



itv SOCIAL PURPOSE IMPACT REPORT 2021 HIGHLIGHTS

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

We introduced two new mental health initiatives alongside Britain Get Talking, and encouraged our audiences to look after their own, and loved ones', health through simple, everyday behaviours.



DIVERSITY & INCLUSION

Our focus remained squarely on ensuring that our shows and the people that make them continue to reflect all our audiences. We expanded our Diversity Acceleration Plan. We made Black History Month bigger and better than before. And we shone a light on Invisible Disabilities.



CLIMATE ACTION

ITV continued our drive to achieve our ambitious Climate Action targets. We also made a new commitment to increasing content encouraging sustainable living and created a dedicated Climate Action Week on the main channel.



GIVING BACK

We supported the global vaccination effort through Soccer Aid for UNICEF. We expanded access to our industry through mentoring. And colleagues gave their time and talents to the causes they care about.

