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About us

As an integrated producer broadcaster, we create, own and distribute high quality entertainment on multiple platforms globally.



Our website Find out more on what we do at itvresponsibility.com, including:

Reports Policies Toolkits Latest news

ITV Responsibility Corporate Responsibility Summary Report 2017

We designed this report to be viewed online to save paper and allow for greater accessibility. If you'd like it in an alternative format please email us at: responsibility@itv.com

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Since our first broadcast in 1955, we've grown into an integrated producer broadcaster with an increasingly global and diversified operating footprint. We run the largest commercial family of channels in the UK, as well as deliver programmes on demand through numerous platforms directly and on the ITV Hub.

Our global production business, ITV Studios, creates and sells programmes and formats from offices in the UK, US, Australia, France, Germany, the Netherlands, the Nordics and Italy. It's the largest and most successful commercial production company in the UK, and a leading unscripted independent producer in the US and Europe. In 2017, 54% of ITV Studios revenue was from outside the UK. ITV Studios Global Entertainment is a leading international distribution business, offering a catalogue of over 45,000 hours of world-class television and film.

We reach 80% of the UK's TV-watching population each week. Internationally, we've continued to grow with operations in 11 countries and more than 6,300 colleagues based across the globe.

In 2017, we continued to build significant scale in key creative markets around the world, creating and producing programmes and formats that return and travel, namely drama, entertainment and factual entertainment. We now operate with over 50 labels globally, supplying over 200 channels.

Our main channel, ITV, is the largest commercial channel in the UK. We also have digital channels ITV, ITV2, ITV3, ITV4, ITVBe and CITV, which are broadcast free-to-air and almost all are available in +1 and HD formats.

We deliver programmes across multiple channels, most notably through the ITV Hub which is available on 29 platforms including ITV's website (itv.com), pay providers such as Virgin Media and Sky and through direct content deals with services such as Amazon, Apple and Netflix. We also have the ITV Hub+ which is a Subscription Video on Demand (SVOD) service where subscribers have access to advertising free content and the ability to download catch up content. We have partnered with the BBC to launch a new SVOD service 'BritBox' in the US and Canada that allows subscribers to access the best of British Television.

channels



Coronation
Street attracted
on average
7.6 million
viewers per
episode
ITV Studios consists
of over 50 labels
in 11 countries
supplying 200

99% of all commercial audiences over 5 million were on ITV

ITV Studios produced over 8,400 hrs of original content

Responsibility

Hub users

How we do **business**

Our reach comes with not only a responsibility, but also an opportunity, to affect long-term positive change.

Our Corporate Responsibility Strategy

Our reach to millions of people every day gives us the opportunity both to mirror and move society in an informative and engaging way.

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

We believe that conducting our business in a responsible way has a fundamental role in achieving this goal.

As the largest commercial broadcaster in the UK and a growing international business, we're able to reach millions of people on a daily basis through our programmes and channels.

As well as complying with our legislative and regulatory requirements, we believe in using the power of our content to make a difference in society for our viewers, our people and our communities.

To help shape our Corporate Responsibility (CR) Strategy, we engage with our stakeholders to identify the issues most important to them and our business.

We work to deliver a strategy that manages those issues and helps the business achieve



For more information on ITV's materiality matrix

Our Corporate Responsibility Strategy responds to the issues of most importance to our business and our stakeholders.

Governance and management

Accountability for our CR programme rests with our CR Board. The CR Board consists of 14 directors from across the business and is chaired by our Group Legal Director and Company Secretary, who reports to our

Chief Executive. As well as making sure the CR Strategy helps strengthen ITV's business model, the CR Board formulates ITV's roadmap and delivery plans for the CR Strategy and monitors progress against our commitments.

It's essential that responsible business practices are embedded into how we do business. To make sure this happens, the Responsibility team works with the CR Board to shape the strategy and support the delivery by the business. This involves developing strategic CR initiatives, providing effective policies and processes for the business, identifying future trends and showcasing CR best practice in the organisation until they become part of how we work everyday.

We have a set of policies outlining what we expect of our colleagues and suppliers, including a **Code of Conduct**; Equal Opportunities Policy; **Anti-Bribery Policy**; Information Security Guidelines; Modern Slavery Statement; **Environmental Management Policy** and Charities and Causes Policy.

Our risk management framework sets out a process for identifying, reviewing and managing our risks. It's regularly assessed and adapted as our company, industry and macro environment evolves.

In the UK. ITV is regulated by Ofcom and we follow the Ofcom Broadcasting Code, which sets out the principles and practices required for compliance with all relevant legislation for broadcast, video on demand and interactive content. To make sure we comply with these rules, we translate them into policies and guidelines and have a dedicated compliance team who work closely with our commissioning, programme and commercial teams.

Collaborative working

We can only fully deliver our CR Strategy by working in partnership with our programme suppliers, both from within ITV Studios, and from independent programme makers. Our Social Partnership Commissioning **Commitments** is our main tool for driving change in our production supply chain. It sets out our CR expectations and is designed to

encourage conversations amongst senior decision-makers at the very start of the programme-making process.

We take a collaborative and holistic approach when setting out our expectations.

A strategic industry-wide approach is often needed to deal most effectively with complex issues. That's why, over the years, we've forged strong partnerships that enable us to work collaboratively and effectively with the industry and specialist organisations.



Photo: The Voice Kids, ITV

Our CR Strategy supports the delivery of ITV's strategy and priorities by seeking to manage risks to the business and maximise opportunities. By operating as a responsible business, we're able to build stakeholder trust and loyalty towards our brand, helping to sustain our vision of ITV as an owner, producer, distributor and broadcaster of content.

Our CR Strategy focuses on three priorities: People, Planet and Partnerships. These three pillars are underpinned by core responsible business practices such as good governance, business ethics, data protection, responsibility of content and performance management.

Each pillar of our CR Strategy focuses on four commitments to cover our main assets and business operations:

- **Leveraging our on-air reach:** maximising the opportunity to use our reach to millions of people, to have a positive impact on society.
- **Leveraging our people:** empowering our colleagues to be part of creating long-term change for good.
- Responsible business day-to-day: embedding responsibility at the heart of everything we do.
- How we work with others: engaging our partners to create positive change.



Inclusive programming

and the editorial content.

To make sure our programmes

portray the diversity of modern

society by the people on-screen





Partnerships



Responsibile business

Inclusive workforce

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.

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20

Greener programming

environmental messaging through the editorial content, directly or indirectly.

Greener workforce

modern society.

To make sure our workforce

reflects the diverse make-up of

capacity of our workforce to nave a positive impact on

Greener footprint

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

Greener partners

To work with our value chain to and behaviours.

Empowering our viewers

Empowering communities

Responsible business

Corporate Responsibility Summary Report 2017 Corporate Responsibility Summary Report 2017 3

2017 highlights and achievements

In 2017 we delivered a number of impactful results. All across our business. our people came together in support of our Corporate Responsibility Strategy.



Here are some of the year's highlights.



ITV Calendar

first regional

news programme to

achieve albert

certification for sustainability











they helped

Launched 2 new groups: ITV Embrace, our **BAME network**



ITV Balance, to support on work-life balance

Globally reduced our **CO,e** emissions per employee by

since **2013**

People

S Planet

Partnerships

Exceeded our mandatory and voluntary access services targets for **subtitling**, **audio** description and signing

> Continued to buy 100% renewable electricity for our owned properties in the UK

Almost **260,000** viewers <u>pledged</u> to talk to their children #BeKind

Promoted the **People's Projects** to support 95 community organisations across the UK with **Big Lottery Fund** grants worth £2.85 million

Contributed over

through cash, inkind support and public donations to charitable causes

Corporate Responsibility Summary Report 2017

People



Our aim is to reflect modern society through our programmes, workforce and services, making sure we're relevant and accessible to all.

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



See itvresponsibility.com/people

Our commitments



Inclusive programming

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



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 workforce

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



Inclusive access to programmes and services

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

How we did

The UK broadcasting industry has had a full year of using **Diamond**, a world-first system to collect actual and perceived diversity data across TV production. The Creative Diversity Network released **'The First Cut'** report in August 2017 and the intention is, over time as the system accumulates more data, it will provide an accurate and comprehensive analysis of diversity in the UK television industry.

ITV has collected and reported on perceived diversity data for many years, that is, what personal characteristics are explicitly portrayed on-screen and perceived by the viewer. We are now using the Diamond system to report on this. We continue to monitor the quality and quantity of data in the system and will be able to provide more analysis and commentary in future updates.

Behind the camera, we continue to invest in initiatives to uncover and support new talent. In 2017, Emmerdale ran 'Original Voices', a scheme for local Black Asian and Minority Ethnic (BAME) writing talent, offering applicants the opportunity to spend six weeks in the Emmerdale story department. We are also continuing with the Commissioner Programme, which offers a 12-month contract to experienced media professionals from underrepresented backgrounds. Our previous applicant is now a permanent Commissioning Editor in our Factual Entertainment team.

In 2017 we launched ITV's 'Plus 1' initiative to challenge everyone to think differently about how they approach recruitment,

development and succession planning. We also ran a 'What's it got to do with you' campaign to give our people more confidence in declaring their personal data in our HR system, so we can make sure ITV is a place where diversity flourishes and everyone can be their best. We launched two new network groups too: ITV Embrace, our BAME network and ITV Balance, a network to support, educate and empower ITV colleagues to balance their careers with their personal life.

Our 2017 UK workforce diversity data saw increases across all characteristics apart from Lesbian, Gay and Bisexual, which remained static. We now also collect gender identity data.



See our performance data on pages 14-16.

See our 'Focusing on trans at ITV' case study to see what we've been doing to become more inclusive of the trans and non-binary community. For access services, we continue to exceed all our mandatory and voluntary targets for subtitling, audio description and signing.

We also extended our enhanced audio description provision to a further four programmes in 2017; *Botched*, *Celebrations*, *Be Tasty* and *Spa Wars*, as well as continuing with *Dinner Date* and *Real Housewives of Potomac*.



No time to waste

Reflecting the diverse make-up of modern society in our programmes is a key priority at ITV. To make this possible, it's important we engage a wide range of on-screen talent and contributors from all backgrounds.

In 2017 we commissioned the award winning comedy series *Timewasters* for ITV2, written by and starring Daniel Lawrence Taylor. The ensemble comedy, played by an all black cast, adds a unique spin on time-travelling, when a south London jazz quartet find themselves stranded in the 1920s after getting into a lift in a rundown block of flats.

Timewasters plays with preconceived ideas of the 1920s portrayed in popular dramas, giving it a comical spin and addressing attitudes to race at the time.

Its success is testament to the writing talent of Taylor and shows the value of storytelling from another perspective. As well as its nomination for Scripted Comedy at the 2018 BAFTAs, Taylor won the Breakthrough Award for his performance at the 2018 Royal Television Society Awards, and ITV has recommissioned *Timewasters* for a second series.

Focusing on trans at ITV

In 2017 we focused on making sure our workplace is inclusive to all our people, including our trans colleagues.

We produced a Transitioning at Work Policy and added a gender identity question to our colleagues' personal data questions to make sure we capture the real make-up of our business.

We also hosted an 'All About Trans' workshop run by On Road Media, a charity that works towards changing how the media portrays transgender people. Our colleagues heard from trans volunteers and were free to ask questions and share experiences about trans inclusion. The event was recorded and is available to all colleagues via our ITV Pride network group intranet site.

We arranged a further workshop with the Emmerdale editorial team who were considering a storyline involving a transgender character. It was important that trans actors were able to contribute to how this could be portrayed on-screen. We also commissioned a three-part documentary series, Transformation Street, following the highs and lows of transgender surgery at a clinic in London. Airing in early 2018, it was an insightful and authentic look at trans issues. We will continue to support the trans agenda in this way, both in our business and on our screens.



Planet



Our aim is to increase awareness of environmental sustainability through our programmes while minimising the environmental impact of our operations.

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



See itvresponsibility.com/planet

Our commitments



Greener programming

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



Greener footprint

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



Greener workforce

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



Greener partners

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

How we did

In 2017 our absolute (Scope 1 and Scope 2) greenhouse gas emissions reduced by 17.3% since 2016, and 47.1% since 2013.



See our performance data on pages 16-18.

We continued to replace ageing infrastructure with more efficient plant, optimise our building management software systems and replace lighting systems with more efficient LED technology. The amount of diesel purchased for fleet vehicles also decreased, which was due in part to the purchase of some Plug-in Hybrid Electric Vehicles for our fleet.

Our efficiency is improving too, with our emissions per unit revenue and per employee reducing by 16.9% and 9.8% respectively since 2016. Since 2013, our emissions per employee have reduced by up to 59.3%. Our colleagues are becoming more environmentally aware: in 2017, 50 people completed an accredited one-day course on 'carbon literacy', equipping them with the knowledge and practical tools to improve our environmental impact.

We also set up a new UK Production Green Team, including representatives from Studios, Regional News, Sport, Creative, Technology and Corporate Responsibility, to inspire and support colleagues to improve the environmental impact of our productions. The group set the ambition, share good practice and act as contact points for their business areas. What's more it's chaired by our Director of Production and supported by the Management Board.

We strengthened **ITV's Social Partnership Commissioning Commitments**, by making albert, the UK industry's carbon footprint calculator, mandatory for all in-house and commissioned productions. **Albert** is a great tool for building awareness on where a production's biggest environmental impacts are, and subsequently where they can make improvements.

TV productions that go on to implement sustainable production techniques can become albert-certified, which awards one, two or three stars and is independently verified. In 2017, 11 ITV productions became certified including *Emmerdale*, *Loose Women* and *Good Morning Britain*.

ITV-owned drama label, Mammoth Screen, have set their sights on certifying every programme they make and in 2017, Next of Kin, Endeavour and Victoria all became certified. ITV Calendar News (covering the Yorkshire region), became the first-ever regional news programme to become albert-certified.

Our first priority is to minimise the impact where we have operational control, but we can also have influence with our purchasing decisions. We buy 100% renewable electricity for the buildings we own in the UK, which equates to 54.7% of our global electricity consumption. We're also working with our catering and office suppliers to boost the environmental credentials of the goods and services we buy.



Emmerdale goes green

We have an opportunity to positively impact the lives of our viewers through our programmes. That's why we've been using the actions and storylines of our most-watched soaps, *Coronation Street* and *Emmerdale*, to promote sustainable behaviours every day.

Regularly attracting audiences of more than 7 million viewers every weekday night, six nights a week, *Coronation Street* and *Emmerdale's* episodes feature a range of sustainable behaviours. These include characters using reusable coffee cups and shopping bags, conversations around meat-free diets, taking public transport and buying locally-sourced food. From simply throwing a bottle into the recycling bin, to arguing over electricity use, our soaps have been a brilliant platform through which sustainable behaviours can be normalised.

In 2017, the Emmerdale production team were also awarded a 3 star albert certification rating, the highest possible score from the industry's carbon footprint certification scheme run by BAFTA, for sustainable production techniques. They now join Coronation Street in using the sustainable production logo in their end credits.

Photo: A Daytime outside b

Driving progress

We continue to find ways to reduce the environmental impact of programming. In 2017, our Daytime team purchased a range of ultra low emission vehicles.

Our Daytime shows such as Good Morning Britain (GMB) and This Morning regularly broadcast from outside the studio, driving each vehicle on average 40,000 miles a year. In 2017 we replaced our diesel-powered broadcast vans with high-tech, low impact Plug-in Hybrid Electric Vehicles (PHEV). Our new Mitsubishi Outlander PHEVs can drive solely on electrical energy for over 30 miles and are exempt from the London Congestion Charge.

The new vehicles save energy and costs, and allow our teams to be more agile since kit can be quickly removed from the vehicle to follow a story on foot. This is how we transmitted *GMB* from location following the Westminster attacks in London in 2017.

We're now extending our efforts to other teams, and have leased 15 hybrid vehicles for *Coronation Street* and *Emmerdale*, and cleaner petrol vehicles for our regional news teams.



Partnerships



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

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

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



Empowering our workforce

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



Empowering communities

To inspire and engage our local communities to make a positive difference.

How we did

Our **Charities and Causes Policy** acts as a framework to help us decide what causes to support, making sure they are strategic and align to our brand values. In 2017, we ran 10 campaigns onscreen, dedicating over 41 hours of airtime to charities and causes important to our viewers. Using the reach of our channels, we encouraged our viewers to donate time and to pledge to make a difference in their own communities. This is in addition to the daily social cause stories we share through our news and Daytime teams.

One of our most notable campaigns and appeals included the launch of *This Morning's* #BeKind campaign that encourages parents, guardians and teachers to speak to children about bullying. Over 11,000 teachers packs, that were developed with The Diana Award as part of the campaign, were downloaded in 2017.

In June we aired the first Real Full Monty to raise awareness for prostate and testicular cancer. The documentary showed seven famous faces learning the choreography to the post office scene from the original film, in an attempt to lose some of their inhibitions and gain confidence ready for the performance at the London Palladium. It was the second best performing factual programme of the year with 5.4 million viewers tuning in.

ITV contributed £30.8 million in cash, time and in-kind donations to charitable causes in 2017, driven by our on-screen campaigns and appeals and the volunteering work of our colleagues.

We aim to donate the average corporate giving of the FTSE 100 to charitable causes, which is 2.4% of pre-tax profits*, and in 2017 we

beat this figure by donating 3.8% of our adjusted profit before tax.



See our performance data on pages 18-21.

We encourage all our UK colleagues to volunteer their time to support causes important to them by using their one day of paid volunteering leave. We have a keen volunteering culture at ITV, and are proud that our colleagues dedicated over 10,880 hours of their time to volunteer across the UK in 2017. To support our colleagues further, in 2018 we extended our paid volunteering leave to three days a year.

Our legal team have a long history of giving back, including providing pro-bono legal support for the Body and Soul clinic who support people affected by childhood adversity. The award-winning Legal Social Mobility Partnership also goes from strength to strength.



Read more about it at smbp.org.uk

Our regional news teams also open their doors every year in the ITV Open Newsroom Day, showing young people what happens behind the scenes at our news productions and inspiring future news producers.

To appeal to the British nation, it's important we are active in communities across the UK. We do this not only through appeals on-screen, but through the locations we produce our programmes from. Our regional offices and news centres produce a myriad of programmes across the UK, employing local talent where possible, most notably Emmerdale and Coronation Street produced in the Yorkshire Dales and Manchester respectively.



Encouraging the nation to #BeKind

In 2017, This Morning launched their #BeKind anti-bullying campaign. The campaign aims to help teachers and parents encourage children to speak up if they or someone they know is bullied. Partnering with The Diana Award Anti-Bullying Campaign, the show created resources for primary and secondary school teachers about the topic.

Partnering with The Diana Award was a strategic fit. Since 2011 their Anti-Bullying Campaign programme has trained 27,000 young people to be Anti-Bullying Ambassadors in over 3,000 primary and secondary schools nationwide. *This Morning* was effective in raising awareness about bullying on-screen, but it was important to also have an impact in schools themselves.

Over 11,000 **Teachers' Packs** were downloaded in 2017. The two mums who inspired the campaign featured in a short video about the importance of #BeKind. A staggering 270,000 parents pledged to watch the video with their children in 2017. Due to its success, #BeKind is now an ongoing campaign on This Morning.

Supporting communities through The People's Projects

As a broadcaster with a presence all over the UK with our regional news teams, it's important to support local causes close to the hearts of our viewers. For the past 12 years, we've collaborated with The Big Lottery Fund to deliver The People's Projects.

The People's Projects gives the public a chance to vote for local organisations to win up to £50,000 of National Lottery funding. In 2017, 95 local community projects and organisations were shortlisted. Our 19 regional newsrooms showcased five projects in each region, encouraging the public to vote for their favourite.

In each region, the three projects with the highest votes won up to £50.000 each, and two runners-up received up to £5,000 each.

One 2017 winner was 'Open for all' who organise social activities for people with disabilities and isolated elderly. The group received £49,700 to set up a community hub offering events such as a weekly tea dance.

We're proud that since 2005, we've used our channels to help the National Lottery support over 865 community causes across the UK with Big Lottery Fund grants worth



2017 awards and recognition











Partnerships



Responsibile business





































The NatWest British LGBT Awards:

Top 10 LGBT+ Network Group, ITV Pride

Diversity In Media Awards:

Diversity In Media Awards: Media Moment of the Year, India Willoughby

Pink News Awards:

Broadcaster of the Year, Lorraine Kelly and Ally Award, Coronation Street

Best TV character, Bhavna Limbachia as Rana Nazir on Coronation Street

Mind Media Awards:

Best Drama, Cold Feet

Financial Times:

OUTstanding Leading LGBT+ Executives List, Matt Scarff, Director of ITV Creative & ITV Experiences

Awards for Excellence in Recycling and Waste Management:

Zero Waste Platinum Award, Coronation Street

The Drum Online Media Awards:

Online Editorial Campaign of the Year, Good Morning Britain for 1 Million Minutes

Marketing Week Masters Awards:

Branded experience and event of the year, ITV & The National Lottery for I Am Team GB

Marketing Society Excellence Awards:

Brand activation award and Leading-edge thinking award, ITV & The National Lottery with The British Olympic Association and UK Sport for I Am Team GB

GivX Community Value Award:

Winner, ITV

UK Diversity Legal Awards:

Diversity and Inclusion Initiative of the Year, Legal Social Mobility Partnership

Diversity Scheme of the Year, Legal Social Mobility Partnership

Solicitors Regulation Authority Risk Outlook:

Recognised as an example of best practice for promoting diversity in the Legal profession, Legal Social Mobility Partnership

FTSE4Good:

Constituent of the FTSE4Good Index, ITV

Oekom Corporate Responsibility Review:

Oekom Corporate Responsibility Review: Achieved Prime, ITV

Future planning



Photo: Carolyn McCall, joined as ITV Chief Executive in January 2018

New leadership at ITV

In January 2018 we welcomed Carolyn McCall to ITV as Chief Executive. Under Carolyn's leadership we are undertaking a business strategy refresh. The results will be communicated at our interim results later this year and will provide a longterm strategic focus for ITV, one that our new CR framework will underpin.

We will have a clear strategy and well-defined priorities to establish what ITV needs to be in three to five years' time and what we need to do to face the challenges and exploit the opportunities ahead. It will also provide us with an opportunity to more closely align our CR priorities to our business objectives. This collaborative approach will help us deliver the change we want to make within the breadth of our business capabilities, ultimately using the power of TV to make a difference.

Our new Corporate Responsibility Strategy framework and goals

It's important we keep our CR Strategy up to date to most accurately reflect the type of business we are and the opportunity we have to make a difference.

In 2017, we began an in-depth review of our strategy, consulting with key internal and external stakeholders. benchmarking with our peers and identifying our new strategic ambitions. We aim to update our CR strategy framework in Q4 2018. This new framework will be underpinned by clear goals.

Our CR initiatives will not fundamentally change, instead, they will be presented more clearly and focus more explicitly on the change we want to create.

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.



@ITV_R



responsibility@itv.com



itvresponsibility.com

Performance update



People performance data



Inclusive Programming

On-screen perceived contributions in UK-broadcast ITV programmes

01 January - 31 December 2017

Diversity characteristic	ITV on-screen perceived (%)	UK national population statistics (%)
Female	50.1	51.0
Age 50+	22.1	36.0
Black, Asian and Minority Ethnic	11.6	12.9
People with a disability or long term health condition	1.8	18.0
Lesbian, Gay, Bisexual	7.6	6.4
Transgender	0.0	0.8

This data was generated on 10 May 2017 and is based on 141,042 contributions. From the 6,381 hours of programming, we have diversity information for 4,564 hours, or 71.5%. Diamond is a single online system used by the BBC, ITV, Channel 4, Channel 5 and Sky to obtain consistent diversity data on programmes they commission. More information about Diamond and how perceived data is captured can be found in the Diamond Guidance Notes and the Technical and Reporting FAQs on the

Where available (for gender, age, ethnicity and disability), we use the 2011 Census data. For sexual orientation and gender identity, we use other available estimates from the Office for National Statistics.



Inclusive workforce

UK workforce

Based on total headcount as of 31 December 2017

Diversity			UK workforce (%	UK workforce (%)		
characteristic	2013	2014	2015	2016	2017	Labour workforce estimates (%)
Female	52.1	51.8	51.7	51.9	53.0	47.0
Age 65+	2.0	1.9	1.7	1.2	1.2	3.6
Black, Asian and Minority Ethnic	8.9	9.5	10.9	11.1	11.5	13.0
People with a disability or long term health condition	1.7	1.8	1.7	1.8	2.5	17.0
Lesbian, Gay, Bisexual	5.7	5.5	5.7	6.0	6.0	6.4
Transgender	Not collected	Not collected	Not collected	Not collected	0.0	0.8

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

We consider that national workforce statistics will serve as the most appropriate comparison. We have used June 2017 labour market data from the Office of National Statistics. There are no workforce estimates available for sexual orientation or gender identity so we have used other available estimates from the Office of National Statistics.

Global gender split

Based on total headcount as of 31 December 2017

	201:	3 (%)	201	4 (%)	201	5 (%)	2016	5 (%)	2017	7 (%)
	Ť	†	Ť	†	†	†	Ť	†	Ť	†
Board of Directors	87.5	12.5	87.5	12.5	87.5	12.5	75.0	25.0	66.7	33.3
Senior Management*	72.2	27.8	70.0	30.0	78.3	21.7	56.8	43.2	57:1	42.9
All employees	48.7	51.3	48.8	51.2	49.1	50.9	48.1	51.9	47.3	52.7

^{*} An employee who is a director of a subsidiary of the Company or who has responsibility for planning, directing or controlling the activities of the entity or a strategically significant part of it.

With the arrival of Carolyn McCall in January 2018, the Board of Directors gender split is now 60% male, 40% female.

2017 gender pay gap report

These are the gender pay gap figures for ITV overall, as required under The Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

Overall ITV figures are based on all permanent and fixed-term ITV employees based in England, Scotland and Wales, who are subject to standard ITV contractual terms and conditions. In line with the regulations, we've excluded those people who aren't employed on a permanent or fixed-term contract of employment and for whom it's not reasonably practicable to obtain the data required for the calculations.

For the full report go to itvresponsibility.com/resources/

Our gender pay gap

Bonus proportions	Median (%)	Mean (%)
Gender pay gap	11.9	16.4
Bonus pay gap	0.0	49.4

Gender pay gap is the difference between the median, and also the mean, hourly rate of pay for men and for women, based on the April 2017 pay period. Bonus pay gap is the difference between the median, and also the mean, value of bonus pay for men and for women over the 12 months to April 2017.

Bonus proportions

Male employees receiving bonus pay (%)	94.0
Female employees receiving bonus pay (%)	93.0

The proportions of men and women who received bonus pay during the 12 months to April 2017.

Quartile pay bands

	Upper	Upper middle	Lower middle	Lower
Women (%)	42.0	47.6	54.9	60.3
Men (%)	58.0	52.4	45.1	39.7
Median gender pay gap by quartile pay band (%)	1.01	0.30	1.42	1.69

If the total workforce was put in order of hourly rate of pay and then split into four groups of equal size, or quartiles, this is the proportion of men and women in each of the four groups.

UK apprenticeship scheme

	2013	2014	2015	2016	2017
Number of apprentices	24	28	41	30	44
Total employed by ITV (%)	67.0	64.0	63.0	73.0	Finalised Sept 2018
Total positive outcome (%)	96.0	93.0	98.0	93.0	Finalised Sept 2018

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.

Inclusive workforce continued...

UK spend and investment on training in 2017

Leaders and Managers development	£150,000
High potential development programme	£90,000
All employees	£230,000

UK leavers

The annual turnover for employees for 2017 was 10.46%. 4.59% was planned and 5.86% regrettable.



Inclusive access to programmes and services

Percentage of ITV main channel (UK) programmes with access services in 2017

	ITV main channel (%)	Ofcom quota (ITV voluntary target) (%)
Subtitling	98.0	90.0
Audio description	20.4	10.0 (20.0)
Signing	6.4	5.0

Ofcom TV access services report 2017.



Planet performance data



Greener programming

UK ITV-produced or broadcast programmes that have the albert certification and rating

Programme	ITV production company or broadcast on ITV channels	Rating (1,2 or 3 stars)
Coronation Street	ITV Studios	***
Emmerdale	ITV Studios	***
Vera	ITV Studios	***
Posh Pets	Optomen	*
Celebrity Juice	Talkback	**
Loose Women	ITV Studios	***
Next of Kin	Mammoth Screen	**
Endeavour (Series 5)	Mammoth Screen	***
Good Morning Britain	ITV Studios	***
Victoria	Mammoth Screen	***
ITV Calendar	ITV Studios	**
Total:	11	

TV productions that implement sustainable production techniques can become albert-certified. For more information see the albert website.



Completion of ITV's online environmental awareness module (UK)

	2013	2014	2015	2016	2017
Number of people completing the course	75	197	198	279	85
Total number of training hours	31:15:00	82:05:00	82:30:00	116:15:00	35:25:00

The online environmental awareness module is available on ITV's online academy.

Completion of face-to-face 'carbon literacy' training (UK)

	2014	2015	2016	2017
Number of people completing the course	72	81	34	50
Total number of training hours	339:00:00	432:00:00	204:00:00	306:00:00

A UK training scheme that provides the TV and film industries with the skills and tools to mount a non-political, optimistic, science-based response to climate change.

2017 total training hours: 341:25:00



Global greenhouse gas emissions

	2013	2014	2015	2016	2017	% change since previous year	% change since base year (2013)
Total Scope 1+2 greenhouse gas emissions (tCO ₂ e)	42,207	40,219	31,196	26,984	22,321	-17.3	-47.1
Total Scope 1 emissions - direct (tCO ₂ e)	16,678	11,180	8,294	7,793	6,684	-14.2	-59.9
Gas consumed (kwh)	61,363,848	46,894,438	34,794,472	29,153,620	26,377,114	-	-
Gas emissions (tCO ₂ e)	11,293	8,674	6,418	5,364	4,858	-	-
Fuel oils consumed (litres)	315,620	113,188	9,593	11,159	23,958	-	-
Fuel oils emissions (tCO ₂ e)	921	320	20	25	63	-	-
Vehicle fuel consumed (litres)	262,310	245,171	235,834	226,279	216,102	-	-
Vehicle fuel emissions (tCO ₂ e)	671	722	682	984	689	-	-
Refrigerants consumed (kg)	2,194	867	574	699	517	-	-
Refrigerants emissions (tCO ₂ e)	3,792	1,472	1,189	1,467	1,073	-	-
Total Scope 2 location-based* emissions - indirect (tCO ₂ e)	25,529	29,039	22,902	19,191	15,637	-18.5	-38.7
Total electricity consumed (kWh)	57,228,862	58,800,191	49,308,243	45,824,710	43,954,547	-	-
Total purchased renewable electricity (kWh)	tbc	tbc	tbc	25,168,428	24,034,455	-	-
Electricity location-based* emissions (tCO ₂ e)	25,529	29,039	22,902	19,191	15,637	-	-
Electricity market-based** emissions (tCO ₂ e)	tbc	tbc	tbc	8,820	7,187	-	-

Global greenhouse gas emissions data continued..

Global greenhouse gas emissions data continued...

	2013	2014	2015	2016	2017	% change since previous year	% change since base year (2013)
Business efficiency metrics							
Total revenue	£2,753m	£2,956m	£3,383m	£3,527m	3,657m	-	-
(Scope 1+2) Emissions per unit/£m revenue (tCO ₂ e)	15.3	13.6	9.2	7.7	6.4	-16.9	-58.2
Total global headcount	4,652	5,217	6,238	6,531	6,390	-	-
(Scope 1+2) Emissions per employee (tCO ₂ e)	9.1	7.7	5.0	4.1	3.7	-9.8	-59.3
% renewable electricity purchased	tbc	tbc	tbc	54.9	54.7	-	-
% headcount covered by renewables tariff	tbc	tbc	tbc	57.2	59.3	-	-

The emissions data covers our 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 emissions in tonnes of carbon dioxide equivalents. 33% of our data set is based on estimated data. Estimates are calculated from previous consumption trends and published benchmarks. It is Mitie Energy analysis of ITV data.

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

**Market-based method reflects the average emissions intensity of the generator/supplier from which the reporter contractually purchases electricity. For a renewable supply this will be zero emissions.



Partnerships performance data

Global charitable contributions as a percentage of pre-tax profits

	2013	2014	2015	2016	2017
Adjusted pre-tax profit	£581,000,000.00	£712,000,000.00	£843,000,000.00	£847,000,000.00	£800,000,000.00
Total cash and in-kind donated by ITV	£8,257,501.24	£14,468,804.27	£24,606,957.65	£41,636,784.03	£30,784,809.38
Contributions as a % of pre-tax profits	1.4	2.0	2.9	4.9	3.8

In 2016, the average corporate giving of the FTSE 100 to charitable causes through cash or in-kind was 2.4% of pre-tax profits; Corporate Giving by the FTSE 100, Charities Aid Foundation, 2018.

Made-out-of London TV programmes (UK)

Ofcom quota = 35%	2013	2014	2015	2016	2017
By value (%)	47.0	50.0	52.0	41.0	To be published by Ofcom in Sept 2018
By volume (%)	46.0	45.0	46.0	47.0	To be published by Ofcom in Sept 2018

Ofcom Made Outside London programme titles register 2016.



Breakdown of ITV's global charitable contributions

	2013	2014	2015	2016	2017
In-kind	£6,600,467.31	£12,559,376.01	£22,363,708.65	£39,593,444.81	£28,107,630.18
Cash	£1,657,033.93	£1,909,428.26	£2,243,249.00	£2,043,339.22	£1,971,547.50
Time	Not calculated separately*	Not calculated separately*	Not calculated separately*	Not calculated separately*	£705,631.70
Total ITV contribution	£8,257,501.24	£14,468,804.27	£24,606,957.65	41,636,784.03	£30,784,809.38
ITV employee donations	tbc	tbc	tbc	£56,135.93	£51,466.26

In-kind: Includes donations of ITV's product, services or resources e.g. commercial or marketing airtime.

Cash: Donations to charities including celebrity prize money, auction prizes, merchandise sales and external promotional spend for campaigns and appeals.

Time: The value to the charity or community organisation of the working hours contributed by colleagues through volunteering using the GivX methodology which values volunteer time at what the organisation receiving the support would have to pay for that support if they were to procure it elsewhere.

UK public donations to ITV campaigns or appeals

	2013	2014	2015	2016	2017
Public donations	£7,797,244.35*	£12,347,889.49*	£13,276,435.01*	£6,086,745.65	£177,744.98

The 2017 figure is significantly lower than previous years because we didn't have a large appeal such as Text Santa or Soccer Aid.

^{*}These figures include some ITV employee donations too.



UK volunteering data

	2016	2017
Number of (unique) people volunteered	454	671
UK headcount	4,093	4,179
% of UK workforce volunteered	11.1	16.1
Time volunteered (hours)	4,741:35:00	10,880:30:00
Value of time volunteered	£148,783.60	£705,631.70

 $\textbf{Value of time:} \ \text{The value to the charity or community organisation of the working hours contributed by}$ colleagues through volunteering using the GivX methodology which values volunteer time at what the organisation receiving the support would have to pay for that support if they were to procure it elsewhere.

^{*} Included in in-kind contributions.



Overview of 2017 UK campaigns

Campaign	Programme or channel	Summary and objectives	Charities involved	Outputs / outcomes
Never Too Late to Tell	Loose Women	The campaign encouraged victims of (childhood) sexual abuse to consider speaking out and start the healing process.	The National Association for People Abused in Childhood (NAPAC) and the National Society for the Prevention of Cruelty to Children (NSPCC).	Loose Women has a daily average of 0.9 million viewers. A number of charities and organisations were listed on the Loose Women website.
Start the Conversation	Good Morning Britain	The campaign urged men to speak more openly about their mental health not only during Mental Health Awareness Week, but always.	Heads Together, MIND, Samaritans and Time to Change.	340 pledges were made to check-in with friends and family to 'Start the Conversation' around mental health.
#BeKind	This Morning	The campaign continues to raise awareness of bullying in schools, with an aim of informing children, parents and teachers on how to identify and deal with bullying. Working with The Diana Award, This Morning provided resources to schools to manage bullying more effectively.	The Diana Award	259,912 viewers pledged to watch the #BeKind campaign video with their children that explained the importance of acting on bullying in children
Macmillan Coffee Morning	Lorraine and Loose Women	Viewers of Lorraine and Loose Women were urged to take part in a Macmillan Coffee Morning event near them. Lorraine's resident doctor made a surprise visit to a Macmillan nurse. Features also included information on cancer, with further information on ITV. com advice pages.	Macmillan Cancer Support	With a daily combined average viewing figure of 1.7 million, Loose Women and Lorraine were able to spread the Macmillan Coffee Morning message far and wide.
Trust Your Touch	ITVBe	ITVBe partnered with CoppaFeel! to raise awareness of the signs and symptoms of breast cancer. Celebrities came together to feature in a 40 second VT, which was aired in ad space throughout Breast Cancer Awareness month in October.	CoppaFeel!	The message was clear; for both women and men to 'Trust Your Touch' when looking and feeling for signs and symptoms of breast cancer.
Carers UK Loose Women audience	Loose Women	Carers formed the audience of Loose Women.	Carers UK	The audience, made up of carers, were recognised for their ongoing support with some receiving gifts to acknowledge their efforts.
1 Million Minutes	Good Morning Britain	In its second year the campaign encouraged viewers to volunteer their time to combat loneliness and social isolation, particularly for the elderly.	Action for Children, Age UK, Contact the Elderly, Independent Age, Neighbourly, Royal Voluntary Service, The Silver Line.	22,746,750 pledges were made to speak with someone who may be lonely. Opportunities and ideas were offered from giving up just 30 minutes of time to dedicating over an hour every month.



Overview of 2017 UK campaigns

Campaign	Programme or channel	Summary and objectives	Charities involved	Outputs / outcomes
Fixers	Regional news	Fixers is an initiative run by independent charity The Public Service Broadcasting Trust. The initiative is a movement of young people tackling issues they feel strongly about to make a difference to others. fixers.org.uk	Public Service Broadcasting Trust	127 Fixers stories and projects aired across 13 regional news programmes providing over seven hours of peak-time exposure to their projects.
The People's Projects	Regional news	Gives individual awards of up to £50,000 for local community projects that will help improve the lives of people from that area. thepeoplesprojects.org.uk	Big Lottery Fund	95 organisations and community groups were shortlisted. In total £2,850,000 was awarded across the 95 projects, 57 of which, received the full amount of funding requested.
	Main channel: awards event.	The Daily Mirror's Pride of Britain		
	Good Morning Britain: Promoted the main event and nominations behind the Young Fundraiser of the Year Award.	Awards, in partnership with TSB, celebrate the achievements of truly remarkable people who make our world a better place.	n/a	10 awards were given out in 2017 from the
Pride of Britain	This Morning: Promoted the main event and nominations behind the Emergency Services Award.	Three awards were dedicated by ITV, championed by Good Morning Britain (The Young Fundraiser Award), This Morning (The Emergency Services		award for Young Fundraiser to the award for Outstanding Bravery.
	ITV News: Promoted the main event and nominations behind the ITV Fundraiser of the Year Award.	Award) and regional news (The ITV Fundraiser of the Year Award). prideofbritain.com		