



# *Standards and publications*

**Better World – Our Commitment to Society**

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## **Standards**

There are literally hundreds of different guidelines, standards and codes of practice that companies are encouraged to sign up to. In this section we describe BT's approach to some of the most prominent.

### **AA1000** [www.AccountAbility.org](http://www.AccountAbility.org)

BT is a founder member of the Institute of Social and Ethical Accountability. Our long experience in stakeholder consultation and engagement contributed to the development of AA1000. Stakeholder dialogue is covered in detail in the section on consultation.

### **Communicating Corporate Social Responsibility** [www.csreurope.org](http://www.csreurope.org)

This is a set of voluntary guidelines produced by the organisation CSR Europe, which includes BT on its board. They are based on a survey of companies already producing social reports. The European Commission has welcomed the approach.

### **ETNO Environmental Charter** [www.etno.be](http://www.etno.be)

ETNO is the European Telecommunications Network Operators' Association, and BT led the team that created the association's environmental charter. With more than 20 signatories, companies representing more than 95 per cent of the European telecommunication market have now signed the charter.

### **Guidelines for Telework in Europe**

Welcomed by the European Commission, these guidelines have been signed by BT and its trade unions. The guidelines stress that telework constitutes a form of work organisation whose increasing use is a clear sign of a trend towards a more flexible and mobile workplace. Under the guidelines, teleworkers are granted equal treatment with employees working in traditional office environments, with equal access to training and career opportunities.

### **Global Compact** [www.unglobalcompact.org](http://www.unglobalcompact.org)

BT is a supporter of the UN Secretary General's Global Compact initiative. The activities described in this report are intended to demonstrate how we apply and promote the Compact's principles. In fact the Better World web site has been submitted to the UN global compact office as evidence of our progress in the areas of human rights, labour and the environment. Our submission can be viewed both on this site as one of the report's indexes and on the Global Compact site.

Georg Kell, Executive Head of the Global Compact Office, has said, "The BT 'Betterworld' web site is an outstanding example of how business can demonstrate active participation and contribution to the Global Compact and the nine principles. I like the way that stakeholders and the public can view all the ways BT actively uses the principles in running every aspect of their business. Being a live site with interaction shows how seriously BT takes its responsibility."

### **GeSI** [www.gesi.org](http://www.gesi.org)

The Global e-Sustainability Initiative is a voluntary industry initiative in partnership with the United Nations Environment Programme and the International Telecommunications Union. BT chairs the initiative and continues to support its goals and actions which includes the industry submission to the World Summit on Sustainable Development to be held in Johannesburg in 2002 and the development of some GRI ICT sector specific guidelines.

### **Global Reporting Initiative** [www.globalreporting.org](http://www.globalreporting.org)

The Global Reporting Initiative (GRI) is a long-term, multi-stakeholder, international undertaking whose mission is to develop and disseminate globally applicable sustainability reporting guidelines for voluntary use by organisations reporting on the economic, environmental, and social dimensions of their activities, products and services.

BT has used the GRI guidelines in preparing this report and a cross reference to the guidelines has also been produced.

### **Investors in People** [www.iipuk.co.uk](http://www.iipuk.co.uk)

Investors in People (iP) is a quality standard for effective investment in the training and development of people to achieve business goals. BT gained corporate accreditation for the whole of its UK activities in October 1998, and has since twice been successfully reassessed. As a result of the January 2001 reassessment, BT became one of the first organisations to gain accreditation against the new outcomes-based iP criteria.

### **ISO14001** <http://www.environment.detr.gov.uk/greening/ems/iso14001.htm>

Our environmental management system covering BT Wholesale, BT Retail, BT's support services and BT Group, has been certified to the international environmental management system standard. This is thought to be the largest coverage of any single ISO14001 certificate anywhere in the world. In addition, BT Payphones also has an environmental management system certified to ISO 14001.

### **Making a Corporate Commitment** [www.macc2.org.uk](http://www.macc2.org.uk)

BT supports the UK Government's Making a Corporate Commitment Campaign (MACC2) for targeted environmental improvement. The targets we have agreed with the Government have been fully integrated into our environmental management system.

### **OECD Guidelines for Multinational Enterprises** [www.oecd.org](http://www.oecd.org)

Although it is primarily the responsibility of OECD governments to demonstrate compliance with the guidelines, BT is supportive of the basic principles – which are covered in this report.

### **Universal Declaration of Human Rights** <http://www.unhcr.ch/udhr/index.htm>

The UDHR applies to all member states of the UN. While there are numerous other conventions and codes from the UN and others, the UDHR stands as the iconic definition of human rights. BT has assessed its relevant policies and procedures to ensure a consistency with the UDHR. More details are available in the human rights section.

## **Winning with Integrity** [www.business-impact.org](http://www.business-impact.org)

This guide to social responsibility describes the business case for action, as well as suggested measures of performance across the full sweep of corporate social responsibility. Its development was supported by the UK Department of Trade and Industry, with representation from business. BT's Group Managing Director led the task force.

## ***Publications***

BT has produced a range of publications covering all aspects of corporate social responsibility. This section provides links to those available on-line.

### **Current reports**

#### **Occasional papers**

a series of papers designed to stimulate the debate about important aspects of sustainable development and corporate social responsibility:

##### **Changing Values**

the role of business in a sustainable society

##### **Enlightened Values**

a practical business case for accountability and stakeholder engagement

##### **Variety and Values**

a review of globalisation and its linked effects on cultural and bio-diversity loss

##### **Adding Values**

an insight into why and how to account for a company's economic performance and effects in relation to sustainable development

##### **Opportunities for Change**

BT's response to the UK Government's consultation on a national sustainable development strategy

##### **eBusiness Solutions for a Better World**

brings together information on BT's ebusiness activities with some good practical examples and their associated benefits

##### **Bidding for Funds and Resources**

is a generic guide for any organisation seeking support from businesses, trusts and public bodies and has been widely acclaimed as an excellent reference source prepared by community specialists.

## Archived reports

### **Mobiles and Health**

this hot topic was prepared prior to the de-merger of mmO<sub>2</sub>

### **A Question of Balance**

investigates how IT technologies are changing the way we live, work and play

### **Environment**

Environmental performance reports are available for 1998, 1999 and 2000

### **Social**

An Issue of Responsibility was BT's first Social Report published in 1999

Impact on Society is a summary of BT's overall impact on society, which secured BT the Business in the Community Impact on Society and Company of the Year Awards in 1999