



ITV

## 2020 Pledge

This is a UK Wide pledge

This commitment will be implemented by October 2020

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Government, broadcasters, businesses, charities and celebrities commit to help transform the image of veg including with financial and pro-bono support to the Veg Power fund.

**This aligns with point 7 on the Commitments Framework**

## Commitment Details

ITV will donate £1.5m of airtime and partner with Veg Power once again to deliver a national campaign to get kids eating more veg in 2020.

## Monitoring

A joint evaluation will be conducted with Veg Power and published during 2020.