



On-Screen Sustainability

*Guidance for Producers on
Climate-related Content*

ITV has signed the Climate Content Pledge

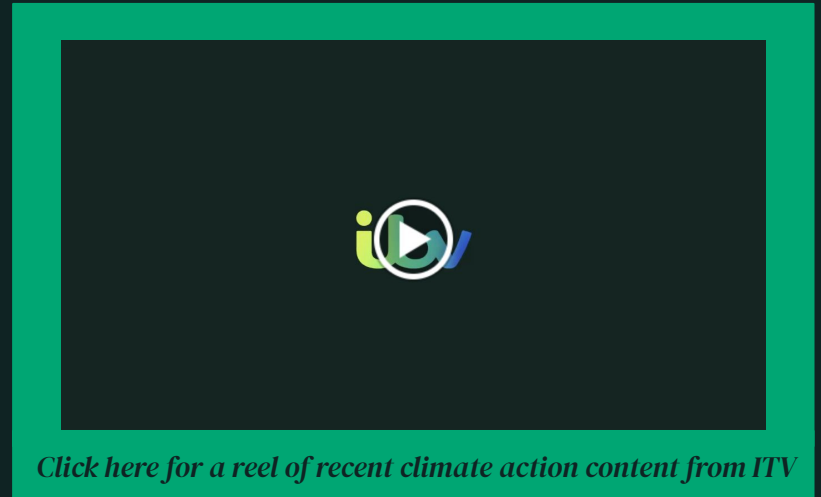
ITV is committed to increasing the amount of content that references, whether explicitly or implicitly, the transition to a more sustainable way of life.

We are already living in a climate changed and nature depleted world. The transition to a net zero, nature abundant future will encompass all aspects of society.

From electric cars, to shopping in charity shops; greener cities to wind farms in the background; recognising and simply noticing the natural world that we are part of rather than separate from... There are plenty of opportunities to reference sustainable living without even mentioning 'climate' or 'biodiversity'.

For guidance on sustainability on-screen or 'Planet Placement', please have a look at the [Editorial section of the albert website](#). Stuck for ideas? [Check out case studies](#) of how other productions have brought sustainability into their content.

For more on the impacts and solutions for various areas check out [Project Drawdown's sector summary](#). In the context of nature, it is important to note that this does not refer to the presence of nature within landscape shots, but specifically threats to, protection of, or our relationship with the natural world.



What counts as Climate Content?

There are three different ways to verbally reference sustainable behaviours...

As the main editorial focus of the programme

As part of a sub-plot or secondary storyline/item

Mentioned in passing

When thinking about including climate-related content in a programme's creation, whether verbally or visually, please use the following tips which are proven to help engage audiences on climate action...

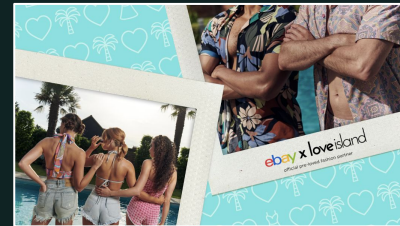
Frame climate action around people



Avoid doom-mongering and despair



Normalise sustainable behaviours



Make it intergenerational



On-Screen Sustainability Form

As a producer, you will be asked in post-production to answer On-Screen Sustainability questions on the final editorial of your programme.

We ask you to consider whether the final editorial of the programme contains any **verbal or visual references** to climate or nature, which episodes they appear in, and which categories they fall within.

Please provide as much detail as possible. There is a final question for you to provide extra information, including timecodes.

Please use this document as a guide for answering the questions. The categories and their examples are below.

If you have any questions, please contact:

climateaction@itv.com or socialpurpose@itv.com.

Climate Content Categories

Impacts of Climate Change or Depiction of Climate Science/Nature Loss

E.g:

- Extreme weather events (heatwaves, flooding, droughts, wildfires, etc.)
- Species decline or extinction
- Climate science and natural history pieces



Protection from or Adapting to Nature Loss or Changes in Climate

E.g:

- Flood defences
- City weather management
- Drought resilient crops
- Managed retreat of animals
- New ways of living



Sustainable Travel

E.g:

- Electric vehicles
- Active travel (cycling, walking, public transport)
- Low carbon aviation
- Transport innovation



Climate Content Categories

Sustainable Energy & Power

E.g:

- Renewable energy sources (wind turbines, solar, etc.)
- Changes to the grid
- Energy in the home (heating)
- Energy efficiency



itv

Food, Sustainable Land Use or Nature Restoration

E.g:

- Plant-based and vegan diets
- Regenerative farming
- Nature restoration and rewilding



Sustainable Materials or Resource Use & Avoiding/Reducing Waste

E.g:

- Recycling
- Plastics
- Reducing consumption
- Circular/re-use economy
- Pre-loved fashion



Climate Content Categories

Sustainable Investment & Economics

E.g:

- Responsible investing
- Lobbying and pensions
- Net zero workforce
- Cutting energy bills



itv

Imaginings, Discussions, Actions or Demands for a Sustainable World

E.g:

- Visions of the future
- Climate conversations
- Community action & activism
- Creative works engaging with sustainability



Personal Connection with Nature

E.g:

- Experiencing nature
- Recognising the emotions nature brings
- Taking action for nature



Climate Content Categories

Behaviours/Industries that are Causes of Climate Change & Nature Loss

E.g:

- Fossil fuel use
- Unsustainable diets
- Overconsumption and hoarding
- Deforestation



Celebrity/Influencer/Public Figure Endorsement of Green Behaviours

E.g:

- Celebrities
- Actors
- Presenters and Influencers
- Sports personalities
- Other role models



Other

E.g:

- Social sustainability
- Jokes and humour
- Any other climate-related content...

