



# ITV Energy Reduction Policy

## Purpose

ITV is committed to a programme of environmental protection, including the mitigation of and adaptation to the impacts of climate change from its business operations. As part of this commitment we are introducing a site-based energy reduction policy.

## Objectives and expected outcomes

We are setting ourselves a target to reduce energy use and associated carbon emissions by 15% over the next five years from 2008 to the end of 2012 using 2007 as the baseline. The target represents expected annual reductions of some 3.55 million kWh of energy.

## Strategy

### 1. Energy Reduction Programme

We aim to implement a programme of project work across the company to improve the energy efficiency of existing sites, plant and equipment to realise savings. New build and major refurbishment works will also be assessed where cost effective for low carbon and renewable technologies.

### 2. Investment Criteria and Business Case

We aim to use a simple payback period of 5 years or less to select projects for improvement. Longer term projects identified as offering considerable environmental benefits will also be considered. Proposals for investment will be subject to business option, appraisal and cost benefit analysis.

### 3. Education and Training Programmes

Encouraging good behaviour and providing training will be required in order to support technical projects. The intention is therefore to raise, through programmes of education and training the levels of energy awareness, good housekeeping and practice.

## Organisation

It is important that energy reduction is recognised as a management concern. In order to achieve our objectives, we will use existing organisational structures, relationships and communication channels constructively, setting up steering group(s) to put programmes into effect.

## Strategy

Realising and quantifying savings requires effective management systems to monitor and report on progress against our stated outcomes or targets. These systems will not only be important for supporting our policy but also in ensuring that we meet current and future UK energy regulation which will require robust data.

### Progress Reports

We aim to prepare, annually and quarterly, management reports to enable us to evaluate, review and monitor our performance against the expected outcomes.