

ITV Studios partner with albert International to deliver Net Zero plans globally

Published Mon 29 Mar 2021



[Corporate](#)

ITV Studios partner with albert International to deliver Net Zero plans globally

London, Monday 29 March, 2021 - ITV Studios today announced an international partnership with albert as part of its Net Zero 2030 climate action strategy.

The move will see the roll out of albert's climate change training and tools, across all of ITV Studios' 55 production labels. These tools, which are already used in the UK, will now be available across 12 countries, including the USA, Australia, France, Germany, The Nordics, Italy and the Netherlands.

ITV have been working with the BAFTA-led consortium for a decade with the aim of making all shows in the most sustainable way possible. albert International is a project designed to build on the success of the well established albert system in

the UK.

The partnership will support international productions in becoming sustainable and allow them to measure, understand and reduce their carbon footprint. It will also bring a consistent approach across the global business to tackle climate change and is a step towards ITV's ambitious aim of becoming a net-zero carbon business by 2030.

David McGraynor, ITV Studios' COO, said: "I am delighted to extend our successful partnership with albert in the UK to our international operations. We already have many great sustainability initiatives in place across our international productions and albert will help us build on those by bringing a consistent approach to and measurement of our efforts to reduce our carbon footprint"

Roser Canela Mas, albert's International Manager, said: "ITV is making such great strides with its environmental journey and joining our international programme only further highlights their commitment to reducing their impact. We look forward to working with their productions globally, sharing best practice with one another and ultimately reducing our collective carbon impact to zero."

[end]

Notes to editors:

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 8,400 hours of original programming across 55 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 broadcasters and platforms around the world.

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

Social Purpose

Climate action is one of the four key areas of ITV's Social Purpose Strategy, along with fostering creativity through diversity and inclusion, giving back to our

communities, and encouraging better mental and physical health. You can see more here: <https://www.itvplc.com/socialpurpose/overview>

albert

<https://wearealbert.org/international/>

Press Contacts

sara.nuwar@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>