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Carolyn McCall speaking at the Advertising Association's LEAD conference: The New Age of Responsibility

Photo: Bronac McNeill

Welcome

We spoke to Carolyn McCall, ITV's CEO, on the ins and outs of 2019 - and why she sees Social Purpose as a key driver for ITV that will only grow in importance in the years ahead.

ITV has a huge influence on the opinions and behaviour of the general public. How has it harnessed this power so far? How do you see that changing?

One of the things that I love most about ITV is the way it is part of the fabric of society - we reflect our culture but we also get to shape it. ITV has an impressive track record on this, from Corrie introducing the first ever trans character on a soap nearly two decades ago, to footballers opening up about mental health on Harry's Heroes last year. People talk about what they see on TV - and even as we access content in different ways, that hasn't changed. So the potential for harnessing that power is huge.

How does the Social Purpose strategy fit into the wider strategy for ITV, and do you see that evolving?

Part of delivering the More Than TV strategy has been articulating our purpose. ITV's purpose is to connect with millions of people every day, to make content they can't get enough of, and to reflect and shape the world they live in - and we do that through the power of creativity. Social Purpose is at the core of what ITV can, and should, deliver.

Our own research suggests that social campaigns can be particularly motivating for our audiences, and I see driving a social, environmental and diverse agenda as part of being a modern, relevant business.

What's new for Social Purpose?

What we've done now is articulate our Social Purpose as shaping culture for good. We've identified focus areas where we want to achieve the most change, both on-screen and off-screen, and set goals against them so we can track our progress and hold ourselves accountable.

2019 has been a year of great change, as we announced that strategy and kicked off with some game-changing on-screen campaigns, and did huge amounts of work behind-the-scenes to work towards those goals.

Where do employees fit in, and what has the reception been to the new strategy?

ITV's people are very receptive to this activity and I had some great conversations about Social Purpose at the roadshows I ran in the autumn. People are passionate about the issues we focus on, and it's inspiring to hear the ideas and initiatives from our people across the business that come into my inbox. Each aspect of Social Purpose has both an on-screen and off-screen element and ITV people are intrinsic to both. It's not an add-on - it wouldn't work without collaboration from multiple teams at every turn.

What have been the challenges in implementing the new Social Purpose strategy?

There are challenges, of course. One is around changing internal systems to measure our impact and progress accurately - especially in the environmental data. Another is managing partnerships with huge numbers of organisations to deliver campaigns. For the Eat Them to Defeat Them vegetable campaign we had 12 supermarkets and food brands, and a similar number of media agencies and partners all contributing to make it work.

What's struck you as special this year?

Let me choose something from each focus area so nothing gets left out! For better health, we've done some great things but I think it's got to be the Britain Get Talking campaign, which stopped prime-time Saturday night TV to talk about mental wellness. In diversity and inclusion, I've set up the Inclusion Council which I'm chairing, and I've had some hugely engaging and illuminating conversations which are shaping how we change. For the environment, we have put the building blocks in place to be able to identify a science-based emissions reduction target in 2020. And in terms of giving back to the community, Soccer Aid had a record fundraising year, going against the trend of other TV fundraisers by increasing 21% versus 2018. It's been a fantastic year.

What's next for Social Purpose in 2020?

We're working on more health campaigns, across both mental and physical health, and working on increasing diversity further, focusing on doubling the number of colleagues with a disability at ITV. We will continue to make big shifts on the environment, including aiming to train all colleagues on reducing environmental impact, and Soccer Aid 2020 promises to be our biggest yet. I'm proud to see it all take shape.

ITV's Social Purpose

Shaping culture for good

ITV is more than TV. We connect with millions of people every day, make content people can't get enough, and reflect and shape the world we live in... and we do all this through the power of creativity.

ITV is a leading media and entertainment company, with the largest commercial television network in the UK and a global production business. Creativity, quality content and engaging audiences in the UK and around the world are at the core of everything we do.

We are More than TV. We reach over 40 million viewers every week with our programmes on ITV's family of channels, as well as the ITV Hub, which is available on 28 platforms and on over 90% of connected televisions sold in the UK.

Our Direct to Consumer business in the UK includes the ad-free catch-up service, Hub+ and BritBox - a streaming service launched in partnership with the BBC to bring people the best of British programming in one place.

ITV Studios produces 8,900 hours of original programming each year, across 55 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 45,000+ hours to more than 300 broadcasters and platforms.

Our Social Purpose

Reaching millions of people, every day with shows people love to watch and voices people pay attention to gives ITV a brilliant opportunity - to use our creativity, scale and influence to change ITV for the better, and to inspire positive change in the wider world.

Defining ITV's Social Purpose

In 2019, after extensive engagement with management, experts and colleagues, we agreed a focus for ITV's Social Purpose around four areas: better health, our people, our environment and our communities. Each of these areas has both an external application - on-screen, and visible to and involving our audiences, and an internal application - off-screen, and involving our sites and workforce.

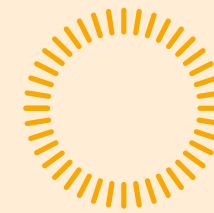
We identified better health (physical and mental health) as the area we most wanted to be known for, and in which we would focus our major behaviour change campaigns.

Measuring how we're doing

Along with the strategy, targets were set and published for each area for the first time.

We measure our progress against these targets through extensive research commissioned from YouGov and other partners, regular board-level scrutiny of diversity and inclusion data alongside new wide-scale data-gathering processes for environmental data. We formally report our annual objectives, plans and progress to the management board three times a year and annually to our PLC board. For information on our ESG memberships, see page 56.

For more on ITV's Social Purpose, including policies and our materiality matrix, please go to itvplc.com/socialpurpose

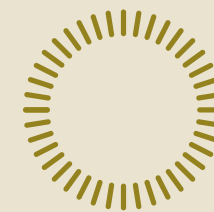


Better Health

Inspiring everyone to look after their mental and physical health.

Our Goal

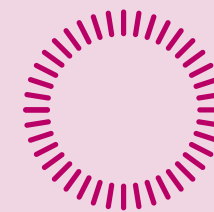
Encourage 10 million people to take action to improve their mental or physical health by 2023.



Diversity & Inclusion

Fostering creativity by championing diversity and encouraging inclusion.

Our Goal
Improve gender, BAME, disability and LGBT+ representation on and off screen by 2022.



Environment

Making the biggest shows with the smallest footprint.

Our Goal
Reduce emissions and waste, and develop sustainable culture and sourcing.



Giving Back

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

Our Goal
Increase fundraising and increase volunteering.

Each of these areas is delivered both off-screen and on-screen

Better Health

BRITAIN
GET
TALKING

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“Interrupting primetime
Saturday night TV to think about
mental health would have been
unthinkable only a generation ago.”
Justin Welby, Archbishop
of Canterbury

Better Health

Inspiring change in how we look after our mental and physical health

Context

Health is the most important issue in our viewers' lives. Over a quarter of adults live with obesity, and over a quarter of us experienced a mental health issue last year. Only 1 in 5 children do the recommended amount of physical exercise and there's been a 48% increase in anxiety and depression in children since 2004.^{2,3}

That's why ITV is so determined to put the power of TV behind behaviour change campaigns that make a real difference to how we all take action to look after our own and our families' health. We identified health as an area in which ITV could have a unique and lasting role, given the breadth of our content and its relevance to our audiences. We've coupled this with an increased focus on mental and physical wellbeing at ITV for our people, producers and participants.

Sustainable Development Goal



Goal:

2 million people to take action to look after their mental or physical health in 2019 (10 million by 2023):

Mental Wellness

We're encouraging everyone to actively look after their mental health

Eat Better

We're promoting healthier eating habits

Move More

We're helping children get more active

Results:

4.1 million people took an action in 2019 to improve their or their family's mental or physical health.¹



Harry's Heroes, ITV

Mental Wellness

Britain Get Talking

In October 2019 we launched The ITV Campaign for Mental Wellness, a 5 year project to encourage people to take action to look after their mental health.

The issue:

There has been a significant decrease in stigma around mental illness over the past decade, thanks in large part to the work of charities like our partners Mind and YoungMinds. But we're still not actively looking after our mental health in the way we look after our physical health. ITV set out to encourage people to see mental health as something that we all need to look after.

The idea:

There's been a 48% increase in anxiety and depression in children since 2004,² but connecting with others is scientifically evidenced to build mental wellness.³ We decided to focus our first campaign on encouraging families to connect. True connection requires space and time, and we needed to find a way to halt distractions. The most powerful but surprising thing we could do as a media company would be to stop talking - enabling viewers to connect instead.

The campaign:

As the final of Britain's Got Talent: The Champions built towards its climax, on the weekend before Mental Health Awareness Week, Ant and Dec paused the show for a minute of silence, asking people to reconnect with their family instead: Britain Get Talking.

The ad break that followed was also completely silent to enable families to talk over it. We launched a 60 second silent ad featuring some of ITV's best-loved faces from across the genres, and then worked with five different family brands to promote the message with their own specially created silent ads. The campaign continued with print campaign inspired by TV listings, and more than 20 ITV stars inviting people to tune back into their friends and family's stories through a series of bespoke ads. ITV stars also paused their social media so viewers could focus on their own stories instead.

Partnerships:

Charities Mind and YoungMinds came on board to support the campaign, alongside the Scottish Association for Mental Health who supported the campaign on STV.

Results:

2.8 million people

said they'd started a conversation with their children, family and friends, or had a more meaningful conversation, as a result of seeing the campaign.⁴

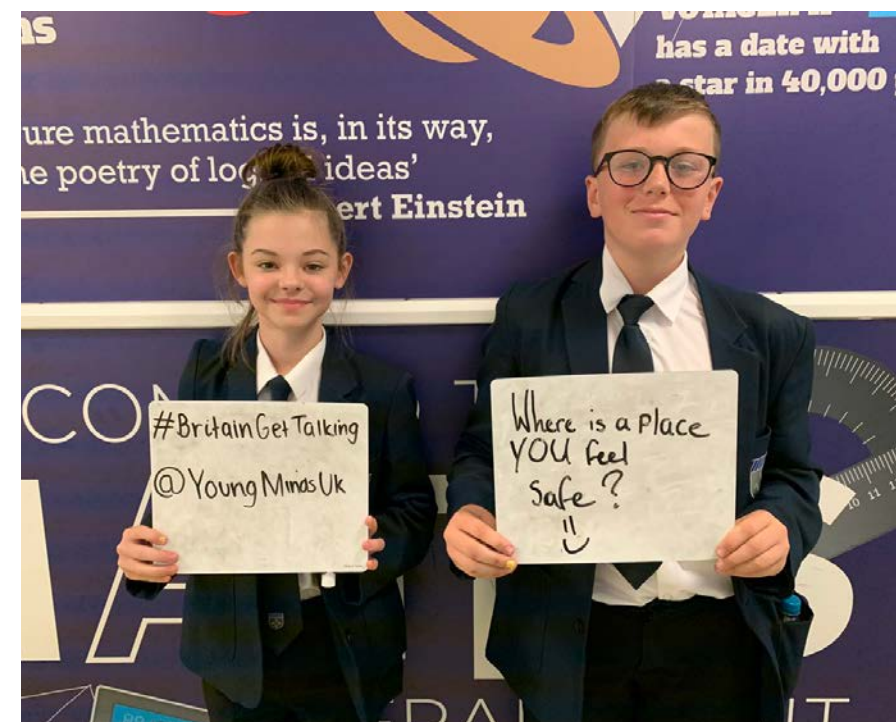
4.5 million people

said they would prioritise talking and listening as a result of the campaign.⁵

Britain Get Talking became 2019's most recalled mental health campaign⁶ with #BritainGetTalking achieving thousands of mentions on twitter alone as schools, businesses and families across the country posted in support. The [itv.com/BritainGetTalking](https://www.itv.com/BritainGetTalking) website hosts content, including downloads developed with YoungMinds and tips from the ITV family.

What's next:

January 2020 saw a reprise of the original campaign to remind those 4.5 million to act on that intention, making talking and listening part of their new year's resolution, and we have big new campaigns being planned to build on what we started in 2019.



“This campaign is fantastic. It supports and backs up everything we are saying as a school”
Matthew King,
Assistant Head
Teacher, Liverpool

Eat Better

Eat Them to Defeat Them

In January 2019 ITV launched a partnership with Veg Power and an alliance of 12 supermarkets and food brands to encourage children to eat vegetables.



The issue:

By Year 6, one in three children is overweight or living with obesity.⁷ We all know vegetables should be a big part of our diets - 3.5 portions per day for children - but 80% of children don't get that.⁸

As part of our Better Health work, we set out to do something about that. Years of 'Eat Your Greens' messages hadn't actually resulted in more vegetables being eaten - in fact, the opposite was the case. So for it to work, we needed a radical change in approach.

The idea:

Eat Them to Defeat Them. Our research showed that kids often really did hate vegetables. Rather than fight this, we embraced it. Vegetables were the baddies, and the only way to eat them was to defeat them.

The Campaign:

Our high-action, tongue-in-cheek 60 second advert launched during ITV primetime, and ran over 10 weeks of family-focused commercial airtime, reaching two thirds of housepersons with kids.

Supermarket partners promoted the campaign in store, and 1.8m people saw the ad in cinemas. 300,000 reward charts were distributed, enough for 10% of the UK's Key Stage Two classes. Celebrity chefs from Jamie Oliver to Hugh Fearnley-Whittingstall got involved, as did ITV editorial. ITV talent joined in, from Saturday night entertainment to Daytime, with over 5 hours of coverage in total. Schools across the country joined our social media campaign focusing on a new vegetable for each of the 10 weeks of the initiative.

EatThemtoDefeatThem.com is packed full of helpful downloads.

Partnerships:

ITV committed to donating £2 million of commercial airtime to the campaign. We partnered with Veg Power, part of the Food Foundation, to activate it with their chefs and schools network; agency adam&eveDDB came on board pro bono to develop the creative; Goodstuff offered media planning and 12 supermarkets and retail brands sponsored production of the ad and supporting materials. Cinema and outdoor companies donated media in support.

Results:

650,000 children

said they'd eaten more vegetables as a result of the campaign - or 29% of those who saw the campaign.⁹



There was a 2.3% uplift in vegetable sales as a result of the campaign, the equivalent of

17.7 million

extra units of vegetables sold - identified through econometric modelling of contributing factors to sales.¹⁰ That's enough for an extra portion of vegetables per household with kids for every week of the campaign.

What's next:

In February 2020 we built on 2019's success to launch the campaign to an even bigger audience. Channel 4 and Sky have come on board too, along with many of 2019's partners, to enable us to continue the work of helping to change childrens' eating habits for the better.



Move More

The Daily Mile

ITV backs the Daily Mile, an initiative which encourages schools to incorporate 15 minutes of outdoor physical activity into every day.



The campaign:

As part of ITV's drive to encourage action around physical and mental health, we supported the Daily Mile in 2018 with airtime and editorial. In 2019, we continued to lend the power of TV to the cause, with a big push across ITV Regional News in September looking at stories from schools who were already doing the Daily Mile, in order to inspire others.

Results:

In 2019, over 2,400 additional schools signed up, which equates to about

656,000 additional school children doing the Daily Mile in 2019¹¹

Since ITV began supporting the Daily Mile in 2018, over 5,000 additional schools signed up, a

386% increase

1.7m children doing the Daily Mile now in total - in about 35% of UK primary schools¹²

General Health

ITV2 Blood Squad

ITV2 leveraged their access to young people to get behind the essential need for new blood donor registrations, in partnership with NHS Blood and Transplant.

The campaign:

In 2019 we built on the success of 2018 by running a new campaign to eliminate fears around blood donation and encourage more young people to save lives through giving blood.

Some of ITV2's hottest talent featured, with the message that everyone was welcome to join the blood squad. Bespoke

Halloween themed content encouraging people to 'join the blood squad' reached people on ITV and ITV2, in cinemas, online, digital, radio, in the press and in a feature on Lorraine.

ITV also took action in the workplace - we set up a blood donation clinic at our Gray's Inn Road site at which 50 colleagues gave blood, and a further 66 registered as donors.¹³



Results:

20,317 people registered to give blood during the campaign¹⁴

If all of those who registered give blood just once, it could save or improve the lives of 60,000 people.

Over 2/3

of registrants during the campaign were aged 17-34¹⁵

1/3 of people

who saw the campaign were more likely to give blood as a result¹⁶

Lorraine: Change and Check

In April 2019, Lorraine launched a new campaign to encourage women to check regularly for the signs and symptoms of breast cancer. Change and Check how-to stickers went up in changing rooms across the country, including at John Lewis & Partners, David Lloyd Clubs, ASDA and Monsoon.

In October, Lorraine's very own 'Boob Bus' hit the roads, with the support of

Stagecoach, delivering Change and Check stickers across the UK and educating about the signs and symptoms of breast cancer. The campaign is the brainchild of Lorraine producer Helen Addis, who was diagnosed with breast cancer in April 2018. Since launch, the Change and Check message has been supported by celebrities including Naomi Campbell, Sheryl Crow and even Madonna.



Spotlight:

Mental health campaigns in Daytime

ITV Daytime reaches 10% of the population every day, and has a strong track record in health campaigns. Here are the highlights of our Daytime mental health campaigns.

Lighten the Load - Loose Women

At least three children in every class have a diagnosable mental health issue and 95% of teachers say they have taught a child who they believe is experiencing anxiety. Tragically, over 200 school children take their own lives each year.¹⁷

Loose Women partnered with the charity YoungMinds to launch Lighten the Load Kids: a helpful guide to starting conversations about mental health between parents and their children.

Be Kind - This Morning

This Morning's Be Kind anti-bullying campaign is inspired by two mums whose children took their own lives as a result of the bullying they experienced.

The campaign calls for teachers and parents to spread the word about bullying across schools and communities, with the help of a Be Kind campaign pack, created together with the The Diana Award Anti-Bullying Campaign.

In 2019, #BeKind keyrings were launched as part of the year's Anti-Bullying Week. Children across the country were able to pick up the keyrings for free from high street stationery store Smiggle to show their support for the campaign. A total of 100,0000 limited edition keyrings were distributed nationwide.



Shine a Light - Lorraine

In May 2019, Lorraine lifted the lid on misunderstood and under-reported mental health conditions with a new campaign, Shine a Light. Featuring Mel B, Rita Simons and Anna Carteret, the series explored post-traumatic stress disorder, obsessive-compulsive disorder and bipolar disorder. The three contributors' mental health journeys challenged misconceptions and showed it is still possible to live a full and happy life while living with these conditions.

Shine a Light was recognised, against stiff competition, as winner of the Entertainment category at the Mind Media Awards.¹⁸

1 Million Minutes - Good Morning Britain

Now in its 4th year, 1 Million Minutes is Good Morning Britain's winter campaign to help combat loneliness in the UK through volunteering. In 2019, the campaign focussed on volunteering time to help someone who is lonely due to loss, whether it be bereavement, separation, dementia, ill health or disability.

GMB teamed up with six charities - Alzheimer's society, Grief Encounter, The Not Forgotten, The Silver Line, Re-engage (formerly Contact the Elderly) and The Prince's Trust - who all provided support or volunteering opportunities to GMB viewers.

Viewers were urged to pledge their time and sign up to volunteer. An incredible 21,324,540 minutes to combat loneliness were pledged.¹⁹

Wellbeing off-screen

ITV puts colleague wellbeing high on the agenda. 2019 marked the introduction of a number of new initiatives and an increased focus on wellbeing for all, ensuring our off-screen ambitions match our on-screen ones.



Workplace Wellbeing Index: Silver

ITV joined the Mind Workplace Wellbeing Index in order to assess our approach to wellbeing at work and benefit from best-practice advice, and we were delighted to have been awarded Silver, demonstrating our commitment in this area.

Mental health training

ITV's Development & Wellbeing team has extended the provision of mental health training, including additional workshops on how to talk about mental health. Every staff member is encouraged to attend and there were over 1,000 attendees for mental health training and workshops in 2019.

Wellbeing programme

We continued to build Feel Good, ITV's wellbeing programme, which supports the mental and physical wellbeing of colleagues through a programme of classes and workshops. ITV Feel Good sessions in 2019 had over 3,000 attendees.

Work/life balance

ITV announced its new SmartWorking initiative, aiming at making ITV the most flexible media company to work for.

Duty of Care

ITV launched new guidelines on Duty of Care in productions, covering all shows made by ITV or broadcast on ITV. Each show is assessed against 6 criteria to identify its level of risk. All shows take measures before, during and after production to ensure participants' mental and physical health is considered, with high-risk shows including independent psychological assessment, psychological expertise available throughout production, and a full psychological debrief and tailored programme of support.

ITV has established a Duty of Care Operating Board, chaired by Carolyn McCall to oversee Duty of Care issues. A Duty of Care executive was hired to work with production teams and a newly-simplified process for raising Duty of Care queries established.

Better Health

2.8 million
people had a
conversation thanks to
Britain Get Talking



ITV was awarded
Silver
in the Mind Workplace
Wellbeing Index



656,000
more children doing
the Daily Mile

**An extra
portion of veg**
on every family table
thanks to Eat Them
to Defeat Them



Diversity and Inclusion

**First all-black,
all-female
comedy
panel**

in UK TV history
in Don't Hate
the Playaz



**Top Media &
Entertainment
company
for female
leadership**

in the
Hampton Alexander
FTSE100 review



We launched
ITV Able,
our new
disability
colleague
network

ITV announced
Smart Working,
our ambition
to be the
**most
flexible**
media company
to work for

Environment

ITV became
carbon neutral

92% increase in
productions certified for
low impact techniques

New process launched
for capturing global
carbon emissions

ITV News launched major
new climate change series
Earth on the Edge



£56m value
of total charitable contributions

11% increase in the
number of people volunteering

ITV named most
generous company
in the Tortoise Media
Responsibility 100 index



A record-breaking
£7.9m raised
for Soccer Aid for Unicef



2019 Highlights



Diversity and inclusion

“There’s quite a stereotype around Muslim girls and them not being able to follow their sporting dreams. I am thrilled that I am part of a shift in social understanding of what women can achieve and what they can be good at.”
Khadijah Mellah, Riding a Dream

Diversity and Inclusion

ITV is for everyone - fostering creativity by championing diversity and encouraging inclusion

Context

ITV wants to attract a workforce that is diverse in all respects, and to nurture an inclusive, enabling environment for all. This is especially vital for ensuring we get the best possible creative ideas. Behind the scenes and on-screen, we work hard to ensure our programmes reflect and represent the wide range of viewers that we reach. In 2019 we set targets for the first time to help us drive progress.

Sustainable Development Goals



Goal:

Increase diversity across gender, disability, BAME and LGBT+, among senior leadership, managers and colleagues, and on-screen as well as off-screen.

Results:

We have increased diversity across every protected characteristic versus 2018, but we've still got work to do, especially on increasing representation of disabled and BAME colleagues.

Please see page 60 for further details on targets and how we're doing across leadership, management and colleagues.

Driving diversity - our strategy

In 2019, we refreshed our workforce Diversity & Inclusion strategy to achieve the targets and have outlined 4 key strategic priorities for the next three years

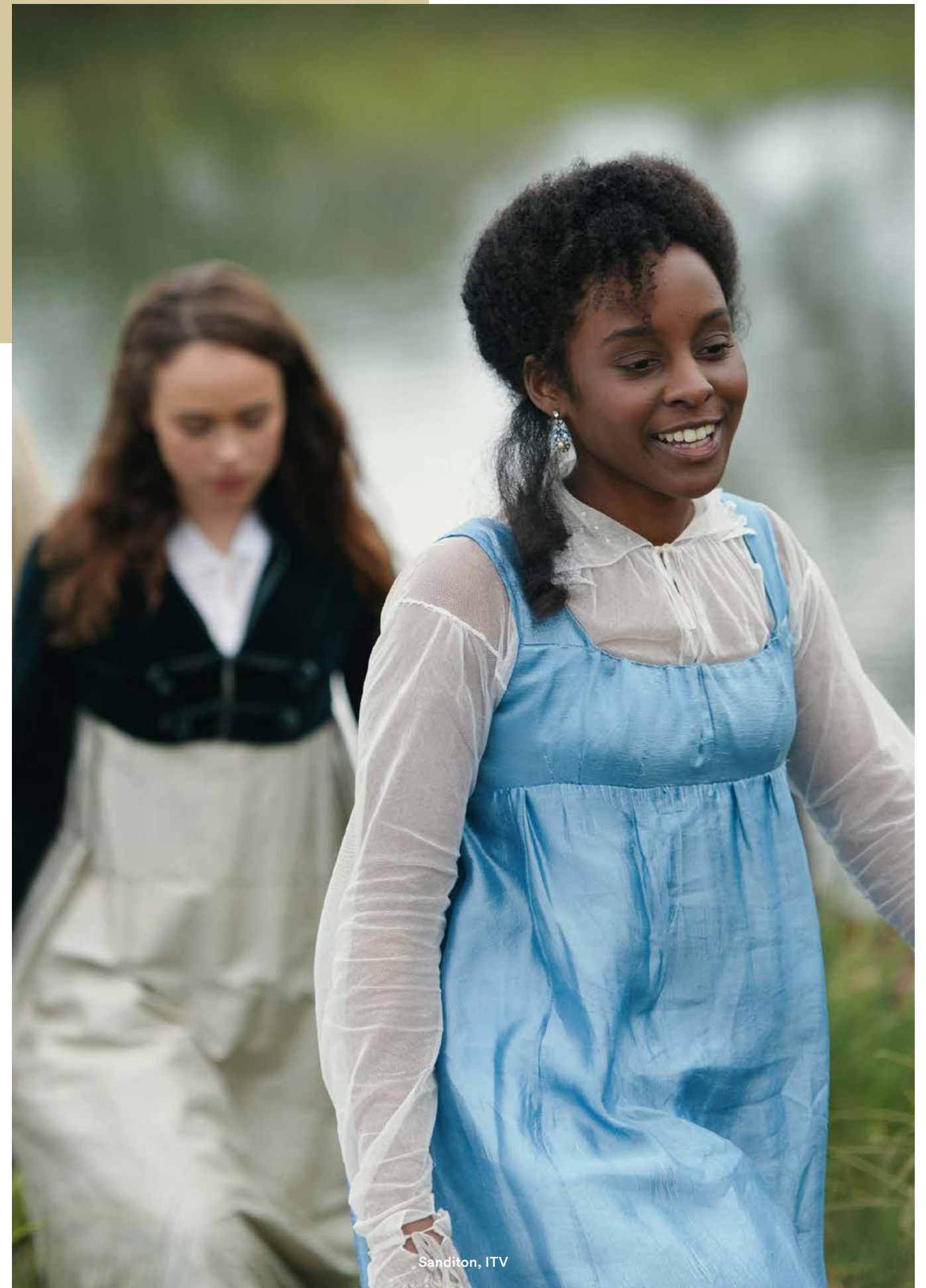
1. Attract and hire the best diverse talent to support the More Than TV Strategy
2. Build a diverse succession pipeline for our key roles
3. Hold Management Board and senior leaders accountable for building diverse teams and delivering an inclusive working environment
4. Engage colleagues to sustain and enhance our inclusive environment

New structures to increase diversity off-screen

The new Inclusion Council, chaired by our CEO Carolyn McCall, launched in October 2019 to ensure greater Management Board focus on diversity. We also brought in new workshops and updated interview skills for hiring managers masterclass to ensure our recruitment and selection is consistent and inclusive, and inclusive leader sessions that give managers practical tools for working inclusively.

Driving diversity in our shows

Every production that is commissioned signs up to a Commissioning Commitments agreement, which details what producers must do to ensure diversity. This includes not just lead characters, presenters and contributors, but also secondary and background roles. To improve representation of women writers and directors, we are ensuring that on returning series where there is more than one writer those key creative positions of both writer and director have female representation.



Sanditon, ITV

Achieving gender equality

Target

50% female on-screen and off-screen

ITV is over 50% female across all colleagues, both on-screen and off-screen

Representation of women off-screen increased in all categories in 2019

With women making up 44.8% of senior leadership we're ahead of most of the FTSE 100, but we're still working on reaching 50%.

Highlights

Off-screen

ITV has been in the top 10 of the Hampton Alexander Review for the last three years in terms of percentage of women on the Board and in direct report roles.²⁰

In May we launched the ITV Career Returners Programme, offering experienced and talented professionals the opportunity to return to the career they love after an extended break of at least 18 months. We received over 220 applications for opportunities across Technology, News and Studios Production.

On-screen

New shows in 2019/2020 Beecham House, Deep Water, Bancroft, Honour, Too Close, Flesh and Blood are all led by female writers.



Comedy 50:50

Comedy 50:50, the ITV initiative to ensure more female writers are given opportunities in TV comedy, celebrated its first anniversary in 2019. We talk to its founder, ITV Comedy Commissioner Saskia Schuster, to get the inside story.



Did you meet much resistance?

What we realised was that the gender-bias towards men wasn't out of malice - it was about a perception that there just weren't enough good female comedy writers out there. So next we created a database of female writers, all with at least one writing credit already. By the end of 2019 we had over 500 signed up and we know it's being used by production companies and broadcasters which is fantastic to hear.

The Jonathan Ross Show worked with us to find female writers for their paid writing team, as did Iain Stirling's CelebAbility, and Celebrity Juice found writers through our database.

So you're trying to create a more systemic change beyond ITV too?

We've changed our comedy commissioning terms and we'd love other comedy commissioners to do the same.

Hare and Tortoise were the first production company to come on board and co-host an event with us, which we're delighted by, and others are helping through shadowing opportunities for women.

The more female writers are championed, the more the environment for women on-

screen and in writing rooms will change, and the more these chances will arise naturally. It's a virtuous circle.

What about female writers who haven't had a break yet?

This year we've had three shadowing placements for upcoming female writers on Plebs, The Late Late Show with James Corden and on Iain Stirling's CelebAbility. These help build networks and confidence, which is a big part of comedy writing.

We've also launched a mentoring scheme, with top-class female talent at the helm, and hosted networking between writers, producers and commissioners so that new female voices can get the chance to hear from some of the best comedy writers around.

What's next?

More women-friendly workshops, more producer/writer matchmaking meetings, more database members and more shadowing opportunities. We're bringing the other broadcasters and SVOD (Subscription-based Video on Demand) companies into Comedy 50:50 in a practical and meaningful way. We'll also be launching the second series of our podcast, This Is Your Laugh.



What was the trigger for your starting Comedy 50:50?

I heard Miles Jupp speak at BAFTA about how he made having equal numbers of male and female guests on the BBC News Quiz panel part of his contract. It stood out to me. ITV comedy shows were on track with 50:50 on-screen representation - but off-screen was another story.

I looked at script submissions and for every five scripts sent to me by a man, I'd get one by a woman. It would have been easy to sit back and say 'I can't commission something I've not been pitched' but I wanted ITV to drive the narrative. So we started Comedy 50:50.

How has it changed things at ITV?

We started by changing the ITV commissioning terms, which means that every comedy show commissioned or re-commissioned on ITV and ITV2 since the beginning of November 2018 has employed female writers and script editors as part of the editorial team. That's around 89 hours of television.

Increasing BAME representation

Target

15% BAME on and off-screen

In 2019 we increased representation of BAME colleagues at all levels, both on and off-screen

On-screen ITV is now 21% BAME, well beyond our target

We are still working on reaching our targets off-screen

Highlights

Off-screen

ITV Embrace, our BAME employee network, has been active in addressing the key findings of independent research commissioned last year to understand what helps and hinders the inclusion of BAME employees at ITV.

Original Voices celebrated its 5th year of opening opportunities for BAME writers to get Story Office and Script Department experience. In 2019 Coronation Street offered 4 paid placements in those teams for successful candidates, giving a brilliant grounding in writing for continuing series. A previous Original Voices candidate is now a full-time writer on the Emmerdale story team.

On-screen

Riding a dream followed the remarkable story of Khadijah Mellah, 18, from Peckham, South London who made history in 2019 by becoming the first British Muslim woman to win at one of British horse racing's most prestigious festivals. (See image page 24).

ITV made television history with the first all female, all black panel on Don't Hate The Playaz



Original Voices participants

Increasing representation of disabled people

Target

8% colleagues with a disability on-screen and off-screen

2019 saw big increases in the proportion of colleagues declaring a disability

We surpassed our target among senior leadership, and are working towards the other targets on and off-screen

Highlights

On-screen

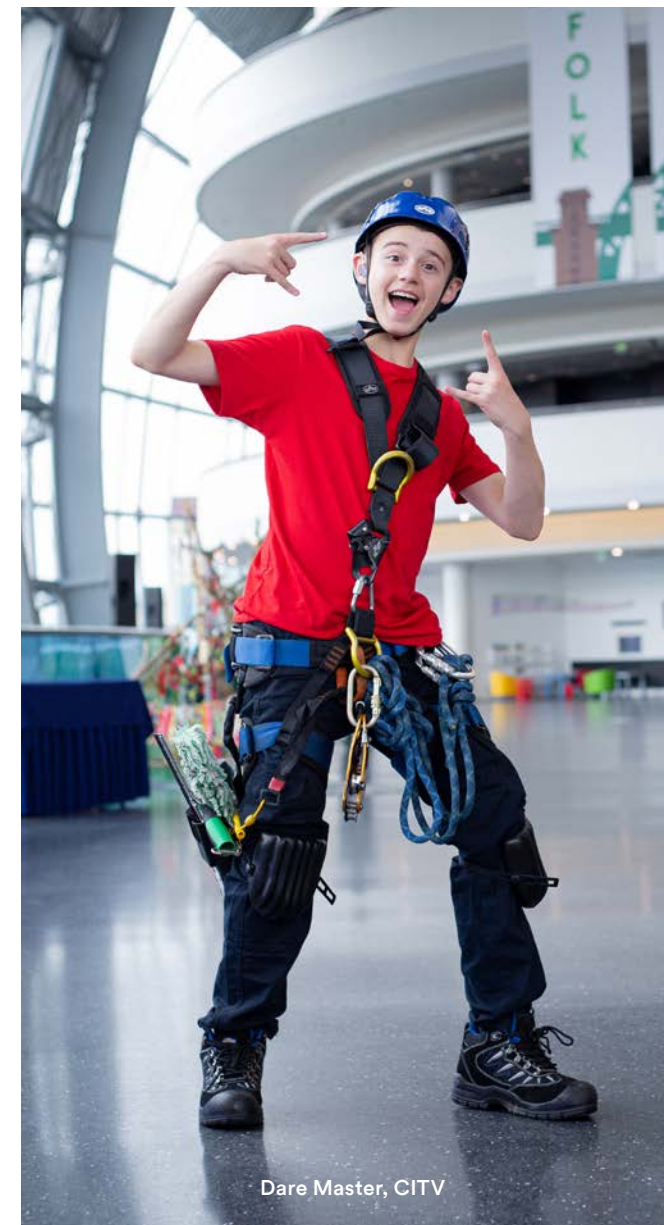
CITV launched Dare Master, a new show presented in British Sign Language and featuring adrenaline-fuelled wacky challenges each week.

We hosted an event with DANC (Disabled Artists Networking Community) for our production partners with the aim being to create more opportunities for disabled actors and writers. As a result of this event, we cast a disabled actor in one of our ITV dramas.

Off-screen

ITV Able, our new Disability Network, launched to educate, influence and connect colleagues across ITV, providing a forum to make an even more inclusive ITV.

On 3rd December, International Day of Persons with Disabilities, ITV co-hosted Disability Focus, a pan-broadcaster disability event with the BBC (sponsored by ITV Able), delivering a series of workshops focusing on topics such as on-screen representation, internal engagement, showcasing best practice across ITV, BBC, Sky, Channel 4 and Viacom.



Dare Master, CITV

Spotlight: ITV SignPost

ITV SignPost, the UK's biggest production company for British Sign Language, celebrates its 20th anniversary.



Alongside providing ITV's signed programming, SignPost creates signed content for children's book apps, works on commissions for CITV and produces documentaries and factual entertainment programmes for a range of broadcasters.

At least 50% of the team for all SignPost's productions are Deaf or people with disabilities. ITV SignPost is also changing the system. They've created a database of people with disabilities who are freelance TV professionals, making it easier for production teams to access a diverse range of people.

In December 2019 SignPost added subtitles and audio description to its service portfolio, meaning it now provides ITV with all its access services requirements, with teams working out of Gateshead, Leeds, London and remotely from home.

And the growth continued in January 2020 when SignPost launched a new traineeship, partnering with the British Sign Language Broadcasting Trust to offer a scheme aimed at getting young Deaf film-makers into the industry. 2 trainees each year for the next 5 years will be given 12 months of training and development.

ITV SignPost director Kenny Toal said: "This is a really great opportunity for Deaf film-makers. There is a feeling that there has been a glass ceiling for Deaf talent in the industry and many talented Deaf film-makers are being lost to other career choices. This scheme will hopefully provide a pathway for those who want to forge a career in television production."

2000

ITV SignPost launches out of Tyne Tees Television.

2008

SignPost and ITV launch Signed Stories.

2016

Scottish Parliament introduce British Sign Language Act. SignPost wins tender.

2017

Mission Employable is commissioned by CITV, presented in BSL.

2018

SignPost commits to each production crew being at least 50% Deaf or with a disability.

2019

SignPost expands to take on all access services, expanding into Leeds office and trebling the workforce.

2020

SignPost trainee scheme commences.

Increasing representation of LGBT+

Target

7% LGBT+ colleagues
on-screen and off-screen

We are ahead of target on all but the senior leadership team

2019 saw significant increases among managers and all colleagues

On-screen we remain at around double our minimum target

Highlights

On-screen

Dancing on Ice announced their first ever same-sex couple, featuring Ian "H" Watkins of Steps, and professional skater Matt Evers.

Queer Eye, produced by ITV America's ITV Entertainment, debuted its third and fourth seasons on Netflix in 2019, also launching Queer Eye: We're in Japan. A global, cultural phenomenon, the series has earned seven Emmy Awards to date.

Off-screen

200 colleagues took part in Pride events in the summer around the UK enjoying our first fully ITV branded parade bus, and over 150 are now members of the ITV Pride network. The ITV Pride podcast is now publicly available.



Creative Access

ITV partners with Creative Access, one of the UK's leading diversity organisations, to place trainees across the business



Creative Access fills a gap in the current creative landscape by helping young people from under-represented communities (including black, Asian and other non-white minority ethnic or BAME backgrounds, as well as those with lower socio-economic opportunities) to secure both jobs and paid training opportunities in creative companies.

ITV gives Creative Access office space at our Waterhouse Square site, to enable it to run from there. ITV has been a long-term, founding funder, and has placed 100 Creative Access trainees.



We spoke to Edwina Otira, Assistant Producer, Peston, and former Creative Access trainee

How did you come across Creative Access?

I had always been interested in the world of news and current affairs but never understood how to “get in” to the industry. I was considering my options after university when I saw the advert for ‘Peston on Sunday’ online and put in an application just before the deadline closed!

What did you do as part of the scheme?

My internship was really varied and gave me the chance to familiarise myself with all the different nuts and bolts of the show. I prepared guest briefs, looked after guests on show day and logged the show production details afterward. I was in regular contact with Creative Access throughout (not just because their offices were in the same building!) and attended masterclasses and training days that helped to support me during my internship.

What were the highs and the challenges?

I really enjoyed doing outside broadcasts. During party conference season we went on the road for three consecutive weeks, doing shows in Brighton, Manchester and Glasgow. In terms of challenges - I had to quickly adjust to the fast-paced nature of politics and reacting to changes. We could plan a show on Friday that would be out of date by the weekend.

What are you up to now?

It's been a busy couple of years. I started my internship in September 2017, and just before the end of March I was taken on as a Researcher. Since last September, I've been working as an Assistant Producer. I've been lucky enough to cover a general election, two leadership debates and of course, Brexit.

What would your advice be to other applicants?

Tailor your application to the programme or organisation that you're applying for. Make the most of the Creative Access network - the people you meet on your induction are your future network and the masterclasses give invaluable insights into how other creative industries work too.

Increasing access and working towards social equality

In 2019 ITV participated in the Social Mobility Employer Index for the first time. This enabled us to benchmark our activity and to get insight and feedback from the Social Mobility Foundation on further areas of focus.

ITV were the first partner to sign up to First Break, a new social mobility initiative from

the skills body ScreenSkills to demystify the TV industry and create pathways in for people from socio-economically disadvantaged backgrounds. Giving 100 candidates the chance to attend a taster event on the basics of working in TV, ITV offered placements on both Coronation Street and Emmerdale to successful candidates at the conclusion of the initiative.

“The ScreenSkills First Break scheme provided me with an amazing opportunity that I never thought I'd have. Working behind the scenes of Emmerdale has helped me get the ball rolling for my TV industry career - and I know now that I would like to follow the assistant director career path. Thank you ScreenSkills and ITV!”
Talhah Lockat,
ScreenSkills participant



Peston production team

Environment



**“The climate crisis is upon us.
It’s one of the biggest challenges
that we have to face, and
it’s growing all the time.”**

Dame Jane Goodall,
ITV News, August 2019



Environment

Creating programmes with the biggest impact on our audiences and the smallest impact on the planet

Context

2020 marks the beginning of the last decade experts say we have to avert a full scale climate crisis,²¹ and at ITV we spent 2019 putting the foundations in place for an ambitious plan to make sure we are reducing our impact as much as possible.

We have put a lot of time into getting a more accurate picture of our current activity - more challenging than it might seem, due to the complex nature of our global business - to build the baselines for change, and, in energy, to enable us to set a science-based emissions target.

Sustainable Development Goals



Goals:

Reduce emissions

Zero waste

Sustainable supply chain

Sustainable culture

Results:

New carbon baseline set
in greenhouse gas emissions²²

Carbon neutral status achieved

92% increase in the number of
albert-certified productions

New structures

In 2019 we established the Green Team, a cross-organisational steering group of senior managers at ITV with board-level sponsorship and a remit to work across the four identified areas of environmental change. It meets monthly to share ideas and help make change happen. We've also been working hard on internal communications, bringing environmental issues to the fore, and have found ITV colleagues are very engaged and keen to do more.

ITV is a signatory to the Taskforce for Climate-related Financial Disclosures and Chris Kennedy, ITV's Chief Financial Officer, is now accountable for climate change related risks to the business.

Reduce Energy

Reduce greenhouse gas emissions according to a science-based target (SBT)

Targets

Reduce greenhouse gas emissions by 10% in 2019

Until we finalise our science based target in 2020, we are committed to reducing our GHG emissions by 10% each year. On a like-for-like basis, our 2019 scope 1 and 2 emissions reduced by 21% compared to 2018.²³

We also implemented a new process to capture global greenhouse gas emissions. This provides more real data, as opposed to estimated, which will enable us to set the baseline for our science-based emissions reductions targets in 2020, in line with keeping global warming to 1.5 degrees. We have reported our 2019 greenhouse gas emissions using this new methodology, which is why the figures are higher than when using our previous methodology. See Page 63 for the data.

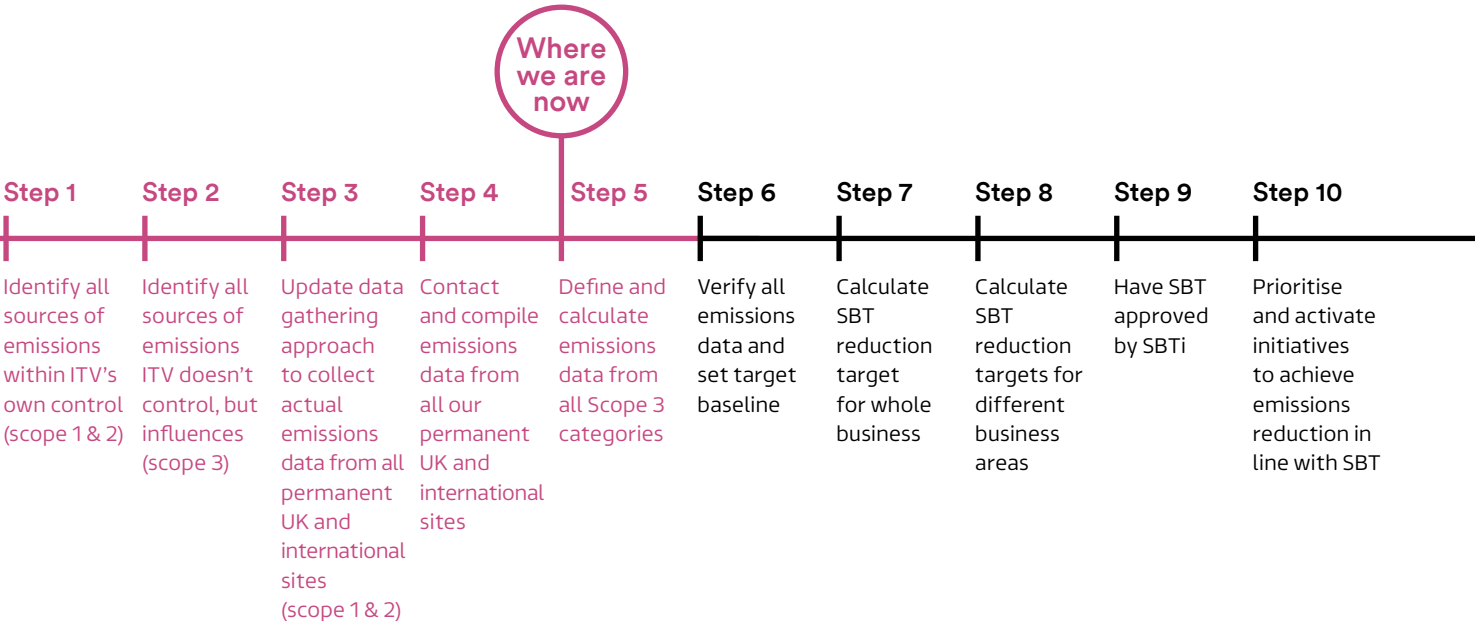
Become carbon neutral

All of ITV's 2019 emissions from our operations (scope 1), energy use (scope 2) and business travel (scope 3) were offset by purchasing certified carbon offsetting credits in projects that contribute to reducing greenhouse gas emissions and which benefit the communities in which they are based.

Power ITV with 100% renewable energy

In 2019 we renewed all renewable energy contracts at our owned sites and began a review of all our permanent sites, the majority of which we do not own, to quantify which could run on renewable energy. We will be working with our landlords in 2020 to roll this out globally.

Our process for getting to a Science Based Target (SBT)



Highlights

We are expanding our use of ultra-low emission vehicles into Regional News. Replacing diesel and petrol estate cars with a new hybrid petrol-electric fleet, our News camera crews can now cover stories across all our regions and contain emissions. Coupled with energy-efficient Live U broadcast transmission technology for live coverage which uses less energy compared to the previous satellite-alone option, we continue to broaden our coverage and contain our carbon footprint.

We kicked off a major upgrade to the Emmerdale studios which will cut energy use through low energy production lighting and efficient air conditioning. The new lighting alone will reduce energy use by around 85% when compared to the existing lighting system. The upgrade of all 7 studios will be complete by 2021.



Zero waste

Increasing the volume of waste avoided, reused and recycled

Targets

Become a zero waste business

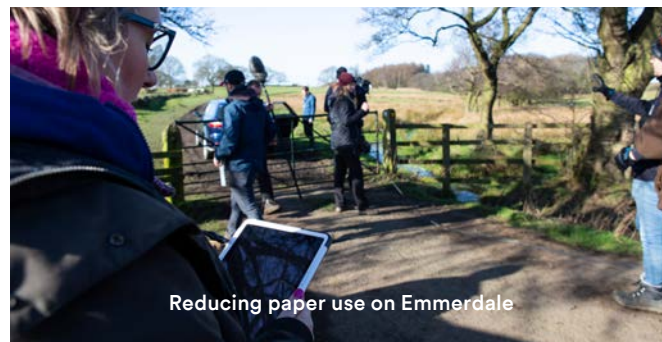
To identify opportunities to design out and reduce waste, we conducted an in-depth review of our waste approach in our UK offices and on location productions. In 2020 we will use the findings and recommendations to define a roadmap to achieve our target.

Remove single use plastic from our operations, productions and supply chain

We began the complex process of gathering our waste data from all UK operational sites in order to set a baseline for our target, and to enable us to identify how best to reduce waste further.

Highlight

We removed single use plastic cups, glasses, cutlery, bottles and sauce sachets from our hub sites in London, Leeds and Manchester, and installed food bins in all kitchenettes in our main hub sites.



Reducing paper use on Emmerdale

Sustainable Supply Chain

Achieve a 100% sustainable supply chain

Targets

Ensure 100% of our largest suppliers meet our sustainability criteria

Support SME suppliers to improve their environmental impact

We established a working group with our main UK broadcast peers in 2019 in order to develop a combined approach to securing a sustainable supply chain across the industry.

Designing waste out of Daytime

We spoke to Helen Killeen, Head of Production, Daytime on how she's minimising waste



Why is reducing waste in Daytime production important to you?

Reducing waste is important for everyone, but especially Daytime because it's a large operation. Over 500 people are involved in running four major shows - Good Morning Britain, Lorraine, This Morning and Loose Women - that are broadcast for seven and a half hours a day, five days a week.

I'm always trying to find ways to make our production as low impact as possible in our studios, offices, and on location. We've also got a huge opportunity to help our viewers understand what they can do to help too, which we cover in features during the year. We reach over 29 million people a year, and if we're telling them to reduce their impact, we'd better be doing it ourselves too!

Can you tell us some of the actions you're taking?

We're changing Daytime production's culture by making everyone responsible for keeping waste down. We've got a no single-use plastic policy in the studio and offices - we gave everyone a reusable coffee cup and water bottle in 2019 and took away all alternatives. If you forget to bring yours in, no drink for you!

We also donate all leftover cooked food and ingredients from This Morning to City Harvest who distribute it to homeless charities, and donate clothes used on Good Morning Britain to SmartWorks.

We're saving water too, thanks to the devices we installed on all our taps that save up to 60%. Even our mascara wands are donated to the WWF to be used to brush baby animals.

What are you proudest of?

Taking away the disposable coffee cups and glasses was a big deal since it forced people to change their habits. We made the change overnight and launched it on Valentine's Day, encouraging everyone to love their partners and the planet! It's brought about a cultural shift in how people behave in Daytime, and it's got people thinking about other ways we can reduce our waste further.

What has been the biggest challenge you've overcome?

When you're producing live television, there is always a sensitivity around changing anything too drastically in case it's detrimental to the workflow of the crew or presenters. However, once we started to explore all the different ways we could cut out waste, the ideas kept flowing.

What's next?

The plan is to go paperless and reuse even more of the clothes from the shows. We've already moved our camera operators onto iPads for their camera shots, and we'll be doing the same for the scripts, running orders and even newspaper clippings. For fashion, we're going to explore new ways of reusing the clothes our presenters wear, and even give the public a chance to get involved. Watch this space!



Donating clothes to SmartWorks

Sustainable Culture

Targets

Roll out environmental awareness training to all staff and freelancers

We increased the number of colleagues that have completed environmental training, online or in person, from 821 to 1,891 in 2019. We also engaged colleagues with an internal engagement series on the climate crisis across a month, featuring talks in all our hub sites and pop ups from low impact businesses. 200 colleagues attended the Climate Crisis lunchtime talks, with the highest feedback rating of any similar event in 2019.

Achieve 100% albert certification for all programmes we produce and commission

We increased the number of productions being recognised for sustainable production practices in 2019 by 92%, with 73 additional shows achieving albert certification, representing 1,170 hours of television, and we want to achieve the full target by 2020.

Highlights

Covering the 2019 Rugby World Cup in Japan, ITV Sport worked through the albert certification process and achieved the highest rating. Alongside offsetting their flights to and from Japan, the production reduced flights as much as possible by only flying crew out to Japan in the knock-out stages, basing the team in Maidstone until then.

Mammoth Screen's Noughts and Crosses production, filmed in South Africa, was produced with the help of a dedicated sustainability adviser on location, supporting on how to make the production as low impact as possible.

We continue to drive environmental responsibility of our industry through active members of the albert consortium and directorate, and the Responsible Media Forum.



On-screen

Changing people's attitudes towards looking after the planet, and normalising sustainable behaviours.

In Coronation Street and Emmerdale, characters are shown charging their vehicles, using reusables, and discussing the impact of their choices. ITV's Tonight and On Assignment programmes cast light on some of those questions in programmes across the year, including Tonight's Cheap Clothing: The Real Cost and Plastic: The Unseen Truth.

Good Morning Britain covered the topic throughout the year also, including a feature on the causes of climate change, presented by their meteorologist Laura Tobin.

ITV News introduced a new series, Earth on the Edge, which featured regular reporting on how climate change is happening right now, across the world; from water shortages and extreme heat to rising sea levels and pollution.



Earth on the Edge makes viewers sit up and listen

In August 2019, ITV News launched a major new series, Earth on the Edge, to make climate change more tangible for viewers.

ITV News science editor Tom Clarke covered the damage done to the Amazon rainforest in Colombia, correspondent Juliet Bremner exposed the illegal practice of logging in Ukraine, and Africa correspondent Penny Marshall discovered how real communities in Ghana are already being affected. The series has also covered the impact melting Arctic ice has had on sea level rise in the Solomon Islands, and the devastating consequences of warming seas around Madagascar that has left communities going hungry due to depleted fish stocks.

Rachel Corp, Editor of ITV News, explains her reasoning for launching the series:

"Climate change is one of the biggest stories of our time, and yet often reporting on it can feel remote, either geographically or temporally as something far off in the future, intangible and often delivered as a science or foreign feature towards the bottom of a news programme.

I wanted to cover climate change as a major news story, so that's why we launched Earth on the Edge as the lead on the News at Ten and will continue to do so monthly. The series shows our viewers that climate change is happening right now, that what's happening around the world is affecting us right here at home, and that in some areas what's happening is irreversible."

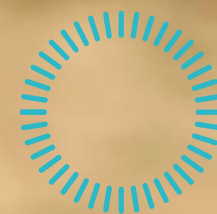
Future programmes in 2020 will cover issues including water shortages, extreme heat, rising sea levels, overpopulation and pollution.



ITV News science editor Tom Clarke



Giving Back



“I have volunteered for Soccer Aid and it’s one of the most rewarding things I’ve done here.”

Nick Collins, Production Specialist, ITV News Calendar



Queer Eye, made by ITV America's ITV Entertainment

Giving Back

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

Context

Alongside ITV's targeted work on better health, we have a broad agenda to give back, mobilising time, money and services for local and international communities; this is a really important part of ITV's Social Purpose. Alongside our major fundraising campaign and encouraging people to volunteer, ITV contributes value in kind through airtime, pro-bono work and beyond - to the value of £56million.

Sustainable Development Goals



Goal:

Beat £6.5m raised in 2018 for Soccer Aid for Unicef
Increase employee volunteering

Results:

21% increase in Soccer Aid for Unicef income
11% increase in volunteering

Soccer Aid for Unicef

We spoke to Dermot O’Leary, committed Soccer Aid for Unicef presenter and supporter, about the record-breaking 2019 campaign.

ITV and Unicef have partnered on Soccer Aid for Unicef since 2006. In 2019 we smashed our targets - raising £7.9m, a 21% uplift on 2018, and achieving our highest awareness levels for Unicef.

Behind the scenes we embarked on a big employee engagement programme, with Unicef frontline experts coming to talk directly to over 350 colleagues about the amazing work that Soccer Aid for Unicef funds.



What is it about Soccer Aid that keeps you coming back?

Ultimately, it’s about what the money can do. Unicef vaccinate nearly the half the world’s children - it’s an incredible chance to support really important work. But it’s also a brilliant match - the combination of celebrities with, let’s face it, mixed footballing abilities sharing the field with some of the biggest legends in the sport. Everyone takes it really seriously so though there’s a bit of a laugh with it, it’s mostly just a really good game of footie, between England and The Rest of the World.

What made the 2019 show different?

The standout news this year was having professional women footballers playing too, alongside female linespeople and a female coach. We also mixed things up a bit, with a longer half time, giving more opportunities for in-match entertainment and donations. Rita Ora, a Unicef ambassador performed, and we had an ‘appreciation station’, staffed by celebrities, taking donation calls.

You featured in the ad for Soccer Aid for Unicef alongside lots of ITV talent, making a joke about Piers Morgan. How did he take it?

I think he took it pretty well as he and Susanna Reid talked about Soccer Aid for Unicef on Good Morning Britain pretty much every day in the run up to the game, since they were coaches. I’m sure that support from Good Morning Britain helped drive the big viewing figures (which peaked at 5.1 million viewers) which ultimately help drive donations. But there was also a real sense of celebrities across ITV getting on board this year.

What’s next?

Soccer Aid for Unicef is back in June 2020 and of course we’re hoping to smash last year’s target again. The line-up of footballing legends and celebrities is going to be great and we’ll be back at Old Trafford.

Results:

£7.9m raised



Soccer Aid for Unicef, ITV

Volunteering

In 2019 over 1,000 colleagues volunteered, an increase of 11%, with an average of 2 days volunteered.

ITV encourages employees to use 3 paid days a year to volunteer. This can be for an organisation close to them, such as a school PTA or local charity, or through offering professional services pro bono through our partnership with the Media Trust. Employees can also find opportunities through our volunteering platform, Benefacto.

In 2019 we renewed our contract with Benefacto, a social enterprise which makes it easy to book a volunteering day in London, Manchester or Leeds (locations of ITV hub sites) as an individual or small team. Benefacto brings together a list of organisations that need help on any given day, from food banks to drop-in computer skills workshops, and colleagues

can sign up with just a couple of clicks to do something really valuable for that organisation and its clients.

In December ITV held an inaugural Volunteering Month, featuring volunteering stories in internal communications and giving colleagues the chance to enter a draw for a micro grant for the organisation they volunteered for.

Results:
11% increase



Spotlight:

Volunteering via Media Trust



ITV's Commercial Team worked with Media Trust to deliver a day-long *Creating Charity Partnerships* masterclass. Held at our Gray's Inn Road offices, 60 delegates from 30 charitable organisations as diverse as the Bat Conservation Trust, Action on PostPartum Psychosis and the V&A attended a day-long session which covered all aspects of creating and presenting partnerships, culminating in an interactive pitching session to an ITV Judging Panel, with roaming mentors to help facilitate, and networking to round off the day.

The day was over-subscribed and another is planned for 2020. The feedback from charity attendees was brilliant: "This was a very informative, interesting, thought provoking, engaging and very useful day – even better than I hoped. Thank you."



"Our team spent the day gardening at Myatt's Fields Park in south London. It was great to get the team together outside the office environment and help out in the community. Everyone asked afterwards when we were going to do it again!"
Anna Mckay, Financial Controller, ITV Global Entertainment

ITV named most generous company in the FTSE 100

In 2019 ITV once again came top of the GivX Index, which records how companies invest their services, staff time and money into communities for positive impact.

ITV was also recognised in the Tortoise Responsible 100 index, which reviewed the social and environmental impact of the FTSE 100. ITV was listed 5th in the final report, and top media company overall, but also as the most generous company in the FTSE 100, giving £13.94 to charity for every £1000 profit, against the FTSE 100 average of £1.37.

Awards

Mental health: Project 84

Better Society Awards

Major Project of the Year -Winner:
ITV & CALM Project 84

Corporate Engagement Awards

Most effective one-off campaign - Gold:
Campaign Against Living Miserably (CALM)
by Harry's, adam&eveDDB and ITV plc

Partnership with a National Charity

Highly Commended: ITV & Calm Project 84

The Drum Social Purpose Awards

Best Stunt or Live Event - Winner: ITV Project 84

Mind Media Awards

Entertainment - ITV Lorraine's
Shine a Light campaign

Physical health: Eat Them to Defeat Them

UK Fruit & Veg Awards 2019

Editor's Award - Winner

UK Social Media Communications Awards 2019

Charity/Not for Profit - Winner

The Drum Social Purpose Awards 2019

Best Video Campaign - Winner

IGD Awards 2019

Health & Well-being - Winner

Shots Awards Europe 2019

Television Commercial of the Year - Winner

Third Sector Awards 2019

Communications Campaign -
Highly Commended
Best International Initiative for Marketing
Fresh Produce to Children 2019 -
Highly Commended

Physical health: Blood Squad

Campaign For Good

Best Health Care Campaign - Winner

Diversity & Inclusion:

Pink News - Broadcast Award:

ITV News for the 'Gay Cure Therapy
Uncovered' report

Asian Media Awards

Regional Journalist of the Year -
Rajiv Popat, ITV Central News

Financial Times OUTRoleModels 100 LGBT+ Executives

Matt Scarff, Director of ITV Creative and
ITV Experiences and Co-chair of ITV Pride

Black International Film Festival MVisA Awards

Best Actress - Jade Anouka for the
role of Jess in Cleaning Up

Creative Diversity Network Awards

Unsung Hero, Sangeeta Bhabra, Presenter,
ITV Meridian News

Creative Diversity Network Awards

Commissioning - Butterfly (Red Production
Company and Aenon for ITV)

Member of the Order of the British Empire Honours

Alex Duguid, ITV Signpost honoured for
services to Deaf People and to British
Sign Language Education

Royal Television Society Awards

Rising Star - Giles Bowman,
Technical Specialist, ITV Signpost

Memberships and recognition



MIND Wellbeing
Survey: Silver Award



Disability
Confident Leader



Valuable 500
member



Apprenticeship
Diversity
Champions
Network member



Stonewall Workplace
Equality Index 2019:
Ranked at number
129 out of a total of
450 organisations
that entered, 50
places higher than
when we entered
three years ago.



Ranked 4th
in Hampton
Alexander report
on FTSE 100
gender diversity*



GivX - Number
one on Corporate
Giving Index



Tortoise
Responsibility
Index - ITV 5th out
of FTSE100 and Top
Media Company



FTSE4Good
FTSE4GOOD
Constituent of the
FTSE4Good Index



ITV ISS ESG
CORPORATE
RESPONSIBILITY
REVIEW Achieved
Prime status



SUSTAINALYTICS
Achieved
Leader status

*For executive
committee and in
direct report roles

What's next for ITV Social Purpose?

If 2019 was the launch year in which we set targets, built the structures to deliver change and started some huge campaigns, 2020 is the year of acceleration.



Better Health

We are building on the success of Britain Get Talking, with three major campaign moments throughout the year. A new campaign for Eat Them to Defeat Them launched in February 2020, with an even bigger reach thanks to new partners Sky and Channel 4, and support from major food retail brands and other media owners. And we will continue to champion physical health further as part of ITV, Channel 4 and Sky's £10m commitment to support children's physical health in the next 3 years.

We will continue to build on the work we have done to support mental health and resilience, in line with recommendations from the Mind Wellbeing survey and 2019 Engagement Results. February 2020 saw the inaugural meeting of the ITV Mental Health Advisory Board, chaired by Ruth Davidson SMP, which brings together industry experts to provide guidance on all aspects of ITV's approach to mental health and wellbeing among its people, production teams, participants in its shows and audiences.



Diversity & Inclusion

Embracing inclusion and diversity is at the heart of what we do. We will work to increase diversity representation across all characteristics, in line with our 2022 targets and have a number of initiatives in place to support new hires as well as our existing colleagues. Our focus for 2020 is on building out BAME and disability representation at all levels of the organisation. Ultimately, we will continue to build an inclusive working environment where everybody can reach

their potential and thrive, regardless of their background.

On screen, we have commissioned a research project which will inform our strategy, and we will be working to improve representation across the network, particularly in prime time and in major roles. We are also committed to improving representation in key editorial roles such as writers, directors and senior producers.



Environment

ITV will confirm and register our Science Based Target to reduce our greenhouse gas emissions with the Science Based Target Initiative, and develop a road map to meet it. We will formally join RE 100 after finalising our strategy to power our business with 100% renewable energy. We will also finalise our zero waste and 100% sustainable sourcing targets, defining roadmaps

to delivery and embedding the strategies in the business. 100% of shows produced by ITV will be albert certified, which means that all productions will measure their environmental impact and put practices in place to reduce them. We will build on editorial across the network in drawing attention to climate change and encouraging climate action.



Giving Back

2020 promises to be the biggest year in Soccer Aid for Unicef's history, as we innovate around fundraising and ITV offers new ways to support

it. Volunteering is set to increase, helped by the introduction of ITV Giving Back Champions to work with teams to encourage giving back.

The Data

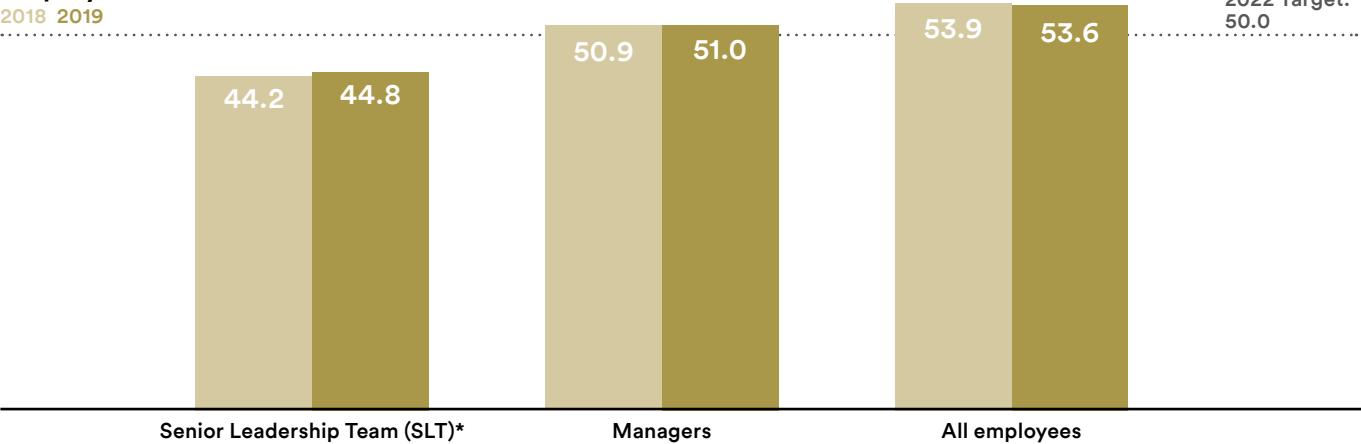


Diversity & Inclusion

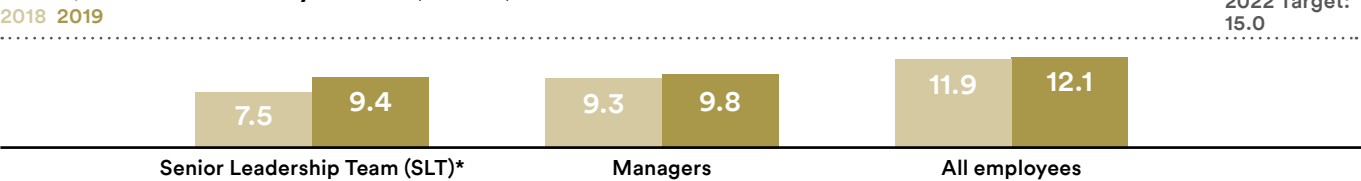
UK workforce

Based on total headcount as of 31 December 2019
UK workforce representation: Female: 47%, BAME: 13%, with disability: 17%, LGBT+: 7.2%, 50+: 31%

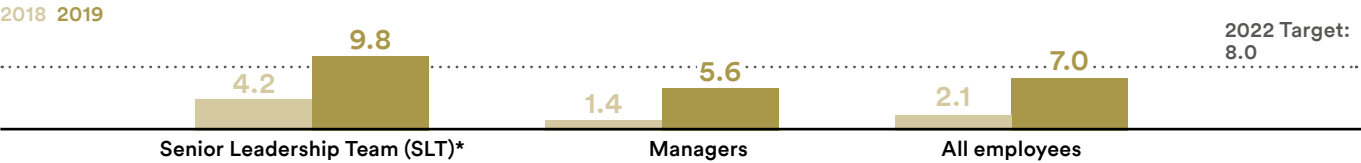
Employees who are female %



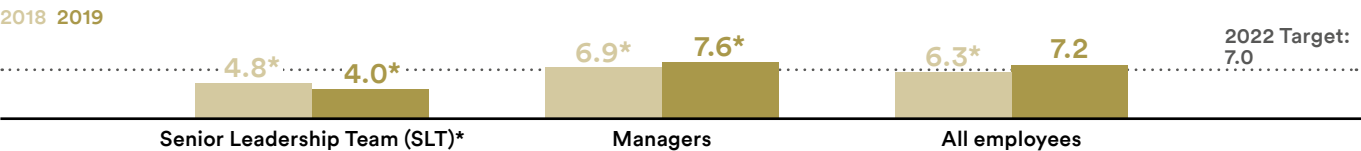
Black, Asian & Minority Ethnic (BAME) %



Colleagues with a disability or long-term health condition %



LGBT+ %



Age 50+ %

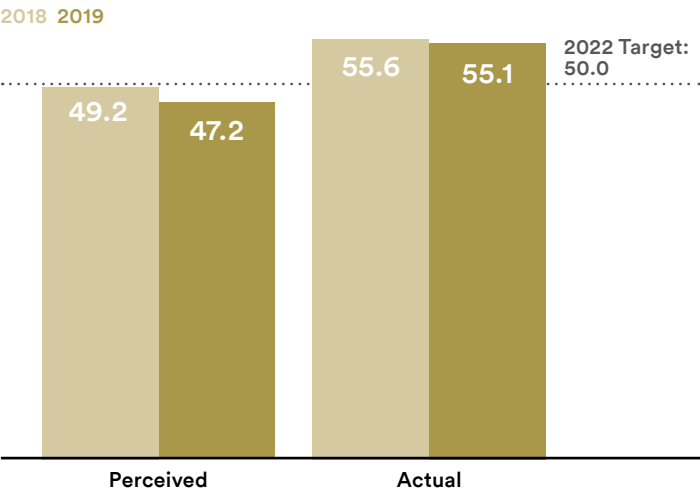


Figures include permanent and PAYE fixed-term employees only (they do not include freelance, contingent or agency workers) and are based on the number of employees who chose to disclose. We consider that national workforce statistics will serve as the most appropriate comparison. We have used labour market data from the Office of National Statistics as published in the Diamond Second Cut Report. 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.
*Only representative of LGB. No data sample on Transgender

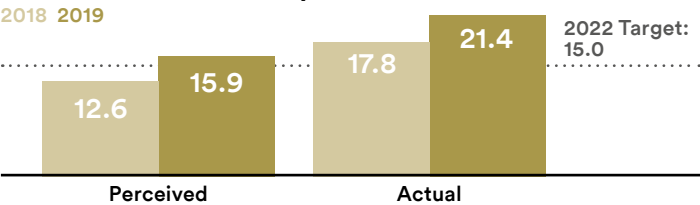
On-screen perceived and actual contributions in UK-broadcast ITV programmes, 2019

UK population representation: Female: 51%, BAME: 12.9%, with disability: 18%, LGBT+: 7.2%, 50+: 36%

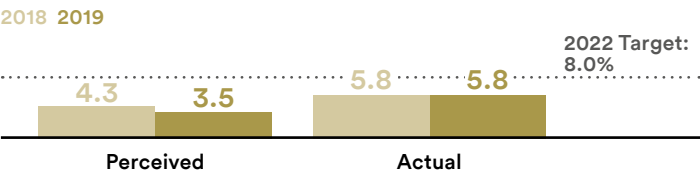
Female %



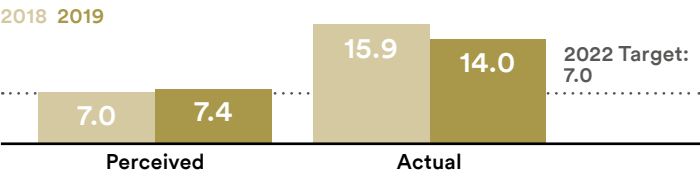
Black, Asian & Minority Ethnic (BAME) %



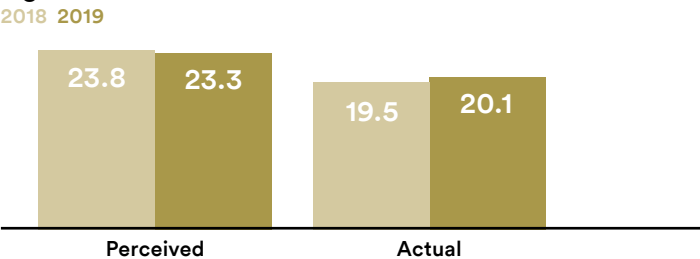
People with a disability or long term health condition %



LGBT+ %



Age 50+ %



This data was generated by Diamond on 14th January 2020 and is based on 198,781 contributions. From the 10,006 hours of programming, we have diversity information for 7,119 hours, or 71.1%. 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 CDN website.

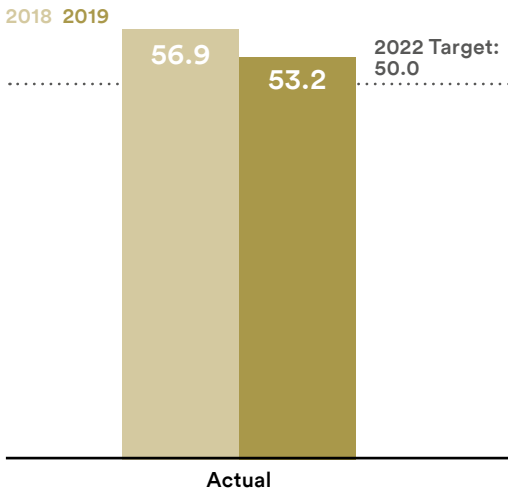
* Only representative of LGB. No data sample on Transgender

** No workforce statistics are available; national population estimates are given as a proxy.

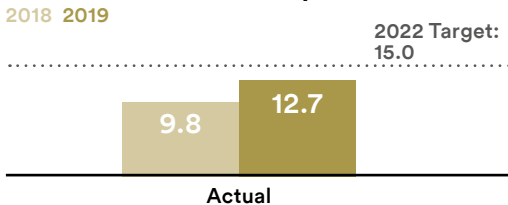
Off-screen contributions in UK-broadcast ITV programmes (production teams), 2019

UK workforce representation: Female: 47%, BAME: 13%, with disability: 17%, LGBT+: 7.2%, 50+: 31%

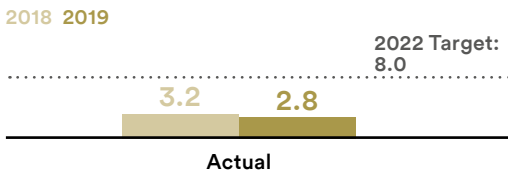
Female %



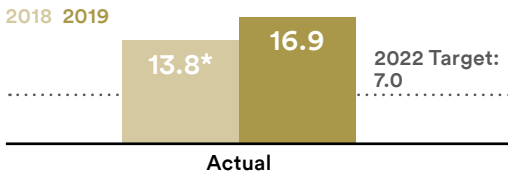
Black, Asian & Minority Ethnic (BAME) %



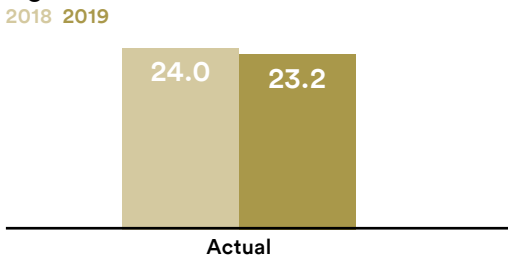
People with a disability or long term health condition %



LGBT+ %



Age 50+ %

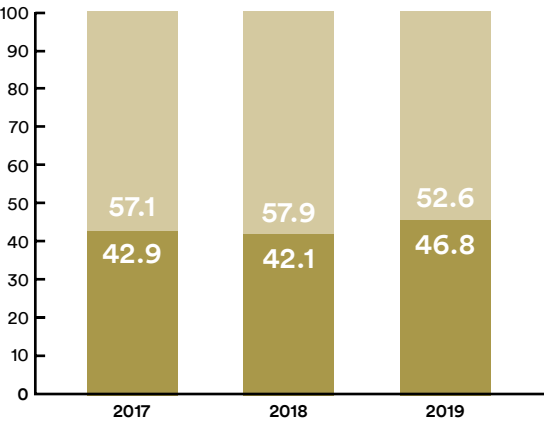


Global gender split

Based on total headcount as of 31 December 2019

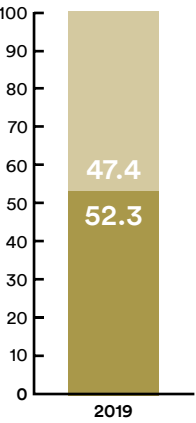
Male (%) Female (%)

Senior Management*

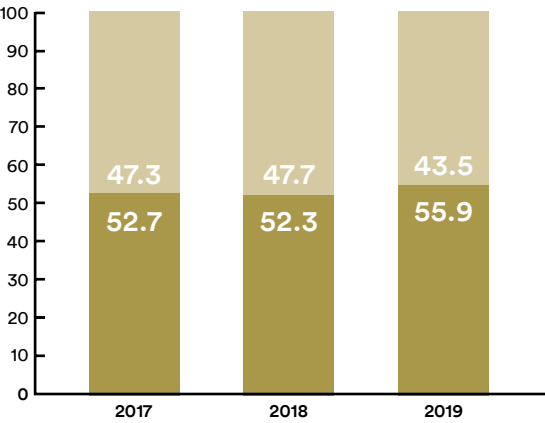


*A colleague who is a member of the Senior Leadership Team or Management Board. % Totals may not be 100 due to PNTS/non-binary responses
** Managers population in 2017/2018 was included in All employees data.

Managers**

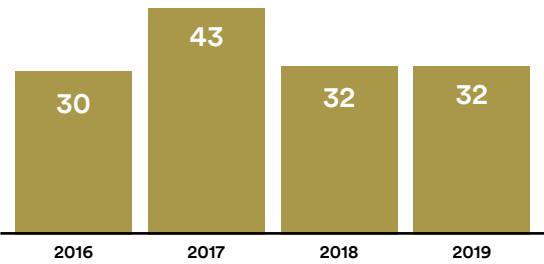


All employees



UK apprenticeship scheme

Number of apprentices



| | 2016 | 2017 | 2018 | 2019 |
|----------------------------|------|------|------|--------------------|
| Total employed by ITV (%) | 73.0 | 56.0 | 47.0 | Finalised Oct 2020 |
| Total positive outcome (%) | 93.0 | 81.0 | 56.0 | Finalised Oct 2020 |

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.

Made-out-of London TV programmes (UK)

| Ofcom quota = 35% | 2016 | 2017 | 2018 | 2019 |
|-------------------|------|------|------|---------------------------------------|
| By value (%) | 41.0 | 38.0 | 38.3 | To be published by Ofcom in Sept 2020 |
| By volume (%) | 47.0 | 44.0 | 47.6 | To be published by Ofcom in Sept 2020 |

Ofcom Made Outside London programme titles register 2018

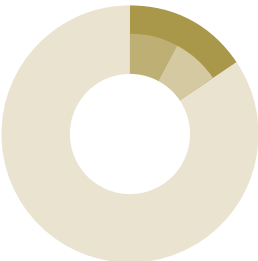
Percentage of ITV main channel (UK) programmes with access services in 2019

| | ITV main channel* | Ofcom quota (ITV voluntary target) |
|-----------------------|-------------------|------------------------------------|
| Subtitling (%) | 98.8 | 90.0 |
| Audio description (%) | 22.6 | 10.0 (20.0) |
| Signing (%) | 6.7 | 5.0 |

*Half Year Figures Jan-Jun 2019 - Full year figures to be published by Ofcom in March 2020

UK spend and investment on training in 2019

| | |
|--------------------------------------|----------|
| Leaders and Managers development | £130,000 |
| High potential development programme | £90,000 |
| All employees | £230,000 |



UK leavers 2019

- 15.7% annual turnover for employees
- 8.0% planned
- 7.6% regrettable

Environment

Global greenhouse gas emissions

In 2019 we introduced a more detailed data capture process which gives a truer reflection of our global emissions. This is the new baseline against which our future greenhouse gas emissions reductions will be measured.

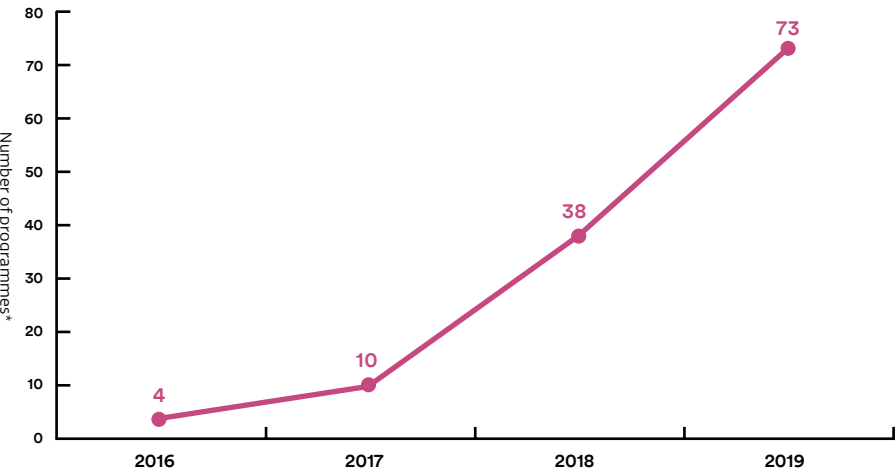
| | 2017 | 2018 | New baseline; new methodology 2019 |
|--|------------|------------|------------------------------------|
| Total Scope 1+2 greenhouse gas emissions (tCO2e) | 22,321 | 20,066 | 20,812 |
| Total Scope 1 emissions - direct (tCO2e) | 6,684 | 6,770 | 9,111 |
| Gas consumed (kwh) | 26,377,114 | 26,703,189 | 6,149,391 |
| Gas emissions (tCO2e)*** | 4,858 | 4,912 | 1,131 |
| Fuel oils consumed (litres)*** | 23,958 | 25,834 | 151,764 |
| Fuel oils emissions (tCO2e)*** | 63 | 65 | 337 |
| Vehicle fuel consumed (litres) | 216,102 | 225,326 | 3,418,668 |
| Vehicle fuel emissions (tCO2e) | 689 | 730 | 6,733 |
| Refrigerants consumed (kg) | 517 | 524 | 441 |
| Refrigerants emissions (tCO2e) | 1,073 | 1,066 | 911 |
| Total Scope 2 location-based* emissions - indirect (tCO2e) | 15,637 | 13,293 | 11,701 |
| Total electricity consumed (kWh) | 43,954,547 | 43,453,520 | 36,229,698 |
| Total purchased renewable electricity (kWh) | 24,034,455 | 24,171,957 | 20,065,831 |
| Electricity location-based* emissions (tCO2e) | 15,637 | 13,293 | 11,701 |
| Electricity market-based** emissions (tCO2e) | 7,187 | 5,458 | 6,572 |
| Total Scope 3 - indirect (tCO2e) | - | - | 50,200 |
| Fuel and Energy-related activities | - | - | 7,252 |
| Business travel | - | 22,882 | 36,585 |
| Upstream leased assets | - | - | 1,515 |
| Employee commute | - | - | 4,848 |

Business efficiency metrics

| | 2017 | 2018 | New baseline; new methodology 2019 |
|---|------------|------------|------------------------------------|
| Total revenue | £3,655.000 | £3,766.000 | £3,885.000 |
| Scope 1+2 emissions per unit/£m revenue (tCO2e) | 6.1 | 5.3 | 5.4 |
| Total global headcount | 6,390 | 6,146 | 6,052 |
| Scope 1+2 emissions per employee (tCO2e) | 3.7 | 3.3 | 3.4 |
| % renewable electricity purchased | 54.7% | 55.6% | 54.1% |

The emissions data covers global operations for which we have operational control. We use the GHG Protocol Corporate Accounting and Reporting Standard and the latest conversion factors from the Department for Business, Energy & Industrial Strategy to calculate Scope 1 emissions, and the latest conversion factors from the International Energy Agency to calculate Scope 2 emissions in tonnes of carbon dioxide equivalents . 31% 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 supported by contractual instruments this will be zero emissions.
Notable increases/ decreases in figures for 2019 are driven by updated data collection process, allowing for more actual data and accurate estimation
Full scope 3 disclosure in progress, to be published later in 2020

UK programmes produced or broadcast by ITV with albert certification



TV productions that implement sustainable production techniques can become albert-certified. For more information see the albert website.
*Includes programmes made by ITV Studios, ITV owned production companies and programmes commissioned by ITV made by independent production companies

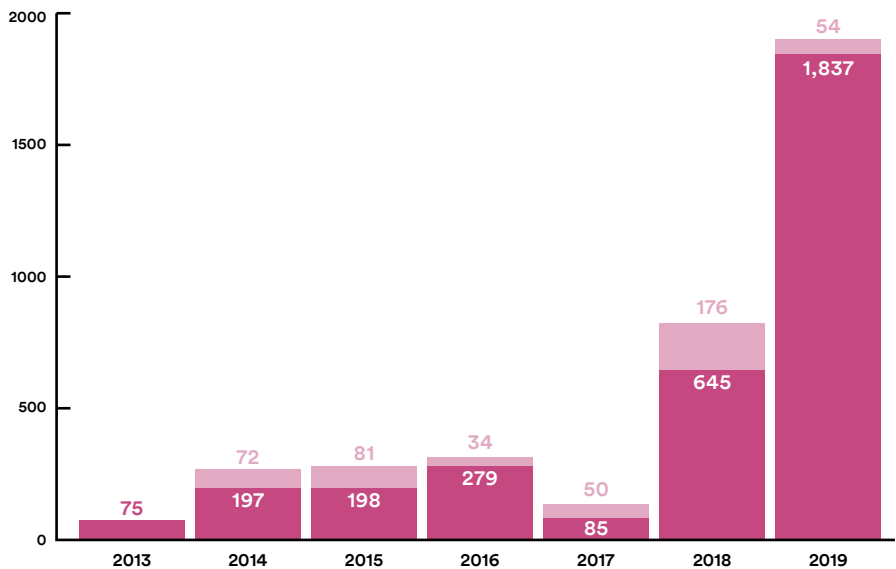
Total hours of albert certified programming in 2019:

1,169

Environmental awareness training

Number of people completing the course

Completion of ITV's online environmental awareness module (UK) Completion of face-to-face carbon literacy training (UK)



Total number of training hours

| | 2016 | 2017 | 2018 | 2019 |
|--|------|------|------|------|
| Completion of ITV's online environmental awareness module (UK) | 116h | 35h | 269h | 765h |
| Completion of face-to-face carbon literacy training (UK) | 204h | 306h | 905h | 306h |

2019 total environmental training hours:

1,071h

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. In 2018 a big drive on continuing drama drove the increase in face to face training. In 2020 our training will see a significant increase as we roll out training from albert across all departments.

Footnotes

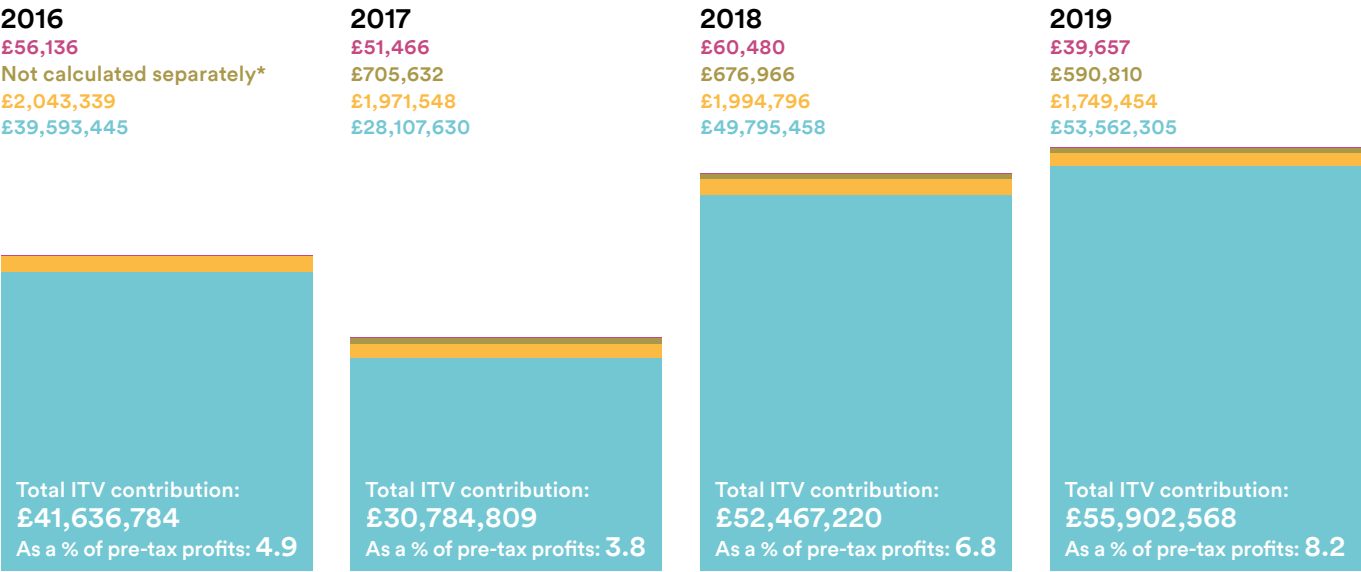
¹ 2.8m started a conversation or had a more meaningful conversation, 650,000 children ate more vegetables, 656,000 more children did the Daily Mile
² www.nhs.uk/conditions/stress-anxiety-depression/improve-mental-wellbeing
³ www.digital.nhs.uk/data-and-information/publications/statistical/mental-health-of-children-and-young-people-in-england
⁴ Extrapolated from YouGov survey November 2019, sample 2004, base 543
⁵ Ibid.
⁶ YouGov survey November 2019, sample 2004 (36%)
⁷ NHS Digital. (2017). National Child Measurement Programme 2016/17 27 OECD. (2017)

⁸ ForceFed, The Food Foundation (2016) available at www.foodfoundation.org.uk/publication/force-fed
⁹ YouGov survey, April 2019, of 1148 children aged 6-14
¹⁰ PearlMetrics econometric modelling of sales factors, July 2019
¹¹ School registrations supplied by the Daily Mile
¹² Ibid.
¹³ Information supplied by NHS Blood and Transfusion
¹⁴ Ibid and www.blood.co.uk/why-give-blood
¹⁵ Ibid.
¹⁶ Survey of 522 respondents aged 16-34

Giving Back

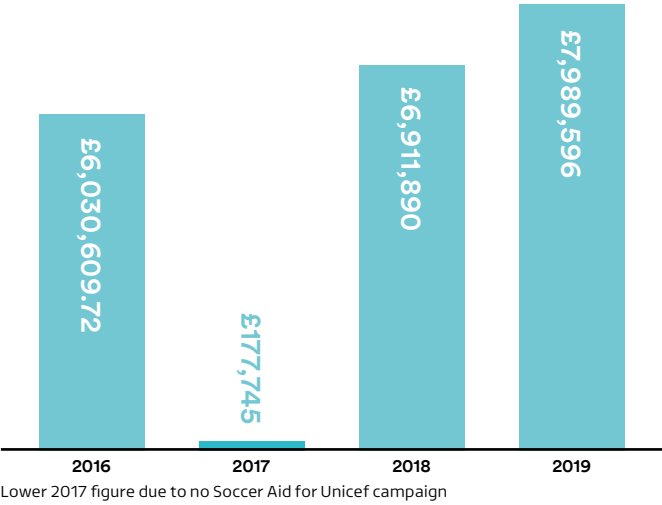
ITV's global charitable contributions, by source

ITV employee donations Time Cash In-kind



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 if they were to procure it elsewhere.
*Included in in-kind contributions.
**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.

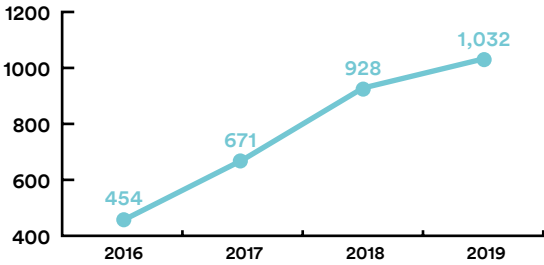
UK public donations to ITV campaigns or appeals



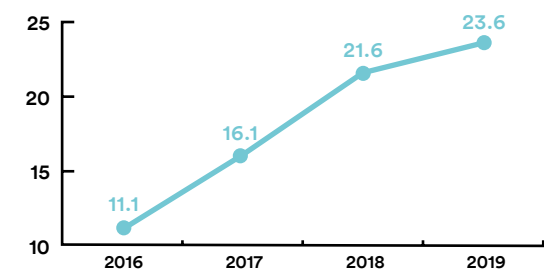
Lower 2017 figure due to no Soccer Aid for Unicef campaign

UK volunteering data

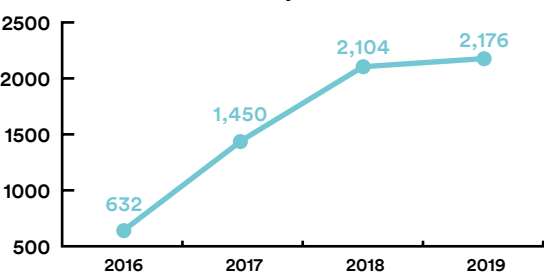
Number of (unique) people volunteered



% of UK workforce volunteered



Time volunteered (days)



¹⁷ YoungMinds 2019
¹⁸ www.mind.org.uk/news-campaigns/mind-media-awards
¹⁹ Measured through pledges to www.itv.com/goodmorningbritain/get-involved/1-million-minutes-2019
²⁰ www.ftsewomenleaders.com/wp-content/uploads/2019/11/HA-Review-Report-2019.pdf
²¹ UN Intergovernmental Panel on Climate Change report, 8th October, 2018
²² Calculations are now more accurate than previously, which partly explains the drop. See page 40 for more information
²³ Had 2018 been calculated using our new methodology, the estimated total of scope 1 & 2 emissions would have been 26,450 tCO2e, which equates to 21% decrease in 2019.

