



# STEP BY STEP GUIDE TO SUSTAINABILITY FOR ITV PRODUCTIONS AND COMMISSIONS



# THE BIGGEST SHOWS WITH THE SMALLEST FOOTPRINT

Use these guidelines through your production process to help make sure your show meets ITV's sustainable production requirements.



## OFF-SCREEN

ITV is committed to reducing the emissions and waste of our productions is a key part of helping ITV reach our Net Zero goals.



## ON-SCREEN

ITV is committed to increasing the amount of content that references the transition to a more sustainable way of life.



DEVELOPMENT

COMMISSIONING &  
GREENLIGHTING

PRE-PRODUCTION

PRODUCTION

DELIVERY &  
MARKETING

## 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 choice in contributor, 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?

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## STAGE 2

# COMMISSIONING AND GREENLIGHTING



### 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 offsetting; that's a mandatory requirement of the albert certification process.



### ON-SCREEN

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

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## STAGE 3

# PRE-PRODUCTION



## OFF-SCREEN

- Make sure you're set up on albert, that someone senior on the production is in charge of sustainability and that you know who the albert contacts are within your production company.
- Start your predicted footprint and your Carbon Action Plan on the albert website.
- Engage all the heads of departments 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 on albert editorial training, speak to experts or talk to ITV's climate action team at [socialpurpose@itv.com](mailto:socialpurpose@itv.com)

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## STAGE 4

# PRODUCTION



### OFF-SCREEN

- Make sure all the agreed actions in your Carbon Action Plan are 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.



### 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 the vehicle is electric, or removing a single use plastic bottle from the shot

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## STAGE 4

# DELIVERY AND 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 credits
- Share any key learnings, innovations or brilliant suppliers internally within your company, or maybe suggest a case study to albert.
- If there are any innovation stories, include them in discussions about programme publicity



## ON-SCREEN

- Confirm with your Commissioning Editor what the final on screen examples of climate action have made it to the screen
- Share clips of those examples with your commissioning contact or with the social purpose team - [socialpurpose@itv.com](mailto:socialpurpose@itv.com) - we keep a log of all examples across our output.
- 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.

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# Questions?

Get in touch at  
[socialpurpose@itv.com](mailto:socialpurpose@itv.com)