



Sustainability Handbook For ITV Commissions

**Climate action guidelines and
sustainable production requirements**



Sept 2026

At ITV, we are committed to reducing emissions and negative environmental impacts across all our shows. Every programme we commission must ensure that sustainability is front of mind throughout production.

ITV has clear targets off-screen to reduce our carbon footprint, and on-screen in supporting our audiences to understand climate issues, normalise sustainable choices, and tell optimistic stories of change. You can read more about [ITV's climate action strategy on our website](#).

As a producer, you will be required to respond to questions on sustainable production practices, on-screen climate-related content, and to complete a carbon footprint with the BAFTA Albert calculator. All full-length productions will need to complete BAFTA Albert's certification process and access the required end-board logo for transmission, as this is an expected deliverable for ITV commissions.

For shows with a budget in excess of £15m, particularly dramas and large entertainment formats, **ITV expects productions to have dedicated sustainability support**, with any costs factored into the initial budget. This support can take the form of a green consultancy, in-house sustainability resource, or support hired specifically for the production.



PRODUCER PORTAL

REQUIREMENTS

You will be required to respond to sustainability questions at pre-production. Please provide the most accurate responses based on practicality and intent. These questions ensure that ITV is able to correctly monitor climate-related risks and identify productions that may benefit from direct engagement. They will also help your teams ensure that sustainability is a key part of decision-making from the outset.

Questions focus on the following sustainability-related topics:

- BAFTA Albert certification
- On-screen climate action
- Energy and clean power
- Air and vehicle travel
- Catering and waste

You will be required to provide the estimated filming days in studio vs on-location, along with a permanent senior production contact for sustainability. ITV will also use filming locations to determine liability to climate-related risks, and teams filming in nature must agree to basic 'leave no trace' principles with local authorities, working to protect biodiversity in the area.

At the final delivery stage, you must complete a follow-up questionnaire on these same topics, substituting initial estimates with accurate, real-world data from the production.

If your production took the BAFTA Albert 'Committed' route instead of certification, please ensure this is made clear in your response in pre-production, along with justification.



BAFTA ALBERT FOOTPRINT & CERTIFICATION

All productions need to complete a BAFTA Albert carbon footprint. You must provide data and evidence across energy use (in offices, studios, and on-location), transport and travel (including flights and accommodation) and materials use (purchased goods, re-use & waste).

The majority of productions will then need to complete BAFTA Albert's certification process and access the required end-board logo for transmission, as this is an expected deliverable for ITV commissions.



In the new toolkit, the Carbon Action Plan (CAP) process has been replaced with guidance and check-lists for production departments, and certification questions are available for early review and planning. You can find detailed information and FAQs about [the updated BAFTA Albert toolkit via the Albert website.](#)

If your programme is a long-running or very fast-turnaround production (such as daily output, live sport or news, soaps), you may need to follow BAFTA Albert's 'Committed' route rather than certification, which allows access to the end-board logo before production wraps. [Use this decision tree if you are unsure.](#)

Please contact alberttoolkit@bafta.org if you are unsure of whether your production will need to take the 'Certified' or 'Committed' route.

For any other Albert queries, please contact albert@bafta.org.



ON-SCREEN CLIMATE ACTION

ITV is a founding signatory of the Climate Content Pledge at COP26, and we are committed to weaving climate change and sustainable living storylines into programming across all genres.

Effective climate content should be engaging, optimistic, diverse, and accessible, and should avoid being preachy or exclusionary to audiences. Authentically weaving in climate and nature content into programmes no matter the genre is possible and encouraged, whether explicit or implicit, verbal or visual.

Explore this resource for on-screen inspiration and guidance.

If you would like assistance with on-screen sustainability, or would like to learn more about how to embed climate and nature themes into your commission, please contact climateaction@itv.com.

Case Study

Love Island (Lifted for ITV)



Case Study

Shark! (Plimsoll for ITV)



Key organisations for guidance include:

- Heard
- Climate Spring
- Project Drawdown

ENERGY & CLEAN POWER

ITV is a founding signatory to the SPARK Statement of Intent, an industry-wide ambition to power all productions with clean sources by **December 31, 2030**. The SPARK initiative outlines the roadmap to transition the production supply chain from 'Diesel-by-Default' towards a vision of 'Fuel-Free' temporary power.

The goal: No diesel or petrol is to be used on UK-based shoots.

The requirement: Diesel generators are now considered the exception. Use is by exemption only and should be flagged by producers via Producer Portal.

ITV advocates for a clear and pragmatic approach to energy sourcing. Producers of ITV shows are expected to explore options in the following order of priority:

1. **Mains/grid power** - Accessing mains electricity is the most cost-effective and simplest way to power productions with clean energy when available. We encourage our producers to adopt a Grid-First mentality.
2. **Batteries** - A cornerstone technology of the transition. While hire costs may be higher as the market develops, fuel savings provide significant savings with the added benefit of quieter and healthier productions.
3. **On-site renewables** - Utilising solar to supplement battery charging where feasible.
4. **Interim solutions (Hybrid & HVO)** - Combining batteries with generators (Hybrid) and using HVO (a renewable fuel made from waste cooking oil) as a 'drop-in' alternative. HVO is a temporary, short-term bridge only and should be seen as the floor rather than the end goal. Swapping diesel for HVO can reduce lifecycle emissions by up to 90%.

ENERGY & CLEAN POWER (CONT.)

Note on Hydrogen: While recognised as clean, Green Hydrogen is currently restricted by high costs and logistical complexity. ITV does not expect it to play a significant part in the transition at this stage.

Productions are expected to:

- **Plan** - Hold a power planning meeting during pre-production with relevant departments and suppliers.
- **Reduce** - The cleanest and most cost effective power is the power we don't use. Energy efficiency (equipment and working practices) should be the default.
- **Prioritise data** - Measure and use energy data for informed decision making.
- **Follow the power hierarchy** - Prioritise grid power, followed by batteries, on-site renewables (e.g. solar), hybrid battery generators and HVO fuels. Diesel is a last resort and by exemption only.

ITV acknowledges that some of these solutions pose short-term challenges. However, production teams should investigate clean power alternatives and undertake power planning where possible.

Case Study

Emmerdale (ITV Studios for ITV)



AIR & VEHICLE TRAVEL

Travel and transport is one of the largest contributors to the TV industry's emissions, with flights making up almost a third of a production's carbon footprint based on 2024 data.

It is recommended that a production travel plan should involve sustainability considerations. A sustainable travel plan should:

- Eliminate any unnecessary travel
- Build time into the schedule to travel responsibly
- Scout and prioritise local crew hires to minimise international air travel
- Avoid domestic flights where other reliable options exist, such as train travel
- Review exclusive travel from cast agreements/contracts and remove where possible
- Electrify land travel where possible
- Consider electric vehicle hiring and charging, including commercial production vehicles
- Choose lower carbon travel solutions
- Consider shared travel arrangements, such as group shuttles or car pooling

Low-carbon travel solutions include:

- Switching from air travel to trains where possible
- Defaulting all flights to economy class
- Shifting petrol/diesel road transport to electric vehicles

Effective planning across power usage and air/vehicle travel for your production will reduce carbon emissions and ensure that any negative impacts are minimised. Production teams must ensure that all travel data is accurately tracked in the Albert footprint for your production.

CATERING & WASTE

Productions should hire catering companies who can provide plant-rich options, use crockery, source local ingredients and who are considerate of their environmental impact. **Teams are encouraged to implement meat-free catering menus where feasible, with strong expectations to remove red meat, such as beef, from menus.**

Productions should endeavour to **eliminate single-use catering plastics from on-set catering** entirely. Enforce strict food waste composting protocols, a food waste and/or repurposing company should be considered. **The energy used for catering should also be considered, such as avoiding generators or gas.** Plugging directly into the mains power should be explored first for overnight refrigeration equipment, and induction used for hobs.

Design sets using reusable, certified timber and other materials. Sets end-of-life should be considered before their creation. Teams should partner with prop libraries, such as the [Cama Assetstore](#), and ensure zero-waste set strikes with documented reuse and recycling routes.

ITV encourages all productions to aim for **Zero Waste to Landfill** and ensure this intention is included in their contract with any waste removal company they engage. The key to Zero Waste to Landfill is to reduce waste at source and production should make efforts to do this with all materials, including catering.

Production teams must ensure that all data is accurately tracked in the Albert footprint for your production, including purchases and waste streams. You may also be prompted to include waste partners' policies.

KEY CONTACTS & RESOURCES

For Producer Portal completion assistance and sustainability advice/guidance, please get in touch with the ITV Sustainability Team at climateaction@itv.com.

For specific BAFTA Albert certification and footprint queries, please get in touch with the team directly on albert@bafta.org.

To explore sustainable suppliers, including to source clean power alternatives, please refer to [BAFTA Albert's Sustainable Supplier Directory](#).

Please inform ITV of all stand-out sustainable production initiatives via your Commissioning contact, Producer Portal or by emailing climateaction@itv.com.

