

'ITV'S APPROACH TO NET ZERO TRANSFORMATION'

ITV

“ Powerful entry showcasing the role and significance of cultural transformation, creativity and broadcast for behaviour change at scale. ”

- Campaign Ad Net Zero judge.

Challenge

As UK's biggest commercial broadcaster, ITV has embedded climate action into the roles of all employees. ITV intends to maintain momentum with their climate-positive action.

Brief

ITV needed to demonstrate innovative ways in which they could reach their new targets of 90% emissions reduction across all scopes by 2050. They wanted to stimulate the demand for greener products and reduce emissions from production of ITV content.

Solution

Migrate in-person sets and production to virtual production. Collaborate with partner brands to stimulate demand for greener products and showcase these products in across all genres. Develop training and engagement for ITV employees to ensure top-down and bottom-up understanding of climate action.

Execution

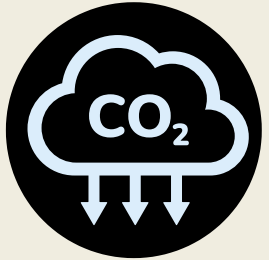
- Trialled Virtual Sets and large-scale batteries for location power.
- In collaboration with System1, developed an industry-first tracker – The Greenprint - monitoring climate-related content across all genres.



Results



6,400 ITV colleagues completed their Climate Action training in 2022.



Reduced carbon emissions in its control by 36%.



94% of UK programmes produced by ITV Studios were certified by the BAFTA albert scheme as sustainable.