



itv  
**SOCIAL  
PURPOSE  
IMPACT  
REPORT  
2021**



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[Watch our End of Year Reel](#)



Eat Them To Defeat Them campaign

# WELCOME

We speak to Carolyn McCall, ITV's CEO, about the role of Social Purpose as part of ITV's strategy.

## Why is Social Purpose important to ITV?

ITV's purpose as a public service broadcaster is not only to reach and connect with millions of people; it is also to reflect and shape culture. Our programmes speak to all sorts of people through a range of content, and we know that our audiences not only expect but welcome ITV using its powerful platform to make a difference in areas that really matter.

For us those areas are Better Health, Diversity and Inclusion, Climate Action and Giving Back – our fundraising and volunteering programmes. Commercial advertisers are also increasingly thinking about their own purpose, and want a media partner whose interests chime with theirs. Investors are demanding more from businesses, not just in the transparency of their reporting, but in proven action when it comes to sustainability and diversity – that's something we really welcome. And our Social Purpose is important to our people; it's one of the reasons colleagues are proud to work at ITV.

Initiatives like Britain Get Talking and our Invisible Disabilities campaign demonstrate just what a creative force for good ITV can be.





***ITV continues to be recognised for truly best-in-class creative and effective behaviour change initiatives. But really the highlights are all around the impact we can have.”***

## **2021 was another particularly challenging year. How has that affected ITV’s approach to Social Purpose?**

From mental health to climate action, we’ve worked hard to keep up with the challenges and opportunities of 2021. Rates of depression doubled during the pandemic, with young people particularly affected. We expanded our mental health initiatives on-screen beyond Britain Get Talking to a new partnership between CALM and ITV2, encouraging over 1 million young people to take action so they feel better able to cope with life’s ups and downs.

Alongside the pandemic, 2021’s extreme weather events dominated the news and climate change was front of mind for many of us. ITV marked COP26 with an unprecedented week of Climate Action programming from soaps and quizzes to incredible factual entertainment. I joined fellow UK broadcaster CEOs in Glasgow to announce our Climate Content pledge, a commitment to increasing the amount of content on-screen that supports the transition to a more sustainable world.

Going in and out of lockdown has of course been challenging for our people too, but didn’t thwart our energy in tackling our Diversity and Inclusion and Giving Back agendas.

## **What were your Social Purpose highlights in 2021?**

As the awards page ([page 59](#)) shows, ITV continues to be recognised for truly best-in-class creative and effective behaviour change initiatives. But really the highlights are all around the impact we can have.

Britain Get Talking’s first Christmas campaign brought together some well-loved ITV famous faces and reminded us that listening is just as important as talking. It took the total number of new or better conversations had since Britain Get Talking began to over 100 million.

Our Invisible Disabilities campaign played an important role in changing attitudes and we saw incredible celebrations organised by colleagues for Pride, Black History Month and South Asian Heritage Month.

As well as work on-screen, we made some big changes behind the scenes on Climate Action. These show how serious we are about reaching our goals: incorporating emissions reductions into senior leader bonus payments and into our future debt financing arrangements.

And last but not least I’m delighted that Soccer Aid for UNICEF had a huge record-breaking year, raising £13m to help children and those who support them get back on track during Covid.

## **What’s coming up for Social Purpose in 2022?**

We’ve set ourselves a big new target on health – 200 million actions to improve mental or physical health by 2023. Both Britain Get Talking and our ITV2 x CALM partnership will play critical roles in reaching that, encouraging our audiences to care for their mental health. We will also be pushing for further progress as we enter the second year of our Diversity Acceleration Plan and in terms of our impact on the planet, Climate Action continues to be a major focus for the business. And of course we’ll be supporting children worldwide once more through another fantastic year of fundraising with Soccer Aid for UNICEF.



***We’ve set ourselves a big new target on health – 200 million actions to improve mental or physical health by 2023.”***

# ITV'S SOCIAL PURPOSE

Shaping Culture for Good.

## About ITV's Social Purpose

ITV is More than TV. We entertain and connect with millions of people globally, reflecting and shaping culture with brilliant content and 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 an integrated producer broadcaster consisting of ITV Studios and Media & Entertainment (M&E). Through ITV Studios we create, own and distribute high-quality content for broadcasters and platform owners globally. Through M&E, we distribute content across our channels and platforms, with an increasing focus on driving streaming viewing and revenues. Being an integrated producer broadcaster gives us a competitive advantage in achieving our vision. It provides a base of core commissions and a significant promotional engine for ITV Studios; enables 360-degree monetisation of content across business models; secures access to great content for M&E; and importantly helps attract and retain talent.

We reach nearly 40 million viewers every week with our programmes on ITV's family of free-to-air linear channels. In addition, we have three streaming platforms: our advertiser-funded platform, ITV Hub, which is the online home of our channels, live and on demand, and is available on 29 platforms with over 34 million registered users in the UK. Our subscription streaming services include ITV Hub+, which is the ad-free version of ITV Hub, and BritBox UK, which has the largest collection of British box sets all in one place. We will launch ITVX in Q4 2022 which will be our integrated AVOD/SVOD streaming platform with a seamless consumer proposition which replaces Hub and Hub+ and will include BritBox UK in the SVOD tier. ITV Studios produces thousands of hours of original programming each year in 60 labels across 13 countries, supplying over 200 channels and platforms.

## Focus

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

## Cause

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

## On-screen and off-screen

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. We formally report our annual objectives, plans and progress to the management board three times a year and annually to our PLC board.

For information on our ESG memberships, see [page 60](#). For more on ITV's Social Purpose, including policies and our materiality matrix, please go to [itvplc.com/socialpurpose](https://itvplc.com/socialpurpose)

# OUR GOALS

Shaping Culture for Good.

## BETTER HEALTH

Encourage  
**200 million actions**  
to support positive mental  
and physical health by 2023.

### Improve mental wellness

Through campaigns  
for Britain Get Talking  
and ITV2 x CALM

### Encourage healthier habits

Through campaigns for  
Eat Them to Defeat Them  
and the Daily Mile

## DIVERSITY & INCLUSION

**Increase diversity**  
on-screen, off-screen,  
and within our workforce  
by the end of 2022.

### Gender

50% on-screen, off-screen,  
and in our workforce at all levels  
(SLT, managers, colleagues)

### Black, Asian & Minority Ethnic

15% on-screen, off-screen,  
and in our workforce at all levels  
(SLT, managers, colleagues)

### Disabled

12% on-screen, off-screen,  
and in our workforce at all levels  
(SLT, managers, colleagues)

### LGBT+

7% on-screen, off-screen,  
and in our workforce at all levels  
(SLT, managers, colleagues)

## CLIMATE ACTION

**Achieve Net Zero**  
carbon emissions. Zero waste.  
100% sustainable supply chain,  
productions & culture.

### Energy

Science-based targets: reduce  
emissions we control by 46.2% and  
emissions we influence by 28% by 2030  
100% renewable energy by 2025

### Waste

Over 90% of waste recycled  
by 2030, over 75% by 2025  
Zero single-use plastics by 2025

### Supply Chain

100% of key suppliers meet ITV  
sustainability criteria by 2025, all  
suppliers improve impact by 2030

### Culture

100% staff trained on Climate Action  
100% sustainable certification  
for programmes

## GIVING BACK

Increase fundraising.  
**500 mentoring  
partnerships**  
by 2025.

### Increase fundraising

Raise over £13m for  
Soccer Aid for UNICEF

### Impactful volunteering

Support diversity in the  
creative industries through  
mentoring and schools  
outreach

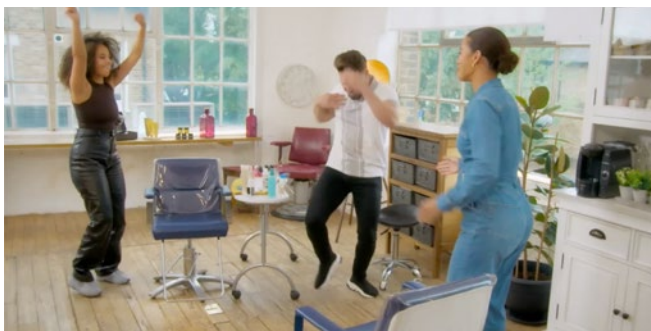
# BETTER HEALTH

## Context

This year saw more new mental and physical health challenges as Covid continued. The UK faced its third lockdown at the beginning of the year. Childhood obesity soared, and around one in six adults experienced some form of depression in summer 2021 – over double pre-pandemic figures according to ONS data. To combat these challenges, ITV used our platforms, our talent and our creativity to encourage audiences to care for their mental and physical health at a time when both were under threat. Off-screen we continued to focus on the wellbeing of our people, producers and participants.

## Our new Better Health goal

In 2019 we set ourselves a five-year target to encourage 10 million people to take action to support their health, or 2 million each year. However, through the success of campaigns including Britain Get Talking, ITV2 x CALM, Eat Them To Defeat Them and The Daily Mile, millions of people have already done something to care for their mental or physical health as a result of our campaigns. We've therefore set a new ambitious target for 2023, focusing on the number of healthy actions taken in total as a result of our campaigns, whether a conversation started for Britain Get Talking or an additional portion of veg consumed thanks to Eat Them to Defeat Them.



Watch our Better Health Reel



Ant & Dec texting for a Britain Get Talking stunt

## ITV's approach to Better Health campaigns

Nothing's more important than our health, and the health of our loved ones.

There's plenty 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.

**Encouraging preventative action:** 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.

**Being 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 grab attention.

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

**Learning from experts:** We partner with organisations who know their field inside out.

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

## GOAL

# 200 million

actions to improve mental or physical health by 2023.

## 2021 RESULTS

# 5.1 million

people took an action to support their mental or physical health.

# 67.1 million

actions taken to support mental or physical health.

3.5 million people connected with others as a result of Britain Get Talking.

1.1 million 16-34s took action to care for their mental health due to our ITV2 x CALM partnership.

Nearly 500,000 children participated in the schools Eat Them to Defeat Them programme.

Almost 1 billion additional portions of veg sold as a result of 2019-2021 Eat Them To Defeat Them campaigns.

40,000 more children did the Daily Mile.

## Sustainable Development Goal





# BRITAIN GET TALKING



A groundbreaking initiative to encourage people to connect with one another to improve their mental wellbeing. Supported by Mind, YoungMinds and SAMH, with creative developed by Uncommon Creative Studios

## The challenge:

As the pandemic continued, the effects of lockdown and limited contact with loved ones increasingly wore on the nation's collective mental wellbeing, and rates of depression remained well above pre-Covid levels. Britain Get Talking sought to encourage us all to better connect with those around us.

Having focused on the quantity of interactions people had in 2020, in 2021 our campaigns focused on the quality of our conversations with our friends and family, and the boost they give to our mental being. We reminded our audiences to regularly check in, to listen more, and we gave tips on having quality conversations.

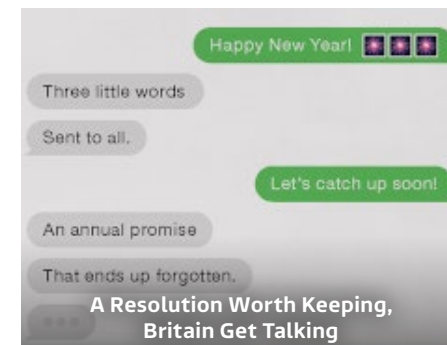
## The campaigns:

### A Resolution Worth Keeping

The beginning of the year saw a new lockdown in the UK, following a Christmas of widespread heavy restrictions. We saw the clear threat posed to the nation's mental health. ITV tackled this head-on with a campaign reminding us that promises on New Year's Eve to "see you soon" often fall by the wayside in favour of work and other social pressures. The campaign urged people to make a resolution to keep talking to one another and stay in touch meaningfully in 2021.

### The How To Chat Show

In April, Britain Get Talking returned to screens with an unexpected interruption of Ant & Dec's Saturday Night Takeaway. To highlight the positive effects of better quality conversations on our mental wellbeing, Ant and Dec conducted a deliberately awkward interview with Mo Farah via



text, demonstrating how text chats can be inferior to having a vocal conversation. We followed this with a completely new kind of talk show: The How To Chat Show was a series of short-form programmes with nine ITV celebrities, full of tips on having better conversations when we need to talk. As a result of the campaign, 3.5 million people started a conversation, or had a better quality conversation, with a friend or family member.



### Britain Get Talking x The Euros

Watching sports brings people together. To make the most of this opportunity to connect we created stings with the England, Scotland and Wales squads who participated in the Euros, encouraging their home nations to get talking. These were shown around big Euros home games on ITV, reaching over 25 million viewers.



“

*This Christmas was the first time many people were able to see family and friends, after two incredibly tough years. The Britain Get Talking Christmas campaign was a brilliantly conceived reminder of the importance of giving everyone some time and space to reflect, remember and connect by talking openly.”*

**Paul Farmer, CEO, Mind**

### It's Been A Year

Christmas can be a difficult time for many, and talking about how you're feeling can be especially hard if people don't feel heard. A survey conducted by ITV revealed 45% struggle to open up about their problems because they're worried they'll be judged. To encourage the nation to listen to each other more during the festive season, we launched a Christmas campaign following a day in the life of a make-up artist. She listens patiently to the playful problems of a host of famous faces including Lorraine, Phillip Schofield and Emily Atack, before Maya Jama finally asks how she is, with meaning. The campaign reminded us of the importance of checking in with one another and ensuring we all feel heard, with 3.2 million people taking action as a result.

### 2021 RESULTS

**UK's most well-known**

Britain Get Talking is the UK's most well-known mental health campaign.

**50.4 million**

better or new conversations started in 2021.

# ITV2 X CALM

## The challenge:

Covid has taken an especially heavy toll on the mental health of young people. Eight in ten 16-24 year olds admit to worrying about their mental health. A quarter of that age group struggles to see hope for the future, with over half believing their mental health will be affected for a prolonged period of time after Covid<sup>1</sup>.

To tackle this, ITV2 formed a landmark partnership with mental health charity Campaign Against Living Miserably (CALM), with the aim of helping 1 million young people take action to help them feel better able to cope with life's ups and downs.



The Full Treatment, ITV Hub series

## The campaigns:

### What Gets You Through

Released as the spring lockdown was opening up, our launch campaign prompted young people to consider which coping mechanisms could help them get through the ups and downs of the pandemic. Three celebrities, Dr Alex George, Laura Whitmore and AJ Odudu, each shared the little things that were getting them through lockdown. For a small campaign, we saw big results. After seeing the ad, over a third of 16-34s thought about what gets them through low moments, and over four in ten agreed it helped to establish that feeling ups and downs was normal.

### Hell Yeah to Self Care

For the second installment of our campaign we worked closely with CALM to identify the most pressing issues affecting this group as the world opened up. We built our second campaign around

two of the most critical: Loneliness and Fear of Failure. With that in mind we created the "Hell Yeah to Self Care" campaign, with two key messages: it's normal to feel like there are ups and downs, and it's worth taking time for whatever gets you through.

Working hand in hand with the campaign was a specially commissioned ITV series called The Full Treatment. The shows featured Love Island stars Kem and Amber putting their barber and beautician skills to use on a range of other ITV2 celebrities, while having a good heart to heart.

## 2021 RESULTS

# 1.1 million

16-34 year olds took action to feel better able to cope, surpassing our 1 million target.

# GOOD MORNING BRITAIN'S 1 MILLION MINUTES



1 Million Minutes campaign

## **The challenge:**

Levels of loneliness in 2021 increased to about 3.7 million people who said that they felt lonely “often” or “always”<sup>2</sup>.

## **The campaigns:**

The 1 Million Minutes campaign runs annually every December on Good Morning Britain, with the aim of tackling loneliness in the UK by encouraging people to volunteer. In its sixth year we released an ad directed by Hollywood actor Colin Salmon titled ‘Bob’s Back’. The ad sees a community rally around the recently bereaved central character. We also launched a range of listening benches around the country designed by stars like Vicky McClure and Maisie Smith for people to sit, chat and listen. The campaign partnered with seven charities – Alzheimer’s Society, Alzheimer’s Research UK, Grief Encounter, Crisis, Re-Engage, Chatty Cafe Scheme and the Royal Voluntary Service, with extensive coverage across December on the causes and solutions to loneliness.

In 2021, 198,000 viewers pledged an incredible 166,028,640 minutes to combat loneliness – the biggest total since the campaign began six years ago. That means since 2016 an overall total of 404,631,480 minutes have been pledged to help end loneliness. That’s 6.7 million hours of support.

# UNWIND WITH ITV

In October, ITV launched Unwind with ITV, a daily series of calming and reflective programming encouraging mindfulness and self-care.

The new programme runs during twilight hours, offering calming content to those who are awake at that time, whatever the reason. It also directs people to sources of mental health support and information.

ITV worked in close collaboration with Campaign Against Living Miserably to develop the series.

Since the launch of the series, over 160 hours of mental wellbeing content has been aired on ITV channels in 2021.

“

*I suffer from chronic anxiety and depression along with epilepsy and insomnia and have been watching Unwind with ITV programmes which help me relax and distract me from panic attacks to get some peaceful sleep.”*

**Matthew, Yorkshire**

Scene from Unwind with ITV

# EAT THEM TO DEFEAT THEM

## The challenge:

In a period where children's schooling and school lunches have been so disrupted, encouraging kids to eat vegetables is more important than ever.

Eight out of ten children don't eat enough vegetables; it's part of the reason why over 40% of children leave primary school obese or overweight. Eat Them to Defeat Them is an award-winning campaign that flips the usual narrative around healthy eating on its head, treating vegetables as the bad guys that need defeating, so kids want to eat them.



Eat Them To Defeat Them campaign

## The campaign:

Now in its third year, Eat Them To Defeat Them returned with a new campaign – “Prepare for Battle”. The ad saw an army of warrior kids become the heroes, as they vowed to vanquish a legion of evil vegetables hilariously voiced by celebs Dame Emma Thompson, Jamie Oliver, Stephen Mulhern, Ranvir Singh and Giovanna Fletcher. The campaign was moved to the summer term to enable more schools to take part following lockdowns.

1,900 schools participated in the campaign, with nearly 500,000 children given a vegetable reward chart and sticker pack, alongside a puzzle book co-created and funded by Public Health England’s Change4Life campaign.

Partners helped supercharge this campaign once again: Sky and Channel 4 between them matched ITV’s airtime commitment, enabling a £3 million media campaign; an alliance of 10 supermarket and retail brands co-funded the campaign; and creative agency adam&eveDDB developed the ad, while media agency Essence worked on it pro bono, securing further donations of advertising from other media owners.



Eat Them to Defeat Them activity in school

# “

*My 10-year-old son who has autism is fully invested in the Eat them to Defeat them campaign. He has tried lots of new vegetables in his quest to defeat! I would say that the campaign has had a lasting effect.”*

**Yvonne, mum of Clark, aged 10, from Co. Durham**

## 2021 RESULTS

**43 million**  
people reached.

**470,000**  
children participated in schools.

**83%**  
of schools reported it was more popular than other healthy eating initiatives.

**A billion**  
Since its launch in 2019, almost a billion additional kids’ portions of vegetables have been sold as a result of the campaign.

# THE DAILY MILE



Children participating in the Daily Mile

School closures and class Covid cases continued to impact children's physical health this year.

To combat this, ITV once again supported The Daily Mile, an initiative encouraging schools to do 15 minutes of exercise daily. The campaign ran in September, with additional airtime donated by Sky and Channel 4, promoting the mental and physical boost that exercise offers.

Over 13 million people saw the campaign at least once, and 50% of parents who saw it were interested in their school signing up as a result.

## 2021 RESULTS

# 42,239

more children took up the Daily Mile as a result of the campaign.

# Over 2 million

more children are doing the Daily Mile across 9,126 more schools since ITV began supporting the Daily Mile in April 2019.



# ITV2 BLOOD SQUAD

## The challenge:

To keep stocks up, NHS Blood and Transplant (NHSBT) needs 450 new blood donors every day – this is especially challenging during the pandemic. Recruiting the next generation of donors is vital as older donors become less likely to be able to donate over time. 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 campaign:

ITV2 Blood Squad returned to tackle worries around blood donation and encourage more young people to save lives through giving blood, via a cheeky reminder to “Save Lives, Grab a Biscuit”, highlighting the tasty upside of going to donate blood.

The ad featured ITV2 stars Joel Dommett, Emily Atack, Darren Harriott and Tiffany Calver, running across ITV2 and social media.



## 2021 RESULTS

# 61,252

people registered to give blood during the campaign period.

# LORRAINE'S CANCER PREVENTION CAMPAIGNS

## Change and Check

1.5 million fewer women in the UK had breast screenings in 2021, compared to pre-pandemic levels, but spotting the signs of cancer early can be life-saving. 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. Since launching in 2019, the campaign has saved 54 women's lives. To raise awareness, last September Lorraine Kelly, Lorraine Producer Helen Addis – the campaign's founder and breast cancer survivor – plus some of the inspiring women they have helped to save, climbed Britain's biggest boob, The O2.

### 2021 RESULTS

# 54

women's lives saved since launching in 2019.



Lorraine's Change and Check bus

## No Butts

More than 16,000 people die each year from bowel cancer making it the UK's second biggest cancer killer. This shouldn't be the case as it's treatable and curable especially if diagnosed early. That's why Lorraine teamed up with Deborah James, with the support of Bowel Cancer UK, to launch No Butts, a bowel cancer awareness campaign. Deborah has had stage 4 bowel cancer since December 2016, and wants to lift the lid on the disease and ensure people understand the signs and symptoms, using the campaign to remove embarrassment around the issue.

## Lorraine & Dr Alex George's HEAducation

As children returned to school in September, Dr Alex, the government's UK Youth Mental Health Ambassador, spearheaded this campaign, which looks to improve mental health education in UK schools. To honour his younger brother, Llŷr, who lost his life to suicide at 19, the campaign included Alex returning to Llŷr's old school to find out how they tackle mental health and whether schools are doing enough to help young minds in the aftermath of the pandemic.

# WELLBEING OFF-SCREEN

Supporting the mental and physical health of our colleagues is incredibly important to ITV, particularly during the challenges presented by another year of the pandemic. We have developed our on-demand training and support offering to ensure all colleagues are able to access the support they need at a time that works for them.

## Mental Health Advisory Group

ITV's Mental Health Advisory Group provides ITV, STV and ITV News with external guidance and support on all aspects of ITV's approach to mental health and wellbeing in the areas of workforce, production teams, participants in our programmes and viewers. It is chaired by Ruth Davidson and its members are Paul Farmer (Mind), Emma Thomas (YoungMinds), Billy Watson (SAMH), Rachel Corp (ITN), Suzanne Burns (STV), Pat Younge (Cardiff Productions), Dr Paul Litchfield, and Dr Alex George with ITV representatives Julian Bellamy and David Osborn. In 2021, the Group discussed a range of subjects, including support for freelancers, grief and bereavement, social media, the mental health impact of Covid on people from Black, Asian or minority ethnic backgrounds and young people, given the disproportionate impact of the pandemic, as well as ITV's Duty of Care processes.



Hollington Drive set



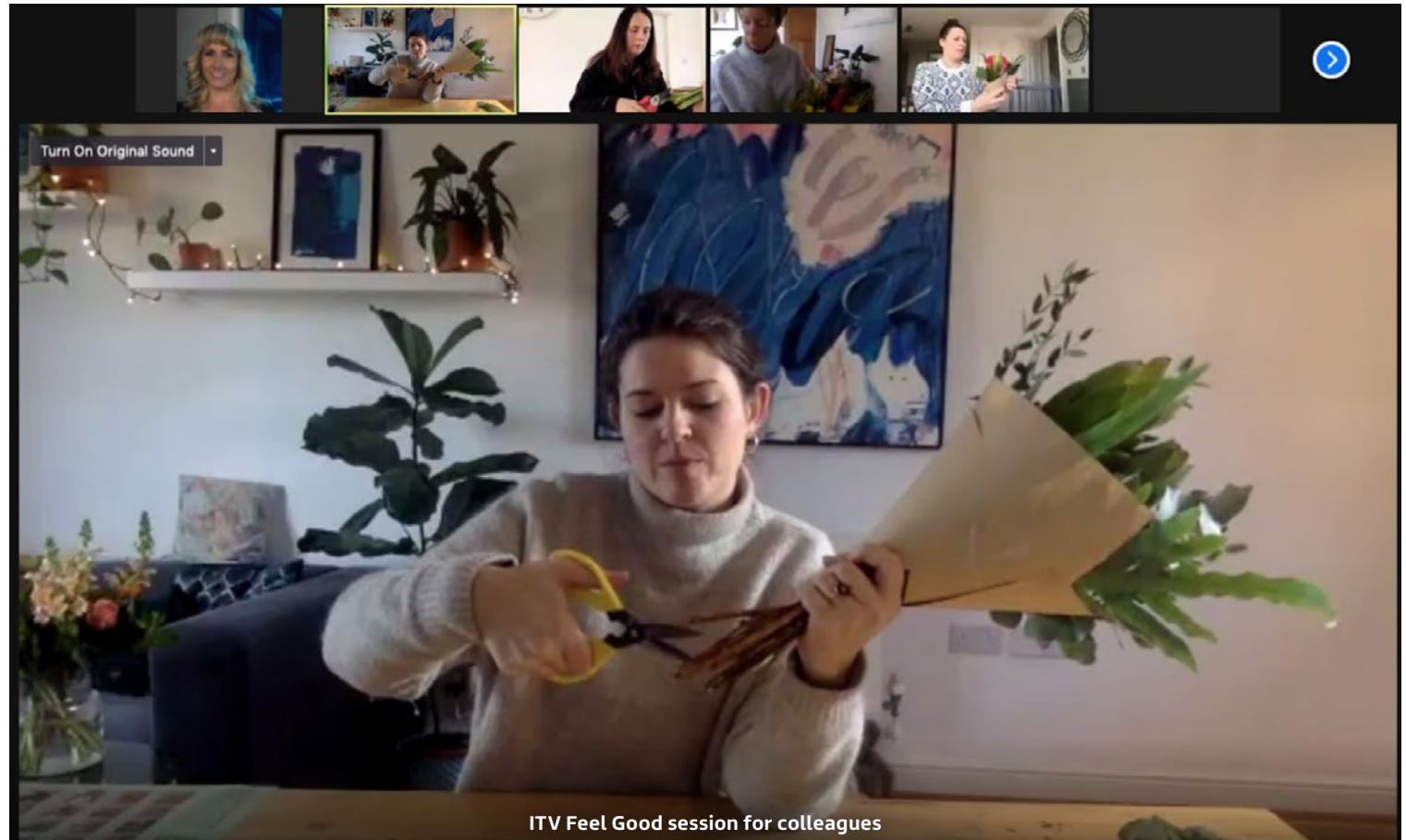
*The best thing about the Mental Health Advisory Group is that everyone comes to it with ideas to make things better. Whether that's improvements for staff, freelancers or contributors, or ways to reach audiences with positive messaging, ITV listens and acts. The whole country has had such a topsy-turvy couple of years when nothing has been 'normal' due to Covid, and it has never been more important to get people thinking and talking about their own mental health, and recognising folk around them who might be struggling and could use a friend."*

**Ruth Davidson, Chair of ITV's  
Mental Health Advisory Group**

# “

*It was a real wellbeing moment to take time out, make art and be mindful. Both myself and my daughter really enjoyed it and it was good to see other kids there too.”*

**Alex Menuier, Finance Assistant**



## **Empowering colleagues to care for their mental wellbeing**

We continued to work with ITV’s Duty of Care Board and Mental Health Advisory Group to support our ongoing commitment to colleagues’ mental health and resilience by gaining external input and expertise. We have continued to deliver online development and support for leaders, managers and colleagues, including multiple sessions on building personal resilience, psychological fitness and managing high-performing teams in a hybrid world.

We have a variety of wellbeing sessions through ITV Feel Good, our wellbeing programme which provides advice and support to inspire colleagues to look after their own wellbeing and lead a balanced and healthy lifestyle. Building on the success of 2020, Feel Good has developed an on-demand library so colleagues can access content at a time that works best for them. Feel Good sessions in 2021 had over 4,900 sign-ups.

## **Flexible working**

Smart Working continues to enable colleagues to balance work and life during uncertain times, and while operating in a hybrid environment. We are supporting colleagues and line managers in having conversations to identify working preferences and adopting a test-and-learn approach.



# DIVERSITY & INCLUSION



## Context

As the UK's largest commercial broadcaster, we recognise the power of our programming, and our responsibility, to authentically reflect the whole of the UK on-screen, off-screen in our production teams, and within our workforce. ITV is for everyone, no matter who they are.

Through our platform and the relationship we have with our viewers, we have an opportunity to shape the way our society views the world. Within our workforce, we want everyone to feel equal, included and able to be themselves. By championing diversity across ITV, including ways of thinking and working, we can generate the best creative ideas.

Tortoise Index: **ITV ranked first for Equality**  
 TV Collective Workplace: **ITV named Best Place to Work for People of Colour**  
 British LGBT awards: **Top 10 Inclusive Employer**  
 INvolve Ethnic Minority Role Model List: **CEO Carolyn McCall named no. 1 Advocate Executive**

## Strategy

One year on from the publication of our Diversity Acceleration Plan we have made strides in accelerating change in terms of Black, Asian and Minority Ethnic representation (see [page 24](#))

In July we set out how we'll build on the plan going forward, including ramping up efforts to improve disability inclusion and socio-economic diversity. This will be achieved through five commitments:

1. Increasing representation of disabled people in senior editorial positions at ITV
2. Commissioning to ensure ITV better reflects the lives of disabled people on-screen
3. Improving career opportunities for disabled talent working on ITV programmes
4. Ensuring disabled people have entry-level career opportunities at ITV
5. Educating ourselves about disability and disabled people's experiences and ensuring accessibility is in-built into everything we do at ITV

ITV's Cultural Advisory Council, a group of independent external advisers from a range of industries and specialisms launched in 2021. Members meet quarterly to support, challenge and provide counsel on our D&I activities.

## Targets

Improve representation on-screen, off-screen, and within our workforce by the end of 2022.

### Gender

50% female

### Ethnicity

15% Black, Asian and Minority Ethnic

### Disability

12% disabled or with a long-term health condition

### LGBT+

7% Lesbian, Gay, Bisexual and Transgender

## GOAL

# Improve

gender, ethnicity, disability and LGBT+ representation on-screen, off-screen, and within our workforce to meet our targets by the end of 2022.

## 2021 RESULTS

# Significant progress

Since launching our Diversity Acceleration Plan in July 2020, we've made significant progress, particularly in increasing our representation of Black, Asian and Minority Ethnic people and surpassing targets for representation of LGBT+ people. We have further to go, and are broadening our focus, by prioritising representation of disabled people.

## Sustainable Development Goals



Watch our Diversity & Inclusion Reel



A portrait of Simon Callisto, a Black man with a beard and glasses, smiling. He is wearing a black t-shirt with a white Puma logo. The background is a blurred indoor setting with warm lighting.

## INTERVIEW

# SIMON CALLISTO

Creative Diversity  
Team Assistant

### What drew you to taking on the role?

I'd always wanted to work in television and was instantly drawn by the potential of being able to actively influence who is seen in front of the camera as well as behind it.

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

Ensuring that everyone possesses the tools necessary to combat ableism, racism, sexism and homophobia. Everyone needs to feel confident in acting as an ally, no matter the scenario.

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

We're very open-minded to trying new tactics and approaches to creating inclusivity. Whether that's through uplifting colleagues, introducing training schemes, mentoring opportunities and more.

### What are you proudest of this year?

Seeing all the small wins our team has been working on come to fruition. Whether that's seeing diverse talent on-screen for a particular show or implementing initiatives that give those from diverse backgrounds more opportunities, both at ITV and in the wider industry.

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

I think you always need to be considering everything outside of yourself and your own experiences, whether you're hiring new employees, casting for a show or holding an event. If you're constantly thinking, "How else could I ensure that everyone has the exact same access to opportunities or experiences?" then I think that's a great first step to promoting diversity and inclusion.

# INCREASING BLACK, ASIAN AND MINORITY ETHNIC REPRESENTATION

## TARGET

**15%**

Black, Asian and Minority Ethnic representation on-screen, off-screen, and within our workforce by the end of 2022.

## 2021 RESULTS

We have surpassed our on-screen target for Black, Asian and Minority Ethnic talent with 17.5% representation, and increased off-screen representation in production teams to 14.2%. We've increased representation of Black, Asian and Minority Ethnic staff at all levels over the last three years to 14.3% of all colleagues, 10.5% of managers and 11.8% of the Senior Leadership Team.

## Highlights on-screen

A year on from launching our Diversity Acceleration Plan, we've seen a 33% increase in lead roles filled by Black, Asian and Minority Ethnic talent on-screen. ITV has commissioned exciting projects written by Sir Lenny Henry (Three Little Birds), Abby Ajayi (Riches) and Maya Sondhi (DI Ray). On-screen highlights included Peckham's Finest, Moneyball, Stephen, Grace, The Tower, and Coronation Street storylines tackling unconscious bias and racism.

ITV celebrated Black History Month in October with specially commissioned programming and content (See [page 26](#)).







Grace - Dead Simple

## Highlights off-screen

In production, we completed the first round of our Step Up 60 initiative, creating 62 opportunities for Black, Asian and Minority Ethnic talent to secure their first ITV senior editorial and production roles. We're now broadening Step Up 60 to also support disabled talent.

We've also continued inclusive leadership training and race fluency training for our staff, and the Management Board continues to participate in race fluency coaching circles.

“



*Step Up 60 has given me the support to become a fully fledged Producer whilst also supporting me in places where I lacked experience. It's a great scheme and I think it should continue, as the industry needs more people like me to move up the ladder to diversify the talent base.”*

**Nelson Adeosun,  
Stepped up to Producer**

## CASE STUDY

# BLACK HISTORY MONTH

ITV marked Black History Month with a new campaign, internal events, and high-profile documentaries with leading talent.

This year's season also saw the return of TV's first comedy panel show about Black History, as well as awareness-raising strands across Daytime programmes, and curated collections on ITV Hub and Britbox, plus specially commissioned content for digital platforms.

Continuing our commitment to diversity off-screen, we worked with Black-owned companies DocHearts, Uplands Television and TriForce Productions.

A series of specially commissioned films included three prime-time documentaries from leading ITV talent – will.i.am: The Blackprint, Ashley Banjo: Britain in Black and White and Charlene White: Empire's Child, alongside return of our Black History panel show "Sorry, I Didn't Know".

The supporting brand campaign showcased Black History in the making, paying tribute to role models from sport, music and science, who inspire a new generation of young people. ITV's Black History ident featured across our channels, created by Illustrator Kingsley Nebechi in collaboration with Mini Nwosu, Civil Engineer. A three-part digital marketing series featured experiences of two influential figures in the same field from different generations – called Black History Month: The Bridge.

Finally, our Black, Asian and Minority Ethnic staff network, ITV Embrace, hosted various internal events including an In Conversation with Munroe Bergdorf, Virtual Soca Classes and a "Let's Talk Afro Hair" panel.



Charlene White, Empire's Child



Ashley Banjo, Britain in Black and White



# INCREASING GENDER EQUALITY



## TARGET

# 50%

female representation on-screen, off-screen, and within our workforce by the end of 2022.

## 2021 RESULTS

We have 49.6% female representation on-screen and 46.9% representation off-screen in production teams. In our workforce, 52.6% of all colleagues are female, 49.2% of managers and 45.6% of SLT. The 2021 Hampton-Alexander report ranked ITV fifth in the FTSE 100 for female representation in our combined Executive Committee and direct report roles. We're continuing to work towards 50% female representation across ITV.

## Highlights on-screen

New dramas including Finding Alice, The Tower, Angela Black, and Hollington Drive saw strong female lead roles. Many of our longest running and most successful shows have strong female representation of all ages, including Emmerdale, Coronation Street, Vera, McDonald and Dodds, Lorraine and Loose Women.

## Highlights off-screen

ITV is building a pipeline to recruit and develop women at all levels. Women are well represented in our entry-level Apprentice Scheme (58%) and our ITV Studios Production Trainee Scheme (82%). The Career Returners

Programme offers experienced professionals the opportunity to return to careers after an extended break, while the High Potential Leadership Programme accelerates the development of talented colleagues for senior positions. We also encourage secondment opportunities to identify senior successors from underrepresented groups.

Many areas of ITV are at almost 50:50 gender representation or better, but we're continuing to focus on key creative roles such as Drama writers and directors, where women remain underrepresented. Women make up 40% of drama writers put

into development in 2021. Working with Screenskills and Directors UK, we also support the Drama Directors Programme by providing placements for women.

## Menopause Policy

This year ITV launched a menopause policy, following a programme of awareness-raising discussion sessions run internally by ITV's Women's Network. We're one of the first broadcasters to do so, and announced the policy publicly on Loose Women. The policy outlines the working adjustments that should be considered for colleagues experiencing symptoms of menopause.

# INCREASING REPRESENTATION OF DISABLED PEOPLE

## TARGET

**12%**

representation of disabled people and those with long-term health conditions on-screen, off-screen, and within our workforce by the end of 2022.

## 2021 RESULTS

We have 9.6% representation of disabled people on-screen and 4.5% representation off-screen in production teams. In our workforce, representation of disabled staff and those with a long-term health condition is at 10.4% of all colleagues, 9% of managers and 10.8% of SLT. We have much further to go, and the new commitments in our Diversity Acceleration Plan set out how we are prioritising disability inclusion.



## Highlights on-screen

These included Christmas Comedy Club with Lost Voice Guy, and storylines in Coronation Street about cochlear implants and the impact of Covid-19 on disabled people. Katie Piper, who was in ITV's Invisible Disabilities campaign, joined as a regular Loose Women panellist. We also featured a range of disabled talent on our shows – Shani Dhanda, award-winning disability specialist, on This Morning, Sophie Morgan on Loose Women, Hugo Hammond on Love Island, and Paralympic champion Kadeena Cox joined the cast of I'm A Celebrity... Get Me Out of Here!

## Highlights off-screen

We launched Creating Disability Inclusion training for leaders and managers, educating colleagues about the social model of disability, and helping ensure accessibility is built into everything we do. To better support disabled talent and improve how disabled people's stories are told on screen, we ran Disability Portrayal Training for our commissioning team and some ITV Studios and News colleagues.

For disabled staff and new joiners, we introduced Disability Access Passports to help colleagues discuss their access requirements, adjustments and personalisations with their managers and colleagues. These provide a framework for regular conversations about access requirements, to ensure disabled colleagues can thrive at ITV.

## CASE STUDY

# ORIGINAL VOICES

Original Voices is a scheme ITV has been running since 2012, giving writers from underrepresented groups the chance to develop their skills by creating gripping stories for Coronation Street or Emmerdale, before writing a trial script for the show.

“Original Voices” returns to Emmerdale in 2022.

Since joining ITV’s Original Voices scheme in 2019 David Proud has since secured a writing team position on Coronation Street with his first full Coronation Street episode airing in May 2021. David was named as a BAFTA Breakthrough in 2021.

“

*Some of my earliest memories are of watching Coronation Street with my family – it’s a show that holds a special place in my heart. The level of commitment Corrie and ITV give to the ‘Original Voices’ opportunity is wonderful. Wheelchairs and cobbles are normally a bad combination, but thanks to the efforts of everyone at ITV those famous cobbles are wonderfully accessible to all. It’s literally a dream come true.”*

**David Proud**



## CASE STUDY

# INVISIBLE DISABILITIES

### The challenge:

14 million people in the UK are disabled, with invisible disabilities often overlooked. Research commissioned by ITV found that less than a third of the UK population are aware of the levels of disability in the UK and only 40% of those with a disability feel confident about telling people.

### The campaign:

Developed in partnership with Scope, and devised by ITV Creative, Invisible Disabilities featured famous faces powerfully highlighting that one in five of us is disabled, and just because you can't see it, it doesn't mean it's not there.

The ad encourages viewers to learn more at [itv.com/disability](https://itv.com/disability), and see testimonials from members of ITV's internal disability staff network, ITV Able, about their own experiences. The campaign followed a special Tonight programme on the subject.

**1 in 5 of us is disabled.**  
**Just because you can't see a disability,  
doesn't mean it's not there.**

Find out more at [itv.com/disability](https://itv.com/disability)

itv

Supported by  
**SCOPE** = Equality for disabled people

Invisible Disabilities campaign

## 2021 RESULTS

# 5 million

people had changed views of disability as a result of the campaign.

# 43%

are more aware that people might have an invisible disability.

# Nearly two-thirds

(64%) of young disabled people said that this campaign made them feel seen.

# INCREASING REPRESENTATION OF LGBT+ PEOPLE

## TARGET

# 7%

representation of LGBT+ people on-screen, off-screen, and within our workforce by the end of 2022.

## 2021 RESULTS

Our LGBT+ target combines sexual orientation and gender identity, but we measure and report these separately. We've surpassed most of our targets for LGBT+ representation on-screen (17.2% LGB+, 1.1% trans), off-screen in production teams (21.3% LGB+), and in our workforce at all colleague and manager levels (8.2% and 7.8% LGB+ staff). We have further to go to improve LGB+ representation at SLT (4.4%) and trans representation off-screen and in our workforce.

## Highlights on-screen

The Long Call, featuring television's first leading gay male detective, was played by Ben Aldridge, a gay actor. To celebrate this and highlight the need for greater LGBT+ representation on-screen, the ITV Pride staff network and D&I team organised an internal screening and Q&A for the first episode.

We celebrated ITV Pride Day on-screen with special episodes of Coronation Street and Emmerdale, centring on LGBT+ characters. The ITV Pride staff network also worked with Daytime to create ITV Pride segments on This Morning.

## Highlights off-screen

In celebration of Pride Month, the ITV Pride network put together an internal campaign "Proud to be more than ITV", with a series of network events with popular LGBT+ figures.

To mark World Aids Day and develop a greater understanding of HIV to help de-stigmatise the virus, ITV Pride organised a cross-network event with ITN Pride for a discussion with "It's A Sin" actor, Nathaniel Hall, and Chris Sandford from The National HIV Story Trust.

As part of the ITV Content Delivery team's #ProudToBe campaign, our colleague Sophie Scott spoke about gender identity and her experience:



# “

***Throughout my life I've felt that I did not conform to the social characteristics that were expected of me, and my gender identity and the way I expressed it shifted with time. Working in ITV Content Services, I feel as though I'm able to live as my authentic self, free from discrimination.”***

**Sophie Scott, Content Delivery**

## CASE STUDY

# #MYPRIDE LETTER TO MY 14-YEAR-OLD SELF

The #MyPride “Letter to my 14-year-old self” series set out to open up the discussion around the struggles and challenges young LGBT+ people can face.

By sharing their deeply personal stories, familiar faces such as Lady Phyll, Dr Ranj, Tia Kofi and Rob Rinder spread the message that Pride is all year.

To support the campaign we also published a range of educational content on digital platforms to help inform parents and peers of young LGBT+ people on how they can help them in coming out and accepting their identity.





# ITV COLLEAGUE NETWORKS



*In a year as tough as 2021, the role of the Networks in supporting and connecting their members becomes even more pivotal, and that's something that we know our 338 members have really appreciated throughout the year. From virtual cocktails and coffees to a comedy show with Lost Voice Guy, this social bonding has been at the core of Able's ethos, together with events marking Neurodiversity Week, the Paralympics and Purple Tuesday, to name just some.*

*Our bigger ambitions remain though, as we work towards making ITV the media employer of choice for disabled talent, driven by our culture of inclusion and representative storytelling. Partnering with colleagues, we have made some real progress, launching management training with Think Bigger, revamping our advertising and interviewing processes to attract disabled talent and even helping design accessibility of the new entrance to our Leeds studio."*

**Helen Stevens, ELT Able Chair**



*Throughout a difficult year not only did the Embrace Network put on events to celebrate occasions in the cultural calendar like South Asian Heritage Month and Black History Month, we also held Big Debate sessions for our network members to come together to discuss race-related stories in the media and provide support to those affected by them.*

*We saw a huge growth in network membership this year and we were part of the change to make ITV a more inclusive and diverse place to work.*

*Celebrating South Asian Heritage Month internally within ITV for the first time was a highlight! Events included a live webinar hosted by ITV Newsreader Nina Hossain and a panel, including ITV This Morning's Dr Ranj Singh, on South Asian history and culture."*

**Sonny Hanley, Embrace**



*The world is changing so fast, at home and work, and time is more pressured than ever. We're expected to be superhuman, but many of us mere mortals need conversation and help on how to navigate through it all.*

*ITV Balance Network has three main objectives: to be a safe space for all colleagues to share stories and experiences of balancing work and home life, to influence and educate appropriate policy across ITV and to deliver an engaging programme of events to prompt meaningful discussions within ITV PLC.*

*As we emerge from Covid, ITV Balance is particularly focused on smart working and everything that goes with that from working practices to locations."*

**Mark Trinder, ITV Balance**



*The highlight for the Women's Network in 2021 was being able to deliver meaningful events on key topics that affect women in their work and personal lives, such as the menopause, wellbeing, mental health, women's safety, money, and imposter syndrome. It was great to partner with ITV Daytime to raise awareness of both breast cancer and bowel cancer, by supporting their "Check and Change" and "No Butts" campaigns.*

*The second year of the pandemic means that coming together in person has continued to be limited, but the Women's Network has been brilliant at helping to maintain connections, whilst building confidence and knowledge in areas that are challenging. It was great that we were also able to continue to highlight the career achievements of women in ITV with the Career Conversation vodcast, supported career development with the launch of Lean In circles and helped to build meaningful connections with the launch of the book club."*

**Helen Hopkins, Women**



*Building on our work in 2020, ITV Pride went from strength to strength in 2021. We were incredibly proud to have helped ITV become recognised as one of Britain's Top 10 Most Inclusive employers by the British LGBT Awards.*

*Highlights include the return of ITV Pride Day (see page 31), collaborating with the Women's Network to celebrate Lesbian Visibility Day, relaunching ITV Pridecast, our podcast, with new presenters and content, and a range of events and talks for ITV colleagues."*

**Oliver Julian, Pride**

# CLIMATE ACTION



## Context

2021 was a pivotal year for climate change. The Intergovernmental Panel on Climate Change (IPCC) declared “code red” for humanity and COP26 saw the world’s governments and businesses come together to look for solutions to an ever more alarming crisis that’s disrupting people’s lives around the world.

ITV’s ambition has grown with the scale of the challenge. We’ve made progress this year across all areas of the business. From linking the senior team’s remuneration to Climate Action performance and engaging our commercial partners to showcase sustainable products to creating a dedicated Climate Action Week on-screen, ITV is transforming so we are fit to thrive and play a leading role in the transition to a sustainable society.

## Carbon Disclosure Project

ITV achieved a CDP (Carbon Disclosure Project) rating of A-. This marks our leadership in the sector with our Climate Action approach amongst the top 10% in the world.



## GOALS

**Net Zero:** Reducing emissions we control by 46.2% and those we can influence by 28% by 2030.

Zero Waste by 2030.

100% sustainable supply chain by 2030.

100% albert certified and trained.

Increase visibility and impact of Climate Action content on-screen.

## 2021 RESULTS

# 44%

Scope 1 & 2 emissions reduction compared to last year.

# 6%

Scope 3 emissions reduction compared to last year.

45% of waste recycled.

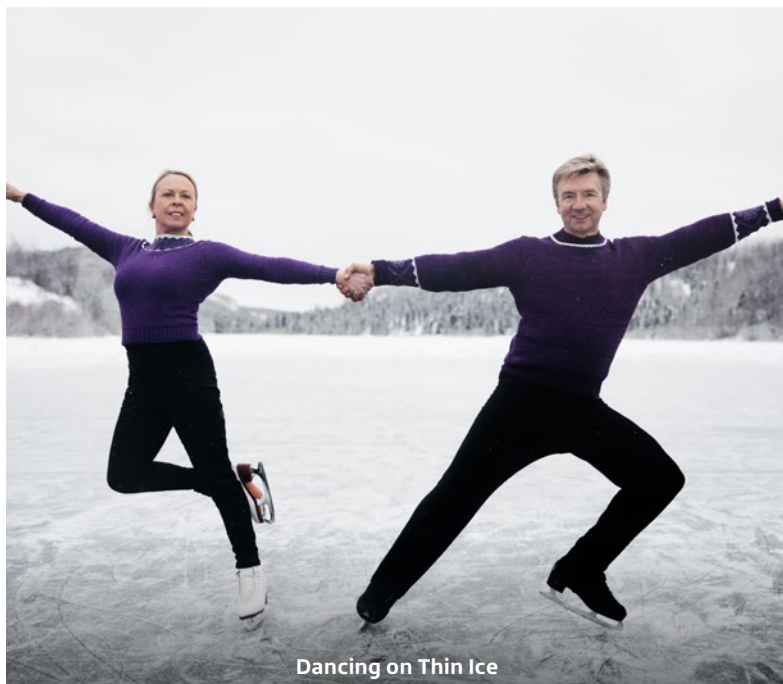
84% of UK programmes we produced / 57% of programmes we commissioned albert certified.

1.1 million people made sustainable swaps as a result of Climate Action Week.

## Sustainable Development Goals



# MAKING CLIMATE ACTION EVERYONE'S JOB AT ITV



Dancing on Thin Ice

Climate Action should be part of the conversation for colleagues across ITV, whether that's how we engage with audiences and commercial partners or how we incorporate climate action into risk management.

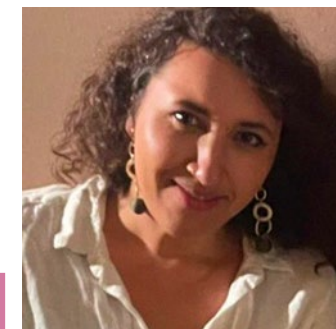
Beyond our own operations and productions, we also work closely with our peers and suppliers to create a sustainable TV and media sector.

## Remuneration

In 2021 we announced that the remuneration of the senior team will be linked to performance on Climate Action targets. Specific action plans for each division will ensure that team leaders have a clear understanding of how to contribute.

## Climate Action Delivery Group

This quarterly group, chaired by the CFO and COO Chris Kennedy, has oversight of progress against our goals, and is attended by senior leaders from all the main business areas. Clear accountability ensures we can work collaboratively to drive key decisions and monitor progress.



*Supporting ITV's long-term resilience to the rapidly changing environment is integral to my risk management role, especially given the increase of extreme weather events and far-reaching consequences of transitioning to a low-carbon economy. I have acted as a facilitator for Climate Scenario Analysis, bringing together expertise from the business, Finance and Social Purpose teams, to better understand the risks ITV may be exposed to. All levels of the business are involved, a testament to ITV's commitment to ensuring our business strategy remains fit for the future whilst educating viewers on the actions they can take to address the climate crisis today.*

**Enita Kang, Head of Enterprise Risk Management**

# NET ZERO: AMBITIOUS REDUCTIONS TARGETS FOR 2030

Decarbonising is the cornerstone of our Climate Action strategy.

In 2021 ITV introduced Ecometrica, a data platform that delivers a more accurate and immediate picture of the carbon emissions that we control. Our 2021 carbon footprint will also go through a third-party verification process to provide full confidence in the data.

## New Net Zero standard

We also raised the bar for our Net Zero ambition by committing to set additional long-term emissions reduction targets aligned with the new standard for Net Zero published by the Science-Based Targets Initiative.

We'll build on our existing targets of 46.2% reduction of our scope 1 & 2 emissions and 28% of our scope 3 emissions by 2030 by setting new longer-term targets for a minimum of 90% reduction of our full footprint by 2050 at the latest. We'll also invest in carbon sinks to remove the equivalent of any residual emissions and achieve Net Zero.

Joanna Lumley and the Human Swan

## Debt Financing Arrangements

Showing how seriously we take our targets, we made reducing our carbon emissions targets a requirement of ITV's future bank and debt capital market financings. ITV has committed to an annualised carbon reduction as part of this.

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

In 2021, our trajectory is still ahead of target, with a 44% emissions reduction compared to last year. 81% of ITV's global electricity use comes from renewable tariffs. We're working with the remaining non-renewable sites, alongside trials of new low-emission vehicles in our fleet and modernising our buildings.

## Reducing scope 3 emissions (influenced by ITV)

ITV's scope 3 emissions are primarily composed of business travel, TV production activities, procurement of goods and services, and the transmission of our content to viewers.

### 2021 RESULTS

# 44%

reduction in scope 1 & 2 carbon emissions.

# 6%

reduction in scope 3 carbon emissions.

**Business travel emissions** have rebounded slightly as Covid-19 restrictions eased off, with a 26% increase compared to 2020. They remain well below our target however, with a 61% reduction compared to our 2019 baseline. The pandemic has accelerated some changes in ways of working which reduce travel, such as remote production solutions on programmes such as the Euros or Love Island.

**Supply chain** The ITV Procurement team has rolled out a new Supplier Code of Conduct, and engaging our highest-impact suppliers to ensure they meet our robust standards. See [page 42](#) for more.

**Production** We're working closely with the production community and other broadcasters in the BAFTA albert consortium to support the creative sector in transitioning to low-carbon ways of producing our world-class content. This includes mandating albert certifications for programmes ITV produces and commissions in the UK (See [page 43](#)).

**Content delivery** ITV's Technology and Procurement teams ensure that the transmission and delivery of our content to audiences is as sustainable as possible. ITV collaborates with other media organisations as part of the DIMPACT project to reduce the footprint of content distribution and consumption, and we joined the newly formed DIMPACT steering group this year to better shape the project's future.

## Participation in international and national initiatives

Collaboration is vital as climate change is a systemic problem. ITV is part of the following initiatives:



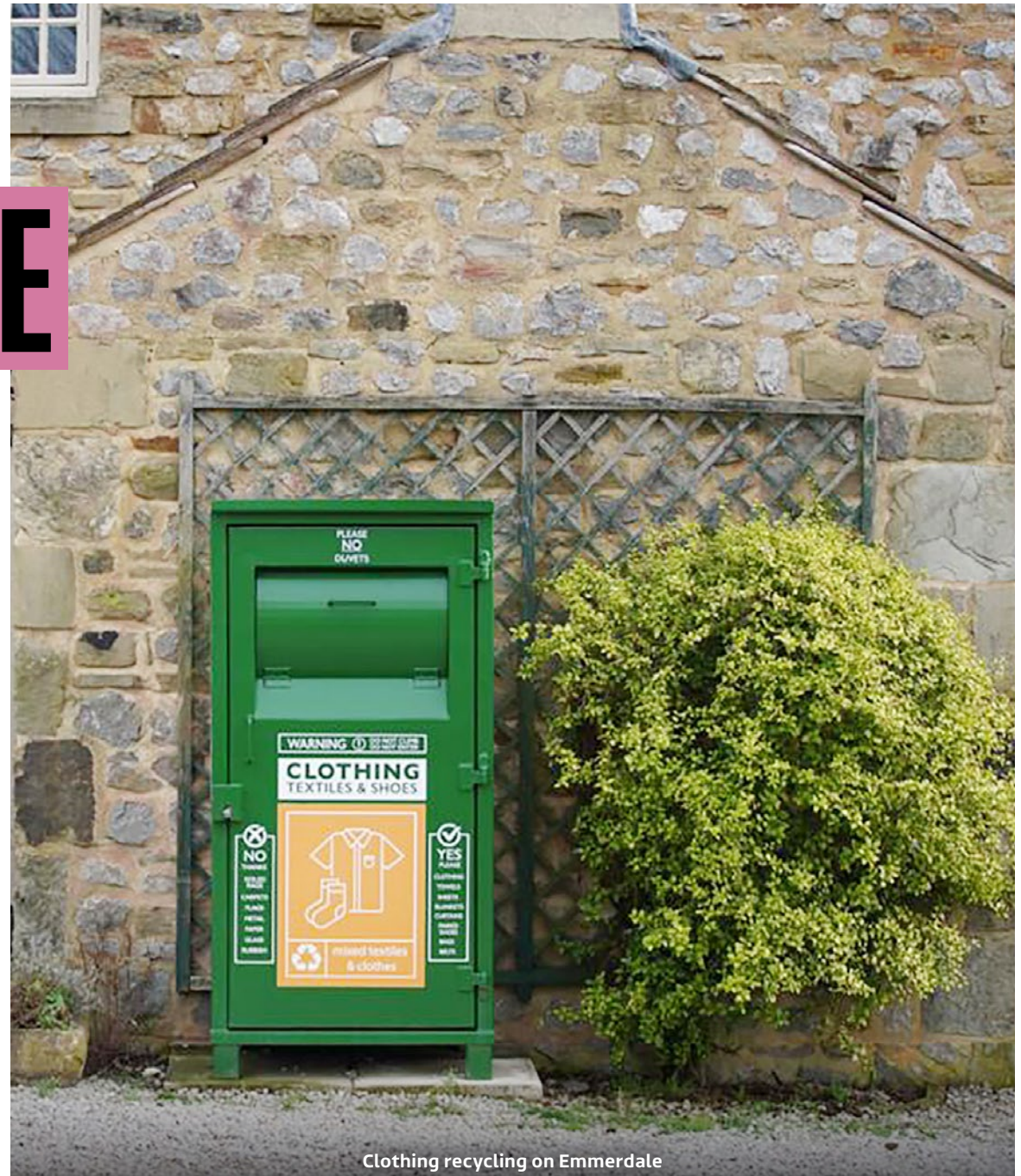
# WASTE: ZERO WASTE BY 2030

ITV is committed to achieving zero waste by 2030, which means 90% of our waste in the UK will be reused or recycled.

We've also set interim targets for 75% of our waste to be reused or recycled by 2025, and single-use plastics to be eradicated from our operations, supply chain and productions by that same year.

From January 2022, we've been able to monitor our waste across all international sites through a centralised online platform. Our strategy for transitioning to a higher proportion of recycling will include a combination of infrastructure (bin systems) and communications.

Waste generated through our productions is being addressed by ensuring every show achieves albert certification standard, and by supporting waste-free innovations and working practices.



Clothing recycling on Emmerdale



## CASE STUDY

# TACKLING WASTE ON- AND OFF- SCREEN AT EMMERDALE



Composter on the Emmerdale allotment

# LL



*We were asked to create an allotment for an upcoming storyline, not just a visual set piece but a fully practical and producing allotment! We wanted to feed a local charity with our produce, and grow our sustainable and community-led story. We also invested in a composter as part of this plan, which would enable us to reduce our own food waste. Hopefully, in six months' time, our hot boxes will be full of nourishing compost to rotate back into our allotment."*

**Taransay Chisholm, Supervising Art Director, Emmerdale**

# SOURCING: 100% SUSTAINABLE SUPPLY CHAIN BY 2030

A lot of products and services are required to run ITV's business, from props used in productions to technology used in transmission.

Our aim is to make sure all high-environmental-risk suppliers meet our sustainability criteria by 2025, as well as working with every supplier to improve their impact by 2030.

## Changing our policies

In 2021 ITV launched a new Supplier Code of Conduct, which sets out the expectation that suppliers support us to deliver our 2030 climate action targets. As part of our "Procuring with Social Purpose" framework, we've improved our supplier selection and due diligence processes to better capture and monitor social

and environmental factors in our purchasing decisions.

## Using our influence on our most high-impact suppliers

We've identified the highest impact suppliers for each business area during 2021. Through desktop analysis and collaborative discussions we have been able to confirm that the majority of our key suppliers are taking the necessary actions to address their emissions, or plan to do so in the near future. This includes setting Science Based Targets, reporting and reducing their emissions.



Save Money: My Beautiful Green Home

# CULTURE: 100% ENVIRONMENTALLY TRAINED AND CERTIFIED



***We launched our ITV Home Planet app to encourage ITV colleagues to live and work sustainably. Built by ITV Technology, it includes over 50 sustainable tips. Every completed tip contributed to colleague leaderboards, so teams and individuals could compete against each other and win prizes to drive engagement across ITV. In the six weeks after the launch, 800 ITV colleagues took part in the competition, completing 8,000 tips. It was a great example of technology as a vehicle for culture change, and of what can be achieved through cross-ITV collaboration."***

**Matthew O'Shea, Director of Group Technology Platforms**

## Training

2021 marked the second year that all colleagues around the world have completed mandatory Climate Action training. This covers the fundamentals of the climate crisis, what ITV is doing to respond to the challenge and how they can get involved. Just over 6,000 colleagues have completed the course so far.

## Grassroots innovation

There are 12 Green Teams across the UK, the Netherlands and the US. These passionate colleagues bring their energy and skills to nurture a culture of sustainability across the organisation, generating green initiatives. The pan-ITV Green Team Steering Group is the forum that brings these teams together to share findings.

## Sustainable production

Emissions from productions can be challenging to reduce because we have limited control over the infrastructure and suppliers. Mandating that all UK programmes achieve albert certification standard is critical as it means all teams involved with ITV content are embedding best practice.



In 2021, 84% of the programmes we produced in the UK achieved the certification. This includes ITV Studios, as well as Sport and our Regional News. Of the programmes commissioned and shown on ITV in 2021, 57% were certified.

# ITV STUDIOS IS TAKING CLIMATE ACTION TO THE GLOBAL STAGE

Phil Holdgate, appointed Head of Production Sustainability, talks about how he's approaching his new role.

## What are you proudest of this year?

Speaking to teams in all of the 13 countries we operate in was a highlight for me and, without exception, everyone has really welcomed ITV's drive to become a Net Zero business and to set ambitious targets for 2030. We've already seen some early success stories from teams in Australia, the Netherlands, Italy and the US.

## What are the specific sustainability challenges ITV Studios faces?

The biggest challenge for the industry is continuing making great programmes and growing businesses, whilst reducing

emissions, at a time when budgets are under pressure and demand for programmes has never been higher.

Data from albert highlights the need to tackle travel and transport, how we power our shows and reduce waste. Some of the solutions are already out there, so gathering that information and sharing best practice is where a role like mine is really beneficial.

## How can we get to Net Zero carbon and Zero Waste across the TV production sector?

First, ensuring we have a culture of sustainability embedded in the company, so it becomes everyone's job to be

sustainable and it's factored into all our processes. Secondly, we're going to need innovation, adopting new and improved ways of working. What I love about the TV production community is that there's a genuine willingness to openly share and collaborate on climate solutions with our peers, which helps accelerate progress across the sector.

## Anything you are looking forward to for next year?

We'll be focusing on technical innovation and collaboration, such as virtual studios, cloud-based solutions and remote production, so we can continue to make the biggest shows with the smallest footprint.



## CASE STUDY

# SCALING SUSTAINABILITY ACROSS INTERNATIONAL STUDIOS

The documentary series Nurses from ITV Studios Australia became the first ever Australian TV show to receive albert certification by taking a holistic approach, finding ways for all parts of production to make sustainable choices.

Partly due to Covid restrictions, but very much with a view to sustainability, ITV America used innovative remote technology to produce Love Island USA 2021, saving carbon emissions by reducing the number of people flying on site.



Nurses



Love Island USA 2021

# ENCOURAGING OUR AUDIENCES TO TAKE CLIMATE ACTION

## Our commitment

ITV is committed to using our extensive reach and world-class talent to make unmissable content that helps our audience understand the need for climate action, how it's relevant to their lives, and how they can be part of the solution.

Whether it's through informing the audience about the impacts of climate change or the latest policy developments, inspiring them about how we can move to a sustainable world, or by reflecting sustainable lifestyles through characters' behaviours, we aim for a conversation to happen on every new commission to bring this ambition to the screen.

## The Climate Content Pledge

At COP26, ITV joined 11 other international broadcasters and streamers in creating and signing a global pledge to ensure our content helps audiences understand what tackling climate change means for them, as well as inspiring and informing sustainable choices.

## The key principles of the Climate Content Pledge:

1. We will reach more of our audiences with content that helps everyone understand and navigate the path to Net Zero, and inspires them to make greener choices.
2. We will develop processes that help us to consider climate themes when we are commissioning, developing and producing content.
3. We will ensure that our efforts are informed by the science.
4. We will recognise the importance of fair and balanced representations of visions for a sustainable future.
5. We will work together:
  - a. learning from and inspiring each other.
  - b. sharing relevant industry and audience insights and developing relevant metrics.
  - c. improving how we measure our impact.
6. We will communicate regularly with our colleagues, partners, and audiences so that we can all play our part in meeting this shared challenge.

## Regional News

Our regional news climate coverage increased during 2021, helping viewers see the relevance to their region of what was being discussed by the world leaders, experts and campaigners at COP26. Regional news recorded 95 hours of climate coverage across the year.

ITV presenter Alex Beresford fronted a series called Climate Changes, exploring the small changes people can make across their diet or transport habits that can have a big impact on their carbon footprint. As one of several regions producing half-hour specials on the subject, ITV Anglia came live from Denver in Norfolk to explore how rising sea levels could affect their region, and the ongoing efforts to combat it.



Laura Tobin in Svalbard, Good Morning Britain

***Svalbard is warming faster than anywhere else on Earth and the impacts of this are being felt closer to home than you might think. We broadcasted live from the high Arctic to show the reality of climate change to millions of Good Morning Britain viewers, who might not have seen this type of content before. Lots of viewers said they made changes to how they live because of what they saw.”***

**Laura Tobin, Meteorologist and Weather Presenter, Good Morning Britain, on the impact of her trip to the Arctic in the run-up to COP26.**

## **This Morning forest**

In 2021, This Morning bought their own forest with the aim of protecting it from being lost to other uses. It provides a fantastic platform to tell the story of climate change and the wellbeing benefits of being in nature. Broadcasting from the forest encourages viewers to do their bit, and also showcases the woodland’s flora and fauna that are critical to the planet’s future.

A full show came live from the forest as the new natural studio was revealed on 30th September 2021. The team used electric buggies and green energy-powered generators, while features included James Martin cooking his foraging finds and a sustainable fashion segment. Segments of the show are now regularly broadcast from the This Morning Forest.



The Morning Forest

## Dancing on thin ice with Torvill and Dean

The Olympic champions have spent a remarkable 45 years on the ice together – but astonishingly they'd never skated in the great outdoors. By following their travels into the remote wilderness to hunting for increasingly sparse wild ice on which to dance the bolero, viewers saw first-hand the impacts of climate change on the environment and on local communities. Urging everyone to play their part in reducing carbon emissions, Jayne and Christopher invited viewers to measure and reduce their own carbon footprint at [itv.com/footprint](http://itv.com/footprint).



## Soaps collaboration

In November 2021, marking COP26, Emmerdale and Coronation Street were part of a television first – an “all-soaps crossover” which saw five soaps and continuing dramas from three different broadcasters join forces to highlight the importance of climate change. Each featured an environment-related story, such as air pollution or meat-free Mondays, which was then referenced as a storyline in other soaps. For example Emmerdale’s Dr Liam made a rare appearance in EastEnders as their characters discussed his allotment initiative. The soaps concluded with representatives from each channel talking at COP26.

“

*Climate change is very important to us and it’s key that we keep on getting the message across through exciting and interesting stories.”*

**Jane Hudson, Executive Producer, Emmerdale**



## Prizes in on-air competitions

We committed to offering only electric or hybrid cars in our on-air competitions from May 2022. Our ambition is to switch to 100% electric cars as prizes in the future, as soon as supply allows us to do so.



# USING OUR CONVENING POWER TO BRING OTHER BRANDS WITH US



## ITV Home Planet

This commercial initiative brings brands with sustainable products and services together to showcase the changes that audiences can make to live more sustainably. It launched with an ad break takeover on World Environment Day in 2021 with innovative spots from brands like Volkswagen, Sainsbury's and Ribena, showcasing their commitment to environmental action with great results. Average brand perception

of "is a brand with strong green credentials" increased by 23%.

Home Planet grew throughout 2021, including partnerships between Co-Op and Coronation Street, as well as a Climate Action Week partnership with eBay in November to encourage consumers to sell unwanted items and purchase pre-loved ones as part of the circular economy. (See [page 50](#) for more information on Climate Action Week).



## CASE STUDY

# CLIMATE ACTION WEEK

Climate Action Week launched on 1st November alongside the COP26 talks in Glasgow. Climate action-focused editorial, commercial partnerships and marketing came together to raise awareness of the effects of climate change and to encourage viewers to take action.



It Takes a Flood



Joanna Lumley and the Human Swan

New commissions included It Takes a Flood; Joanna Lumley and The Human Swan; In Orkney – Britain’s Green Islands; Save Money: My Beautiful Green Home, and Love Your Garden also featured a sustainability focused episode.

Daytime shows and quizzes included special green content. Laura Tobin reported live from COP26 on Good Morning Britain, and shared cost-effective ways people can reduce their carbon footprint on ITV’s flagship current affairs programme, Tonight. The Martin Lewis Money Show joined the green theme with a live COP26 special.

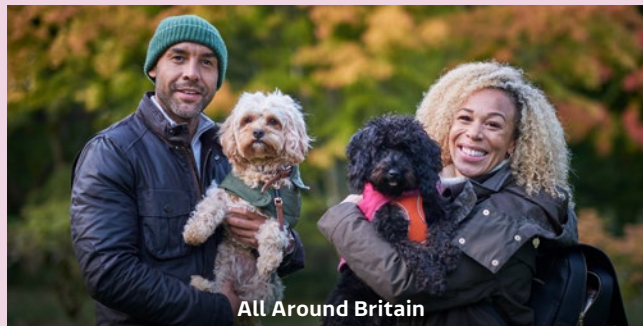
National and Regional News extensively covered COP26 and the issues around it, including through their series Last Chance to Save the Planet.



In Orkney - Britain's Green Islands



Save Money: My Beautiful Green Home



All Around Britain



Coronation Street



Little Changes, Big Impact campaign

A behaviour change campaign Little Changes, Big Impact, aired on ITV channels, reaching 28.7 million people with a light-hearted pair of ads which used famous ITV shows with a twist. Scenes in *The Masked Singer* and *Love Island* were interrupted by simple climate-friendly swaps. Viewers were invited to visit [itv.com/climateaction](https://www.itv.com/climateaction) for low-effort but high-impact tips on reducing their impact on the environment.

Beyond its on-screen programming and marketing, ITV organised and participated in a week-long series of editorially focused panel events at COP26. This included conversations with CEOs and content leaders from News, Sport, Weather and Drama.



## 2021 RESULTS

# 1 in 5

of the UK public were aware of ITV Climate Action Week.

# 1.1 million

As a result of the communications campaign, 1.1 million people made sustainable swaps and 2.2 million people considered the impact of their choices on the environment.

# GIVING BACK



**SOCCER AID FOR UNICEF 2021**

**SOCCER AID**  
itv unicef 

# WINNERS

 **SOCCER AID**  
itv unicef 



Soccer Aid for UNICEF

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



Watch our Giving Back Reel



### Context

Our audience and colleagues played a vital role in supporting both local and global communities as the pandemic continued. We supported the global effort to help people affected by Covid, through Soccer Aid for UNICEF, and we launched an ambitious new mentoring programme to help people from groups under-represented in the media industry to progress their early careers through support from ITV colleagues.

### GOALS

# Increase

the amount raised for Soccer Aid for UNICEF.

# 500

Deliver 500 mentoring partnerships by 2025.

### 2021 RESULTS

# £13,014,769

raised for Soccer Aid for UNICEF.

# 174

mentoring partnerships commenced.

# 19,132

children reached in schools through colleague outreach.

### Sustainable Development Goals



# SOCCER AID FOR UNICEF

Soccer Aid for UNICEF once again broke records in 2021, raising an all-time-high total of £13 million, roughly a 40% uplift on 2020. This brings the amount raised by Soccer Aid for UNICEF since its inception to an incredible £60 million.

This year marked the 10th Soccer Aid for UNICEF match and 15 years of partnership between ITV and UNICEF. In light of the continued global impact of the pandemic, teams of celebrities and former professional footballers rallied around the cause of “Us against Covid”. The money raised is helping UNICEF limit the spread of coronavirus and its impact on children’s lives around the world.

The match took place in September to a sellout crowd at the Etihad Stadium in Manchester. A star-studded lineup of celebrities and football legends battled it out for the title but after a dramatic goal from Lee Mack, the Soccer Aid World XI FC team won the trophy for a third year running. The show was broadcast live and exclusively on ITV and STV.

For the first time in Soccer Aid history, the match was supported by a bumper week of special, bespoke programming in the run-up to the 10th anniversary match.

- Lee Mack’s Road to Soccer Aid
- On Yer Bike for Soccer Aid
- Special episodes of The Cube, Tenable, Tipping Point, The Chase and Catchphrase,
- Special programming from This Morning, Loose Women, Martin and Roman Weekend Best and James Martin’s Saturday Morning

This year, donations were matched by the Children’s Investment Fund Foundation, meaning every £1 donated became £2 – up to £6.3 million.



On Yer Bike for Soccer Aid



Lee Mack’s Road to Soccer Aid



The Cube



Which of these is NOT a code of football? The Chase



Tenable



Tipping Point

## 2021 RESULTS

**£13,014,769**  
raised, breaking all records.

# ALEX SCOTT

We spoke to Alex Scott, who this year joined Soccer Aid for UNICEF stalwart Dermot O’Leary for the first time as presenter, about the record-breaking 2021 campaign.

## What is it about Soccer Aid that made you want to be a presenter for this year’s match?

I’ve watched the games for years and it’s a big date in the calendar that football fans look forward to. First because it’s a brilliant opportunity to support the amazing work that UNICEF do, and secondly because it’s a totally unique match. Seeing celebrities with a pretty varied range of abilities battling it out alongside some of the biggest names in football over the years never fails to entertain.

## What do you think made the 2021 show special?

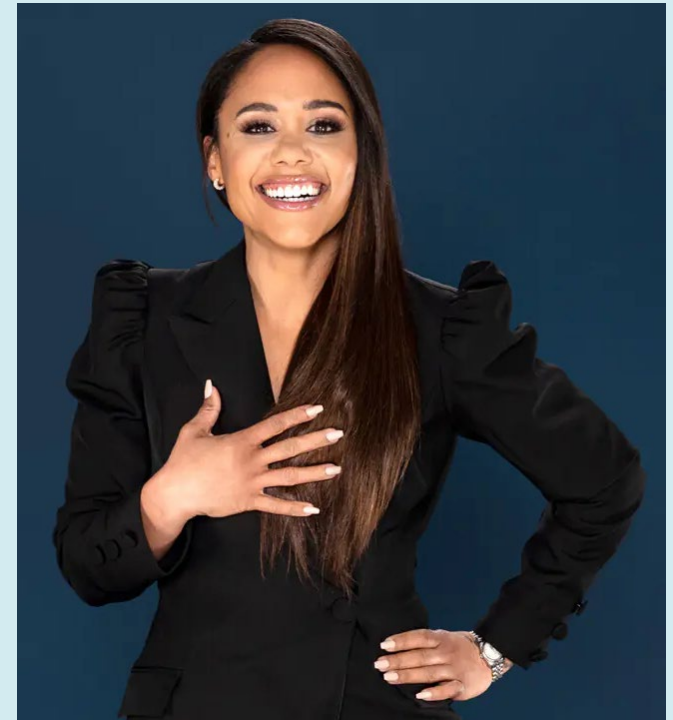
It was incredible to be back in a stadium with all the energy the crowd brings. We also had David Harewood’s spine-tingling speech at half-time where the stadium was totally dark apart from people lighting up their phone torches as they donated. Incredible how that, and all the donations, could support UNICEF’s work to deliver two billion vaccines worldwide, get kids back in school and help them get access to healthcare and nutrition.

## After honing his somewhat patchy skills in “Lee Mack’s road to Soccer Aid” do you think Lee finally managed to redeem himself by scoring that winning goal?

What makes football an exciting sport, and particularly this match, is that you never know what’s going to happen. While it was unexpected, I think Lee’s winning goal was a brilliant ending to the match, and a great reward for his training efforts in the documentary. Ultimately “Road to Soccer Aid”, and all the other brilliant shows and programme mentions in Soccer Aid Week, really helped to drive the big viewing figures (which peaked at four million viewers). There was a real sense of all the ITV shows getting on board this year – from Daytime, to quiz shows, to the specials – which all added up with our audience’s generosity to our record-breaking total!

## What’s next?

Soccer Aid is back in June 2022, so of course we’re aiming for another record-breaking year of fundraising. The match will have another incredible line-up, featuring some fresh faces that I’m really excited to see on the pitch.



Soccer Aid for UNICEF

# VOLUNTEERING

ITV encourages permanent and fixed-term colleagues to use up to three paid days a year to volunteer.

In 2021, ITV introduced two new schemes to enable impactful volunteering which would also support our Diversity and Inclusion objectives. We started a new mentoring scheme with long-term ITV partner Creative Access, and encouraged colleagues to help young people think about a career in media through a partnership with Education and Employers. ITV also helps young people develop work skills through taster and training days.



*I volunteered remotely with schools in deprived areas all over the UK, helping children in year 9 and 10 think ambitiously about their future career potential. It was amazing to see the impact on their confidence and open their eyes to jobs that match their interests and talents.”*

**Annabel Barratt, Senior Manager, Social Purpose**

## Creative Access Mentoring

In 2021, ITV set up a new partnership with Creative Access, an organisation that helps people from under-represented communities to access careers, to progress and to reach leadership in the creative industries. ITV colleagues provide six months of mentoring to people aspiring to start their careers in the field, and those looking to get to the next level after the first couple of years in their career.

150 mentoring partnerships kicked off in 2021 over two cohorts. Mentees from outside ITV get regular, dedicated time with an ITV colleague to discuss their career and get help in whatever they need, whether it's expanding their network, practising for interviews or advice on a current role.



MENTORING PROGRAMME





*I volunteered for SmartWorks in Newcastle, a national charity who support women back into work with free interview clothes, confidence building sessions and CV/job interview support. I feel really passionate about women supporting other women and this charity had this in abundance. It was a privilege to be a part of that even if it was just for a few days."*

**Amy Lea, Main Presenter, ITV Tyne Tees**



*I signed up to be a mentor as it's such a good way to help people move on through the industry and to remind more seasoned people of what it's like starting out."*

**Kevin Lygo, Managing Director, Media and Entertainment**



### Media Trust x ScreenSkills Early-Stage Talent Mentoring Programme

ITV Studios exclusively partnered with Media Trust to launch the Media Trust and ScreenSkills' Early-Stage Talent Mentoring Programme. The programme saw 24 early-stage mentees looking to progress their career in behind the camera roles in film and TV matched with industry mentors from across ITV Studios.

The mentees were drawn from groups that are traditionally under-represented in the screen industries; in particular women, Black, Asian and minority ethnic and disabled talent. The six-month programme matched one mentor to two mentees, and as well as one on one mentoring,

the entire cohort benefitted from professional development and skills enhancement workshops, panel discussions, and peer to peer mentoring – all delivered online.

### Education and Employers

ITV Studios led a new initiative in 2021 with the Education and Employers programme. Using a match-making system, teachers and careers advisors can find people working at ITV and connect with them, via virtual interactive sessions for young people at both primary and secondary school level. At a time where opportunities for young people have been so drastically reduced due to the pandemic, this initiative provides opportunities for them to learn more about future careers opportunities, digitally.



*I became a Creative Access mentor as I thought it was a great opportunity to work with someone keen to get into journalism. I was paired with a fantastic mentee and at the end of the six months she actually got a job with ITV as a trainee in Wales! I cannot tell you the pride I felt when she told me. Mentoring is very much two-way. I got so much from her. Her enthusiasm, drive and willingness to go the extra mile was infectious."*

**Kylie Pentalow, News Presenter ITV News West Country**

### 2021 RESULTS

**102**

ITV Colleagues volunteered in schools in 2021, visiting 79 schools who shared their content with over 19,132 students.

# SKILLS-SHARING WORKSHOPS FOR YOUNG PEOPLE

## ITV and Media Trust Workshop Day

In collaboration with Media Trust, we hosted a Creativity Works Workshop for 17 young people who are from groups under-represented in our industry.

The theme of the workshop was “The Future of Storytelling”, and six colleagues volunteered their time to deliver a series of sessions which explored brand and inclusive storytelling within ITV.

## Creative Access Masterclass

In September, we hosted a virtual masterclass, in collaboration with Creative Access, where four ITV colleagues from different parts of the business volunteered their time to give 111 attendees, who were either students or recent graduates, an insight into the creative industries and how to navigate them.

Each panelist spoke about their career journeys and gave attendees an insight into their current positions. They also gave advice on breaking into the industry, networking, freelancing and navigating creative industries during a pandemic.



# AWARDS

## ITV SOCIAL PURPOSE TEAM/ITV

### The Drum Awards

Social Purpose Team of the Year

### The Global Good Awards

Company of the Year (Gold)

## DIVERSITY & INCLUSION

### Asian Media Awards

Regional Journalist of the Year  
(Yasmin Bodalbhai)

Best Global Security Editor  
(Rohit Kachroo)

### Promax Awards

(Gold)

### The Creative Circle Awards

Best Tactical Press (Bronze)  
Best Press for Positive Change (Bronze)

## BETTER HEALTH

### Campaign Big Awards

Best Branded Content

### Corporate Engagement Awards

Most Effective One-off  
Campaign (Silver)

Best Combined Programme (Silver)

### Global Good Awards

Campaign of the Year

### Purpose Awards

Best Health Cause Campaign

### The Creative Circle Awards

Best Film for Positive change (Silver)  
Best Direct Execution/Campaign (Silver)  
Best Integrated Campaign (Silver)  
Best Social Media Campaign to  
Influence Positive Change (Silver)

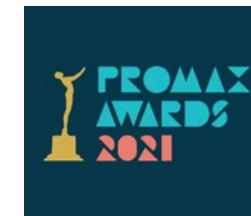
## CLIMATE ACTION

### Campaign Magazine

Ad of the Day

### Creative Pool Awards

Best Social Good Campaign



# MEMBERSHIPS & RECOGNITION



Disability Confident Leader



Member of Inclusive Employers



Valuable 500 member



albert – Member



SBTi – Science-Based Targets approved by the SBTi



Hampton Alexander Review – ranked 5th in the FTSE 100 for female representation for Executive Committee and Direct Reports



FTSE4GOOD Constituent of the FTSE4Good Index



ITV ISS OEKOM CORPORATE RESPONSIBILITY REVIEW Achieved Prime status



Responsibility 100 index – ranked 2nd out of FTSE100 and 1st for Equality



Achieved A- rating on CDP climate change, and A rating for CDP supplier engagement



Achieved Leader status



Stonewall diversity champions

# WHAT'S NEXT

In the fourth year of our strategic programme each focus area continues to deliver ever greater impact, both externally and internally.



Grace - Dead Simple

## BETTER HEALTH

Britain Get Talking will return in Summer 2022 with a campaign encouraging families and children to talk more, following the devastating impact of the pandemic on education, social experiences and mental health for a generation of kids.

We are also developing an evolution of the partnership between ITV2 and CALM, with a focus on encouraging even more young people to embrace the things that give them a boost when they're feeling low. Our focus in physical health will continue to be children, with another year of our Eat Them to Defeat Them and Daily Mile campaigns seeking to combat the effects of the pandemic.

## DIVERSITY & INCLUSION

In 2022 we will be broadening our focus, by prioritising representation of disabled people, as it's the area where we have the most work to do. ITV will continue to chair the Creative Diversity Network. The ITV networks will continue to bring our colleagues together to support one another, share ideas and drive crucial changes in our organisation.

## CLIMATE ACTION

We will keep integrating Climate Action further into our ways of working across ITV in 2022. Whether by ensuring that senior teams across all departments have objectives that support our strategy, by working more closely with our suppliers, or by doing more to engage our audience through unmissable content, we are continuing to set ambitious targets and mobilising everyone to reach them.

## GIVING BACK

Soccer Aid for Unicef will be returning in 2022 with an exciting new line-up and our sights set on another record-breaking total to support UNICEF's vaccination efforts.

For colleague volunteering, we will continue our focus on encouraging mentoring through our partnerships with The Media Trust and Creative Access. We hope this will continue to help colleagues volunteer remotely and also improve diversity and inclusion at ITV.



# THE DATA

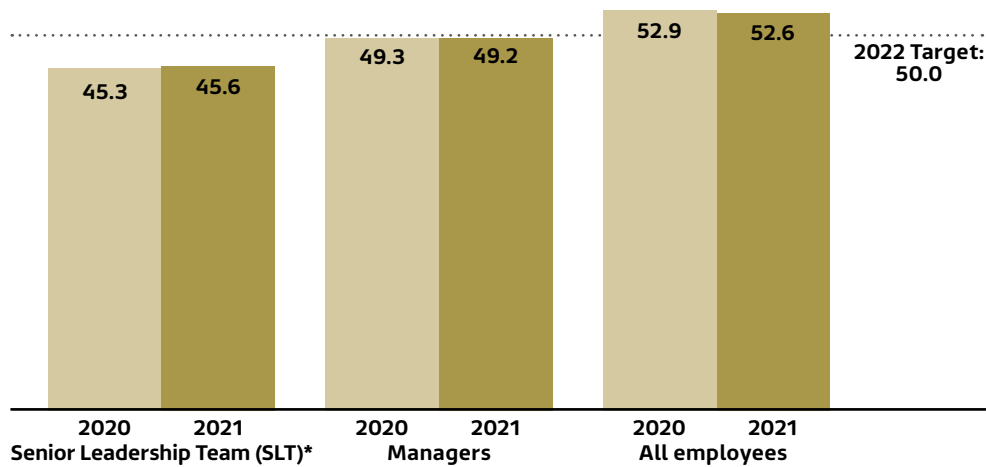
# DIVERSITY & INCLUSION

## UK workforce diversity data

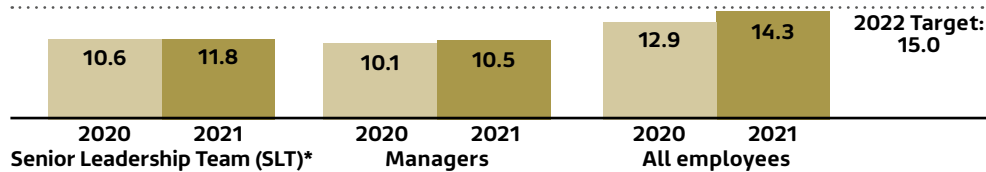
Based on disclosed population at 31 December 2021.

UK workforce benchmark: Female: 47%, Black, Asian & Minority Ethnic: 13%, Disabled: 17%, LGB+: 6.4%, Transgender: 0.8%, 50+: 31%.

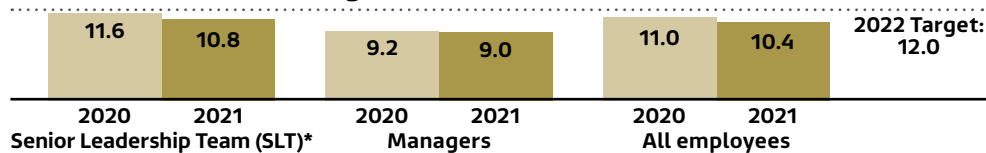
### Female %



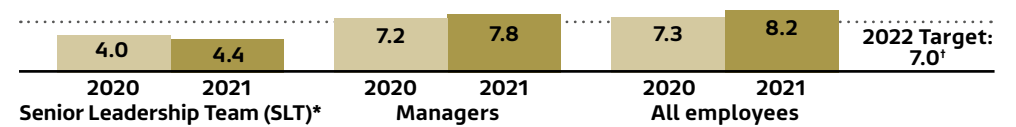
### Black, Asian & Minority Ethnic %



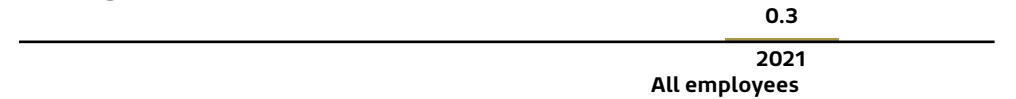
### Disabled or with a long-term health condition %



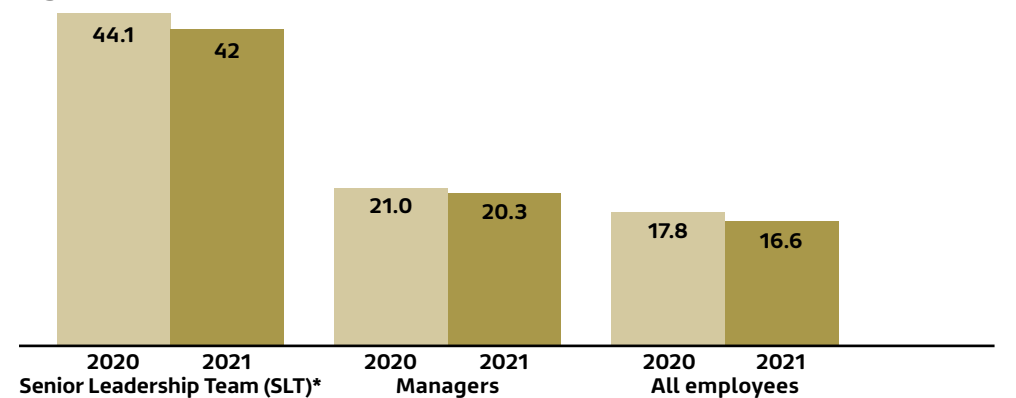
### LGB+ %



### Transgender<sup>s</sup>



### Age 50+ %



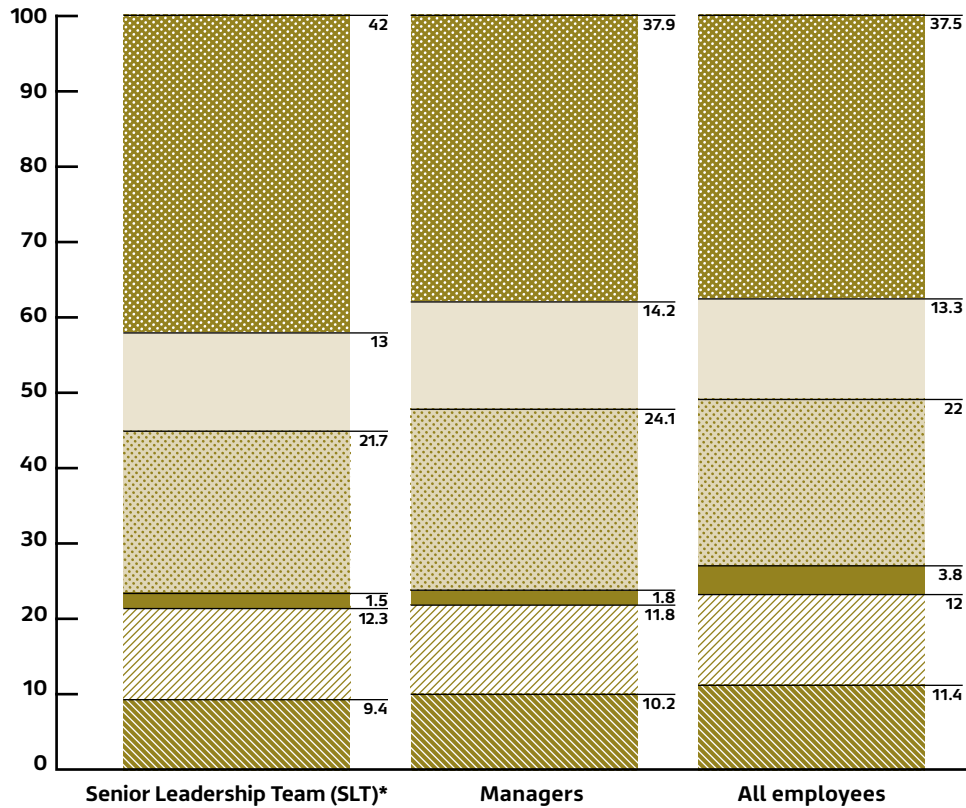
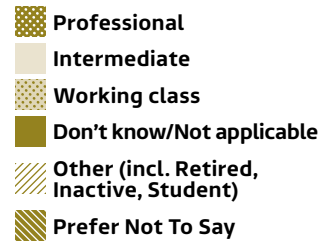
## Socio-economic background<sup>1</sup> %

UK workforce representation:

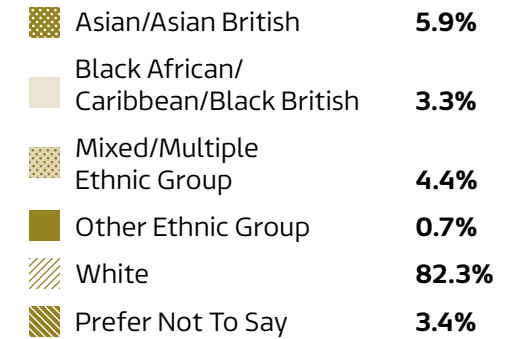
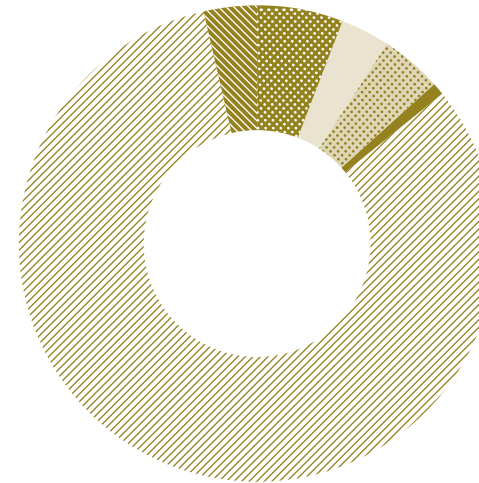
Professional socio-economic background<sup>1</sup>: 37%,

Intermediate socio-economic background<sup>1</sup>: 24%

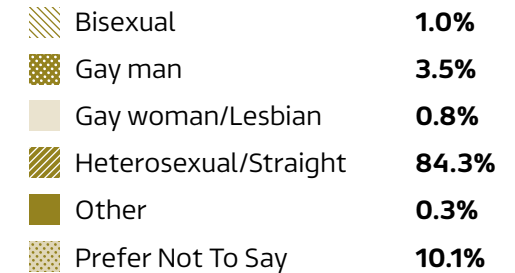
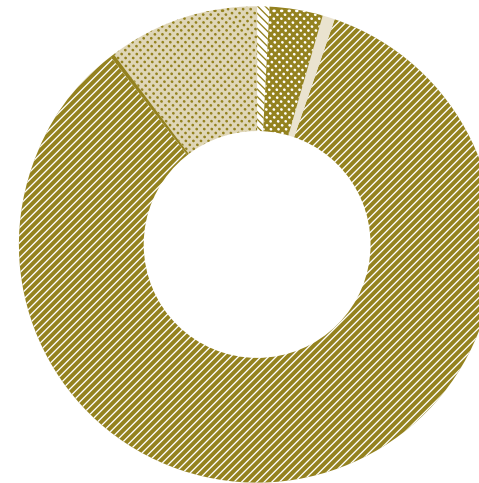
Working class socio-economic background<sup>1</sup>: 39%



## Ethnicity



## Sexual orientation



Figures include UK 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 diversity data. For benchmarking purposes, we have used labour market data from the Office of National Statistics as published in the Diamond: Fourth Cut report in 2020. Benchmark data on socio-economic background is from the Social Mobility Commission's report "Simplifying how employers measure socio-economic background".

\*Senior Leadership Team (SLT) includes the Management Board – there is no separate target for the Management Board as the numbers are too small, however, there is an expectation that this will also be representative.

<sup>1</sup>Our LGBT+ target combines sexual orientation and gender identity, but we measure and report these separately. Our target is based on estimated working population data in these communities. In Diamond: The Fourth Cut report, benchmarks are 6.4% LGB+ and 0.8% transgender representation.

<sup>2</sup>We have not broken down data on transgender and non-binary staff by management level due to low numbers.

<sup>3</sup>We have followed guidance from the Social Mobility Commission and categorised responses based on the NS-SEC category of the main wage earner's occupation when respondent was 14.

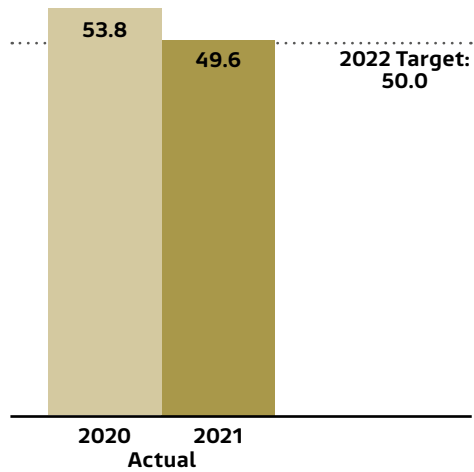
Figures include UK permanent and PAYE fixed-term employees only (it does not include freelance, contingent or agency workers) and are based on the number of employees who chose to disclose diversity data.



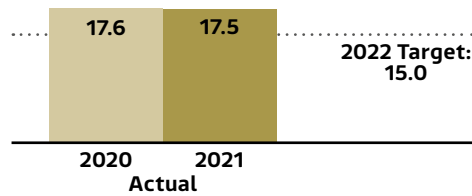
## On-screen contributions in UK-broadcast ITV programmes, 2021

UK population benchmark\*: Female: 51%, Black, Asian & Minority Ethnic: 12.8%, Disabled: 18%, LGB+: 6.4%, Transgender: 0.8%, 50+: 36%.

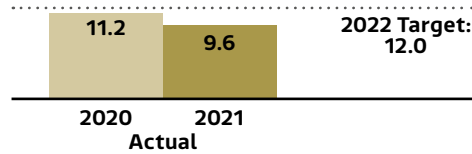
### Female %



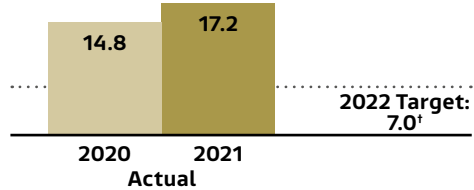
### Black, Asian & Minority Ethnic %



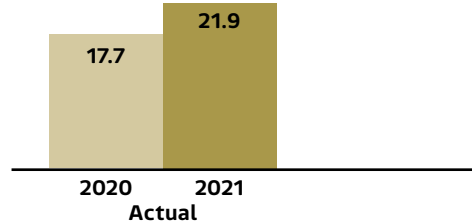
### Disabled or with a long-term health condition %



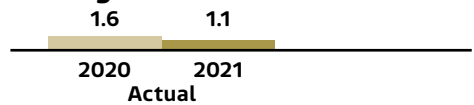
### LGB+ %



### Age 50+ %



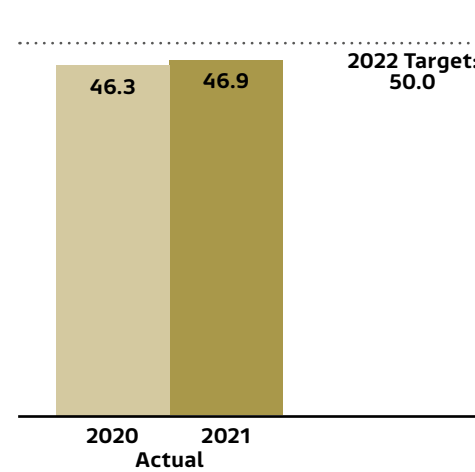
### Transgender %



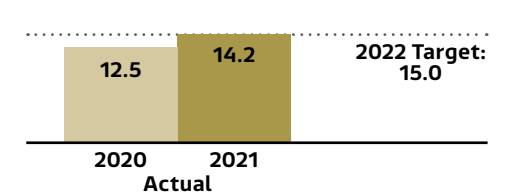
## Off-screen contributions in UK-broadcast ITV programmes (production teams), 2021

UK national workforce benchmark\*: Female: 47%, Black, Asian & Minority Ethnic: 13%, Disabled: 17%, LGB+: 6.4%, Transgender: 0.8%, 50+: 31%.

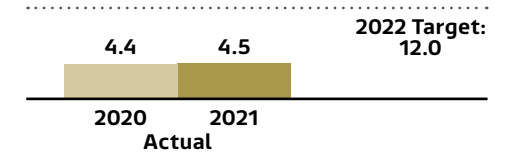
### Female %



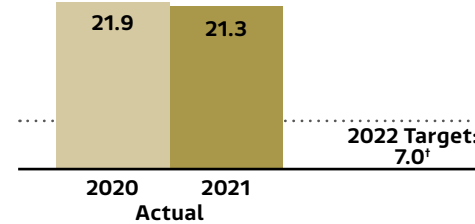
### Black, Asian & Minority Ethnic %



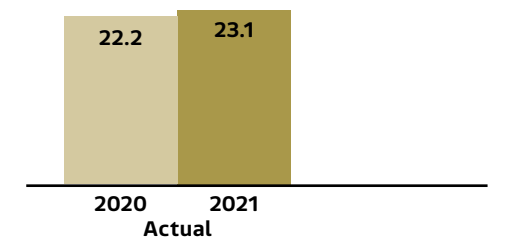
### Disabled or with a long-term health condition %



### LGB+ %



### Age 50+ %



### Transgender %



Diamond is an industry-wide data collection system for monitoring and reporting diversity in broadcasting. More information about Diamond can be found on the Creative Diversity Network website at [www.creativediversitynetwork.com/diamond](http://www.creativediversitynetwork.com/diamond). The 2021 figures relate to programmes broadcast between 1 August 2020 and 31 July 2021 based on 192,859 completed Diamond diversity forms from people working or appearing on these programmes. The 2020 figures relate to programmes broadcast between 1 August 2019 and 31 July 2020 based on 127,745 completed Diamond diversity forms.

<sup>§</sup> Some figures have been redacted due to low numbers.

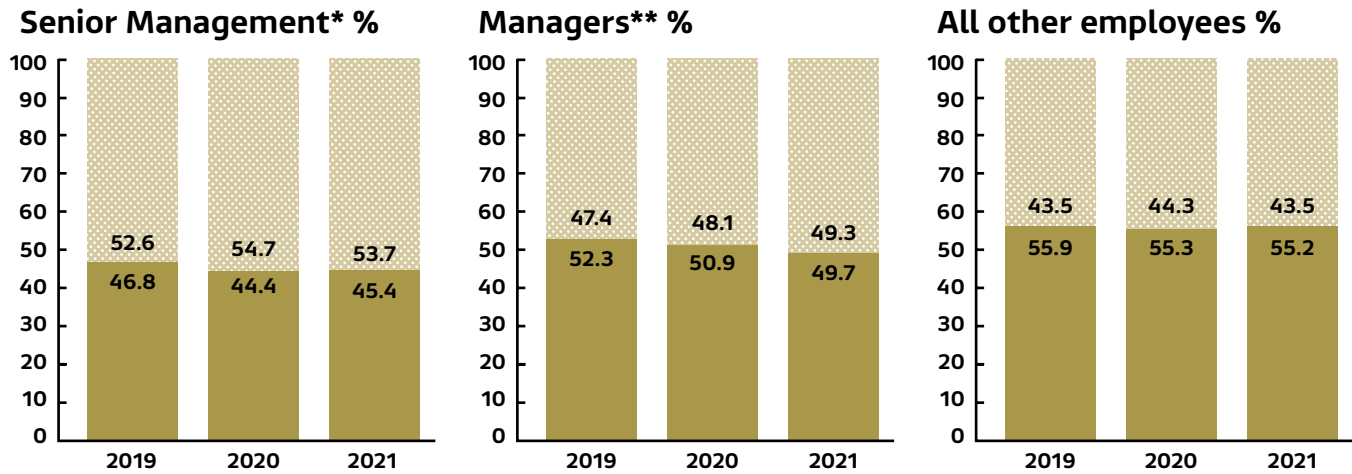
\*For benchmarking purposes, we have used data from the Office of National Statistics as published in the Diamond: Fourth Cut report in 2020.

<sup>†</sup>Our LGBT+ target combines sexual orientation and gender identity, but we measure and report these separately. Our target is based on estimated working population data in these communities.

In Diamond: The Fourth Cut report, benchmarks are 6.4% LGB+ and 0.8% transgender representation.

## Global gender split

Based on total headcount as of 31 December 2021.



\*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.

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

Ofcom quota = 35%

	2018	2019	2020	2021
<b>By value (%)</b>	38.3	48.3	47.1	To be published by Ofcom
<b>By volume (%)</b>	47.6	47.3	47.5	To be published by Ofcom

Ofcom Made Outside London programme titles register 2019.

## Percentage of ITV main channel (UK) programmes with access services in 2021

	ITV main channel*	Ofcom quota (ITV voluntary target)
<b>Subtitling (%)</b>	96.2	90.0
<b>Audio description (%)</b>	23.9	10.0 (20.0)
<b>Signing (%)</b>	7.6%	5.0

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

## UK apprenticeship scheme

	2018	2019	2020	2021
<b>Number of apprentices</b>	32	23	12 <sup>1</sup>	44
<b>Total employed by ITV (%)</b>	47.0	26.7	Finalised March 2021	13.6 <sup>5</sup>
<b>Total positive outcome (%)</b>	56.0	N/A*	Finalised March 2021	N/A

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.  
<sup>1</sup>Lower intake number due to pandemic restrictions in place.  
<sup>5</sup>Apprenticeship cohort has not finished yet. This % represents those who have already secured a permanent role at ITV before their apprenticeship end date.

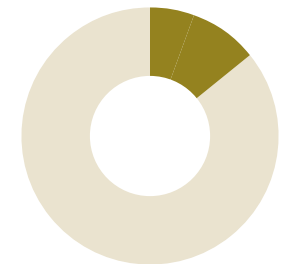
## UK spend and investment on training in 2021

Training	Spend
Leaders and Managers development	£130,000
High potential development programme	£100,000
All employees	£220,000
Senior Leadership Development Embedding agile principles Leading with agility	£295,500

This reflects central development spend in the UK and Internationally, and therefore excludes skills training for Studios and News

## UK leavers 2021

14.6% annual turnover for employees



# CLIMATE ACTION

## Global greenhouse gas emissions

Aside from the progress we have made on emissions reductions, notable changes in figures between 2020 and 2021 are also the result of improved accuracy in our data collection processes, changes in methodology and the impact of Covid 19 lockdowns on the business.

2021 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. 20% of our data set is based on estimated data. Estimates are calculated from previous consumption trends and published benchmarks. As part of our review of the operational control of reporting emissions, we expect that in 2022 the emissions for three transmission towers, which are currently included in scope 2, will be reclassified to scope 3. We will ensure all comparatives and our 2019 baseline will be restated to reflect this reclassification. We expect to remain ahead of our targets even with the reclassification.

\*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.

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

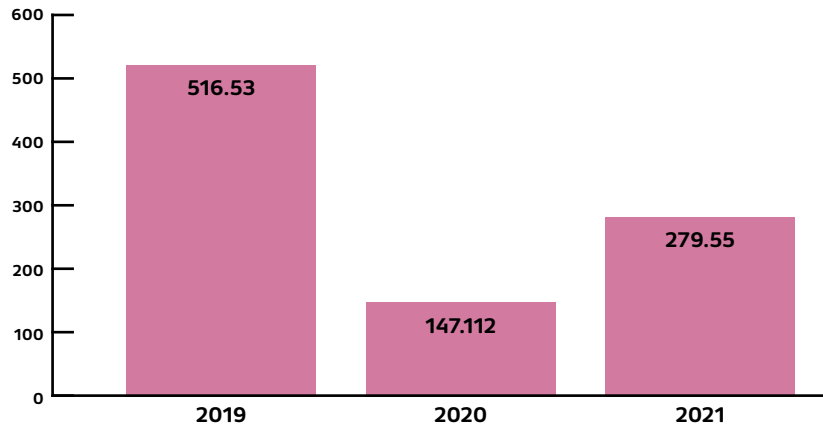
Aside from the progress we have made on emissions reductions, notable changes in figures between 2020 and 2021 are also the result of improved accuracy in our data collection processes, changes in methodology and the impact of Covid 19 lockdowns on the business.

We calculate and publish figures for all scope 3 categories for transparency. Our science-based target is an absolute contraction target covering 87% of our emissions in the baseline year, so our scope 3 reporting focuses on Purchased Goods and Services and Business Travel. Use of Sold Products represents emissions from consumers using energy to watch ITV content on devices, which are indirect use-phase emissions and are therefore excluded from our targets.

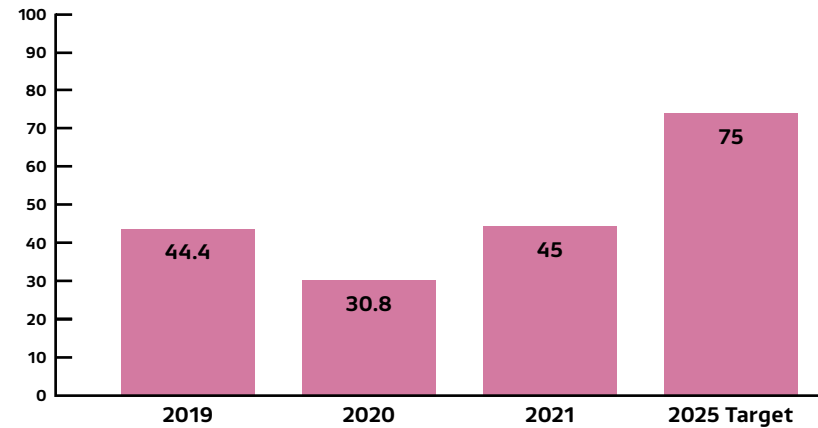
	2019	2020	2021	% change since previous year
<b>Total Scope 1 + 2 greenhouse gas emissions (tCO2e) – Market Based*</b>	<b>11,742</b>	<b>8,103</b>	<b>4,568</b>	<b>-43.6%</b>
<b>Total Scope 1 + 2 greenhouse gas emissions (tCO2e) – Location Based*</b>	<b>16,964</b>	<b>12,446</b>	<b>11,642</b>	<b>-6.5%</b>
<b>Total Scope 1 emissions – direct (tCO2e)</b>	<b>3,401</b>	<b>2,554</b>	<b>2,406</b>	<b>-5.8%</b>
Gas consumed (kWh)	12,103,134	2,735,648	6,817,898	149.2%
Gas emissions (tCO2e)	1,143	503	1,243	147.1%
Fuel oils consumed (litres)	151,764	126,329	5,211.00	-95.9%
Fuel oils emissions (tCO2e)	337	274	8	-97.1%
Vehicle fuel consumed (litres)	510,902	501,355	230,324	-54.1%
<b>Vehicle fuel emissions (tCO2e)</b>	<b>1,204</b>	<b>1,182</b>	<b>552</b>	<b>-53.3%</b>
Refrigerants consumed (kg)	441	278	285	2.5%
Refrigerants emissions (tCO2e)	718	595	603	1.3%
<b>Total Scope 2 market-based* emissions – indirect (tCO2e)</b>	<b>8,341</b>	<b>5,549</b>	<b>2,162</b>	<b>-61.0%</b>
<b>Total Scope 2 location-based* emissions – indirect (tCO2e)</b>	<b>13,563</b>	<b>9,892</b>	<b>9,236</b>	<b>-6.6%</b>
Total electricity consumed (kWh)	50,481,744	41,571,297	30,197,391	-27.4%
Total purchased renewable electricity (kWh)	20,428,904	18,170,931	24,541,933	35.1%
<b>Total Scope 3 – indirect (tCO2e)</b>	<b>890,333</b>	<b>773,664</b>	<b>712,301</b>	<b>-7.9%</b>
Purchased goods and services	382,305	345,097	318,418	-7.7%
Capital goods	836	1,779	1,488	-16.4%
Fuel and Energy-related activities	4,288	3,638	4,114.35	13.1%
Upstream transportation and distribution	7,374	1,713	16,029.73	835.8%
Waste	21	10	62.13	521.3%
Business travel	43,618	13,650	17,177	25.8%
Commuting	4,848	5,127	4,942.3	-3.6%
Upstream leased assets	24,336	8,760	11,244.1	28.4%
Use of sold products	399,534	373,578	312,504.3	-16.3%
Investments	23,173	20,312	26,321.2	29.6%
<b>Business efficiency metrics</b>				
Total revenue (millions)	£3,885	£3,260	£4,402	35.0%
Scope 1 + 2 emissions per unit/£m revenue (tCO2e)	4.37	3.82	2.6447	-30.8%
Total global headcount	6,416	6,273	5,987	-4.6%
Scope 1 + 2 emissions per employee (tCO2e)	2.6	2.0	1.9	-2.0%
% renewable electricity purchased	40.0%	46.0%	81.3%	76.7%

## Waste

### Dry mixed recycling (tonnes)



### % of waste recycled



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

UK Programmes	Broadcast by ITV	Produced by ITV
Number of programmes with albert certification	68	111
% of programmes with albert certification	57%	84%

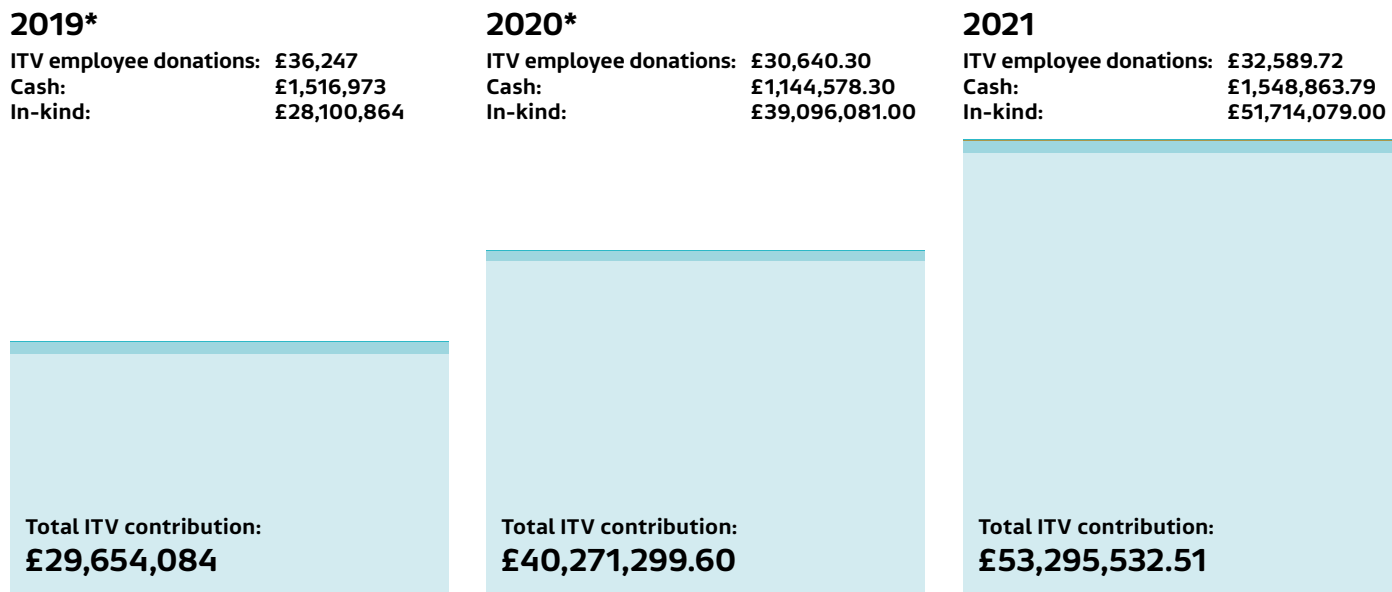
UK programmes broadcast by ITV: Includes programmes commissioned by ITV made by independent production companies.  
 UK programmes produced by ITV: Includes programmes made by ITV Studios, ITV owned production companies.  
 TV productions that implement sustainable production techniques can become albert-certified. For more information see the albert website.  
 In 2021, we introduced a new methodology for measuring albert certification.

## Completion of ITV's online Climate Action module (UK & International)

	2020	2021
Number of people completing the course	6,588	5,528
Total number of training hours	2,195	1,842

# GIVING BACK

## ITV's global charitable contributions, by source



\*We have changed our reporting methodology to focus solely on employee donations, cash and in-kind donations through marketing and editorial airtime. We have adjusted 2019 and 2020 to compare like-for-like using this methodology.  
 In-kind: Includes donations of ITV's programme or marketing airtime.  
 Cash: Donations to charities including celebrity prize money and other miscellaneous donations.  
 ITV employee donations: donations made by ITV employees via CAF Give As You Earn.

## UK volunteering data

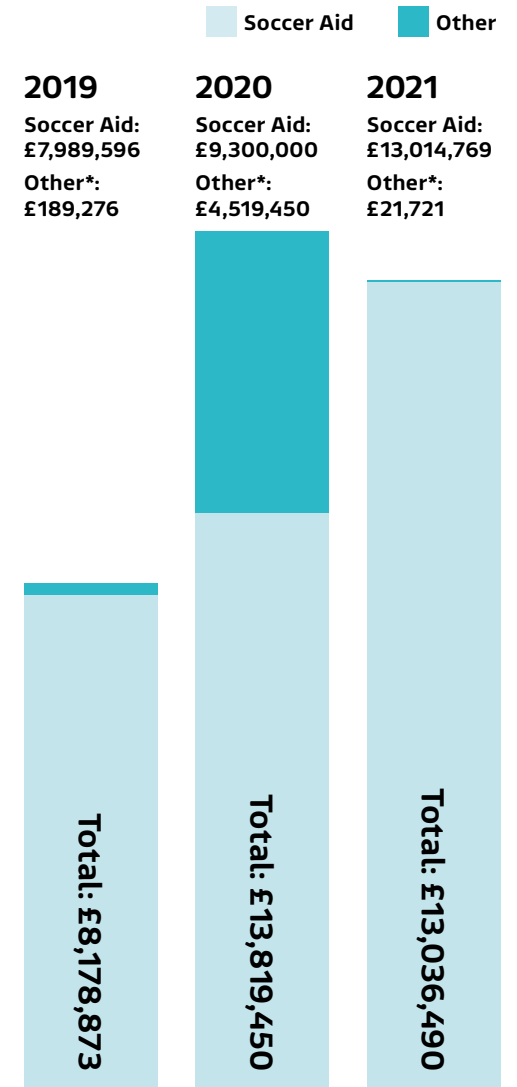
	2020	2021
Recorded number of volunteers	187	276

From 2020, ITV has focussed on measuring volunteering around our strategic priority of improving diversity and inclusion in the creative industries through school visits and mentoring.

## Footnotes

<sup>1</sup> Research carried out on behalf of ITV2 & CALM Date: January 2020; Sample: 1008 16-34 year olds\* results split between 16-24 and 24-34 Conducted by: YouGov  
<sup>2</sup> ONS – [www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/mappinglonelinessduringthecoronaviruspandemic/2021-04-07](https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/mappinglonelinessduringthecoronaviruspandemic/2021-04-07)

## UK public donations to ITV campaigns or appeals



\*Reduction in charity income from phonelines has reduced as audiences transition to free voting via show apps.

