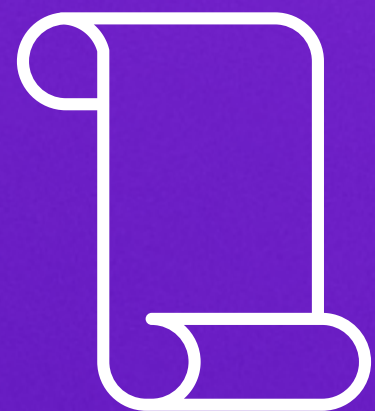


A bright future



Looking ahead with the next generation





At BT, we are committed to creating a bright, sustainable future and we are always looking at new ways we can help make the world a better place for our customers and communities.

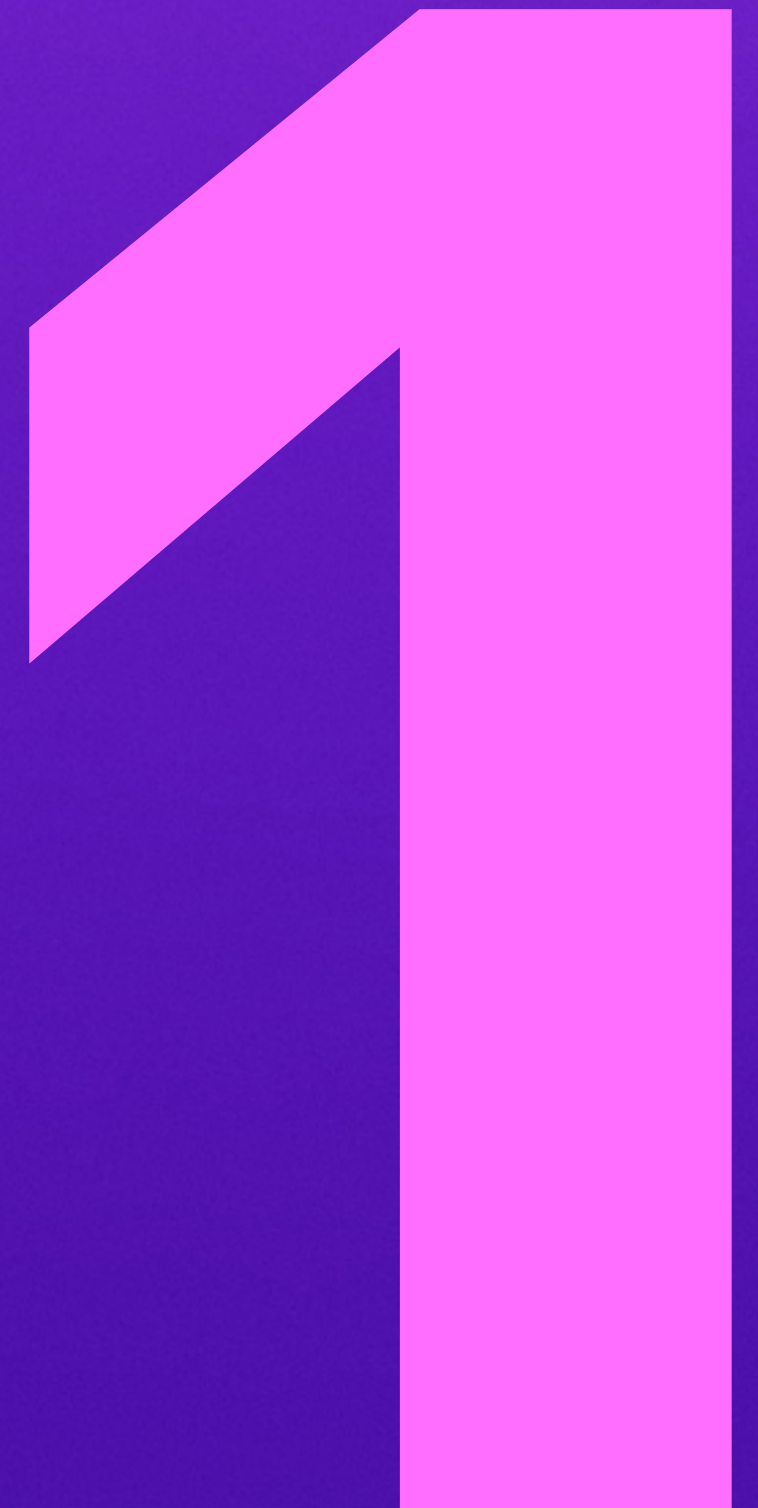
We recently launched the BT Group Manifesto, which is our agenda for growth and highlights our core beliefs. It explains how we plan to use technology that is Responsible, Inclusive, and Sustainable to achieve our commitments.

Our Manifesto also outlines our ambitious goals for change, including our road to net zero carbon and circular economy pathways, targets for reaching 25 million people with new digital skills, the creation of a more diverse digital talent movement and policy changes that we feel are essential for progress.

Given our Manifesto is all about looking to the future, we asked 1,000 primary school pupils across the UK, [including the stars of this video](#), what they think the future holds and the issues that will be most important to solve.

The results make interesting reading and show what actions the next generation believe are needed today, for a better tomorrow.

An exciting vision
of the future



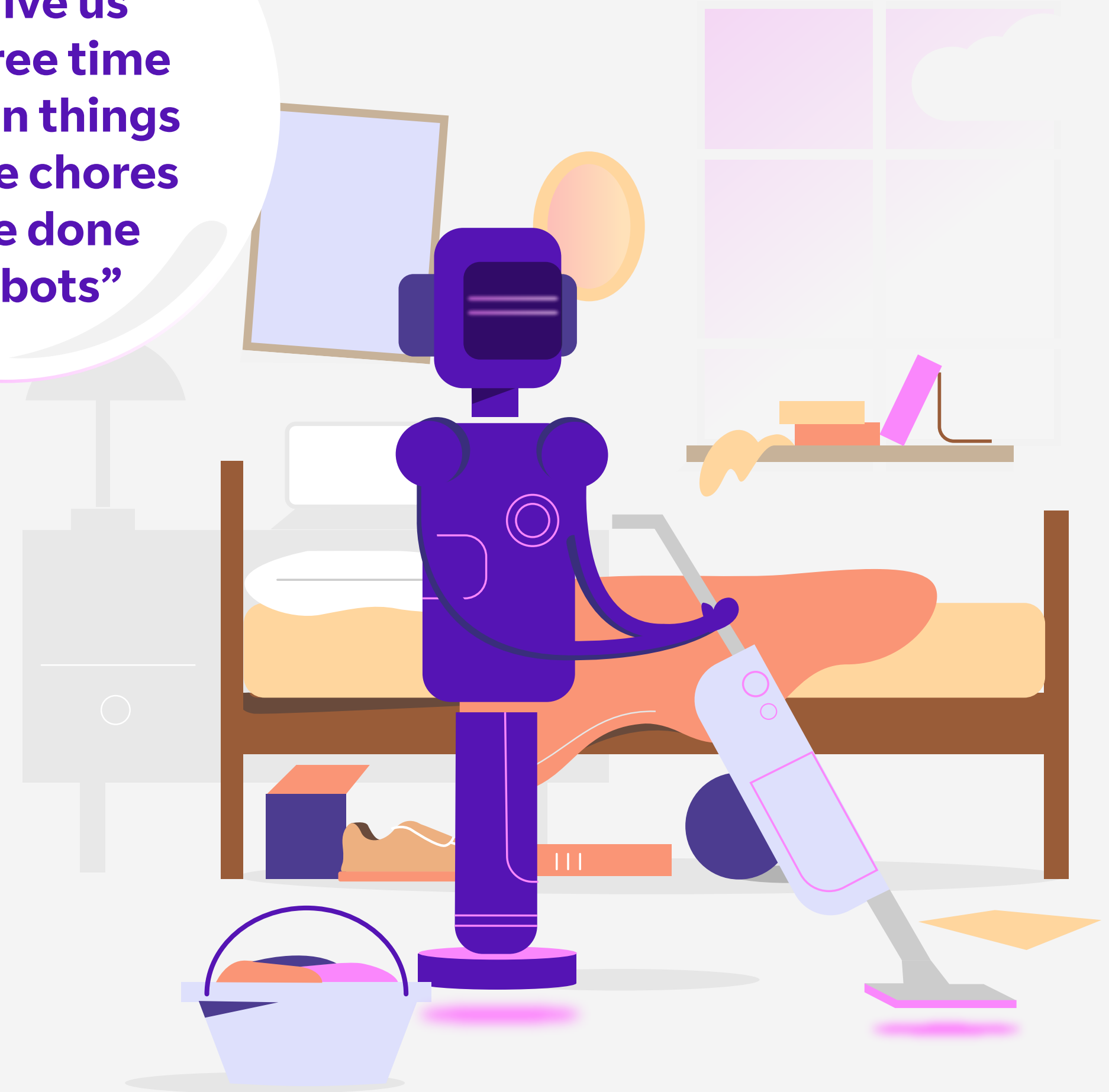
Excitement for the future

We asked what innovations our young respondents are most excited about in the future.

The most popular answer was **‘being able to fly to school rather than walk’ (45%)**. This was followed by **‘we will be able to go on holiday to space’ (45%)**, and **‘technology will give us more free time to do fun things because chores will be done by robots’ (42%)**.

Other exciting possibilities included being able to quickly visit friends and family who live far away **using drones, teleporters or other transport technology (38%)**, and being **able to get a job anywhere** and **work from anywhere thanks to the internet (33%)**.

“technology will give us more free time to do fun things because chores will be done by robots”



10 years into the future

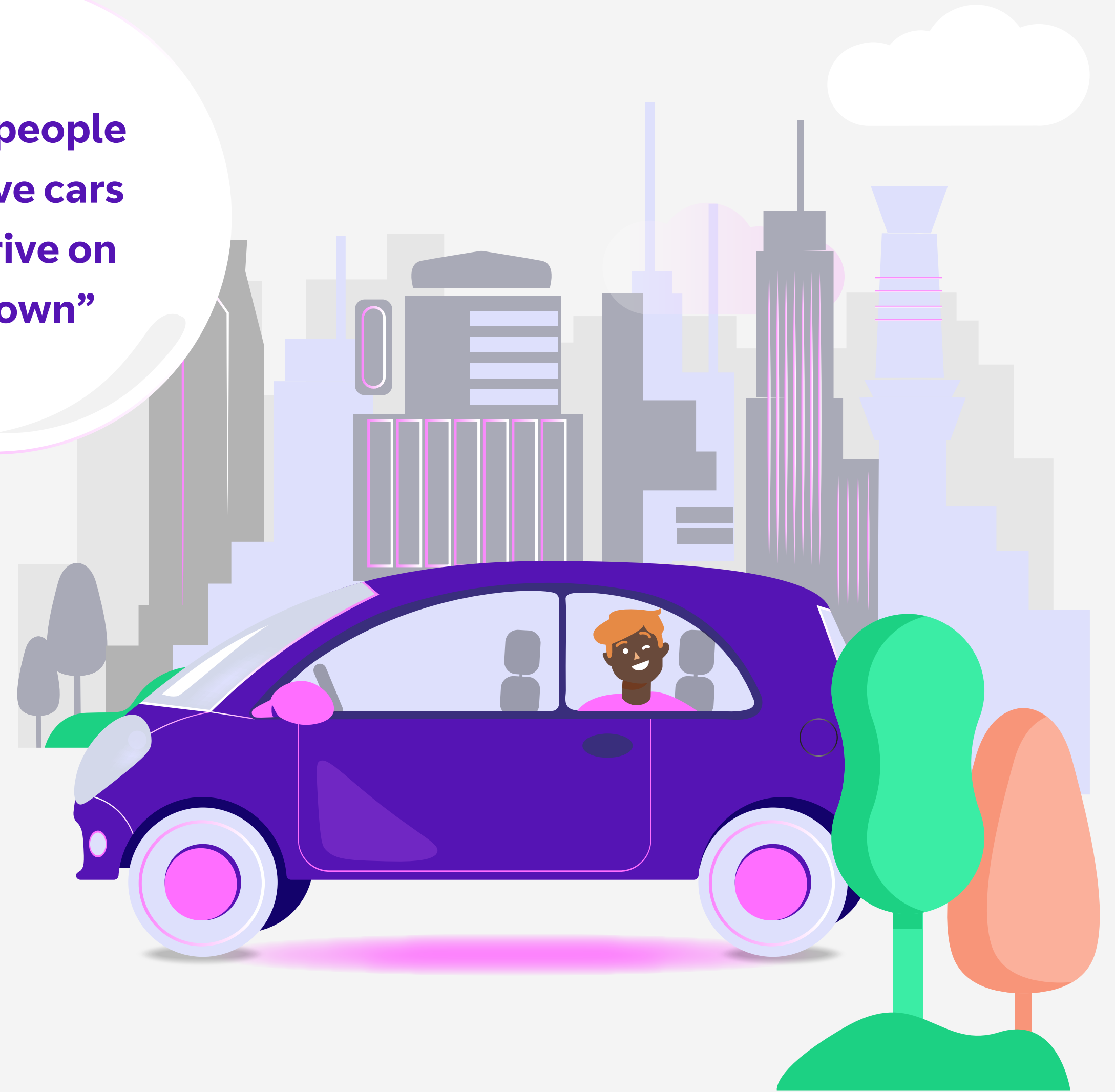
Looking into the near future, we asked what our young respondents think will happen in the next 10 years.

The top response was **‘more people will have cars that drive on their own’, with 44% of respondents answering this.** Next up was **‘robots will do all our chores at home’ (42%),** and **‘we will have watches that can tell when we’re poorly and what’s wrong with us’ (37%).**

Other responses included **‘we will have mobile phones that use 3D video to talk to people’ (32%),** and **‘our post, parcels and deliveries will be delivered by drones’ (31%).**

Perhaps as a response to the COVID-19 pandemic, **25% predict ‘school will be online all the time, there won’t be any more classrooms’.**

**“more people
will have cars
that drive on
their own”**



Concerns about the future



50 years into the future

Looking even further ahead, we asked what things our respondents think will happen in the next 50 years.

The top answer, with **35%**, was **‘there won’t be any more rubbish because everything will be recycled’**. This was followed by **‘people will live on other planets’ (34%)**, **‘our teachers will be robots’ (33%)**, **‘we will be able to cure all diseases and illnesses’ (30%)** and **‘we will use drones to get from place to place instead of cars’ (25%)**.

There’s also evidence that dinosaur films are having an impact on children today; an optimistic **19% said they think by 2072 ‘we will be able to bring dinosaurs back to life’**.



Concerns about the future

When asked what things worry them the most about the future, **61%** of the children we spoke to said **‘the pandemic happening again’**. Perhaps related to this, **44% were worried about ‘not seeing friends and family because everything is done online’**.

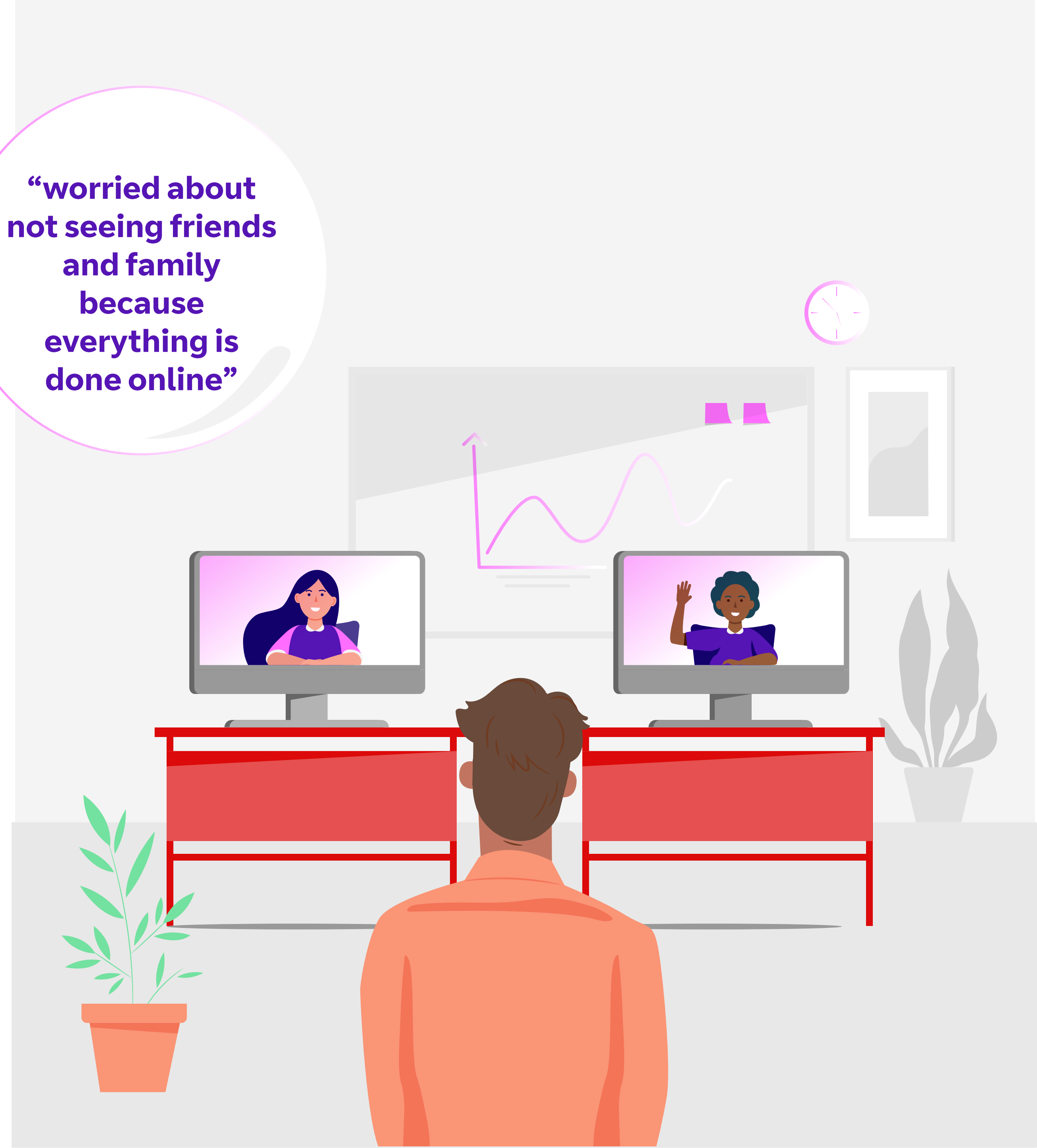
Another significant concern was **‘not knowing enough about technology to get a good job’ (16%)**.

Our Manifesto’s Inclusive belief aims to address such concerns by helping **25 million people improve their digital skills by 2026** and **champion** a more **inclusive culture**.

While robots taking over the world – a worry expressed by **28%** of respondents – may fit more in the realms of science fiction than the real world, it could also suggest a concern about **how technology is developed in a way that benefits people and minimises harms**.

The Responsible belief of the Manifesto addresses some of these concerns, because **we’ve pledged to expand our responsible tech principles across our value chain**; these include **creating technology for good** and being **accountable for our actions**.

“worried about not seeing friends and family because everything is done online”

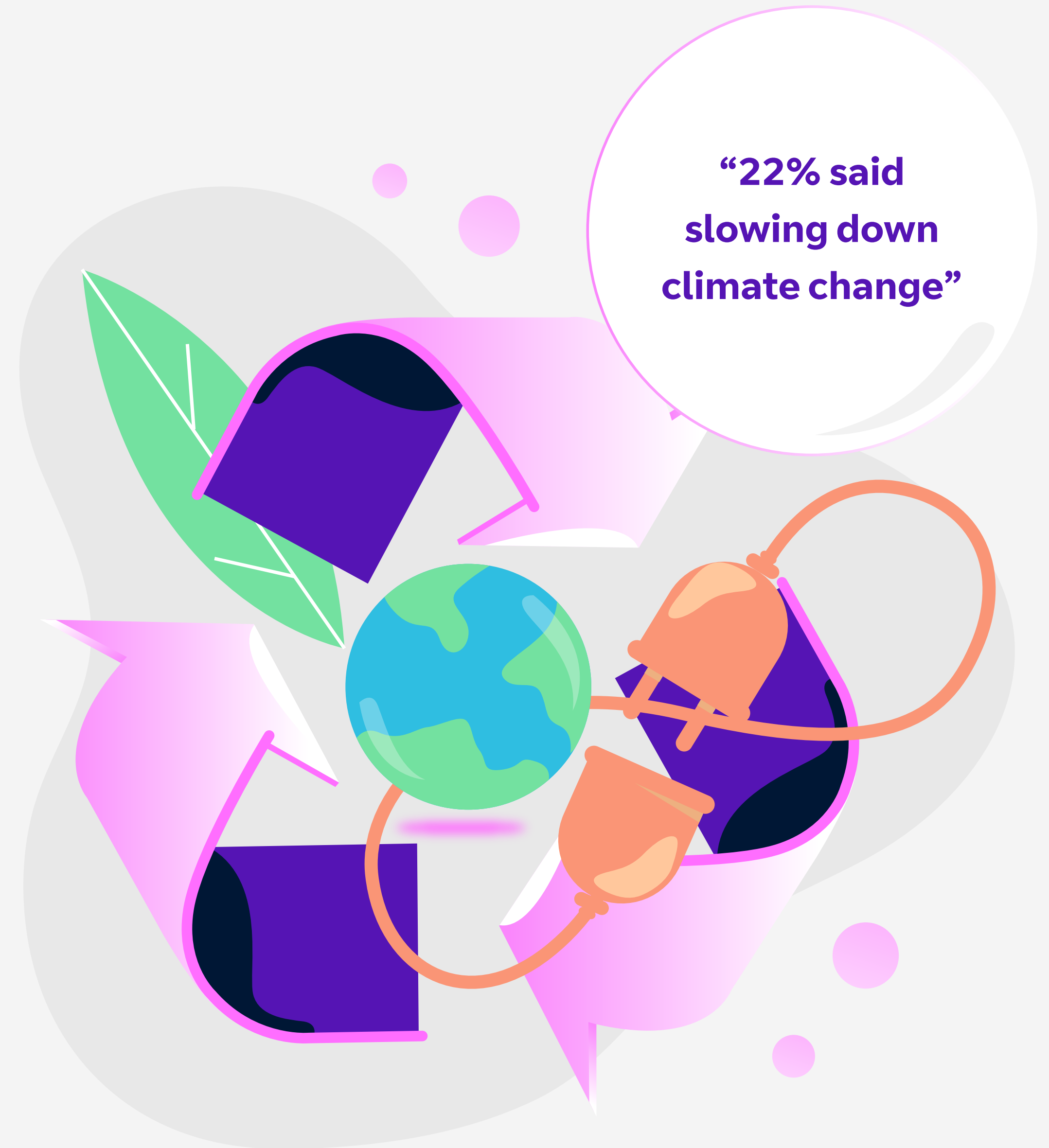


Environmental concerns

Inspired by the activism of Greta Thunberg and others, perhaps, it seems children have never been more engaged in climate issues.

When asked **which problem is the most important for everyone to solve currently**, 22% of children said ‘**slowing down climate change**’.

Other **environmental issues** that are important to our respondents are: ‘**doing more recycling**’ (10%); ‘**making sure cars and other vehicles don’t pollute our air**’ (7%); and ‘**making sure the electricity we use doesn’t hurt the planet**’ (5%).



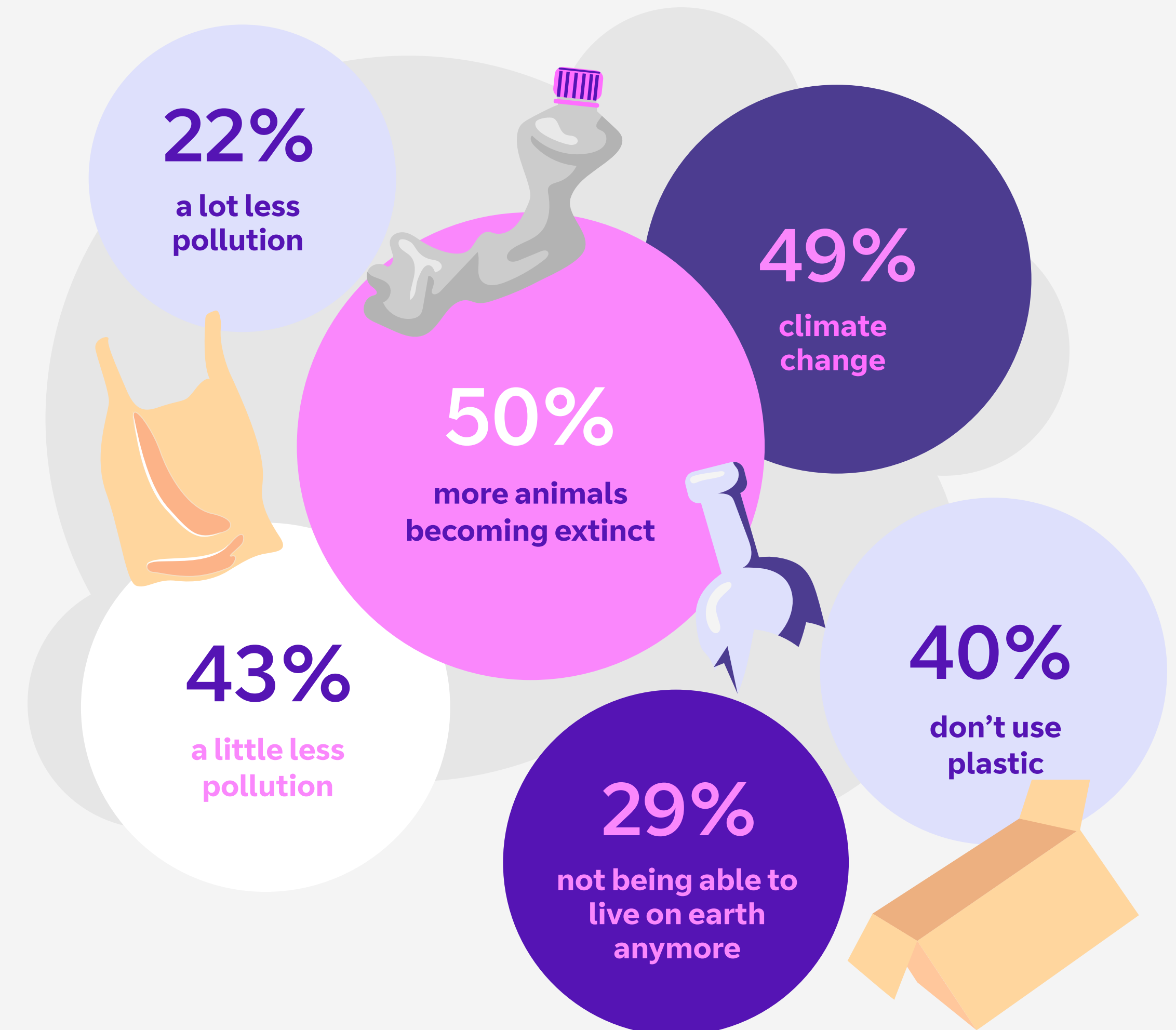
More thoughts on the environment

When the children were asked about their **biggest concerns for the future**, ‘**more animals becoming extinct**’ was the most common response, **(50%)**, followed by ‘**climate change**’, **(49%)** and ‘**not being able to live on earth anymore**’, **(29%)**.

One of things the children we asked were **most excited about in the future** was being able to make things that **don’t use plastic**, cited by **40%**. On a similarly positive note, **43% feel there will be a little bit less pollution** than there is now, with another **22% saying there will be a lot less pollution**.

These findings all underline the **importance** of the **Sustainable beliefs** in our Manifesto. We recently brought the net zero target for our own emissions forwards by 15 years, to 2030. Because we know we can’t change the world on our own, we’ve also brought our **net zero target for our supply chain** and customers emissions forwards by 10 years, to 2040. As part of this, we’re **aiming** to help customers **avoid 60 million tonnes of carbon dioxide emissions by 2030**.

In addition, our aim is to create circular products, networks and operations by 2030, with suppliers joining by 2040. This will mean that products are not only more sustainable, but they will **last for longer** with more options to **refurbish** and **recycle** them.



Social concerns

Although environmental issues were common responses to the question of which problem is the most important for everyone to solve right now, the largest response was for **‘making sure everyone has somewhere safe to live’**, with **39%** of the vote.

This clearly supports the need for BT to also focus on **responsibility**.

“making sure
everyone has
somewhere safe
to live”



The role of technology



A positive view of technology

When asked how they think technology will change the future, **almost half (49%) of our respondents said technology will make the future much better**, with **37% saying it would make the future a bit better**.

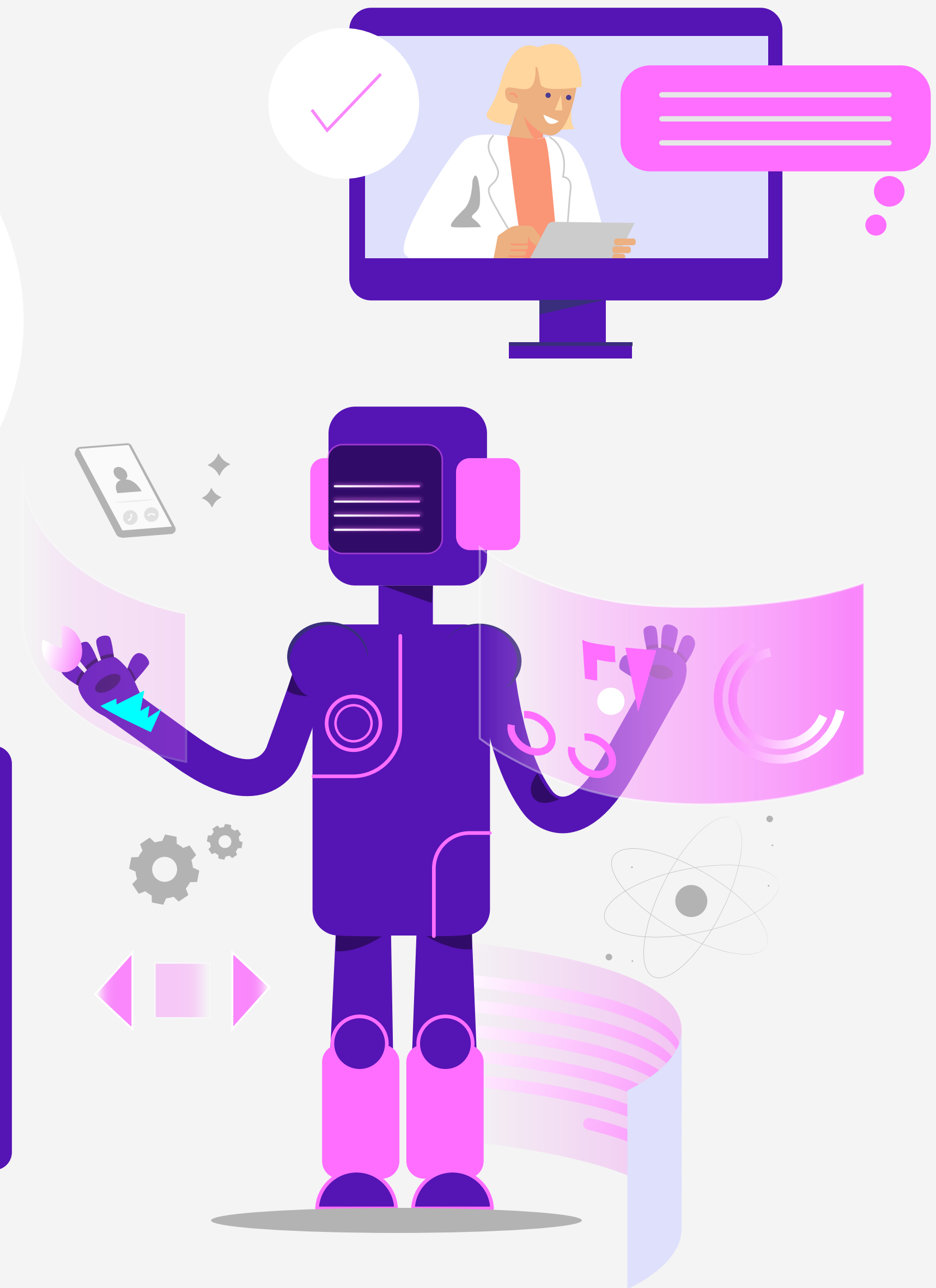
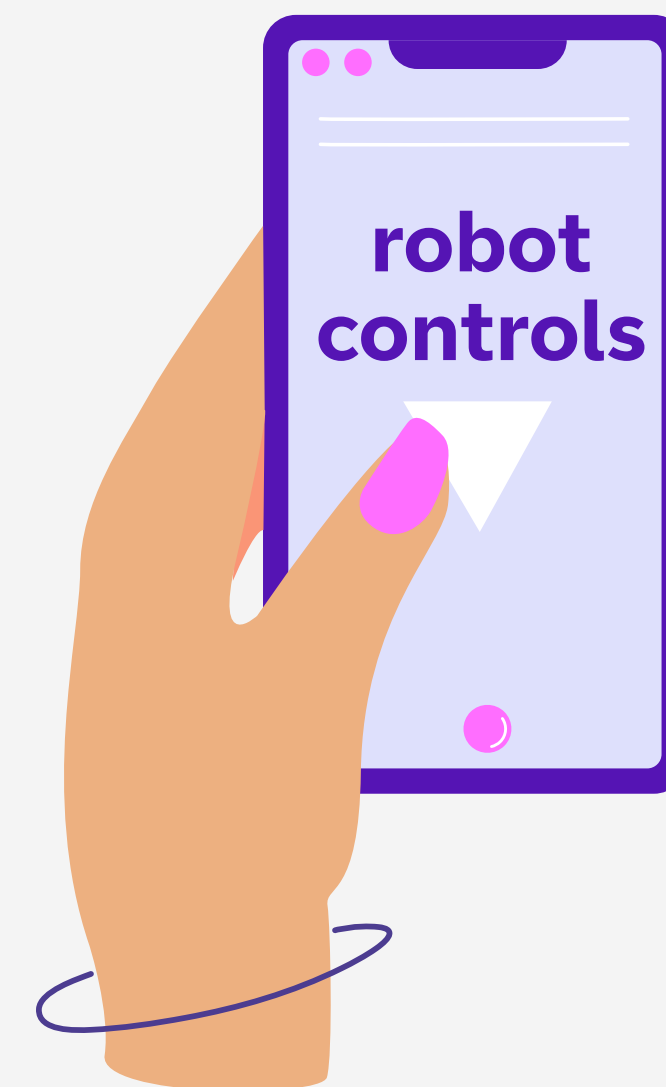
When asked how technology could help, **33% said it would help find new ways of doing things that make the world a better place**, and **24% said it would make it easier to share good ideas with people all around the world**.

In addition, a greater understanding of how to use technology in the future will **help solve more problems that people face in the world, according to 32% of respondents**.

Another notable finding is that **54% of respondents think most jobs in the future will be done by computers, but will still need people to operate them**.

Our Manifesto is all about how we can use technology that is **Responsible, Inclusive, and Sustainable** to accelerate real change in the areas that matter most. This will require the rapid development of **diverse digital talent** to build the products and services that society needs.

**“33% said
it would help find
new ways of doing
things that make
the world a
better place”**

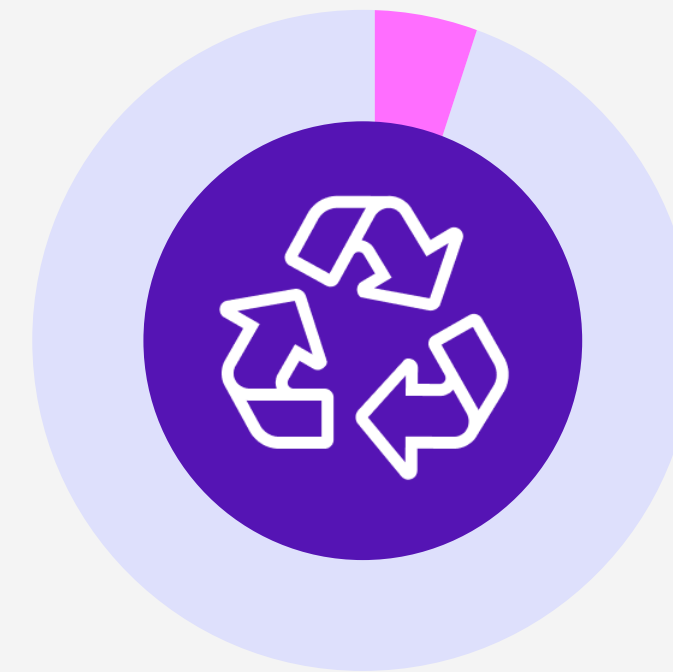


What problems can technology solve?

When asked what problems technology could help solve, the environment featured prominently, with many children **feeling that technology** could **help us live more sustainable lives** in the future.

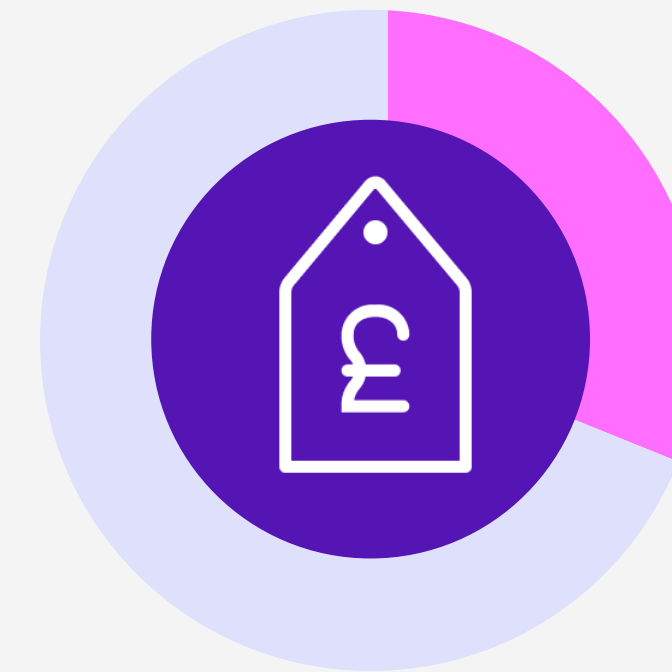
‘**Slowing climate change**’ was cited by **15%** of respondents, followed by ‘**making sure the electricity we use doesn’t hurt the planet**’ (**12%**) and ‘**doing more recycling**’ (**6%**).

Furthermore, technology will: **find ways** to make the **things we buy last longer**, meaning fewer things get thrown away, according to **31%** of respondents; **help make cars and other vehicles less polluting** (**30%**); and help us be **more careful about how much electricity we use** (**20%**).



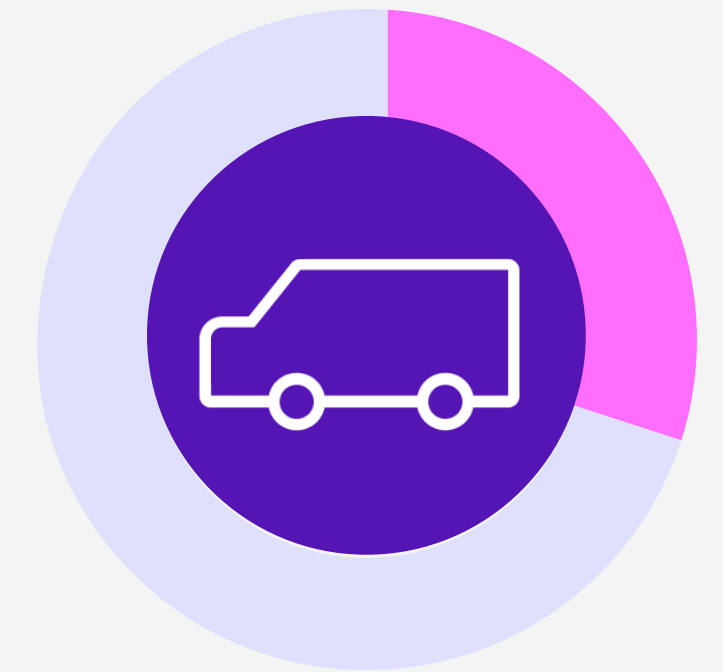
doing more recycling

6%



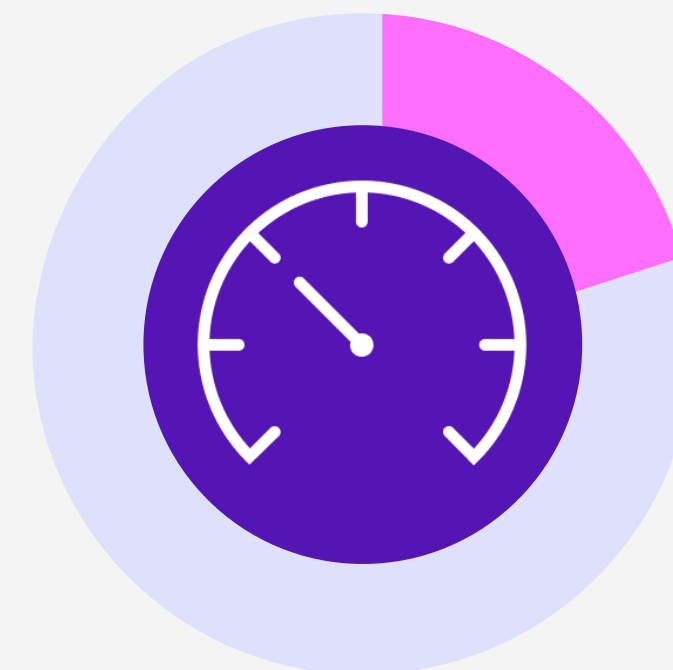
make the things we buy last

31%



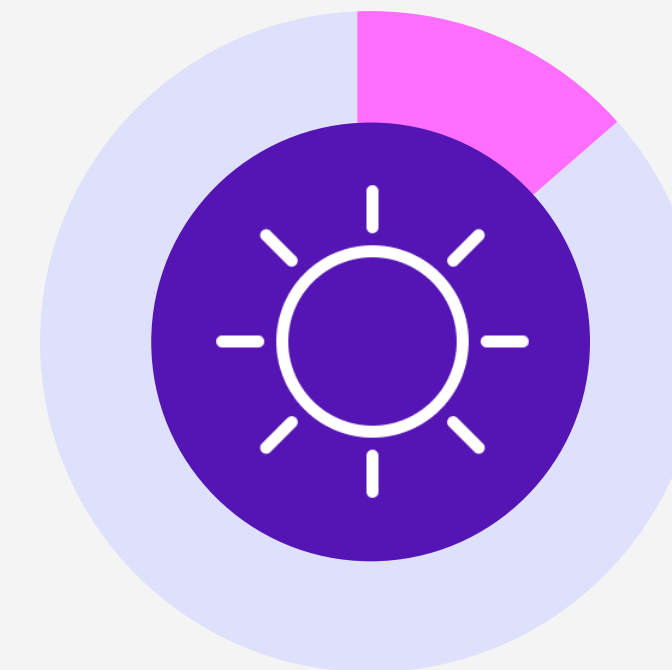
make cars and other vehicles pollute the air less

30%



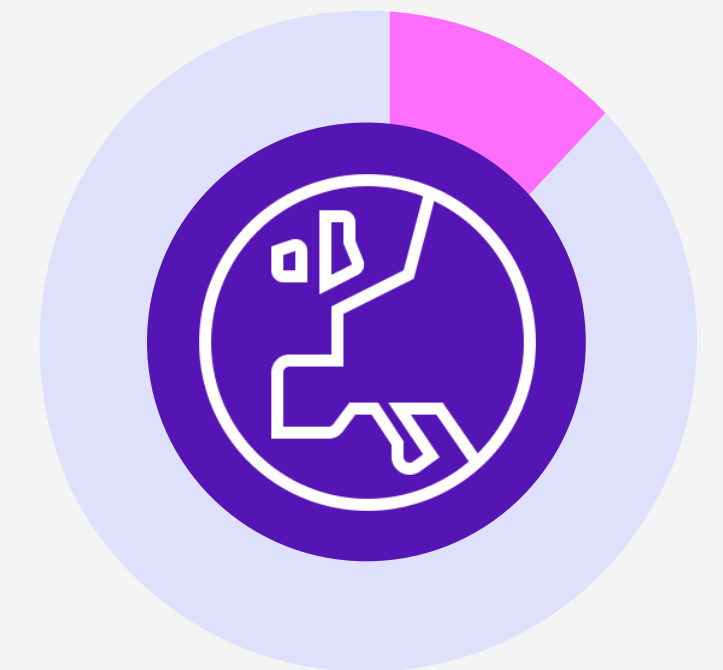
more careful about how much electricity we use

20%



slowing climate change

15%



making sure the electricity we use doesn't hurt the planet

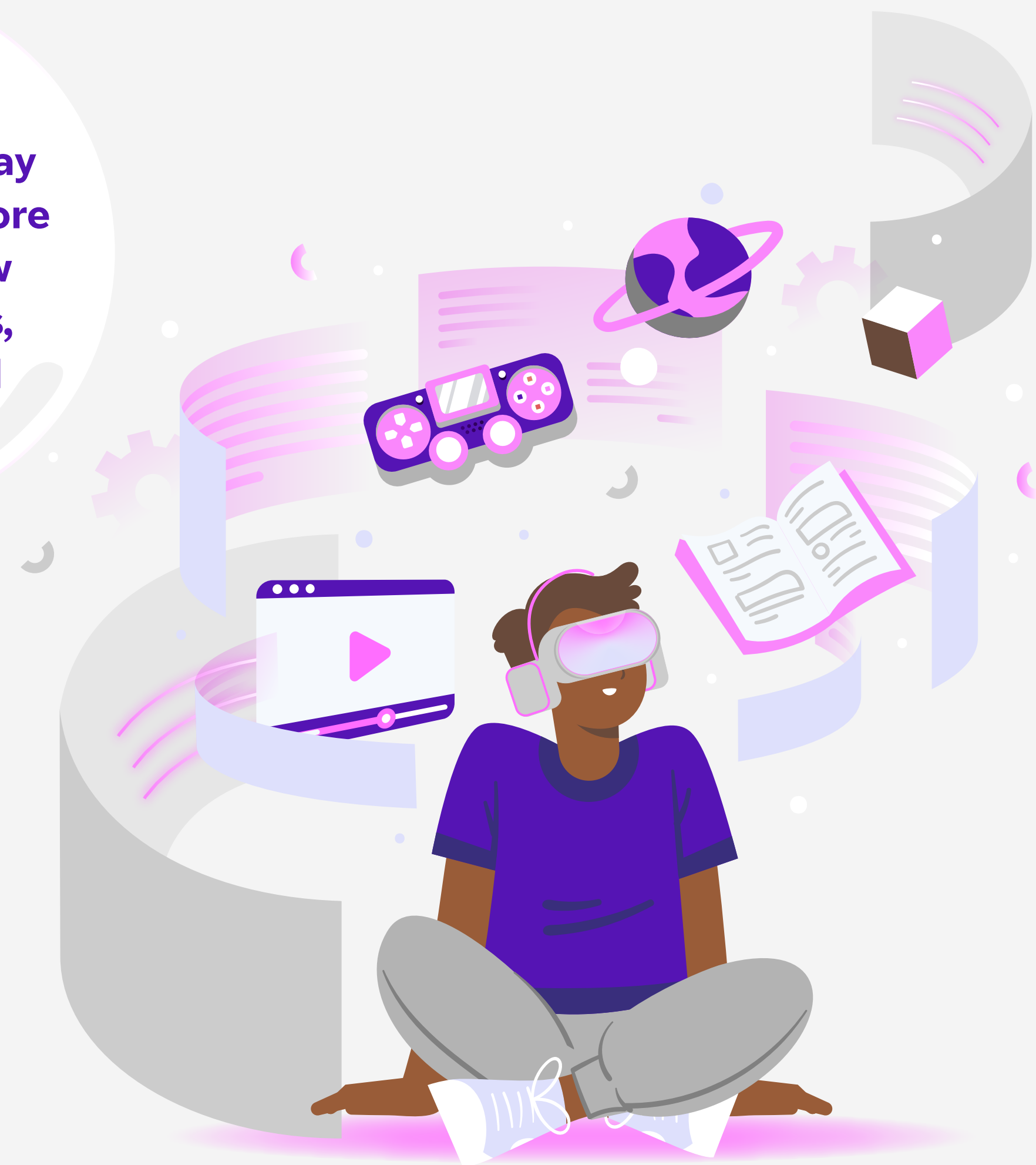
12%

The Responsible belief of our **Manifesto** was also reflected in the responses, with **13% saying technology will play a role in helping more people know how to use computers, the internet and other gadgets.**

Another **12% said technology will help more people have access to the internet**, and **12% said it will help more people get good jobs**, no matter **who they are, what they look like or where they live.**

Nearly half (49%) said technology will make it easier for people to learn new things in the future.

“13% saying technology will play a role in helping more people know how to use computers, the internet, and other gadgets”

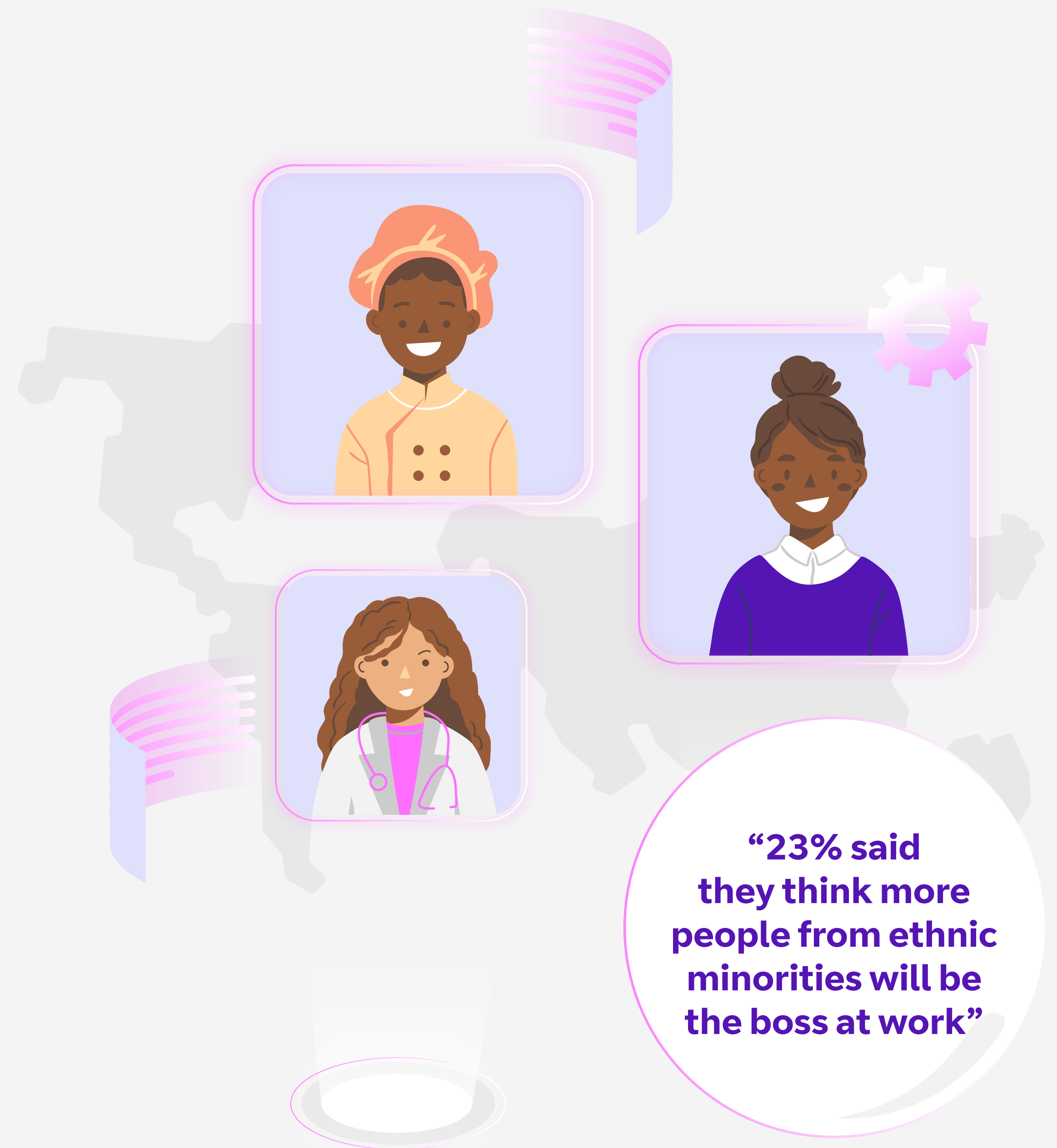


When it comes to a more **Inclusive tomorrow**, **55% of our young future gazers said** we will have an **equal number of women and men in charge at work in the future**, with **29% saying more women will be the boss at work compared to men**.

In addition, **60% expect the number of people from Black, Asian, or other ethnic backgrounds** and the **number of white people** who are **running business teams and departments to be equal in the future**. Meanwhile, **22% said they think more people from ethnic minorities will be the boss at work** compared to their white counterparts.

However, **16%** of our young respondents stated a worry about **‘not having the same chances as other people because I am different’ in the future**.

At BT, we champion an **Inclusive culture that celebrates differences**. Through the Manifesto, we've pledged to further improve diversity and inclusivity within the BT Group. We're aiming to **achieve a 50% gender split for our employees by 2030**, with **25% coming** from an **ethnic minority background**, and **17% with a disability**.



Our findings show that the three BT Group Manifesto beliefs of **Responsible, Inclusive and Sustainable** address many of the key concerns and **hopes children have for the world** they will inhabit in years to come.

By listening to young people's thoughts about what life will look like beyond tomorrow, we can be inspired to find **new and future-proofed ways to deliver on our ambitious targets** as we tackle some of the most pressing modern day issues.

While we recognise that the needs and priorities of the people and communities we serve are always evolving, we're confident that our **Manifesto is setting us on a path that reflects the views of the next generation, and will help us create a bright and sustainable future.**

