



Step-by-Step Guide to Sustainability

for ITV productions and commissions

Shows with the *biggest impact* on audiences and the *smallest impact* on the planet

This step-by-step guide covers the full albert certification process, and relevant climate content guidance. At ITV, we have strategic focus on engaging viewers, normalising sustainable choices, and reaching 100% albert certification for all our shows.

Use this guide to help make sure your show meets ITV's sustainable production requirements.



OFF-SCREEN

Albert Certification

ITV has set a target for 100% of shows produced and commissioned to be fully albert certified, including the completion of both the footprint and carbon action plan.



Click here for a reel of climate action content from UK broadcasters in 2024



ON-SCREEN

Climate Content Pledge

ITV has committed to the Climate Content Pledge, alongside 11 other broadcasters and streamers, to inspire and inform sustainable choices.



Stage 1: Development



OFF-SCREEN

Your show will need to be [albert certified](#), so start thinking about the potential environmental impacts of the project.

- Does it involve a lot of flying?
- Are there local crews available you can use to minimise travel?
- Will you be building sets and can it be done in a way that doesn't generate waste?



ON-SCREEN

Invite your creative team to attend a free [albert editorial training session](#).

Explore ways green actions and sustainability could be brought into the content. It could be one of the key themes of the programme, or maybe it could come through via a task, a behaviour, or a simple mention.

Think about how you are framing this content.

- Is it accessible and relatable to a broad audience?
- Does it reflect a diversity of experiences and is inclusive of voices not often heard on the topic?
- Is it broadly positive and optimistic, and feel authentic?

Development

*Commissioning
& Greenlight*

Pre-Production

*During
Production*

*Delivery &
Marketing*

Stage 2: Commissioning & Greenlight



OFF-SCREEN

Discuss with your Commissioning Editor the carbon implications your editorial choices. Knowing the carbon impacts can help us shape a decision, or help us explore innovative solutions to bring the footprint down.

Make sure you are including a line in the budget for [sustainability initiatives or carbon offsetting](#). This allows for innovation and a smaller carbon footprint, saving money and emissions in the long run.



ON-SCREEN

Have a conversation with your Commissioning Editor about ideas and opportunities to weave in climate action content. There may not be any, but this is a chance to stop and consider the options.

For some inspiration, please view the [Climate Action On Screen Guidance for Producers](#) on ITV's Commissioning website.

Development

*Commissioning
& Greenlight*

Pre-Production

*During
Production*

*Delivery &
Marketing*

Stage 3: Pre-Production



OFF-SCREEN

Make sure you're set up on albert, and that someone senior on the production is in charge of sustainability and that you know who the albert contacts are within your production company. You can then:

- Start your predicted Footprint and Carbon Action Plan on the albert website.
- Engage all the Heads of Department to make sure they are taking action and offering suggestions.
- Create and share your green memo, as well as links to the [albert website](#), to all involved in the production, including suppliers, talent, crew, etc.



ON-SCREEN

Need inspiration?

- Get your editorial team onto [albert editorial training](#), if they haven't already.
- Speak to climate storytelling experts, such as charity [Heard](#).
- Speak directly to ITV's Sustainability team at climateaction@itv.com.

Development

*Commissioning
& Greenlight*

Pre-Production

*During
Production*

*Delivery &
Marketing*

Stage 4: During Production



OFF-SCREEN

Make sure all the agreed actions in your Carbon Action Plan are being actively implemented.

Remember to track your data for the albert Carbon Footprint, and any piece of evidence you will need to provide albert for the Action Plan.

Communicate with the production team regularly on sustainability and celebrate any achievements!

- Don't hesitate to get in touch with us if you are doing something innovative in the way of climate action, at socialpurpose@itv.com or climateaction@itv.com.



ON-SCREEN

Implement the plans you have made and keep looking for opportunities that might arise...

- on set,
- on location,
- or as you meet contributors.

Whether it's mentioning the fact that a vehicle is electric, or removing a single use plastic bottle from the shot, all climate-related content helps normalise sustainable behaviours.

Development

*Commissioning
& Greenlight*

Pre-Production

*During
Production*

*Delivery &
Marketing*

Stage 5: Delivery & Marketing



OFF-SCREEN

Finalise your albert Footprint and Carbon Action Plan, and make sure you are able to display the albert logo on your end credit board.

Complete the **On-Screen Sustainability Form** within post-production paperwork, guidance for this [can be found here](#). You will also be asked to **provide evidence** of your albert certification.

Share any key learnings or innovations internally within your company, or maybe suggest a case study to BAFTA albert.

If there are any innovation or sustainability stories from production, include them in discussions about programme publicity.



ON-SCREEN

Ensure completion of the On-Screen Sustainability Form, again, [guidance can be found here](#).

Share clips and timecodes of any on-screen sustainability examples with your commissioning contact, in the form, or with the sustainability team at climateaction@itv.com.

Explore whether you can share sustainability stories about the programme in the press release or on social media, or whether talent may want to use their voice and platforms to talk about it.

Development

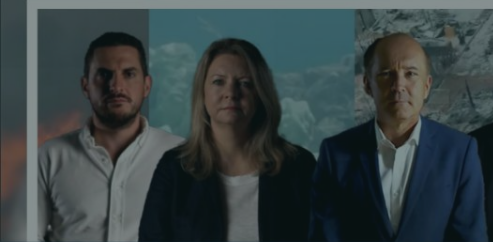
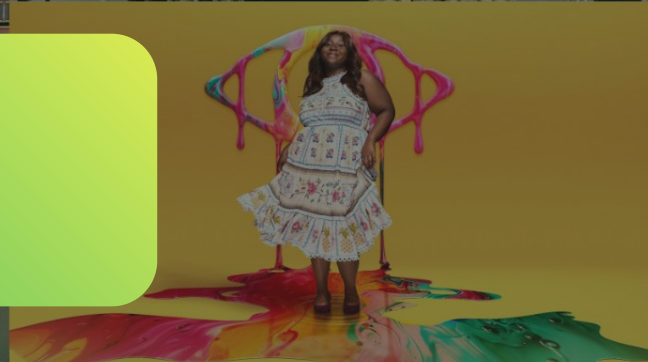
*Commissioning
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Pre-Production

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Any questions...



EYEWITNESS TO CLIMATE CHANGE
A SUMMER OF EXTREME WEATHER

