reducing waste and supporting a culture of sustainability: all programmes produced or commissioned must undergo sustainable certification, and all colleagues are trained in climate action. As founding signatories of the Climate Content Pledge announced at COP26, we are also increasing the amount of content on-screen

that supports the transition to a Net Zero society

In 2022 ITV was awarded an A by CDP (Carbon Disclosure Project) for our transparency and governance on climate action, putting us in the top 2% of disclosing companies worldwide.

About Skoon Energy

Founded in 2017 and based in Rotterdam, Skoon Energy is the leading AI-powered software platform for clean mobile energy. Skoon's marketplace connects users of traditional fossil

fuel powered generators with suppliers of zero-emission energy systems for temporary applications, such as construction sites, events, and film sets. Skoon's platform is positioned

to provide flexibility to grid operators, solving grid congestion and black-outs. For more information, please visit www.skoon.world.

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