

# Responsibility

Creating change for good



# Contents



## A note from Sir Peter Bazalgette, Executive Chairman of ITV plc



**Our website**  
Find out more on what we do at [itvresponsibility.com](http://itvresponsibility.com), including:

- Reports
- Policies
- Toolkits
- Latest news

**ITV Responsibility**  
Corporate Responsibility  
Summary Report 2016

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](mailto:responsibility@itv.com)

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As an integrated producer broadcaster, we create world-class content and deliver it to mass audiences.

We're proud to be at the heart of popular culture and take this responsibility seriously: it's essential we operate as a responsible and transparent business, displaying the values our stakeholders expect and admire.

As a Public Service Broadcaster, we serve our local communities through regional programme making and our network of regional newsrooms across the UK. We invest around £1 billion in programme content each year, the majority of which is original UK content provided free to UK viewers, and at no cost to the taxpayer.

Our approach has proven successful. 2016 was a year of positive results made possible thanks to the dedication and talent of all our people and partners. Through the People pillar of our Corporate Responsibility (CR) Strategy we continued to invest in reflecting modern society in our programmes and workforce. I'm a major supporter of this topic and look forward to getting behind the pioneering DIAMOND initiative; the industry's diversity monitoring system.

We also achieved great successes within our Planet pillar. Coronation Street continues to pave the way in lowering the impact of their production and won a Silver Carbon Literate Organisation award for their efforts. Emmerdale was quick to follow, getting three star albert certification, BAFTA's highest possible score, for sustainable production techniques.

We delivered a record £41.6 million to charitable causes in 2016 through our Partnerships pillar. Through Soccer Aid and Week of Wishes, our generous viewers also donated over £6 million to UNICEF and Make-A-Wish UK.

Our CR strategy continues to inform the decisions we make in our organisation, particularly how we use our viewer reach to bring about positive change. I look forward to the year ahead and encourage you to share any thoughts or feedback with our CR team.

**Sir Peter Bazalgette, Executive Chairman of ITV plc**



Front cover photo: The winners of 2016's Soccer Aid match

**Key**

- Read more within this report
- Read more online

# About us

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

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

ITV Studios is a global production business, creating and selling 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 the largest exporter of scripted programmes in the US. ITV Studios Global Entertainment is a leading international distribution business, offering a catalogue of over 40,000 hours of world-class television and film.

We're proud to be at the heart of popular culture, reaching 80% of the UK's TV-watching population each week. Internationally, we've continued to grow with operations in 11 countries and more than 6,500 colleagues based across the globe.

In 2016, 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 60 labels globally, supplying over 234 channels.



Did you know...

In 2016, our total revenue was **over £3.5 billion**

ITV Studios consists of **60 labels in 11 different countries** supplying over **234 channels**

**7,800** hours of original content produced by **ITV Studios**

**20 million** registered **ITV Hub** users

**80%** of the UK TV-owning population reached each week

**Over 40,000** hours of television and film distributed and sold globally

We have over **6,500** employees...



...based in **11** locations across the world.

## Our channels

Our main channel is **ITV**, which is the largest commercial channel in the UK. Alongside our main channel, we have digital channels **ITV2**, **ITV3**, **ITV4**, **ITVBe** and **CITV**, which are broadcast free-to-air. Almost all of our channels are also available as +1 and HD versions. ITV had the largest audiences of any UK commercial broadcaster in 2016. We also have the pay channel **ITV Encore**, which is available exclusively on Sky.

We deliver our programmes across multiple platforms, most notably through the **ITV Hub**, which is available on 27 platforms including **itv.com** and third party platforms such as **Sky** and **Virgin Media**. Our programmes are also available on mobile devices and video-on-demand.

Globally, we supply over 234 channels with content sold and distributed by our **Global Entertainment** business.



# Our approach



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

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

To shape our strategy, we engage with our stakeholders to learn their views and identify issues material to our business. We work to deliver a strategy that manages those issues and helps the business achieve its goals.

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

Sir Peter Bazalgette,  
Executive Chairman of ITV plc

**Governance and management**

Accountability for our Responsibility programme rests with our Corporate Responsibility (CR) Board. The CR Board consists of 13 directors from across the business and is chaired by Andrew Garard, Group Legal Director and Company Secretary, who reports to our Chief Executive. Members of the CR Board monitor progress against our commitments and make sure our activities underpin our overall priorities.

It's essential that responsible business practices are embedded into our core business plan. 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 strengthening our ITV brand through 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; Environmental Management Policy and Charities and Causes Policy. We've also published our first Modern Slavery Statement.

**Members of the CR Board monitor progress against our commitments and make sure our activities underpin our business priorities.**

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. Our continuing success is dependent on how well we understand and manage our risks.

The CR Board reports into the Operational Risk Steering Group, which manages and considers a number of existing and emerging operational risks and makes sure that we address them appropriately. This includes the considerations of risks in relation to health and safety; child protection; business resilience; data protection; insider dealing; whistleblowing; anti-bribery and corruption; information security; fraud; technology and cyber risk.

For more information on our risk management framework and governance structure, see the ITV plc Annual Report and Accounts 2016.

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

In accordance with the conditions of our broadcasting licences, we follow the Ofcom Broadcasting Code. The Code sets out the principles and practices required for compliance with all relevant legislation including guidance on protecting the under 18s; harm and offence; crime, disorder, hatred and abuse; religion; due impartiality and due accuracy; elections and referendums; fairness, privacy and commercial references.

A growing area of our business is video on-demand available on the ITV Hub. Here we want to not only meet, but to go beyond our regulatory requirements, achieving the same robust standards online as we do on-air. Safeguards that have been put in place to protect vulnerable people, in particular children, include G for Guidance labelling, and a PIN access control system. G labelling gives guidance as to the appropriateness of content such as "this programme contains strong language" and the PIN access control system allows parents to restrict where necessary children's access to on-demand programmes.

We also make sure our interactive online content, live voting and viewer competitions are compliant, transparent and managed fairly. Each event goes through a number of testing and approval stages. Our performance is then subject to third party verification as a condition of our broadcast licences from Ofcom.



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

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 and programme teams. The team reviews all pre-recorded programmes before their first broadcast, and are involved in the planning and conduct of live programming.

We also have a responsibility to make sure adverts are accurate and don't cause unnecessary offence, and that our audiences find the quality and scheduling of adverts acceptable. We exercise responsible judgement on the scheduling of adverts and have internal processes that enable us to determine the appropriate association between advertising material and programmes.

We fully support the UK Code of Broadcast Advertising (BCAP Code), which sets out detailed requirements of adverts. Together with other major commercial broadcasters, we helped to establish Clearcast, an independent company to help advertisers make sure that their TV commercials comply with the BCAP Code.

**We have a dedicated compliance team who work closely with our commissioning and programme teams to ensure compliance with the Broadcasting Code.**

For more information, see [itv.com/commissioning/guidelines/compliance-guidelines](http://itv.com/commissioning/guidelines/compliance-guidelines)

# Our Corporate Responsibility Strategy



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

Our Corporate Responsibility Strategy supports the delivery of our strategic 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 original vision of ITV as an owner, producer and broadcaster of content.

## Determining materiality

This year we undertook a materiality assessment, which is a review of the most important issues to our business and our stakeholders. This exercise has helped us to prioritise our most important environmental, social and governance issues according to how concerned stakeholders are about the issue, and the potential operational, financial or reputational impact the issue has on ITV if not managed well. It's important to stress that all the issues in the materiality matrix below are important to us and our stakeholders. The assessment helps ascertain the relative importance of the issues for stakeholders. The output from this makes sure our strategy and underlying commitments are focused on the right topics and we report on the most important areas.

## Our materiality matrix

👤 People
🌍 Planet
👍 Partnerships
🔍 Responsible business



Our social purpose is to grow our business in a responsible way, using the reach of our channels to create change for good.

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

<b>Inclusive programming</b> To make sure our programmes portray the diversity of modern society by the people on-screen and the editorial content.	<b>Inclusive workforce</b> To make sure our workforce reflects the diverse make-up of modern society.	<b>Inclusive culture</b> 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.	<b>Inclusive access to programmes and services</b> To work with our supply chain to encourage inclusivity standards and to make sure our services are accessible.
<b>Greener programming</b> To make sure our programmes communicate responsible environmental messaging through the editorial content, directly or indirectly.	<b>Greener workforce</b> To build the awareness and capacity of our workforce to have a positive impact on the environment.	<b>Greener footprint</b> To minimise our direct environmental footprint of energy, water and waste in our operations.	<b>Greener partners</b> To work with our value chain to encourage environmentally responsible standards and behaviours.
<b>Empowering charities and causes</b> To use our mass audience reach and influence to raise awareness or donations for national and international causes.	<b>Empowering our workforce</b> To empower our workforce to give back, through time and skills, to support local communities and causes.	<b>Empowering our viewers</b> To use our programmes at the heart of popular culture to raise awareness of pressing social topics and to inspire change.	<b>Empowering communities</b> To inspire and engage our local communities to make a positive difference.
<b>Responsible business</b> To embed responsible business practices at the heart of everything we do, including good governance, business ethics and stakeholder engagement, and to strive for continual improvements.			

# How we do business



By listening to everyone who engages with ITV, we make sure we understand and meet our stakeholders' expectations.

We have a wide range of stakeholders who influence, or are affected by, our day-to-day business, with varying needs and expectations. We use a broad range of communication channels to engage them in productive and relationship-driven conversation.

The table below sets out each stakeholder group and gives examples of how we currently engage them on issues within the remit of our Corporate Responsibility Strategy. We're careful to match the appropriate communication channel with each group, making every effort to reflect stakeholder feedback in our future policies, actions and the ongoing evolution of our Corporate Responsibility Strategy.



Our main stakeholder groups	Key issues	How we engage
Advertisers	Responsibility of content; diversity & inclusion.	itvmedia.co.uk; ITV audience insight research.
Colleagues	Diversity & inclusion; health, safety & wellbeing; attracting & developing talent; corporate citizenship.	Intranet; email bulletins; meetings; Ambassador network; network groups; staff engagement survey; CR intranet, website and report.
Government / Regulators	Corporate governance & ethics; data privacy & protection; responsibility of content; diversity & inclusion; operational environmental management.	Annual report and accounts; meetings; briefings; consultations; industry forums; CR website and report.
Media	Responsibility of content; diversity & inclusion.	Press releases; programme publicity; social media.
NGOs	Responsibility of content; supply chain management; environmental and social awareness; operational environmental management.	On-screen environmental awareness; on-screen social cause campaigns; meetings; CR website and report.
Shareholders	Attracting & developing talent; corporate governance and ethics; data privacy & protection; responsibility of content; health, safety & wellbeing; operational environmental management.	Annual report and accounts; AGM; investor relations; meetings; CR website and report.
Suppliers	Corporate governance & ethics; supply chain management.	ITV Code of Conduct; ITV General Terms & Conditions; meetings; reviews.
Viewers	Data privacy & protection; responsibility of content; diversity & inclusion; accessibility of programmes & services.	On-screen; ITV Hub, interactivity; social media; viewer services; CR website and report.

## Collaborative working

The corporate responsibility issues identified in our materiality assessment affect our industry as a whole. Therefore, a strategic industry-wide approach is often needed to deal most effectively with these complex issues. That's why over the years, we've forged strong partnerships that enable us to work collaboratively and effectively with other broadcasters and a range of specialist organisations, some of which are highlighted below:

**Business in the Community** is the Prince's Responsible Business Network. Members work together to tackle a wide range of issues that are essential to building a fairer society and a more sustainable future.

For more information, see [bitc.org.uk](http://bitc.org.uk)

The **Responsible Media Forum** is a partnership between 25 leading media companies to identify and take action on the social and environmental challenges facing the sector.

For more information, see [responsiblemediaforum.org](http://responsiblemediaforum.org)

The **Creative Diversity Network** aims to redress under-representation of identified groups in the UK television industry. It also publishes the reports from DIAMOND, the industry-wide diversity monitoring system.

For more information, see [creativediversitynetwork.com](http://creativediversitynetwork.com)

**The albert Consortium** is the leading think-tank on sustainability for film and television and supports the adoption of best practice in environmental sustainability.

For more information, see [wearealbert.org](http://wearealbert.org)

We work with the **Media Trust** to share our time, knowledge and creativity to benefit charities, communities and young people.

For more information, see [mediatrust.org](http://mediatrust.org)



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

We can only fully deliver our Corporate Responsibility Strategy by working in partnership with our programme suppliers, both from within at ITV Studios, and from independent programme makers who generate content for our family of channels. The Social Partnership framework continues to be our main tool for driving

change in our production supply chain. Introduced in 2014, the framework sets out our corporate responsibility expectations and is designed to encourage conversations amongst senior decision-makers at the very start of the programme-making process.

Although we don't impose targets or penalties on our programme makers, we do ask for a narrative on how producers plan to go about meeting our expectations. Our commissioning team's performance, and subsequent bonus entitlements, will be based on the level of engagement and intent expressed by programme makers, followed up by measurement of implementation. We believe this partnership approach creates open dialogue on the challenges producers may face in socially responsible programme making, and creates opportunities for them to be addressed, affecting long-term sustainable change.

For more details on our Social Partnership framework, the process and our expectations, see [itvresponsibility.com/resources](http://itvresponsibility.com/resources)

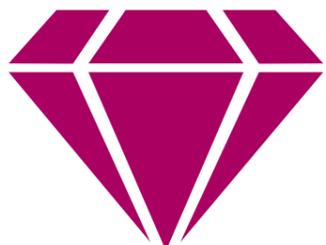


# 2016 highlights and achievements

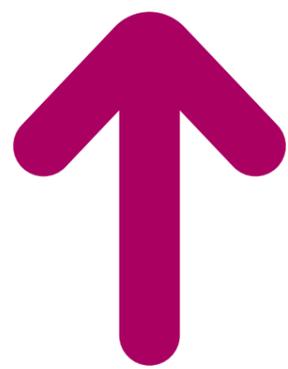


2016 was another busy year for us. All across our business, our people came together in support of our Corporate Responsibility Strategy. Our collective efforts have helped deliver impactful results. Here are some of the year's highlights.

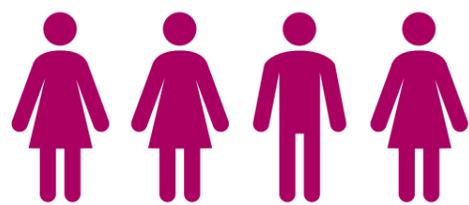
 People
  Planet
  Partnerships



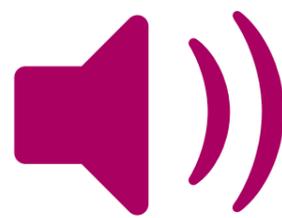
**DIAMOND launched**  
collecting diversity data in broadcasting



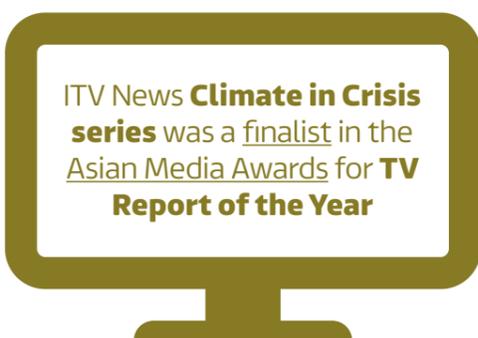
Since 2013, a **24.8%** increase in **BAME representation** in our workforce



Over **400** people joined our newly established **Women's Network**



Launched our **enhanced Audio Description** service on ITVBe for viewers with poor visibility



ITV News **Climate in Crisis series** was a finalist in the Asian Media Awards for TV Report of the Year



Coronation Street **WON a Silver Carbon Literacy Award** for educating their team about carbon impacts



Reduced our **total gross CO<sub>2</sub>e** emissions per employee by **54%** since 2013



ITV label, Mammoth Screen, one of the first to join BAFTA's Creative Energy Scheme, commits to **100% renewable energy use**

Contributed over **£47 million** through cash, in-kind support and public donations to **charitable causes**



Our people volunteered over **4,700** hours of their time, worth almost **£150,000** to the charities they helped



**42 million minutes** pledged by our viewers and our people to help stop loneliness amongst the elderly



Ran the nation's biggest sports day, **I Am Team GB**, encouraging over **972,000** people to go out and be **active** for an hour

# 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 to our success.

See [itvresponsibility.com/people](http://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 measure our impact

Although the make-up of modern Britain is constantly changing, the latest national population statistics are the most appropriate means for us to benchmark our on-screen diversity. 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 (ONS). For our workforce data, we use national workforce statistics, also from the ONS, which are updated on a quarterly basis. The national workforce statistics in this report are based on June 2017 data. Therefore comparisons shouldn't be made between the national population (2011) and labour workforce (2017) estimates.

For access services, we're required by Ofcom to deliver a certain proportion of our programming with subtitling, signing and audio description to make sure that those with hearing and/or visual impairments can enjoy our programmes. On top of these statutory requirements, we have also set ourselves a higher voluntary target for audio description.



## How we're doing

### Inclusive programming

In August 2016, the UK broadcasting industry launched DIAMOND, a world-first system to collect diversity data across TV production. DIAMOND collects actual diversity data from individuals who have a role in making television both on or off screen. It also collects perceived diversity data, which are characteristics as might be perceived by viewers of a programme.

ITV has collected perceived data for some years but will be using the DIAMOND system going forward. The first DIAMOND report was released in August 2017 by the Creative Diversity Network. The chart shows ITV's data from the system.

We've made progress and our on-screen representation is close to that of national population estimates, with the exception of age and disability. But, more importantly, our Commissioners and production partners say they're having more meaningful conversations, and working in different ways, to be more inclusive.

It's also critical that our regional news teams reflect and represent their communities. Each of our news regions has a diversity panel, made up of individuals from various cultural identities, which they consult with regularly.

For more information, see page 16.

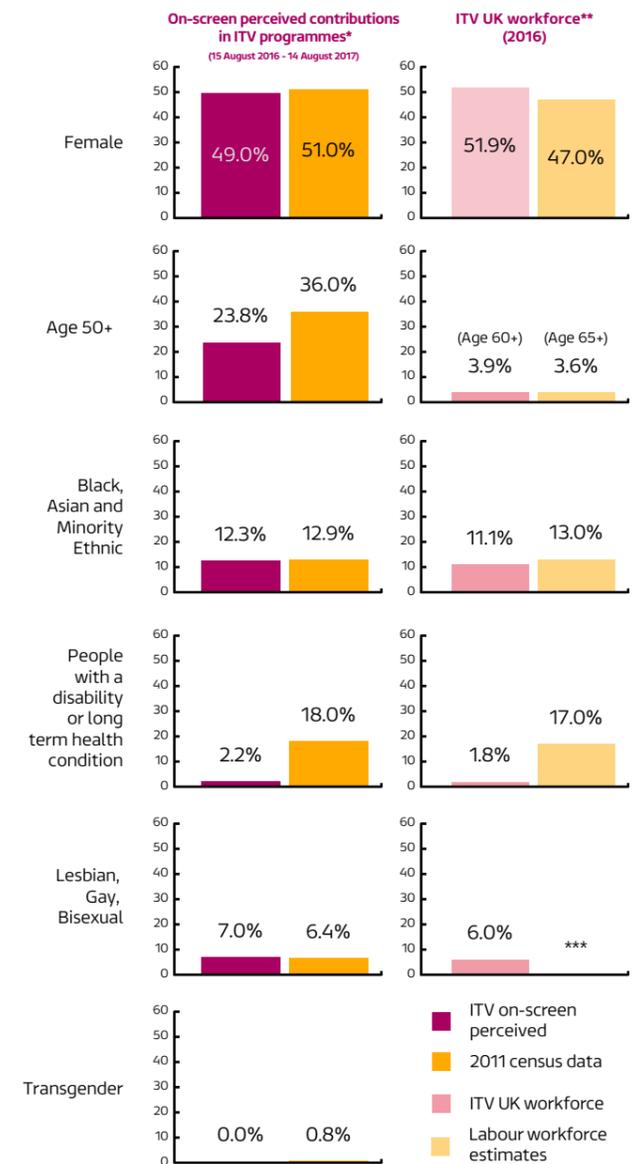
### Inclusive workforce

We have continued to increase colleague Black, Asian and Minority Ethnic (BAME) representation, although we're a couple of percentage points under the most recent labour workforce estimates. Now in its second year, we participate in the Creative Diversity Network's Commissioner Programme, which encourages applicants from underrepresented backgrounds at a senior level.

Read more on page 17.

Our lesbian, gay and bisexual representation continues to grow too. We also expect to capture transgender and non-binary colleague information in 2017.

## Diversity data



\* The figures are based on 70.4% of programmes returning data.  
 \*\* Figures include permanent and PAYE fixed-term employees only (it does not include freelance, contingent or agency workers) and are based on the number of employees who chose to disclose.  
 \*\*\* There are no workforce estimates available for sexual orientation or gender identity.



**continued...**

Overall gender balance remains strong, above labour workforce estimates. With the launch of the ITV Women's Network in 2016, we continue to build our support for senior women.

For age and disability, our workforce representation remains fairly static. Improving disability representation and confidence remains a key priority, supported by our work with external advisory bodies and our accreditation as a Disability Confident Employer.

In 2017, we'll continue to encourage colleagues to share their personal data to build on our data coverage and understanding of our workforce.

**ITV Gender Split**

	Board of Directors		Senior Managers*		All employees**	
	Male	Female	Male	Female	Male	Female
<b>2016</b>	<b>75%</b>	<b>25%</b>	<b>56.8%</b>	<b>43.2%</b>	<b>48.1%</b>	<b>51.9%</b>
2015	87.5%	12.5%	78.3%	21.7%	49.1%	50.9%
2014	87.5%	12.5%	70%	30%	48.8%	51.2%
2013	87.5%	12.5%	72.2%	27.8%	48.7%	51.3%

\* 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.  
 \*\* Employee gender split is based on total headcount at 31 December 2016.

**✓ Inclusive culture**

In 2016, we refreshed our employee engagement survey to better understand how our colleagues feel about working at ITV. Employee engagement was high at 90%, which is above the benchmark score for companies of a similar size and nature to ours of 83%. Furthermore, 78% of our colleagues said there are positive role models they can identify with. Active networks like ITV Ambassadors and ITV Pride help connect colleagues and act as a way to identify further opportunities to make ITV an even better and more inclusive place to work. ITV Pride continues to sustain great engagement across the business (colleagues identifying as lesbian, gay or bisexual rated a number of areas over 8% higher than the ITV benchmark - including communication, positive role models and a strong sense of belonging) and in 2016 focussed on improving transgender awareness.

2016 saw the launch of ITV's Women's Network, building support for women and encouraging and inspiring colleagues with their career management and progression.

To find out more about ITV's Women's Network, see page 18.

We also engaged our BAME colleagues via focus groups as we started the process to establish a formal BAME network group.

As a Disability Confident Employer, we continue to engage with external organisations and colleagues to gain greater insight and improve disability confidence so that we can provide a fully supportive and inclusive environment. Our updated Workplace Adjustment Policy and process has further clarified and consolidated the support available to colleagues.

We also continue to engage with ITV Ambassadors and colleagues across the diversity and inclusion agenda to deliver meaningful change while celebrating individuality and continuing our commitment to equality.



**Inclusive access to programmes and services**

Ofcom's Code on Television Access Services sets annual targets for the proportion of our programmes that need to be subtitled, audio described and signed. Our public service channel (ITV and STV) has the highest targets of 90% subtitled, 10% audio described and 5% signed programmes. We have also set ourselves the voluntary target to audio describe 20% of our programming on ITV. All our other channels are also subject to targets, dependent on their audience share and age of the channel.

We continue to exceed these targets comfortably, achieving over 98% subtitling on ITV, ITV2 and CITV; over 20% audio description on ITV, ITV2, ITV3, ITV4, CITV and ITV Encore; and over 6% signed on ITV, ITV3 and ITV4. On CITV, we sign-presented 78 minutes a month - over double what was required.

In 2016, we launched subtitles on the iOS and Windows Phone platforms and our Technology team continues to work to enable as many people as possible to watch their favourite shows on the ITV Hub.

We also collaborated with the Royal National Institute of Blind People and a number of young visually impaired viewers to develop an enhanced version of audio description for ITVBe. The success of the new system has encouraged our teams to also try it on our daytime programmes on our main channel.

For more information, see page 19.

Percentage of ITV main channel programmes with access services in 2016

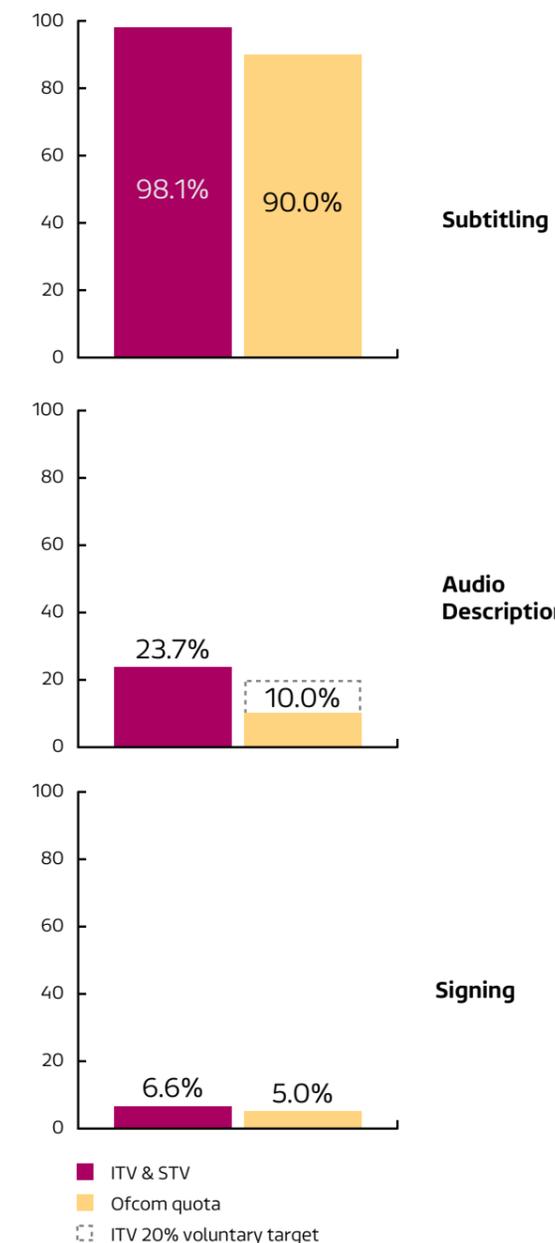


Photo: Alex Duguid, British Sign Language Presenter, SignPost



Photo: ITV News Meridian South diversity group with news presenter Sangeeta Bhabra

**“ We’re always on the lookout for original stories, especially those that shed a light on local issues important to our regional viewers. It’s amazing the kinds of insights our regional diversity panels share with us; it strengthens our news reporting.**

Robin Britton, Head of News, ITV Meridian

**Local news for local people**

Every day, millions of people watch ITV to find out the latest news.

Big stories start as local events, so the 11 newsrooms operated by ITV News in cities around Britain are a vital asset in making news programmes that are relevant and inclusive to our viewers across the UK. Viewers watch their local news if the stories they see properly reflect the issues important to them.

For the last decade, our newsrooms have been gathering insights into what really matters to our viewers via an ongoing series of conversations with a diverse panel of viewers. Since 2007, on a quarterly basis, each ITV regional newsroom has hosted a local diversity panel meeting with individuals and groups representing key social groups. It’s an opportunity to hear honest, constructive feedback about what they think ITV News is getting right and where we need to improve. It’s also a really important opportunity to discover original story ideas from these local groups who are at the heart of their community.

Knowing who our audiences are and what’s important to them means our News Editors are better informed about who to choose to reflect local opinion - the experts, contributors, case studies and vox-pops who feature in news coverage. It guides the programme choices made by our newsdesks, making sure we have an agenda that better reflects what viewers want.



Photo: easyJet: Inside The Cockpit pilots, ITN

**Commissioning diversity**

Appealing to large audiences and accurately reflecting the make-up of society across our programmes and channels is an important element to our success. It’s our Commissioners who make the call on which shows we broadcast on our channels. The more diverse their perspectives are, the more we can reflect the expectations of our viewers.

That’s why we took part, along with the BBC, Sky, Channel 4 and Channel 5, in the inaugural Commissioner Programme in 2016, an initiative launched by the Creative Diversity Network. The initiative, a 12-month full time contract with the broadcaster, encourages applications from experienced media professionals from underrepresented backgrounds (e.g. Black, Asian and Minority Ethnic or those with a disability). The ambition is to improve the diversity of those who commission Britain’s TV, and by doing so, realise new sources of creativity and build the diversity of output.

Satmohan Panesar joined our Factual Entertainment team in 2016. Having spent over 10 years in television in production, he was keen to explore new roles in the industry. The Programme gave him the chance to experience life as a Commissioner, go to bespoke training courses with the other broadcasters, and get stuck into work at the other side of the editorial divide. After a brilliant year with us, Satmohan is now a permanent Commissioner within our Factual Entertainment team, commissioning programmes such as Heathrow and easyJet: Inside the Cockpit.

The Programme has continued to develop, and in 2017 we welcomed our most recent participant, Gayani Wanigaratne, who’ll be mentored by Satmohan. Gayani will get to experience life in a number of teams; from Factual Entertainment, to Daytime, and Entertainment.

**“ It’s really important that as an industry we provide opportunities for people to move up the ranks, and to find new voices to reach out to the broadest audiences. ITV provides a brilliant environment that nurtures this progression.**

Satmohan Panesar, Commissioner, Factual Entertainment



Photo: Audience members at ITV's Women's Network event

**“ We set up The Women's Network to connect, inspire and develop women at all levels, so ITV can unlock the best from each and every one of our employees. I'm really excited by how successful the network has already been, and for the plans we have in place for the upcoming year.**

**Helen Hopkins, HR Director, Resourcing & Development**

**Presenting our Women's Network**

2016 saw the launch of The Women's Network created to support our conversation about inclusivity. We launched it to connect, inspire and develop women at all levels here at ITV.

The Women's Network is a forum for everyone (not just women) to come together, learn from and inspire one another, and share insights into managing a successful career. With tailored support, events and resources, the group aims to boost the number of women in leadership roles, so that by 2020 we have an equal split of women and men across our Senior Leadership Team.

It's proving a success already with a number of key events. Our 400 members from across our UK hub sites have had the opportunity to learn from inspirational speakers from both on and off screen. Jo Brand hosted The Truth About ... Women at Work, and Anne Robinson presented Knowing Your Worth. Colleagues have also heard from Dina Gornick on 'Confidence & Impact' and Shine4Women, experts in women's diversity, also ran a workshop on career progression, managing your inner critic and setting goals for success.

We're building on this success in 2017, with the creation of ITV's regional Working Families Groups for the working parents and carers in our organisation, the pilot of a Maternity Returners programme for returning new mums, plus events on mental health and Generation X. We look forward to a busy year ahead.



**Access all areas**

We want our programmes and services to be as accessible as possible to the largest audiences. That's why we collaborated with the Royal National Institute of Blind People (RNIB) in 2016 to make sure that we're continually improving access to our channels and programmes.

ITVBe is an entertainment, lifestyle and reality channel and home to programmes like The Only Way is Essex and The Real Housewives. The fast pace of ITVBe programmes means that the typical way of providing Audio Description (AD), within gaps in dialogue, was not offering enough context. So the team met with the RNIB and a number of young visually impaired viewers to better understand the needs of the viewers who watch the channel.

Working with Deluxe Media, who provide our AD tracks, they tried a new approach; offering descriptions of not only what was happening at that moment, but what had just happened, or was about to happen, whilst tailoring descriptions to the style of the show. They also allowed the AD track to cut over speech, where repeated phrases such as "oh my gawwd" were being used, to better describe what was happening.

The new enhanced AD was launched on the first episode of The Real Housewives of Potomac. It's now used on episodes of Dinner Date, Be Beautiful, Botched, Spa Wars, Celebrations and Be Tasty. The success of the new system has encouraged our teams to try it on our daytime programmes on our main ITV channel.

We continue to exceed Ofcom's targets for subtitling, audio description and signing. It's been really rewarding working so closely with the RNIB, and we look forward to more opportunities to collaborate as we further improve our services for our viewers.

**“ Inviting young blind and partially sighted people to meet with ITV's accessibility team helped us all understand the challenges of using audio describers in programmes that have fewer pauses and so are harder to describe. It's fantastic to see how those discussions and our own feedback shaped the new audio description service now available on ITVBe.**

Sonali Rai, Audio Description Specialist, RNIB

# 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 positively influence our industry and audiences.

See [itvresponsibility.com/planet](http://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 measure our impact

The most significant environmental impact of our sector is a result of the energy used to power our viewers' TVs and devices. But far from wanting people to switch off, we're doing what we can to make a difference in the areas where we have direct control and influence.

We measure, or estimate where not possible, the energy consumption and associated greenhouse gas emissions of our global property portfolio. We also monitor our water use and waste production in the UK.

For TV production in the UK, we use the industry's carbon footprint calculator 'albert', developed by the British Academy of Film and Television Arts (BAFTA), which calculates the direct and indirect carbon footprint of making a programme.

## How we're doing

### Greener programming

TV productions that implement sustainable production techniques and achieve a carbon reduction can become albert-certified. The certification scheme awards one, two or three stars and is independently verified. In 2016, four more of our shows became albert-certified: Grantchester, Birds of a Feather, Loose Women and Endeavour.

As well as making our shows as sustainable as possible behind the scenes, we can also incorporate environmental messaging into the editorial where appropriate. Whether it's normalising sustainable behaviour in our continuing dramas or stimulating conversation through our daytime, factual or current affairs programmes, raising awareness of environmental issues is increasingly topical. When climate change was again in the headlines, in the run up to the critical climate change talks at the end of 2015, ITV News produced a Climate in Crisis series. In 2016, our ITV News investigation into the environmental challenges facing India, was nominated for TV Report of the Year in the Asian Media Awards.

Read more on page 24.

### Greener workforce

Our colleagues are busy people, so we need to make it easy for them to access the information and tools they need to incorporate sustainable practices into their everyday activities.

All staff have access to an online environmental awareness module, as well as carbon literacy training, which equips colleagues with the contextual understanding and practical knowledge and resources to take action. The Coronation Street team piloted the world's first carbon literacy training for TV professionals in 2014, and since then over 120 members of the team have undergone the full-day training, from Runners right through to Executive Producers.

Find out more about the award they won for this achievement on page 25.

In 2016, over 330 training hours were dedicated to environmental awareness for ITV colleagues.



Endeavour, produced by Mammoth Screen, was albert-certified in 2016



✓ **Greener footprint**

We measure and report our carbon footprint using the Greenhouse Gas Protocol and aim to minimise it every year in relation to our turnover. In 2016, our emissions per £1 million of revenue were 7.7 tCO<sub>2</sub>e, a decrease of 16.3% compared to 2015.

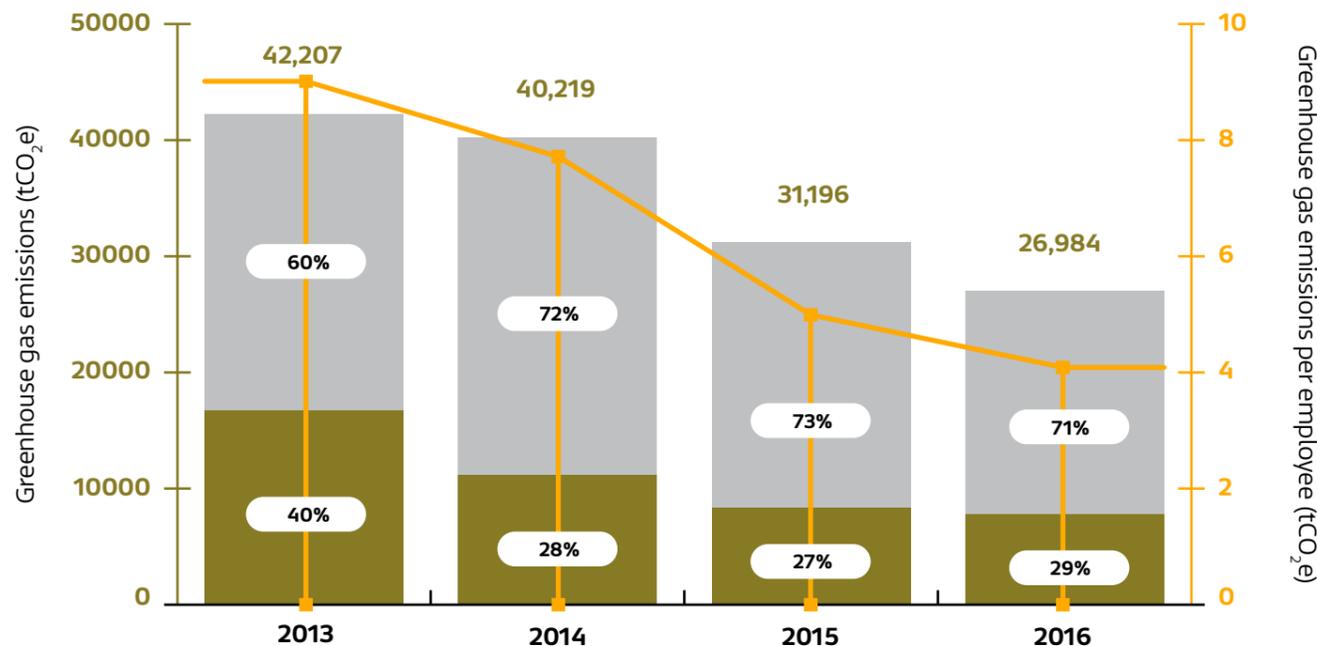
Our absolute greenhouse gas emissions have steadily reduced over the years and by the end of 2016, were 36% below our 2013 baseline, and emissions per employee were 54% below our baseline. This was due to a number of initiatives, including reducing our direct operational impacts from our offices across the UK. Concentrating on our oldest buildings, in 2016 we upgraded older infrastructure to make it more efficient. It proved to be a success. Energy use fell by 20% in our Birmingham studio by upgrading to a more efficient air conditioning system, and in Leeds, our main site now uses 12% less energy. In London, gas consumption fell by 10% by changing the operating times of our heating plant. Similarly, our production house Mammoth Screen reduced their energy impact by becoming a member of BAFTA's Creative Energy Scheme, committing to purchasing 100% renewable energy for their offices.

📄 See page 26 for more information.

We continued to focus on initiatives to reduce waste and water consumption, and are still in the process of setting new reduction targets to improve our resource efficiency.

**Our greenhouse gas emissions**

■ Scope 1: direct emissions ■ Emissions per employee  
■ Scope 2: indirect emissions



Source: Mitie Energy analysis of ITV data. The emissions data covers our global operations. The latest conversion factors from the Department for Business, Energy & Industrial Strategy were used to calculate emissions in tonnes of carbon dioxide equivalents. 34% of our data set is based on estimated data. Estimates are calculated from previous consumption trends and published benchmarks.

**The carbon footprint of the UK TV Industry**



4300 mins of tape, 170 litres of paint or 140 boxes of paper

2150 kwh Of studio power

14 production people in a power hungry office

860 litres of diesel

43 heads on hotel beds

2000 miles on a plane or 6000 on the train

6 weeks in the edit

Plus... A healthy dollop of catering, A few batteries, reams of paper, and the odd water bottle, A set build or two...

Source: Data from the albert carbon calculator 2016



⚙️ **Greener partners**

We work with thousands of suppliers that provide us with products and services, including energy, transportation, information technology and stationery. Beyond our own direct operations, we take into account all these suppliers when we consider the full impact of the lens-to-screen journey.

It's important we make smart procurement decisions to make sure we source goods and services that minimise environmental damage and positively impact society.

We continue to buy 100% renewable energy for the buildings we own in the UK. This means over 60% of our UK workforce are in buildings powered by renewable sources.

We also work with sustainable and ethical supplier Commercial Group. We bought over 45,850 office supply items from them in 2016, including carbon positive paper.

📄 Find out more on page 27.



We encourage our production teams to lower their impacts



Photo: Alok Jha, Science Correspondent for ITV News in Jharia, Eastern India

**“** *Climate change is hugely important to all of humanity and our future. It's a big deal, but it needs to be reported on well to really bring home its impact on everyday people through powerful stories and powerful footage.*

Alok Jha, Science Correspondent, ITV News

**Hot topic**

In 2015, world leaders from 195 nations met in Paris at the United Nations climate change conference to secure a global deal on limiting greenhouse gas emissions to avoid the most serious effects of global warming.

The significance of this agreement, coupled with the scientific nature of the topic, meant our reporting team at ITV News needed to be at the top of their game to cover the complex negotiations happening and what they meant for the UK. We were delighted that in 2016 the team were finalists of the prestigious Asian Media Awards for TV Report of the Year for their reporting series during this time; Climate in Crisis.

Climate in Crisis focused on a significant nation in the talks - India. With a population of over 1.3 billion, and an energy system largely supplied by coal, India was a hot topic during the talks since their agreement was vital. Reporting focused on three areas; air pollution, energy production and the future of India. The series was a real success, and reached around 8 million people on each day it ran, plus a large following online and on social media.

Reporting these topics in an easy to understand way is not simple. A lot of our programmes are created for entertainment purposes, and even our news features need to attract attention in much the same way. We're really proud of the work our ITV News team continue to do to cover powerful topics like climate change, and look forward to more from them as they plan for the next United Nations climate change meeting in Bonn in 2017.



**Corrie's carbon commitment**

As an organisation, we're committed to reducing the impact of our business both through our operations and programming. Our total greenhouse gas emissions have steadily decreased over the years, and since 2013, our emissions per employee have reduced by 54%.

This has been possible through the combined efforts of all our people, but we're particularly proud of the achievements of our Coronation Street colleagues who piloted the world's first Carbon Literacy training for TV professionals in 2014. The Carbon Literacy project aims to raise industry awareness of the carbon implication of everyday activities and the ability to reduce emissions on an individual, community and organisational basis.

Since then, over 120 team members have taken the full-day training course, from Runners right through to Executive Producers, and the training continues.

As a result, the team have adopted new sustainable approaches to everyday activities. This has included moving to an entirely renewable energy supply, introducing alternatives to disposable cups and crockery, the leasing of hybrid electric vehicles and a huge reduction in printing – almost 700,000 fewer sheets a year!

The efforts have paid off for the Coronation Street team who not only hosted the very first Carbon Literacy Awards in December 2016, but also won a Silver Carbon Literacy Award. The awards were presented to organisations that demonstrated real commitment to educating and empowering their people to act to lower the carbon impact of their organisation.

Despite their achievements, the team never rest on their laurels and are constantly looking for new ways to reduce their environmental impact.

**“** *I came into the course a bit of a sceptic and left feeling like there was more we could do in the company to improve our carbon footprint, little by little. Really glad I did it!*

Coronation Street crew member, ITV Studios

Photo: Coronation Street hosting the Carbon Literacy Awards on set



Photo: Jenna Coleman and Tom Hughes in Victoria, produced by Mammoth Screen

**“ We take our commitment to sustainability seriously. We want our teams to understand what they can do to reduce our impact, and why it’s important that they do.**

**Jon Williams, Director of Production and Finance, Mammoth Screen**

**Mammoth Screen goes green**

When we consider the environmental impact of our organisation, we don’t just focus on our offices and studios. All of the production houses that we own have a role to play in determining our overall impact as a company.

We encourage all of our production teams, whether in-house or not, to consider the impact of their processes. One of our production labels, Mammoth Screen, showed real commitment to reducing their environmental impact in 2016.

Mammoth Screen was one of the first organisations to sign up to BAFTA’s Creative Energy Scheme. BAFTA established the scheme to enable smaller production houses to group together and purchase a renewable energy contract at a better price, given the collective size of all the organisations involved. All of Mammoth Screen’s head office operations are now powered with 100% renewable energy.

Mammoth Screen haven’t stopped there. They continue to explore ways to lower their impact operationally and in production by reducing waste, vehicle miles and exploring secondhand sources for props. They strive for albert certification, the industry’s carbon calculator tool to measure the environmental impact of production, for all new and returning productions. They became affiliate members of albert in 2017, enabling them to shape further the dialogue on how to lower the impact of production with industry peers. They’ve also trained key people in albert certification and carbon literacy.

**“ We value suppliers that have a long-term view of their supply chain, and encourage them to use their expertise and innovation to help us reduce our own impacts.**

**Karen Hayward, Procurement Manager, ITV**

**Smart supplies**

When it comes to reducing the environmental impact of our business, the responsibility lies not just with each and every one of us at ITV, but also with those that we work with; our suppliers.

In 2016, we worked closely with Commercial Group to reduce the impact of our paper. This may seem like a trivial area to focus on, but producing and delivering over 7,800 hours of original content in 2016 required multiple scripts and call sheets, as well as the activities that keep our business running. Although we reduce our paper use as much as possible, this still adds up to a lot.

Commercial helped us source paper that would deliver the quality we need with the lowest impact. Most of the paper we use (over 60% of paper spend in 2016) is FSC-certified and EU Ecolabel accredited. It’s also Carbon Positive thanks to a partnership with the Woodland Trust that sees new native woodland planted to remove more carbon from the atmosphere than was used to produce the paper.

We bought over 45,850 items from Commercial in 2016 and each one needed to be delivered to our UK offices. Commercial invested in reducing this impact also; 16% of those deliveries were made using hydrogen vans.

Working with Commercial Group, we’re not just lowering carbon emissions and supporting sustainable forestry. A percentage of the profits that Commercial make as a business goes to their Foundation - a social enterprise that gives opportunities for disadvantaged young people to gain work experience in the print industry, and go on to forge a career within the profession. It’s rewarding to be able to contribute to such worthy work.

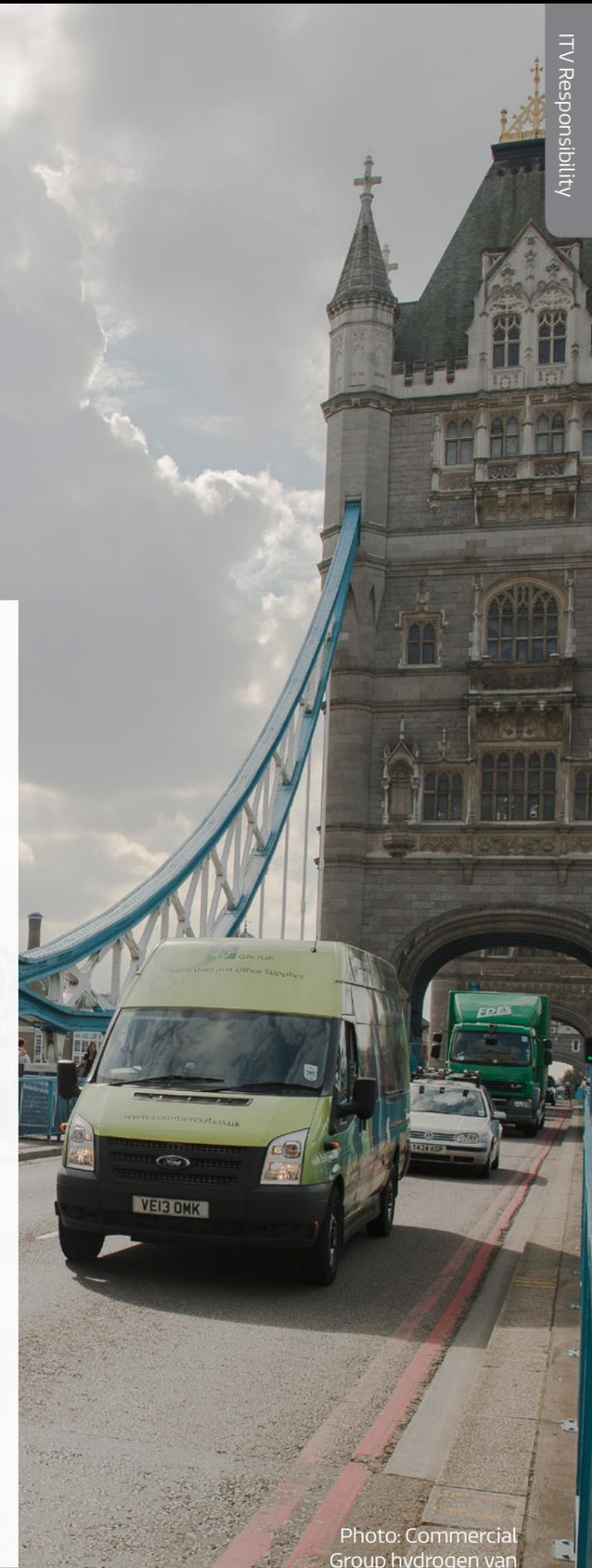


Photo: Commercial Group hydrogen van

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

See [itvresponsibility.com/partnerships](http://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 to 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 measure our impact

To make sure we make the biggest impact for the causes and charities we support, we set individual targets for each appeal or campaign we run. For example, how much airtime we use or donations we want to raise. Our Charities and Causes Policy acts as a framework to help us decide what causes to endorse, making sure they're credible, effective and align with our brand values.

As a business, we aim to donate the average corporate giving of the FTSE 100 to charitable causes through cash or in-kind, which is 1.9% of pre-tax profits\*. We also encourage colleagues to support charities and causes, and aim for 10% of all our workforce to participate in local volunteering opportunities.

We also make sure we meet our Ofcom broadcasting license quota of making 35% of our programmes outside of London, keeping our programmes regionally relevant and engaging.

\*Source: Charities Aid Foundation, UK Giving Report, 2014



## How we're doing

### Empowering charities and causes

In 2016, over 40 hours of airtime was dedicated to the charities and causes benefitting from our appeals and campaigns. We ran 10 on-air appeals and campaigns raising awareness, items and money for charities.

We contributed more than £41.6 million in cash and in-kind to support these charities and others through our on-air and off-air activity, equating to 4.9% of our adjusted profit before tax; bolstered by an additional £6.6 million generously donated to Soccer Aid. 2016's Soccer Aid was a record-breaking year raising its highest total since it began 10 years ago.

Read more about 2016's Soccer Aid on page 32.

For 2017, we'll continue to partner with charities to highlight social topics on our most-loved and most-watched programmes.



### ITV's charitable contribution in 2016 Total 2016 contribution: £47,723,530

#### How we contributed

**In-kind: £39,444,661**

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

**Cash: £2,043,339**

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

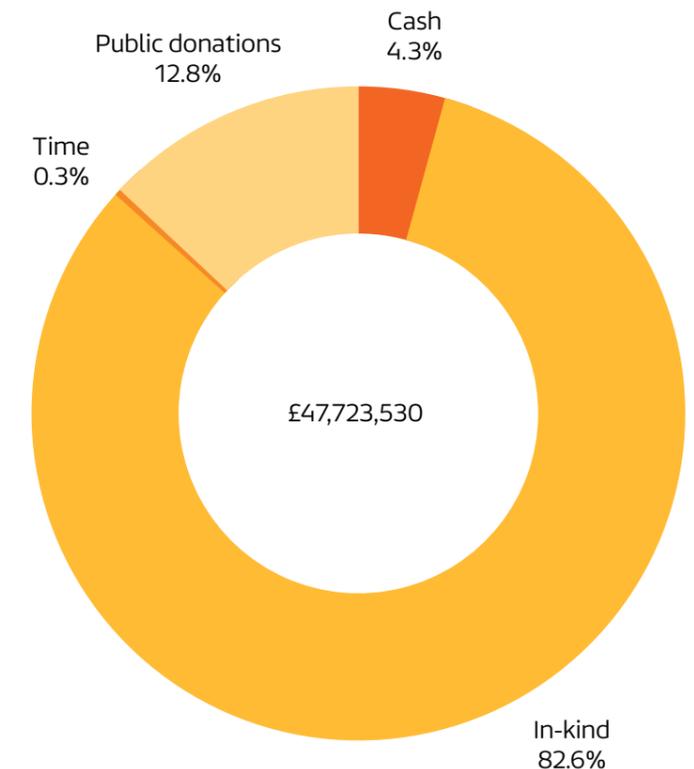
**Time: £148,784**

The value to the charity of the working hours contributed by colleagues through volunteering to a community organisation or activity.

**Total ITV contribution: £41,636,784**

**Public donations: £6,086,746**

Donations from the public through on-air appeals.





### Empowering our people

We encourage each and every one of our 4,000+ UK employees to go out and support causes and charities close to their hearts using their one day of paid volunteering leave. We're proud that over 10% of our people volunteered over 4,700 hours of their time in 2016, worth over £148,700 to the charities supported.

Just one example of this is from our legal team in London who provided 270 hours of pro-bono legal advice to people who had experienced childhood adversity.

[Read more about our support of the Body & Soul clinic on page 33.](#)

Our regional news teams also dedicated a day of their time to the ITV Open Newsroom Day where they took young people from the local regions behind the scenes to inspire them to become the future of news production.

### Empowering our viewers

Our greatest asset is our viewer reach, which enables us to make a real impact when we embed social topics into our most-loved, most-watched programmes, empowering our viewers to take action and create change for good.

In 2016, our daytime programming delivered fantastic content across a variety of topics. Good Morning Britain helped reduce loneliness in the elderly by asking viewers to volunteer their time, and Lorraine highlighted the signs of cervical and ovarian cancer with their Love your VIPs campaign. This Morning ran their first campaign focusing on preventing bullying in children, and Loose Women's Lighten the Load campaign raised awareness of mental health, encouraging the nation to talk about the issue and seek support if needed.

In December 2016, Good Morning Britain's 1 Million Minutes campaign encouraged viewers to volunteer their time to visit an elderly person who may be lonely. A staggering 42 million minutes were pledged by our viewers and ITV colleagues, making a real difference to so many lives.

[Read more on page 34.](#)

These campaigns run in addition to the daily stories we share through our news and daytime teams, who often discuss important social issues, putting them at the heart of popular culture.



Peter Andre taking part in Daytime's Bun Run to support Macmillan's Coffee Morning



Engage, one of the winning organisations of the People's Projects funding. Photo credit: Sport Disability Scotland/Ric Lowe

### Empowering communities

We're proud to be at the heart of communities right across the UK. Our regional offices and news centres make this possible, creating programmes that are relevant to the breadth of communities we serve. We've achieved our Ofcom obligations to produce over 35% of ITV programmes, based both on volume and spend, outside of London. We also continue to make our most-loved soaps, Emmerdale and Coronation Street, in the Yorkshire Dales and Manchester respectively.

In 2016 we also used the reach of our channels to motivate people to get involved in community events. I Am Team GB saw an amazing 972,000 people take part in free sporting events across the country.

[Find out more on page 35.](#)

Inspiring the next generation of talent is also important to us. As a member of the Legal Social Mobility Partnership we support school-age students from less privileged backgrounds forge a career in law. We also hosted Code First: Girls – Hack Your Career in Media Tech in December 2016 to inspire more young women to enter the technology sector.



Coronation Street opening their set to host I Am Team GB sports activities



**“ Soccer Aid is a programme that our viewers love. Not only that but it helps Unicef UK to raise funds for all the amazing work they do. We are very proud at ITV to be able to use the power of our reach to make a real difference.**

Asif Zubairy,  
Commissioning Editor, ITV

**Game on for Unicef**

Soccer Aid brings together stars from sport, music, television and film in the world’s biggest charity celebrity football match to raise money for Unicef’s work for children in danger. In a match worthy of Soccer Aid’s 10th anniversary, England triumphed 3-2 over the Rest of the World in another electrifying match at the iconic Old Trafford stadium in Manchester.

Through the generosity of the UK public, our viewers and some UK government match-funding, Soccer Aid raised a whopping £6.6 million for Unicef UK, which was an increase of over £2 million compared to 2014. This money went towards helping improve the health and nutrition of over 1.2 million women and children in Zimbabwe, Myanmar and Ethiopia, as well as providing children all over the world with life-saving food, vaccines and clean water. It also helped Unicef protect children from violence, exploitation and abuse.

The appeal not only raises much needed funds but also helps to raise awareness of the vital work that Unicef UK does around the world. And our very own ITV colleagues got involved, with many volunteering to raise some more money for the charity as bucket collectors at the packed stadium on the day.

Photo: The winners of 2016’s Soccer Aid match.

**Legal advice for the body and soul**

As a large organisation with many specialist teams, there’s an opportunity for us to leverage our diverse pool of talent not just for the benefit of our own company, but for other organisations that lack the expertise we can offer.

Our pro-bono legal clinic at the Body & Soul charity is just one of the ways we’ve been doing this. Body & Soul provides support and therapy to people affected by childhood adversity, including family disruption, suicidal behaviour and HIV. Many of its members have experienced trauma in their lives, and have often fled from situations of adversity either in the UK or abroad.

Since 2008, along with Hogan Lovells law firm, once a month we host the legal clinic at the charity’s centre in London. It’s an opportunity for members to gain legal advice on a range of topics, from claiming benefits, to debt or employment cases. Often these individuals have no other professionals to turn to, and language barriers restrict their understanding of complicated forms or letters. At the clinic, they can gain much-needed advice, information and legal support.

We’re proud of the efforts of our teams in 2016. With Hogan Lovells, we volunteered over 270 hours of time to the clinic. We will continue our support of the clinic in 2017, and look forward to a busy year ahead.

**“ Having ITV and Hogan Lovells volunteers providing a consistent safety net each month has helped our charity members get back on track. The benefits always go beyond the immediate relief this provides. It genuinely feels like ITV are part of the community, using their expertise to help families who are amongst the most vulnerable.**

Jed March, Assistant Director,  
Body & Soul



Photo: ITV Legal volunteers with Jed Marsh, Assistant Director, Body & Soul (on the right)



Photo: Supplied by the Royal Voluntary Service

**Every minute matters**

As the largest commercial broadcaster in the UK, our programmes reach millions of people every day. We have a unique opportunity to use our reach to bring about positive change by raising awareness about issues or causes that are important in today's world.

One of the ways we did this in 2016 was through our 1 Million Minutes campaign that focused on addressing the issue of loneliness among older people in the UK. It's a sad reality, but in the UK there are more than 1 million older people who are chronically lonely, and Christmas and the New Year is one of the loneliest times.

Yet it only takes a minute to make someone's day. That's why Good Morning Britain launched their 1 Million Minutes campaign to ask our viewers to pledge just 30 minutes of their time to support an older person.

They teamed up with a number of charities, including The Silver Line, Royal Voluntary Service, Age UK and Campaign to End Loneliness, to offer specific volunteering opportunities for viewers to sign up to. Viewers could also just pledge to help an elderly neighbour, friend or relative before Christmas.

The campaign created an amazing amount of awareness, with over 42 million minutes pledged by our viewers and ITV colleagues. These actions made a real difference to so many lives. And we're really pleased that Good Morning Britain were awarded for their efforts in June 2017 by winning the Best Online Editorial campaign at The Drum Online Media Awards.

**“ I was moved to hear about older people feeling lonely and how a regular phone call could make a difference to their lives. I thought that it could be me making a difference to someone's day. I now speak weekly to an elderly person - just one way I've helped make a lonely person feel like they matter.**

Eliane Millard,  
Good Morning Britain viewer,  
Southampton

**“ When it comes to big, brave ideas that change people's behaviour it can't come much bigger than switching off the ITV network to get the nation out of their homes and doing something active. Thanks to the unique partnership between ITV and The National Lottery it truly was one of the great fun events of the year.**

Simon Daghish,  
Deputy Managing Director -  
Commercial, ITV

**ITV gets the nation active**

On Saturday 27 August 2016, a week after the Rio Summer Olympics closed, The National Lottery and ITV asked the nation to get out and get active by taking part in I Am Team GB - the nation's biggest ever sports day!

Over £80 million has been raised each year by The National Lottery players to help fund elite athletes during the four-year build-up to the Rio 2016 Olympic Games. To thank the nation for their support and to continue the Olympic spirit, Team GB's returning Olympians joined famous faces from ITV at events across the UK.

Thousands of local sports venues and clubs up and down the country opened their doors to the public, and two of our most iconic shows did the same thing and invited people to join them. The famous cobbles of Coronation Street and the rolling hills of Emmerdale welcomed members of the public to take part in a whole host of sporting activities.

In an unprecedented move, we also switched off our transmission for an hour across all channels to get the nation moving. At 9.30am on 27 August, the big switch off saw seven of our channels come off air for an hour with a message to encourage the great British public to get out and involved in sport at one of the many events across the country. A staggering 972,000 took part in events on the day, and we hope it motivated them to carry on being active!

I Am Team GB took place in conjunction with the British Olympic Association (BOA), UK Sport and was supported by Join In.



Photo: Participants in the I Am Team GB race in the Emmerdale village

# 2016 awards and recognition



## PinkNews Award - Broadcaster of the Year

The Good Morning Britain team recognised for extensive coverage of LGBT issues and continuous segments on equality, winning the Broadcaster of the Year award alongside Victoria Derbyshire.

[itvresponsibility.com/news/pinknews-award-win/](http://itvresponsibility.com/news/pinknews-award-win/)

## Legal Business Awards - CSR Programme of the Year

LSMP (an initiative led by ITV) recognised within the legal industry as the programme that has made the strongest overall contribution to corporate social responsibility.



## Mind Media Award - Entertainment

Loose Women won for its Lighten the Load mental health campaign.

[itvresponsibility.com/news/lighten-the-load-itv-central-win-at-the-mind-media-awards-2016/](http://itvresponsibility.com/news/lighten-the-load-itv-central-win-at-the-mind-media-awards-2016/)

## Asian Media Award - Outstanding Contribution to Media

Actress Shelley King who plays Yasmeen Nazir in Coronation Street honoured with the Outstanding Contribution to Media award at the Asian Media Awards. Shelley started acting in 1977 and a successful career has seen her in some of the UK's favourite television dramas and stage productions.

## Transgender Television Award - Best Channel, Best Programme and Best Presenter

ITV won Best Channel at the Transgender Television Awards. This Morning scooped the award for Best Programme for the third year running, and Rylan Clark was awarded Best Presenter.

[itvresponsibility.com/news/this-morning-celebrates-transgender-television-award-win/](http://itvresponsibility.com/news/this-morning-celebrates-transgender-television-award-win/)



ITV is a member constituent of the FTSE4Good Index designed to help investors integrate environmental, social and governance (ESG) factors into their investment decisions. The index identifies companies that better manage ESG risks and is used by investors who wish to incorporate ESG factors into their investment decision making processes, or as a framework for corporate engagement and stewardship.

## The Apollo Project - Financial Times Architects of Meritocracy Award 2016 - Legal Social Mobility Partnership

LSMP (an initiative led by ITV) recognised as a trailblazing social mobility scheme and praised for its rapid growth and focus on expanding its scope regionally.



ITV awarded Prime Status by oekom research, one of the world's leading rating agencies in the area of sustainable investment. Prime Status recognises companies that, according to the oekom Corporate Rating, are among the leaders in their industry and which meet industry-specific minimum requirements.



## Loose Women albert\*\*\* certified

Loose Women awarded the albert 3 star rating by BAFTA, the highest possible score, for their commitment to reducing their environmental impact.

## Carbon Literate Organisation Award - Silver

Coronation Street won the Silver Carbon Literacy Award for educating their team about carbon impacts.

## Birds of a Feather albert\*\* certified

Birds of a Feather awarded albert 2 star rating by BAFTA for their commitment to reducing their environmental impact.

## Asian Media Award - TV Report of the Year

ITV News's Climate in Crisis series was a finalist for TV report of the Year.

## 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.

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