

ITV publishes Social Purpose Impact Report for 2023

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The British public took 249 million actions to improve their physical or mental health over the past five years, as a result of ITV initiatives.

ITV has today published its [Social Purpose Impact Report](#) for 2023 describing progress in its mission to shape culture for good across four focus areas: Mental Wellbeing, Climate Action, Diversity and Inclusion and Better Futures.

2023 marks a major milestone for ITV, as its five-year strategy for Better Health concludes with an impressive 249 million actions taken by audiences to support their mental or physical wellbeing, surpassing its 200 million target. ITV invested over £100 million in media over five years to support these initiatives, which include *Britain Get Talking*, ITV's flagship mental wellbeing campaign; and two

campaigns which encourage children to eat better and move more: *Eat Them To Defeat Them* and *The Daily Mile*.

Highlights from the 2023 report include 7.2 million people starting a conversation or having a better quality conversation with a friend or family member as a result of *Britain Get Talking*; £22.8 million of ITV's Diversity Commissioning Fund being invested in driving change towards racial and disability equity; a 52% reduction on emissions we control compared to our baseline year and £14.6 million being raised for Soccer Aid for UNICEF.

The report also sees ITV entering a new strategy period with a sharper focus on Mental Wellbeing and a new strand of activity supporting the next generation through mentoring, children's health campaigns and Soccer Aid for Unicef under the banner of Better Futures.

Carolyn McCall, Chief Executive Officer ITV said: "As an integrated producer, broadcaster and streamer, reflecting and shaping the world we live in gives us a great opportunity. We can change ITV for the better and use our content and reach to inspire positive change in the wider world. I'm proud of the impact we've made in 2023 - from millions taking positive action to support their health; on track on our Net Zero carbon emissions; driving continuous positive change in diversity, equity and inclusion both at ITV and in our industry; and providing support for the next generation."

Mental Wellbeing

Key achievements in 2023:

- 7.2 million people connected with others thanks to Britain Get Talking campaigns
- 2.7 million people took action to care for their mental health thanks to the ITV & CALM partnership
- Over a quarter of 16-34 year olds said they plan to think twice before negative posting thanks to our Would You Say It campaign
- Over 1.3 million hours of mental wellbeing content streamed on ITVX through Unwind with ITV

Climate Action

Major achievements from 2023 include:

- 52% reduction in emissions ITV controls, and emissions it influences by 17% compared to baseline year
- **Over 90% of UK programmes produced by ITV Studios were BAFTA albert certified**
- Over 90% of colleagues have completed Climate Action training
- Three Campaign Ad Net Zero awards for Love Island and eBay's pre-loved partnership - paving the way as Vinted became the headline sponsor for the relaunch of Big Brother

ITV has published its [Climate Transition Plan](#) alongside its Social Purpose Impact Report, providing full transparency on the roadmap to its ambitious climate action targets.

Diversity, Equity and Inclusion

2023 achievements include:

- £22.8 million of ITV's Diversity Commissioning Fund was invested to drive change towards racial and disability equity in TV production
- 21 up-and-coming diverse writers took part in writers' initiatives
- 62 diverse creatives have gone into more senior production roles as a result of ITV's Step Up 60 programme
- First in-house Access Coordinator role was hired by ITV Studios
- 11 Deaf, Disabled and Neurodivergent colleagues took part in Amplify, our senior leadership programme

See [ITV's Diversity Acceleration Plan](#) for more detail on the company-wide progress made.

Better Futures

Highlights include:

- £14.6 million raised for Soccer Aid for UNICEF
- 340 mentoring partnerships completed to date in partnership with Creative Access
- 95 new roles and opportunities created globally with the launch of ITV Academy
- £132 million worth of vegetables have been sold as a direct result of five years of our Eat Them To Defeat Them campaign
- Nearly half a million children have signed up to the Daily Mile thanks to ITV campaigns over the past five years

Susie Braun, Director of Social Purpose ITV said: “Our 2023 Social Purpose Impact Report highlights the power of ITV to make a positive difference in society. As we move into our next strategy period, the shift in focus towards Mental Wellbeing and Better Futures addresses some of the critical, timely issues that our society is facing, while Climate Action and Diversity, Equity and Inclusion are vital foundations for a sustainable future.”

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