



Responsibility

Creating change for good

ITV Responsibility
Corporate Responsibility Summary Report 2015

Contents



A message from Adam



Corporate website
We maintain a corporate responsibility website at itvresponsibility.com containing a wide range of information including:

- Reports
- Policies
- Toolkits
- Latest news

ITV Responsibility
Corporate Responsibility Summary Report 2015

This report is designed to be viewed online to save paper and to allow for greater accessibility. If you would like this report in an alternative format please contact **+44 (0)113 222 7024** or responsibility@itv.com

Key

- Read more content within this report
- Read more content online



At ITV, we pride ourselves on being at the heart of popular culture. At the core of our business is a focus on creativity and content.

To continue to be commercially successful, it's essential that we make and broadcast programmes in a responsible and sustainable way.

We want to create world class content through our production business and attract the largest possible audiences to our family of channels. To succeed we must make sure we employ the best talent and produce content that appeals to our audiences.

As a broadcaster, we recognise our privileged position; an ability to reach over 40 million people a week, and we believe that our social purpose is to harness the influence of our most-loved and most-watched programmes to create change for good. Whether that's through mainstreaming a social topic on daytime TV, being inclusive in our game shows, raising millions for charity, or raising the bar on reducing the environmental impact of the world's longest-running soap. The combination of these efforts is to use our significant presence in millions of homes to bring about positive change.

Although there's still a long way to go, we're making progress and it's important to highlight these achievements. *Coronation Street* has been recognised as an industry leader in environmental sustainability and is committed to investing in diverse talent and contributing to communities, a fitting tribute to the show's creator, Tony Warren MBE, who passed away this year.



Adam Crozier, Chief Executive

About us

ITV is an integrated producer broadcaster, creating, owning and distributing high-quality content on multiple platforms. We're the largest commercial family of channels in the UK and home to some of the nation's most-loved and most-watched programmes.

We first began broadcasting back in 1955 and today, we're an integrated producer broadcaster, operating the largest commercial family of channels in the UK, as well as delivering content on demand through numerous platforms directly and on the ITV Hub.

Our main channel, ITV, is the largest commercial channel in the UK. Our family of channels including *ITV*, *ITVBe*, *ITV2*, *ITV3*, *ITV4* and *CITV* are broadcast free-to-air, and we also have the pay channel *ITV Encore*. We deliver our programmes across multiple platforms including *itv.com*, mobile devices, video on demand and third party platforms.

ITV Studios is a global production business, creating and selling programmes and formats from offices in the UK, US, Australia, France, Germany, the Netherlands and the Nordics. It's the largest and most successful commercial production company in the UK, and the largest non-scripted independent studio in the US. ITV Studios Global Entertainment is a

leading international distribution business, offering a catalogue of over 40,000 hours of world-class television and film.

We're proud to be at the heart of popular culture, reaching 80% of the nation's TV-watching population each week. Internationally, we've continued to grow with operations in 10 countries and more than 6,200 colleagues based across the globe.

Did you know...

ITV was the exclusive home of the Rugby World Cup 2015 in the UK, which, according to World Rugby, was "the biggest and best, with record attendances and reach". The final was watched by 120 million people worldwide

More than 40,000 hours of TV and film have been sold by ITV Studios Global Entertainment, our international distribution business



7,000+ hours of original content produced in 2015

ITV Studios America is the largest, non-scripted indie in the US

27 platforms carry our content

We reach around 80% of the UK TV-owning population each week

Where we are
We have offices in the UK and Ireland...



From Norwich to New York, we have more than 6,000 people across the globe, including Europe, Asia, Australasia and the US

Our channels

ITV broadcasts a wide variety of content on our family of free-to-air channels. Alongside our main channel, ITV, sit our digital channels *ITV2*, *ITV3*, *ITV4*, *CITV* and *ITVBe*. We also launched our first pay channel, *ITV Encore*, exclusively on Sky.

In addition to linear broadcast, our content is delivered across multiple platforms. This is either through the ITV Hub, now available on over 27 platforms including ITV's website and pay providers such as Virgin and Sky, or through direct content deals with services such as Amazon, Apple iTunes and Netflix.



Our approach



To continue to grow our business in a responsible and transparent way whilst harnessing the power of the nation's most-loved and most-watched programmes to create long-term change for good.

“It's essential that we operate as a responsible and transparent business, displaying the values that our stakeholders expect and admire.”

Here at ITV, we want to continue to build a creative, commercial and global organisation.

Our strategic priorities are to maximise audience and revenue share from our free-to-air broadcast and video-on-demand business; grow our international content business; and build a global pay and distribution business. To do this, it's essential that we operate as a responsible and transparent business, displaying the values that our stakeholders expect and admire, and continue to build pride and loyalty towards our brand.

As the largest commercial broadcaster in the UK and a growing international business, we have a unique asset in being able to reach millions of people on a weekly basis through our programmes and content. Our reach and visibility comes with not only a responsibility, but also an opportunity to affect long-term positive change.

Our Responsibility strategy focuses on three pillars:

People, Planet and Partnerships. Each pillar highlights the risks and opportunities that are most relevant to us, and we've made four commitments under each one that incorporate our main assets and business operations.

Most-loved, most-watched

Our commitments apply to our entire programme schedule but it's important to focus our efforts where we know we can have the greatest impact. Some of our most popular programmes in the UK can attract audiences of over 10 million and reach over 80% of the UK population.

Whether it's a one-off show or a longstanding favourite, our approach towards most-loved and most-watched considers not only audience numbers but also the frequency in which a programme airs.

We have identified our top programmes by 'viewer minutes' that is, the average audiences multiplied by a programme's duration across the entire year, and we're targeting these big hitting shows as a priority. This represents 70% of all viewing to the main ITV channel in 2015.

Our three priorities:

People

To reflect modern society through our programmes, workforce and services, ensuring we're relevant and accessible to all.

It's essential for us as a commercial broadcaster to continue to attract the largest possible audiences to our channels and content. This means we must reflect, represent and appeal to the breadth of communities that characterise modern society.

Planet

To increase awareness of environmental sustainability through our programmes whilst minimising the environmental impact of our operations.

The production of programmes relies on the use of resources, so having the right frameworks and tools in place to minimise the environmental impacts is essential to our success. Beyond our own direct impacts, through our audience reach and value chain, we have an opportunity to create long-term change by bringing environmental awareness and sustainable behaviour into the heart of popular culture.

Partnerships

To harness the power of our programmes and empower our people to make a difference to communities and causes.

Everyday, our programmes give us the chance to share stories and raise awareness of social topics and champion causes to millions of people. Through a combination of our on-air appeals and campaigns, along with more localised support through community engagement and volunteering, we're committed to inspiring, engaging and empowering our stakeholders to make a difference.

Our four commitments:



Leveraging our on-air reach

As a broadcaster at the heart of popular culture, everyday we have the opportunity to use our reach to millions of people, to have a positive impact on society.



Leveraging our people

From script writers to sales teams to runners, our workforce is our strongest asset. We want to empower colleagues to create long-term change for good.



Responsible business day-to-day

Our goal is to embed responsibility at the heart of everything we do, making sure that each area of our business is equipped and empowered to make a difference.



How we work with others

We work with a huge number of individuals, organisations and businesses. Through these relationships we have an opportunity to engage others to create positive change.

How we do business



We produce content to entertain a wide range of audiences and doing this in a transparent and accountable way is a fundamental part of how we do business.

We're regulated by Ofcom, which is responsible for licensing all UK commercial television stations.

In accordance with the conditions of our broadcasting licences, we follow the Ofcom Broadcasting Code. The code sets out the principles and practices required for compliance with all relevant legislation including guidance on impartiality, protection of under 18s, religion, fairness, privacy and advertising.

The licences also specify standards and quotas for subtitling, audio description and signing and also regional (outside of London) programme making. More on how we're doing in these areas can be found in the People and Partnerships sections of this report.

We have a comprehensive compliance and risk management framework to govern our legislative and regulatory obligations. We have a set of policies outlining what we expect of our colleagues and suppliers, including a Code of Conduct, Anti-Bribery Policy, Equal Opportunities Policy, Environmental Management Policy and Appeals & Social Action Guidelines.

For more information on our risk management framework see the ITV plc Annual Report and Accounts 2015.

Leadership

Our Responsibility programme is supported by our Responsibility Strategy Board. The board is made up of 10 directors from across the business and is chaired by Andrew Garard, Group Legal Director and Company Secretary, who reports to Adam Crozier, Chief Executive.

The Responsibility Strategy Board takes overall accountability of our Responsibility strategy, gives direction and monitors progress, making sure our activities align with our business plan.

For more information on our governance structure see the ITV plc Annual Report and Accounts 2015.

It's essential that corporate responsibility is embedded into our core business plans, so we work with the different areas of the business to identify how they can own and contribute towards the delivery of our priorities. The Responsibility team advise and facilitate action around the business, as well as developing and managing specific initiatives until they become part of everyday business.

Throughout 2015 and into 2016, we've continued to build upon our Responsibility strategy.

Our vision is to be a responsible television producer broadcaster; known for driving sustainable solutions for our industry and influencing positive behaviour change in society.

This means our content needs to reflect and be accessible to modern society, address current social topics, and have a positive impact on our environment and value chain. Like our legal and regulatory obligations, these commitments are fundamental to our long-term business strategy and success.

“The Responsibility Strategy Board takes overall accountability of our Responsibility strategy, gives direction and monitors progress, making sure our activities align with our business plan.”

Collaborative working

The size and scale of our operations means we're in a position to influence positively our industry and strive for a future that's both profitable and sustainable.

Our corporate responsibility priorities, by and large, affect our industry as a whole, like increasing employment accessibility to our industry, diversity both on-screen and behind the scenes, improving accessibility of our services and reducing the environmental impact of television production and broadcast.

We recognise that to have the greatest impact and deal most effectively with these complex industry-wide issues, we often need a strategic approach. That's why over the years, we've forged strong partnerships and supported forums that enable us to work collaboratively and effectively with a range of organisations including other UK broadcasters, some of which are highlighted below.

We're members of Business in the Community, the Prince's Responsible Business Network. Their members work together to tackle a wide range of issues that are essential to building a fairer society and a more sustainable future.

For more information see bitc.org.uk

We're also members of the Media CSR Forum, a partnership between 25 leading companies in the UK spanning the full range of the media spectrum. The Forum shares and promotes best practice around social and environmental performance, identifies areas for prioritisation and runs collaborative projects and events on key issues.

For more information see mediacsrforum.org

People

We're a founding member of the Creative Diversity Network (CDN). The CDN brings together organisations that employ and/or make programmes across the UK television industry to promote, celebrate and share good practice around the diversity agenda.

For more information see creativdiversitynetwork.com

Planet

We're a founding member of the albert Consortium, chaired by the British Academy of Film and Television Arts. The Consortium works to raise the profile of sustainability in the industry, championing sustainable production techniques and providing the tools and guidance to reduce the impact of moving-image media production on the environment.

For more information see wearealbert.org

Partnerships

Forging partnerships with a variety of organisations such as Media Trust, Do-it Trust, numerous charities and government, enables us to deliver programmes and initiatives that empower viewers and colleagues to make a positive difference to communities and causes - at regional, national and international scale.

For more information see mediatrust.org and do-it.org

2015 highlights and achievements



CR Summary Report 2015

2015 was another busy and successful year for us. Although there's still lots to do, we've successfully delivered numerous high profile appeals whilst continuing to embed sustainability across our business operations.

Our Social Partnership framework, introduced across our programme supply chain, has extended progress beyond our own activity. Here are some of our highlights and achievements from the past 12 months.

- People
- Planet
- Partnerships
- Leveraging our reach
- Leveraging our people
- Responsible business day-to-day
- How we work with others

since 2014

14%

increase in on-screen BAME representation across our most-loved most-watched programmes

Achieved the Positive about Disabled People

Two Ticks

symbol

First broadcaster to hold the

Living Wage accreditation

and pay the London Living Wage

Exceeded our voluntary target, set by the RNIB,

of 20%

audio description

Coronation Street

won the inaugural Film and Television award for sustainability at the Observer Ethical Awards

Delivered over

545

total training hours on environmental awareness and action

Over

90

ITV productions used the albert carbon calculator to estimate their environmental impact

100%

renewable energy use in the buildings that we own

Over

£37 million

contributed through cash, in-kind support and public donations to charitable causes

Our people volunteered over

1,160 hrs

of their time for a cause they care about

Over

30 hrs

of airtime dedicated to charitable causes through our campaigns; empowering our viewers to make a difference

Over

700

14-25 year olds participated in our programmes to engage and inspire young people



People:

To reflect modern society through our programmes, workforce and services, ensuring we're relevant and accessible to all



People



Appealing to large audiences and accurately reflecting the make-up of society across our programmes and channels is an important element to our success.

See itvresponsibility.com/people

Our commitments



Inclusive programming

To ensure our programmes accurately portray the diversity of modern society by the people on-screen and the editorial content.



Inclusive workforce

To ensure our workforce reflects the diverse make-up of modern society to foster creativity and to ensure our programmes and services are relevant to our audiences.



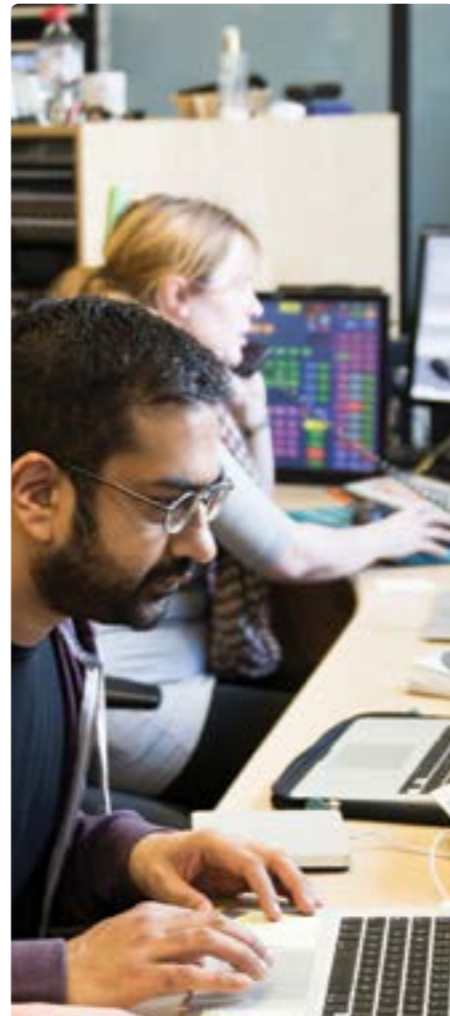
Inclusive culture

To build awareness and capacity and create a culture that attracts, develops and retains the best talent possible and enables everyone to be their best.



Inclusive access to programmes and services

To work with our supply chain to encourage inclusivity standards and to make sure our services are accessible.



Behind the scenes, we also know that diversity leads to greater creativity and better decision-making.

Our goals

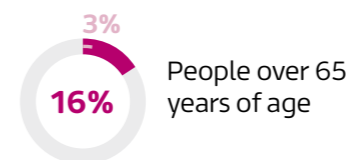
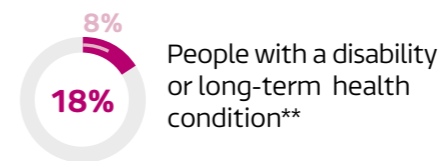
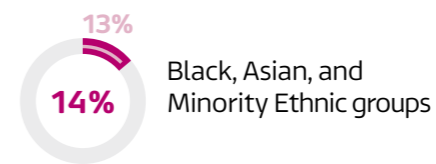
Diversity and inclusion

With 75% of our workforce based in the UK, our priority is to embed our commitments at the heart of everything we do within the UK. Our longer term plan is to ensure our best practice and policies are applied across our business globally.

Although the make-up of modern Britain is constantly changing, the latest census in 2011 from the UK's Office for National Statistics is the most accurate means for us to benchmark both our on-screen and workforce diversity. It gives useful insight as to what we should be aiming for in terms of on-screen portrayal (full population) and for our workforce (working or looking for work population).

It's important to highlight that under the Equality Act 2010, it's unlawful to discriminate, positively or otherwise, on the basis of a protected characteristic like ethnicity or age. Our approach isn't based on setting quotas, rather that we have aspirational goals to reflect modern Britain by implementing shorter-term positive action initiatives and creating a long-term culture of inclusion.

- Full population
- Working or looking for work



Source: Office for National Statistics, 2011 Census aggregate data (England and Wales). The LGBT figure is Stonewall's recommended estimate.

* ITV recognises that transgender reflects an individual's gender identity and not their sexual orientation. We are working with Stonewall and the trans community regarding how we capture representation for reporting in the future.

** Under discrimination law, disability is defined more generally. The Equality Act 2010 provides that someone is disabled where they have a physical or mental impairment, and that impairment has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities. This could include a visible or physical disability, but also less visible disabilities such as dyslexia and mental health conditions.

Accessibility

Ofcom's Code on Television Access Services sets targets for subtitling, audio description and signing. For 2015, these were:

Subtitling:
90% of our broadcast output

Audio description:
10% of our broadcast output, although we set ourselves a target of 20%

Signing:
5% of our broadcast output

People continued



How we're doing

Inclusive programming

Against a 2013 baseline, on-screen diversity representation across our most-loved most-watched UK broadcast programmes has remained fairly static, except for Black, Asian and Minority Ethnic (BAME) and lesbian, gay or bisexual representation which have seen increases.

BAME representation is now at 13.0%. Whilst this is still 1% below our aim for 2016 and the census, it's a 14.0% increase compared to 2014 when we launched the Social Partnership. A big focus going forwards will be on disability.

For more information on the Social Partnership see page 40

TV on-screen portrayal for our 'most-loved most-watched' programmes*

Personal characteristic	2015	2014	2013
Age 55+**	16.2%	13.7%	16.2%
Black, Asian and Minority Ethnic	13.0%	11.4%	9.4%
People with a disability or long term health condition	0.7%	0.6%	0.7%
Female	49.7%	50.6%	50.3%
Lesbian, gay or bisexual	4.1%	3.1%	2.7%

Based on 80% of programmes returning data. The figures are based on 'perceived' characteristics, i.e. what a viewer may interpret from what is being portrayed on-screen.

* See page 4 for a description of our 'most-loved most-watched programmes'

** Age range is different to the census due to the data capture methodology. We will look to align this for future reporting.

Inclusive workforce

Overall diversity of our UK workforce remains stable, however BAME representation has increased by 30.5% since 2013 to 7.7%. Throughout 2015, a number of measures were taken such as a full audit of recruitment practices, diversity awareness training and initiatives to access diverse talent pools.

In 2016, we're asking all colleagues to check and update their personal information in our systems to improve on our current circa 70% coverage. We'll also continue to build on policies and practices with a particular focus on disability, BAME and senior women and look to monitor the impact through our joiners and leavers data.

ITV UK workforce

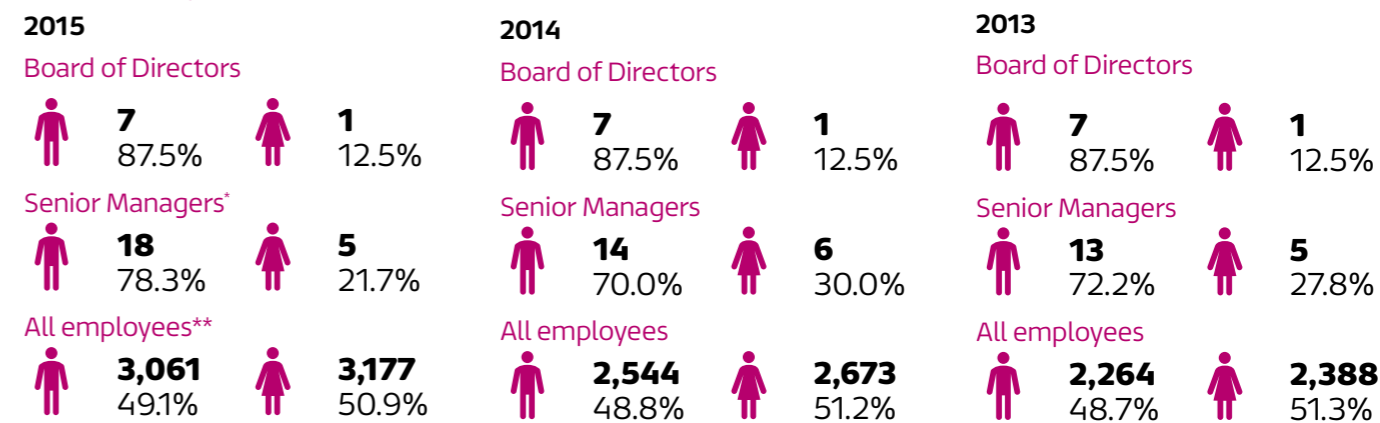
Personal characteristic	2015	2014	2013
Age 65+	0.7%	0.8%	0.8%
Black, Asian and Minority Ethnic	7.7%	6.6%	5.9%
People with a disability or long term health condition	1.3%	1.4%	1.3%
Female	51.7%	51.8%	51.9%
Lesbian, gay or bisexual	3.4%	3.2%	3.3%

Figures include 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.

Inclusive workforce continued

Overall gender split remains balanced across the total international workforce. Increased female representation within senior management is a particular area of focus for 2016. We're looking at measures like succession planning, mentoring and networks to improve gender balance at more senior levels.

ITV Gender Split



* All of the female senior managers were directors of consolidated Group companies.

**Figures based on headcount as at 31 December 2015.

Inclusive culture

Our employee engagement score remains well above industry benchmarks at 89%. Active networks like *ITV Pride* and *ITV Ambassadors* connect colleagues and act as a way to identify further opportunities to make ITV an even better and more inclusive place to work. We also want to enable everyone to be their best at work and are the only broadcaster to have a group-wide licence for Texthelp's Read&Write Gold literacy tool. We want to gain further insights into the make-up and needs of our workforce so that we can provide the tools for a more inclusive working environment.

For more information on *ITV Pride* see page 18

Inclusive access to programmes and services

We continue to exceed the Ofcom quotas for subtitling, audio description and signing and measure year-on-year against our total transmission hours. Working in partnership with RNIB, Action on Hearing Loss and our own in-house signing service, *ITV SignPost*, more than 85% of our content is subtitled across *ITV*, *ITV2*, *ITV3*, *ITV4* and *CITV*, and 20% or more of content across *ITV*, *ITV2*, *ITV3*, *ITV4* and *CITV* is audio described. In 2016, we'll continue to increase accessibility of our products and services, with a focus on content across Video On Demand platforms, a growing area of our business.

For more information on *SignPost* see page 19

People continued



Day-to-day, we're consciously mindful of diversity and proud of what we all achieve. Viewers need to see a reflection of themselves – how can we expect them to connect if they don't?"

Sue Walton, Editor and Commercial Development Executive for Lorraine

Lorraine champions diversity at breakfast

Lorraine is one of the UK's most-loved breakfast programmes featuring guest interviews, news, human-interest stories and lifestyle features. Hosted by Lorraine Kelly, the country's longest-standing breakfast presenter, it reaches an audience of 3.2 million viewers daily.

The editorial team has taken steps to increase on-screen diversity with great results. Fashion models are diverse in terms of ethnicity as well as body shape and size. Lifestyle features have included cookery with Shelina Permalloo and Levi Roots and in 2015, journalist Amol Rajan, Editor of The Independent, joined *Lorraine's* on-screen family as a news reviewer.

The *Lorraine* team are also making conscious decisions to represent the disabled and Lesbian, Gay, Bisexual and Transgender communities in an authentic way.

Whilst viewers are still predominantly white, we've seen a 16.2% increase in Black, Asian and Minority Ethnic audiences since 2014. By moving with the times, *Lorraine* is continuing to engage audiences and increase share of viewing.

Amol Rajan on Lorraine

ITV News' got talent

Reaching over 24 million viewers every week, *ITV News* brings breaking stories to huge audiences across UK regions. Our award winning News teams recognise that reflecting the stories of modern Britain's diverse community is essential for growing audiences.

Ensuring that our broadcasters and journalists represent and understand our audiences is a priority, so nurturing and developing the next generation of diverse journalistic talent is essential.

The *ITV News Traineeship* is a nine-month programme that offers at least 10 salaried positions working alongside our News teams across the regions. Candidates don't need professional qualifications or a particular level of education, just a real and demonstrable passion for journalism. Over the last five years, by promoting opportunities through established diversity forums, 35% of *ITV News* Trainees have come from Black, Asian and Minority Ethnic (BAME) backgrounds and we've seen participants move on up through the ranks – some have gone on to become on-screen journalists and producers for our regional news programmes.

ITV News also supports an ongoing programme, in partnership with Creative Access, that provides opportunities for paid internships for young people from BAME backgrounds. Interns receive training and gain first-hand experience in roles from 6 to twelve months. In 2015 we welcomed six interns with a further eight selected for 2016.



My internship was an invaluable opportunity, which offered me a doorway into ITV News and has helped to shape my career path, and strengthen my drive and ambition."

Lydia Hamilton, former intern at ITV Meridian, now a production journalist at ITV Channel

Lydia Hamilton, a production journalist at ITV Channel

People continued



“

ITV Pride is dedicated to raising LGBT awareness across the Company. With double digit growth in membership since its launch in 2012, we strive to be relevant to all ITV Pride members located across the business. Working with HR and Resourcing & Development and programme editorial teams, we are right at the heart of popular culture.”

Matt Scarff, Director of Creative and Events, Chair of ITV Pride

Full of pride

Launched in 2012, *ITV Pride* has provided a key link for our Lesbian, Gay, Bisexual and Transgender (LGBT) community across our UK and international sites. With membership growing every year, the network has played a vital role in translating diversity and inclusiveness commitments and policies into benefits for the whole of ITV. With a refreshed brand identity that includes lanyards, mugs and t-shirts, *ITV Pride* set out to engage colleagues across the Company and champion diversity. In 2015, we were ranked ahead of any other participating UK broadcaster in the Stonewall Workplace Equality Index.

Throughout the year, *ITV Pride* members take part in internal and external events, including both London and Manchester Pride festivals, helping to raise awareness and support for the LGBT and Pride community. We're also the current chair of InterMediaUK, a LGBT network for people working across the media industry.

Beyond our business, colleagues have offered their skills, creativity and expertise to support causes that affect the wider LGBT community. *ITV Pride* created an anti-homophobic bullying video featuring some of our on-screen TV talent, which was sponsored by Stonewall in three London schools.

Gemma Oaten, former Emmerdale actress at ITV Pride London 2015

“

I believe so strongly in this project. The Deaf talent is unbelievable! This is visual literacy at work!!! A prerequisite for cognitive and future linguistic competency. I have used signed storytelling in many capacities to teach literacy and inspire a love for learning.”

Maureen Wagner, a retired teacher of deaf children in Massachusetts, USA



Once upon a sign

ITV SignPost are experts in creating accessible on-screen content in British and American Sign Language for broadcast, online and many other platforms. Since 2000, they've been providing signing for our family of channels as well as a range of international public and private sector clients.

Signed Stories, which showcases the best of children's books in sign language, animation, text and sound was our first website production to transfer to television. It now features as a continuing series on CITV and is also an award-winning app. Over the years, its popularity has grown considerably on both sides of the Atlantic and today, the app offers more than 100 animated *signed stories* in both British and American sign language, making a real difference to D/deaf and hearing children alike. Our *SignPost* team also regularly deliver Deaf awareness training, engaging with colleagues to improve awareness of inclusivity and communication.

Alex Duguid and Joseph Sheridan, BSL Presenters, SignPost



Planet:

To increase awareness of environmental sustainability through our programmes whilst minimising the environmental impact of our operations

Davina McCall, Life at the Extreme

Planet



We have a responsibility to understand and minimise our own impact on the environment and an opportunity to influence positively our industry and audiences.

Through our reach and value chain, we have the chance to create long-term change by bringing environmental awareness and sustainable behaviour into the heart of popular culture.

See itvresponsibility.com/planet

Our commitments



Greener programming

To ensure our programmes communicate responsible environmental messaging through the editorial content, directly or indirectly.



Greener workforce

To build the awareness and capacity of our workforce to have a positive impact on the environment.



Greener footprint

To minimise our direct environmental footprint of energy, water and waste in our operations.



Greener partners

To work with our value chain to encourage environmentally responsible standards and behaviours.



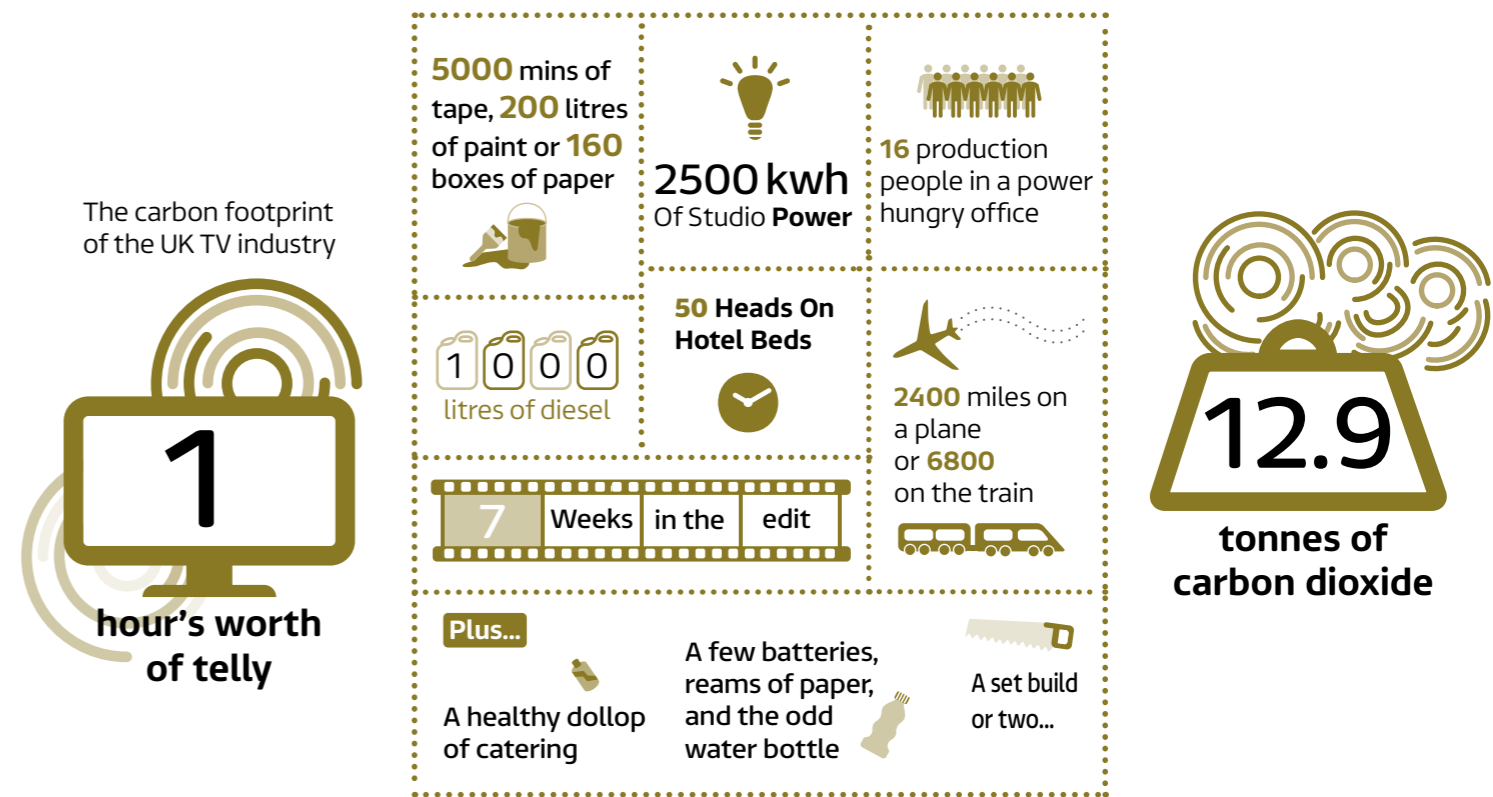
We're doing all we can to make a difference in the areas where we have direct control and influence.



The most significant environmental impact of our sector is a result of energy use to power TVs and devices. But far from wanting people to switch off, we're doing all we can to make a difference in the areas where we have direct control and influence. Our Environmental Management Policy outlines our priorities.

See itvresponsibility.com/resources

The British Academy of Film and Television Arts (BAFTA) calculated that producing one hour's worth of TV programming creates approximately 12.9 tonnes of carbon dioxide (CO₂). That would fill 13 hot air balloons and is equivalent to seven return flights from London to New York!



Data from the albert carbon calculator, 2015

Our goals

Our approach and goals are based on a couple of key principles. Firstly, you can't manage what you don't measure, so tracking and monitoring data is an ongoing priority. Secondly, we're targeting our most-loved and most-watched programmes so that our big-hitting shows, are leading the way.

Carbon literacy training and using albert (the industry carbon calculator and certification process) to help normalise environmental behaviour within the production process are our focus areas.

We're also working with our partners to make distribution more efficient but with constant changes to broadcasting technology and viewing technology, it's keeping us on our toes.

See wearealbert.org

Planet continued



How we're doing



Five shows currently hold the albert+ certification: *Coronation Street*, *TT Races*, *Downton Abbey*, *Birds of a Feather* and *Loose Women*.”



Greener programming

For us, greener programming is about embedding environmental messages and values in our programmes, that are at the heart of popular culture, not just about one-off documentaries with niche audiences. The albert+ certification scheme is a framework to assess both the management of environmental impacts and inclusion of sustainability messaging within editorial content. Five shows currently hold the albert+ certification: *Coronation Street*, *TT Races*, *Downton Abbey*, *Birds of a Feather* and *Loose Women*. Our ambition is for our most-loved and most-watched programmes to achieve albert+ certification, aiming for 10% by the end of 2016.

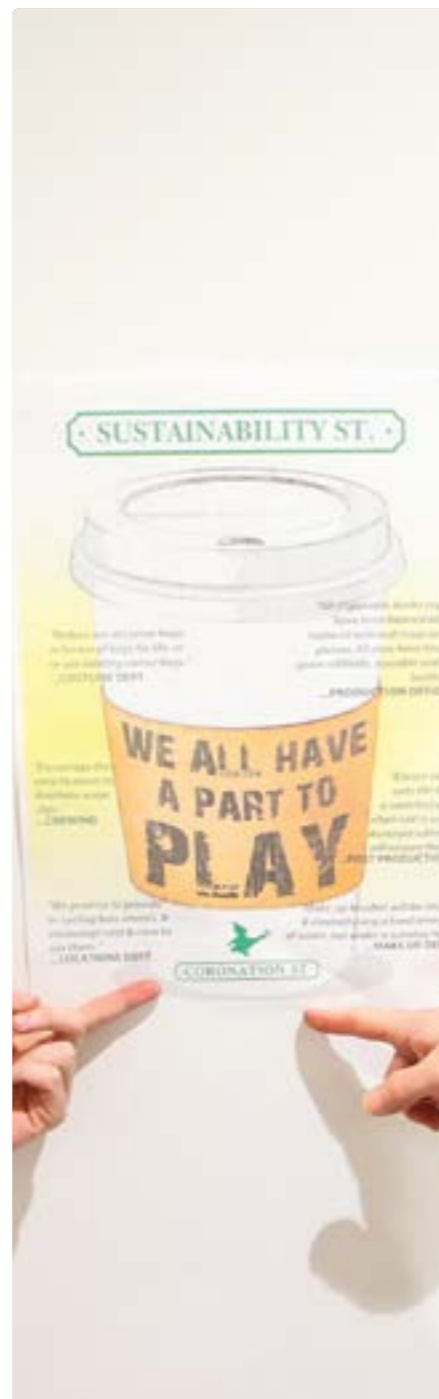


Greener workforce

Our aim is to reduce our environmental footprint per employee every year. In addition to our environmental awareness e-learning module, our face-to-face carbon literacy training further increases awareness and understanding, including tips on what people can do in their role. In 2015, we delivered over 545 total training hours on environmental matters with many more to follow suit in 2016, prioritising those who work on the programmes we've identified for albert+ certification.



For more information see page 27



Coronation Street created posters for the production team of actions to be more environmentally sustainable



Greener footprint

We measure and report on ITV's carbon footprint using the Greenhouse Gas Protocol and aim to minimise it every year in relation to our turnover. We report on our direct emissions, which include our gas and fuel oil consumption, vehicle fuel and refrigerants (Scope 1) and indirect emissions from purchased electricity (Scope 2).

In 2015, our greenhouse gas emissions decreased by 26.3% compared to the 2013 baseline. We're still verifying figures as this report goes to press (we'll update itvresponsibility.com with the latest data), but indications are that this is a great emissions reduction. This was due to a number of initiatives, including closing some large sites and lighting upgrades across our main sites and studios. We also measure our waste and water consumption, and have a number of initiatives in place to reduce, reuse or recycle. In 2016, we are going to set new reduction targets to improve our resource efficiency.



For more information see page 28

Source: Utiyx analysis of ITV data.

This data covers our global properties but not our US acquisitions. The latest conversion factors specified in Defra and DECC's 2015 guidance were used to calculate emissions in tonnes of carbon dioxide equivalents. 35% of our data set is based on estimated data. This is where we are the occupier of a property, but don't pay the energy bills directly. Estimates are calculated from previous consumption trends and published benchmarks.



Greener partners

We recognise that we are in a strong position to influence the 'lens to screen' journey when it comes to our value chain. We want our environmental commitments to go beyond our own direct operations and aim to source goods and services in a way that minimises damage to the environment and reputational risk, and creates a positive impact on society. We're working on sustainable procurement practices with our procurement team, suppliers and partners. We're looking both upstream, for example the energy we buy, outlining our expectations with programmes suppliers through the Social Partnership framework, and downstream, for example, the transmission and distribution technology.



For more information see pages 29, 40

Total greenhouse gas emissions

	2015	2014	2013
Total gross CO ₂ e emissions	31,196 (tCO ₂ e)	40,219 (tCO ₂ e)	42,207 (tCO ₂ e)
Scope 1: direct emissions	8,294 (tCO ₂ e)	11,180 (tCO ₂ e)	16,678 (tCO ₂ e)
Scope 2: indirect emissions	22,902 (tCO ₂ e)	29,039 (tCO ₂ e)	25,529 (tCO ₂ e)
Total revenue	£3,383m	£2,956m	£2,753m
Emissions per unit/£m turnover	9.2 (tCO ₂ e)	13.6 (tCO ₂ e)	15.3 (tCO ₂ e)



ITV Calendar News gallery

Planet continued

Loose WOMEN



“

It's essential for us to look how we can make our shows more sustainable but this is a particular challenge for long-running daytime shows, so I'm delighted that Loose Women has become the first ITV daytime show to be recognised.”

Emma Gormley, Managing Director of Daytime for ITV Studios

Loose Women goes green

Loose Women is the longest running daytime talk show in Britain and has become our first daytime show to be certified as an albert+ sustainable production. The albert+ certification scheme helps production teams understand the potential environmental impacts of production and take measures to make their programmes more sustainable. Some of the measures the *Loose Women* production team put in place included carbon literacy training for the production team, using a 100% renewables power supply, using hybrid taxis, replacing disposable plastic bottled water with reusable bottles, increasing recycling and reducing printing.

The *Loose Women* panel celebrated the success on-air, highlighting their achievements in gaining the certification. Bitten by the go-green bug, the rest of our daytime shows plan to roll out the albert+ certification scheme throughout 2016, helping us on our way for all our most-loved, most-watched programmes to be certified.

Linda Robson and Nadiya Hussain on Loose Women. Ken McKay/ITV/REX/Shutterstock

A clean start

Beyond making changes to our buildings and equipment, we know that one of the most powerful ways to affect change is to empower our teams to make more sustainable choices every day.

As part of our induction process, all new employees have access to our environmental awareness online training. The aim is to encourage colleagues to think about key issues that affect the environment and create an awareness of positive actions that can be taken, not only in the workplace, but in their own lives. From day one, it's an indication of our Company's values, which translates into a motivated workforce, as shown by our high employee engagement score of 89%.

The training covers areas like energy efficiency, waste segregation and recycling, water pollution and travel efficiency. In 2015, 200 of our colleagues completed the environmental awareness training.

“

We want our people to be environmentally aware from the start, so we made this course available, along with the compliance modules, part of the induction for new starters. It sends a signal that we take environmental matters seriously.”

Helen Hopkins, Resourcing & Development Director

On air at ITV News

Planet continued

Lights, camera, action

It's no secret that lighting is an integral part of TV production so finding ways to reduce energy use and its environmental impact with more efficient lighting is important. We have upgraded our lighting to more efficient LED lighting in many of our studio spaces at The London Studios and across our key office sites. LEDs can be up to 90% more efficient than incandescent or halogen lighting. Not only did this result in significant cost savings, with a net saving of over £58,000 per year and a payback period of just 11 months but it resulted in a saving of 589 tonnes of carbon dioxide (CO₂).

Outside our studios we rolled out LED lighting in the London Television Centre car park. The project had a payback period of less than two years, achieving a net saving of almost £6,000 per year and annual CO₂ reductions of 37 tonnes.



Over the years we've implemented a number of energy reducing measures. As a business, we're serious about driving down our energy consumption and we will continue to improve the resource efficiency around our hub and regional sites."

Ian Jones, Director of Workplace Services

Lighting the set on Downton Abbey

Energy matters

As the UK's largest commercial producer broadcaster, we're a big energy user.

We can therefore have a big impact on the UK's carbon footprint by choosing to buy energy from renewable sources. In fact, since 2013, 100% of the electricity we buy in the UK, for the buildings we own, has come from renewable energy. When our current electricity supply contract is up in 2018, we will look to extend this commitment.

We have a Renewable Energy Guarantee of Origin certificate to certify that our electricity is produced from eligible renewable energy, along with details of the mix of energy sources, so we know from what and where our energy comes from.



We've been buying a renewable energy tariff since 2013. This not only reduces our carbon footprint but allows us to feel confident that we're helping to increase the demand for renewables in the UK."

Andrew Newnham, Group Procurement Director

Offshore wind turbines



Partnerships:

To harness the power of our programmes and empower our people to make a difference to communities and causes



Tackle Hunger Together raised funds to support the World Food Programme. WFP/Rein Skullerud

Partnerships



To us, partnerships mean collaborating with others to make a positive contribution to society.

Everyday, our programmes give us the chance to share stories and raise awareness of social topics and champion causes to millions of people. Through a combination of our on-air appeals and campaigns, along with local community engagement, we're committed to inspiring, engaging and empowering our stakeholders to make a difference.

See itvresponsibility.com/partnerships

Our commitments



Empowering charities and causes

To use our mass audience reach and influence to raise awareness or donations for national and international causes.



Empowering our workforce

To empower our workforce to give back, through time and skills, to support local communities and causes.



Empowering our viewers

To use our programmes at the heart of popular culture to raise awareness of pressing social topics and inspire change.



Empowering communities

To make a positive contribution to local communities, invest in talent outside of London and engage the next generation.



Dame Barbara Windsor with Pride of Britain winner Alice Burke

Our goals

Our people are a competitive bunch with big hearts, so we can't help but try and go bigger and better each year. But in order to have the greatest impact, we need to focus our efforts and set specific targets (for example, around airtime and donations) for each appeal or campaign. Each year, we aim to donate the average corporate giving* of the FTSE 100, through cash or in-kind, to charitable causes. Our Appeals and Social Action Guidelines provide a framework to make sure the causes we endorse are credible, effective and align with our brand values. We're also a member of the Fundraising Standards Board, the regulator of charity fundraising in the UK.

Regional identity is hugely important to us and our viewers and enhances engagement with our programmes. As part of our Ofcom broadcasting licence, we have a quota of 35% of regional (outside of London) programme making. We're also aiming for 10% colleague participation in local volunteering opportunities.



ITVInspire candidates filming a TV trailer in Leeds. The programme offers the 14-17 year olds insights into our business and we gain insights from our future audience

* FTSE 100 companies donated an average of 1.9% of pre-tax profits in 2014, Charities Aid Foundation.

Partnerships continued



How we're doing

Empowering charities and causes

In 2015, over 30 hours of airtime were dedicated to the charities and causes benefiting from our appeals and campaigns. We ran seven on-air appeals and campaigns raising awareness, items and money for charities. We contributed more than £24 million in cash and in-kind to support these charities and others through our on-air and off-air activity, equating to 2.8% of our adjusted profit before tax; bolstered by an additional £13.1 million generously donated by the public. 2015's *Text Santa* was a record-breaker, increasing the total raised by a staggering 75% from the previous year.

For more information see page 36

And for the first time, we were able to embed an appeal into one of our biggest sporting highlights, the 2015 Rugby World Cup, to raise awareness and donations for the World Food Programme.

For 2016, we will continue to partner with charities to highlight social topics on our most-loved and most-watched programmes.

Empowering our people

Volunteering can be a hugely enjoyable and rewarding experience and a great way of getting involved with the local community. We support employees by offering one day's paid leave a year to volunteer and help improve the lives of others.

In 2015, our people gave more than 1,160 hours of their time to give back. This ranged from being in our call centre for *Text Santa* to pro bono legal advice for those affected by HIV.

We really want to champion skills-based volunteering and by the end of 2016, aim to mobilise 10% of our workforce to use their area of expertise to benefit local communities and causes.

“We contributed more than £24 million in cash and in-kind to support these charities and others through our on-air and off-air activity, equating to 2.8% of our adjusted profit before tax.”



ITV employee James Kirby volunteering in the call centre for Text Santa

Empowering our viewers

We're conscious that our greatest tool is our reach and this enables us to embed social topics into our most-loved most-watched programmes, empowering our viewers to take action and create change for good.

In 2015, our daytime programming delivered some fantastic content across these topics including raising awareness of prostate cancer, breast cancer and heart disease.

For more information see page 38

In March 2015, our *Good Morning Britain* viewers donated thousands of shoes to the British Heart Foundation enabling over 15,000 CPR kits to be bought for schools across the UK and over 150 people received CPR training. These examples are in addition to the daily stories shared through our news and daytime teams, often taking key societal issues and social topics and putting them at the heart of popular culture.

Empowering communities

Our regional offices and news centres are the backbone of ITV; a fantastic asset and at the heart of the communities we serve. As well as regional news, we're on track to produce more than 35% of our content outside of London, not forgetting that two of the nation's most-loved soaps are set in Manchester and the Yorkshire Dales.

Inspiring and attracting the next generation is also really important to us. In 2015, we ran a number of schemes with young people aged between 14 and 25, such as our apprenticeships, the Creative Diversity Network Open Newsroom Day and our award-winning Work Inspiration scheme.

For more information see page 39

In 2016, we're collaborating with the Media Trust on two schemes, Breaking Into News and Transforming Hidden Talent. We've also launched the first in-house Legal Trailblazer Apprenticeship in the UK.

Partnerships continued



Being part of ITV's Text Santa has enabled us to significantly increase the number of magical wishes we grant for children with life threatening conditions."

Jason Suckley, CEO, Make-a-Wish UK



Text Santa 2015... it's a record breaker

Text Santa is our annual fundraising appeal aimed at giving hope at Christmas by raising money and awareness for selected charities and causes. Since 2011, more than £30 million has been raised in support of 25 different charities.

Our annual appeal not only raises much-needed funds, but also helps to increase awareness of the vital work of our charity partners and gives hope to families in difficulty. Whether through fundraising, volunteering or tuning in and donating during a night of television entertainment, *Text Santa* is our way of encouraging viewers to make a difference at Christmas.

In 2015, *Text Santa* joined forces with Macmillan Cancer Support, Make-a-Wish UK and Save the Children to encourage the nation to do their bit in a Christmas knit in support of *Text Santa* Christmas Jumper Day. From Penzance to Perthshire, the nation got behind the appeal and the result was a staggering £11 million raised to support the work of our three fantastic charities - our highest total yet.

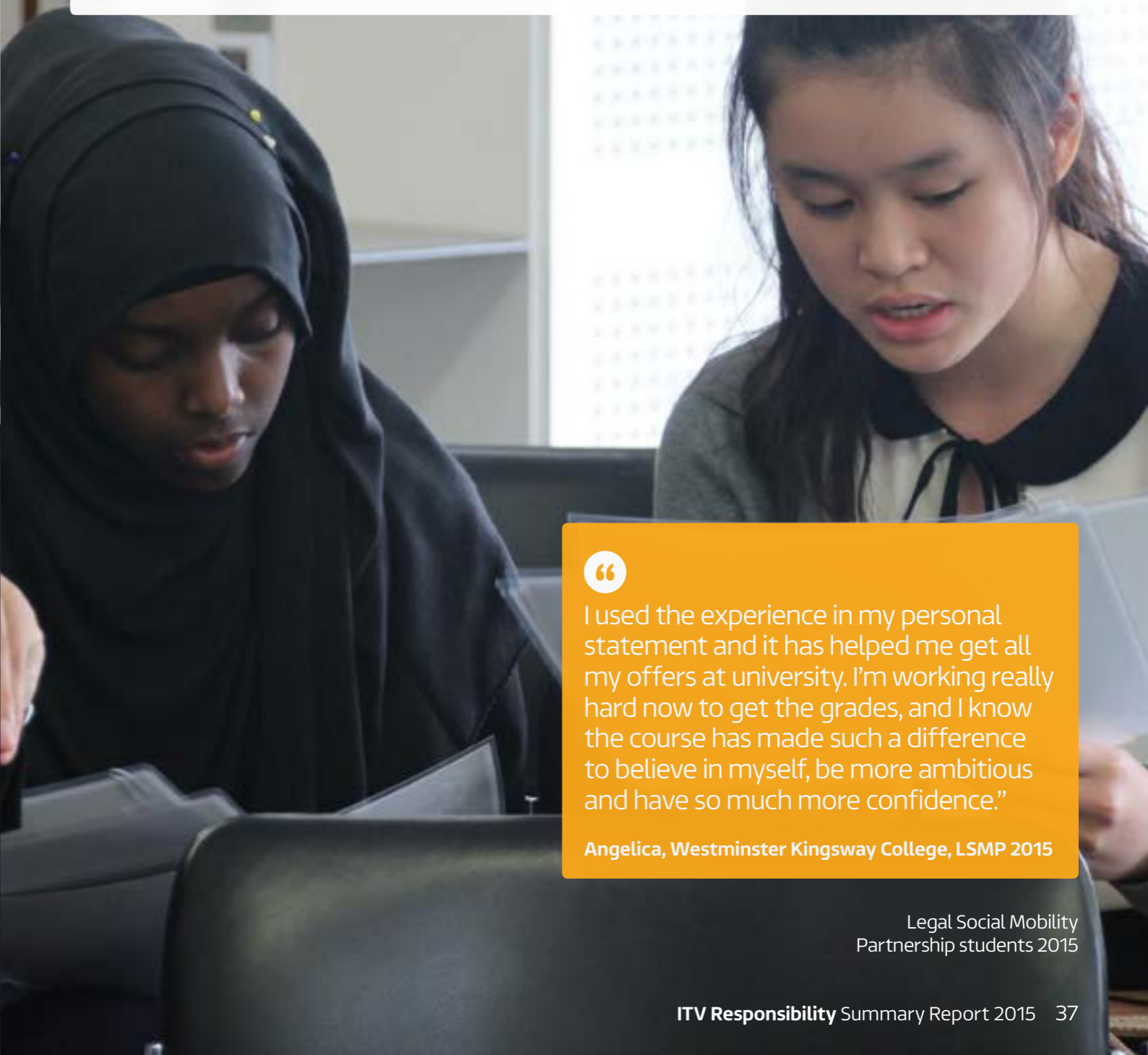
Text Santa presenter Paddy McGuinness breaks the Guinness world record title for putting on the most Christmas jumpers in a minute

The right side of the law

The skills, expertise and experience of our colleagues extend beyond TV production. Encouraging colleagues to share those skills through pro bono volunteering is an important way for us to invest in our local communities.

Led by us, the *Legal Social Mobility Partnership (LSMP)* is a nationwide collaboration of over 30 law firms, commercial organisations and professional sports clubs working together to broaden access to the legal profession.

The *LSMP* provides a work insight programme for students, including a week with a law firm and a second week with four in-house legal teams including ITV, adidas, Barclays and Manchester United, plus a day with Harlequins, Wigan Warriors or Leeds Rhinos. The programme also includes a unique legacy element providing alumni with support beyond the two-week programme. Alumni can access virtual coaching on a range of matters like creating their personal statements and CVs, completing application forms and preparing for interviews. Through the recent tie-up with Aspiring Solicitors, alumni who go on to study law will also get peer buddy support at university and beyond. In 2015, 106 students participated in the programme, a figure set to double in 2016.



I used the experience in my personal statement and it has helped me get all my offers at university. I'm working really hard now to get the grades, and I know the course has made such a difference to believe in myself, be more ambitious and have so much more confidence."

Angelica, Westminster Kingsway College, LSMP 2015

Legal Social Mobility Partnership students 2015

Partnerships continued

“After visiting your website two weeks ago and checking my boobs, I found a small lump. I immediately went to my doctor...thankfully it was just a build-up of tissue. If it hadn't have been for BreastMates and Coppafeel I don't think I would have visited my doctor so I would like to thank you.”
 Email received, November 2015



Lorraine, ITVBe and Coppafeel become breastmates

One in eight women will experience breast cancer in their lifetime and the earlier it's detected, the more likely you are to beat it. During Breast Cancer Awareness month in October 2015, *Lorraine* and ITVBe joined forces with Coppafeel to launch *Breastmates*.

Lorraine attracts an audience that's 77% women, 30% of whom are under 44 years old, and ITVBe is our channel predominantly aimed at women.

Almost two hours of airtime was dedicated, showcasing viewer and celebrity friendships with the underlying message of reminding each other to check their breasts. The result was a 145% increase in the number of visitors to Coppafeel's website compared to the previous month and more than 28,000 people visited our *Breastmates* website. What's more, 1,300 people signed up to Coppafeel's text reminder service to remind them to check their breasts, a 90% increase on the number of sign-ups during the same period in 2014.

The Coppafeel boobettes meet Dr Hilary Jones to raise awareness of self-checks

ITVInspire workshop 2015

“It really has been amazing couple of weeks. It has been so beneficial to me and has given me a great insight into the world of work.”
 ITVInspire participant, 2015



Inspiring young talent

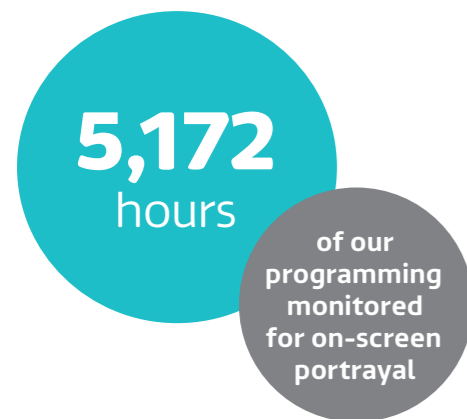
Developed using Business in the Community's (BITC) Work Inspiration framework, *ITVinspire* aims to inspire and engage 14 to 17 year olds from our local communities. Offering an insight into our business through a series of workshops, tours and hands-on activities, the young people learn about various business areas from finance and compliance to digital and production. The programme also gives us valuable insights into our future audience.

In 2015, 75 candidates were selected from an open online process to participate in the two week programme, running concurrently in London, Leeds and Manchester.

It culminated in the young people creating a TV trailer filmed on the sets of some of our well-known programmes; *Good Morning Britain*, *Coronation Street* and *Emmerdale*. We also worked in partnership with other production companies like Lime Pictures, The Other Planet, and Prime Studios who helped to deliver sessions, workshops or tours.

The programme inspires those taking part, changing their perceptions of the world of work and building their confidence. Since 2011 we have welcomed 411 young people and delivered over 590 hours of insights. 96% of 2015's candidates said their confidence improved as a result of their placement. The programme was also selected as a finalist as part of the BITC's Responsible Business Awards.

Working in Social Partnership



The Social Partnership framework was introduced into our programme commissioning process in November 2014.

The approach has enabled us to share our expectations of our three priorities: People (inclusive programming and workforce), Planet (environmental impact) and Partnerships (community and causes) by embedding the Social Partnership framework at the heart of our commissioning process.

As a broadcaster at the heart of popular culture, we need our content to reflect and appeal to the breadth of audiences that characterise modern Britain and be mindful of relevant environmental and social topics. We take overall ownership for our aim to better reflect our society, but we can only achieve this by working in partnership with our programme suppliers, both from within at ITV Studios and from independent programme makers, who generate content for our family of channels.

The framework, positioned as the third element in our commissioning process, alongside editorial and business affairs, is designed to encourage conversations amongst senior decision makers at the very start of the programme-making process. Although we don't impose targets or penalties on our programme makers, we do ask for a narrative on how producers plan to go about meeting our expectations.

We believe this partnership approach creates open dialogue on the challenges producers may face in socially responsible programme making, and creates opportunities

for them to be addressed, affecting long-term sustainable change.

For more detail on our Social Partnership framework, the process and our expectations visit itvresponsibility.com/resources

Although success won't be measured directly against specific programme output or workforce targets, regular monitoring will provide insight into how the combined efforts of the Social Partnership are delivering against our priorities and where we need to focus our efforts.

This information is used to benchmark our progress year-on-year and our story to date can be found on pages 14, 24 and 34

In addition to in-house monitoring, we're making a significant contribution to improving pan-industry monitoring and benchmarking through the Creative Diversity Network (CDN). We've invested in the collaborative diversity monitoring initiative, Diamond, which will enable the launch of a standard diversity monitoring system during 2016. Through the partnership we're also championing the use of albert, the industry's carbon calculator tool.

Now in our second year of Social Partnership, we continue to improve the level of engagement with our suppliers. This foundation will provide the platform for longer term change, which will result in an output that increasingly reflects the diverse make-up of modern Britain, has a positive impact on our environment and addresses the latest social topics.

What our programme producers* are saying

75% are aware of ITV's Social Partnership framework

71% understand what is expected of them

78% received support and relevant information

67% would like further support and advice to meet our expectations

Production community engagement 2015

5,321 hrs total formal training and consultation hours across the production community

"The Social Partnership has really opened up conversations about key social topics, like diversity, right at the start of the commissioning process."
Asif Zubairy, Commissioning Editor, Entertainment, ITV

50% of our network programming, excluding news and weather, monitored for on-screen portrayal

22% of all programmes made for our family of channels calculated their carbon footprint

"We're extremely proud to have worked alongside ITV when making our ITV2 show All About The Bants. From start to finish, we wanted to include some of the most talented and diverse people both on and off screen to make a show that reflected and appealed to a diverse ITV2 audience.

The commissioning team at ITV were incredibly supportive with our on and off-screen choices. Initiatives like ITV's Social Partnership are a step in the right direction to help discover a new perspective, which television, right now, really needs."

Dhanny Joshi, Managing Director, Big Deal Films

* 120 producers responded anonymously through a YouGov poll as part of our annual Producers Survey in May 2015.

Actress Bhavna Limbachia and actor Qasim Akhtar in Nick's bistro on Coronation Street

Coronation Street

Paving the way

Across the board - or the cobbles - over the past few years, the team behind *Coronation Street*, the longest-running TV soap, have shown absolute commitment across all three priority areas of People, Planet and Partnerships.

On-screen, whether through storylines or initiatives to attract and cast diverse acting talent, *Coronation Street* strives to accurately represent the make-up of modern Britain and address social topics in a sensitive and authentic way, highlighting issues and sparking conversation. From storylines on mental health, grief and addiction to the introduction of new Lesbian, Gay, Bi-sexual and Transgender (LGBT) and ethnic minority characters, the team has embraced the challenge to truly reflect today's modern Britain.

Breaking Through Talent, a networking and support initiative focusing on under-representation of disability on-screen, resulted in Liam Bairstow, a talented young actor with Down's Syndrome being successfully cast in the show. The success of Original Voices, a project aimed at tapping into the diverse writing talent of the North West of England, was clear when Ella Greenhill who took part, secured a role within the programme's writing team.

Whilst a lot has been achieved across all areas, it's fair to say that where *Coronation Street* has truly broken the mould is in its approach to environmental sustainability.

Behind the scenes, a dedication to training teams in sustainability has secured recycling rates of up to 99%, upcycling and re-use of costumes and sets and props and transport planning that limits carbon. And on-screen, from Roy Cropper's famous re-usable tote bag to shots featuring recycling bins and electric cars, the team has set about subtly normalising sustainable behaviour for their audiences.

As well as achieving the highest possible certification standard with albert+, in 2015, *Corrie* scooped the inaugural Film and Television award at the Observer Ethical Awards.

Across the year, whether supporting ITV's own campaigns and appeals such as *Text Santa*, taking part in charity sporting events or hosting television workshops for young people, the team make sure they're an active part of their local community.



Coronation Street strives to be a leader in the industry, improving the sustainability of every element of production, investing in diverse talent on and off-screen and making a positive contribution to communities. The whole team is incredibly proud of what we've achieved, and this is just the beginning."

Kieran Roberts, Executive Producer

Awards and Recognition

Rounding-up



CR Summary Report 2015

People

British LGBT Awards: Straight Ally of the Year, Lorraine Kelly

Movie Video and Screen Awards: Channel of the Year

Asian Media Awards: Regional Journalist of the Year, Sangeeta Bhabra

Asian Media Awards: Media Personality of the Year, Ranvir Singh

Transgender Television Award: for coverage of the transgender community in Wales, ITV Cymru Wales



Planet

The Observer Ethical Awards: Film and Television, *Coronation Street*

TVBAwards: Sustainability Award, *Coronation Street*

International Broadcast Manufacturers and Media Award: Excellence in Sustainability, *Coronation Street*



Partnerships

Responsible Business Awards: Finalist, Inspiring Young Talent



Thank you for reading this year's Corporate Responsibility Summary Report.

We'd love to hear what you think. If you have any feedback or suggestions, please let us know. You'll find lots more information online and you can follow us on twitter

responsibility@itv.com

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