



**CLIMATE
ACTION
ON SCREEN**

**GUIDANCE
FOR
PRODUCERS**

ITV HAS COMMITTED TO BRING SUSTAINABILITY TO LIFE MORE ON-SCREEN THROUGH OUR PRODUCTIONS

We've pledged to increase the amount of content that helps viewers to make sense of these complex issues and take action to be part of the solution.

At ITV we know our audiences care deeply about the impacts of climate change and nature depletion on their lives and their future.

ITV wants to tell inspiring stories of positive change and reflect the sustainable lifestyles that people are already adopting across all parts of society.

This certainly doesn't mean trying to force a climate change reference into every programme! But if your programme is based in contemporary life, there is a high chance that the subject of shifting to a sustainable society in a fair and inclusive manner might be relevant.





**THERE ARE
FIVE CLIMATE
ACTION
TOPICS TO
THINK ABOUT
WEAVING
INTO CONTENT**

01

ENERGY



02

WASTE



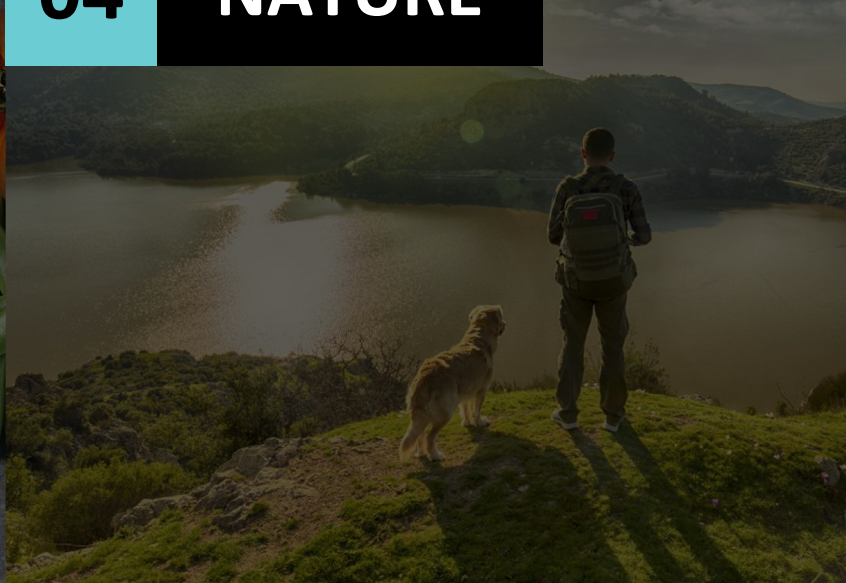
03

DIET



04

NATURE



05

CLIMATE AWARENESS



01

ENERGY

- Switching to green tariffs
- Insulating our homes
- Flying less
- Walking, cycling and taking public transport
- Driving electric cars
- Taking holidays locally

02

WASTE

- Reducing food waste
- Re-using and repairing
- Wearing clothes until they wear out
- Avoiding disposables



03

DIET

- Eating more plant-based meals
- Reducing meat and dairy
- Buying in season to avoid food miles



04

NATURE

- Protecting and restoring healthy natural environments
- Showing biodiversity in wild, rural and urban areas
- Showing the links between our activities and nature



05

CLIMATE AWARENESS



- Setting the context and the facts
- Exploring the solutions and what they mean for society
- Showing people engaging with the topic in conversations or by taking action
- Exploring the role that individuals, communities and society can play in the transition

THREE DIFFERENT WAYS TO REFERENCE SUSTAINABLE BEHAVIOURS

Use the type of mention that feels authentic to your programme

DIRECT

A whole segment/ programme is entirely focused on the topic

Eg:

Joanna Lumley and the Human Swan: exploring climate solutions across Britain

This Morning: segments on sustainable fashion

MENTIONED

Climate action is deliberately mentioned and highlighted to the viewers as a part of a wider segment or story

Eg:

James Martin's Saturday Morning: discussion on importance of bees as part of segment on honey.

Martin Lewis Money Show: connecting money saving tips with carbon savings

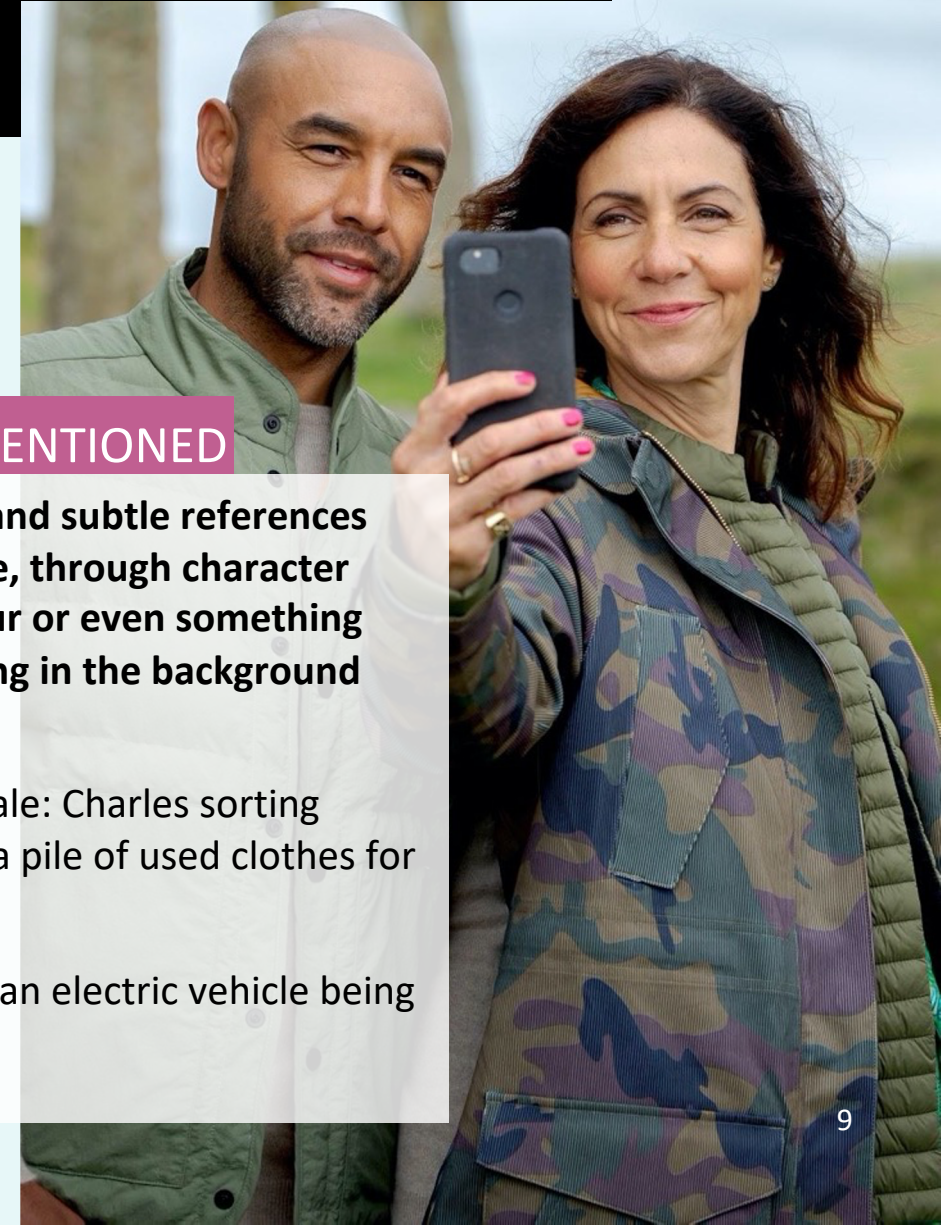
NOT MENTIONED

Implicit and subtle references are made, through character behaviour or even something happening in the background

Eg:

Emmerdale: Charles sorting through a pile of used clothes for charity

Showing an electric vehicle being used



HERE ARE FOUR APPROACHES PROVEN TO HELP ENGAGE PEOPLE ON THE CLIMATE ACTION AGENDA

01 FRAME CLIMATE ACTION AROUND PEOPLE



Highlight the role of human behaviour in bettering the planet's health, or at its detriment.

02 NORMALISE ACTION



Show that action is already underway, we all have a responsibility to do more of it - and that it's easy to do!

HERE ARE FOUR APPROACHES PROVEN TO HELP ENGAGE PEOPLE ON THE CLIMATE ACTION AGENDA

03 AVOID DOOM MONGERING



Keep messaging constructive, avoid preaching and despair. Addressing climate change is challenging but doable.

04 MAKE IT INTERGENERATIONAL



Emphasise the duty of care for present and future generations in a way that feels relevant to both.

tone: climate action content should remain true to itv

**RELATABLE, DOWN TO EARTH, ENTERTAINING
AND REFLECTING MODERN BRITAIN**



WHAT TO DO NEXT



Share climate action ideas with your Commissioning Editor to ensure it is part of the creative conversation



Engage your team and contributors to see if they have any ideas to suggest. We want to be inclusive of a wide range of perspectives on the topic, so the more diverse the voices, the better!



Please let your commissioning contact know what you've included in the finished programme through the completion form - we keep a log of all climate action references



Behind the scenes – don't forget to start your albert certification right from the start of production

It is now mandatory for all ITV commissions and works much better when started right away.

Contact albert (albert@bafta.org) if you have any questions.



RESOURCES



Get in touch with ITV's Senior Sustainability Manager if you want to discuss ideas about your programme
jeremy.mathieu@itv.com



Attend a free albert editorial [training session](#) and check out albert's Planet Placement [website](#) for inspiration



Read up on the following useful references

[The powerful role of households actions in solving climate change](#) was a collaboration between Netflix and Project Drawdown

[The Power of TV: Nudging viewers to decarbonise their lifestyles](#) was commissioned by Sky and produced by the Behavioural Insight Team

[Six ways to change hearts and minds about climate change](#) is a very useful guide from On Road Media on how to frame the conversation