Stakeholder dialogue

Better World
BT’s Social & Environment Report
Stakeholder dialogue

BT has critical relationships with a range of stakeholders. While no formal process has been used to identify stakeholders, over time it has become clear that six stakeholder groups are particularly critical to the success of our business:

- Customers
- Employees
- Suppliers
- Partners
- Shareholders
- Community

Our Statement of Business Practice, The Way We Work, sets out the aspirations and commitments which apply in each of our stakeholder relationships.

We believe that effective dialogue with each stakeholder group is essential to BT. Quite simply, the more positive and mutually beneficial these relationships are, the more successful our business will be. We also seek the input of specialists in social and environmental policy through our Stakeholder Advisory Panel and our Social and Environmental Report Independent Advisory Panel.

This site is itself part of BT’s dialogue process, which is why we host a number of e-mails and live online debates on issues of interest and concern to our stakeholders. Readers can also provide feedback on BT’s social and environmental performance directly by e-mail. The various ways in which we engage with stakeholders are described below. Links are included which take you to the relevant section of this site.

Customers

Highlights of our dialogue with customers include:
- Consumer Liaison Panels
- Surveys of customers on quality of service and future expectations
- Telecommunications Advisory Committees

Employees

Highlights of our dialogue with employees include:
- Our annual employee survey
- Relationships with trade unions
- European Consultative Works Council

Suppliers

Highlights of our dialogue with suppliers include:
- Supplier relationship management programme
- Ethical trading forums with key suppliers and industry colleagues

Shareholders

The Investors section of the Better World site was developed following close consultation with analysts specifically interested in the social and environmental performance of companies. BT always values feedback from shareholders and aims to inform investors of the issues we face. More details are found in the Shareholder services section of our Investor Centre site.

Partners

A description of our relationship with joint ventures and wholly-owned subsidiaries on social and environmental issues is described in the Statement of Business Practice section.

Community

Recent surveys of our stakeholders tell us that education should be a top priority for our social investment. This section describes how we manage and distribute this investment.

Stakeholder Advisory Panel

The Stakeholder Advisory Panel brings together a diverse mix of opinion formers from all over Europe to help shape and evolve BT’s social policy strategy.

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Information and data on this page has been verified by Lloyd’s Register Quality Assurance Ltd.
Other content

When defining the content for each section of the site we take into full consideration the results of consultation activities. For example, the Investors section was developed following close consultation with analysts specifically interested in the social and environmental performance of companies. The Customers and Employees sections cover issues that we know to be of concern to these groups, such as services for customers with special needs and our call centre reorganisation programme.

In June 2003 the remit provided to our verifiers was extended to include assurance against the AA1000 Assurance Standard.

The underlying basis of this standard is “inclusivity”. It requires our report to reflect the concerns of stakeholders, both in its content and in terms of demonstrating BT’s response to these concerns.

More details on how we have applied AA1000 Assurance Standard are found in the About the Report section of this site.

See also:
- Global Reporting Initiative www.globalreporting.org