Our communities

In the 2009 financial year, we gave £25 million - in time, cash and in-kind contributions - to activities which support society. More than 3,000 employees volunteered for schools, charities and other community organisations. The time, expertise and money that we give supports our CR strategy to work with our community partners to increase communication and ICT skills. It also motivates our people and enhances our reputation.

We aim to continue investing at least 1% (in cash, time and in-kind support), of underlying pre-tax profits in community and environmental programmes despite the current economic environment. Our strategy is to enable more BT people to get involved in helping the communities where we operate. This will increase the proportion of our community investment given in time (compared to cash and in-kind).

This section covers:

- The BT Better World Campaign - improving the lives of young people by helping them to communicate better
- Employee engagement – encouraging our people to get involved
- Community ICT and skills – increasing social inclusion through communications technology
- Responding to disasters – maintaining critical communications infrastructure and supporting the Red Cross
- London 2012 – supporting the sustainability of the next Olympic Games
- Fundraising – helping charities to raise millions
- Arts and heritage – preserving our communication heritage and making art more accessible through technology.

The quality of our community investment programme is independently evaluated. We achieved a score of 91% this year, against our target of 82% due to improved programme management, and better alignment with our CR goals.
Each project is scored against four broad questions:

- Are we investing in the right projects?
- Are we managing those projects effectively?
- Are the projects effective?
- Are we learning and continuously improving?

In July 2008 BT was awarded the CommunityMark by Business in the Community. It is awarded after a rigorous assessment of a company’s community investment programmes and consultation with its partners and employees. The CommunityMark lasts for three years.

Betterworld Campaign

Our Betterworld Campaign gives disadvantaged young people in the UK and around the world the skills they need to succeed in life and to improve their world. The Campaign supports a key part of our CR strategy, to work with our community partners to increase communication and ICT skills.

Our vision is of a world in which:

- Young people most in need are always listened to, helped, and have their needs and opinions acted upon
- Parents, teachers, government and those in business work together to achieve lasting improvements in the communication skills of young people
- Young people use communication skills to collaborate and effect real social change on the issues that matter to them.

We aim to realise this vision through three key objectives:

- To help young people with a communication need
- To help improve their communication and collaboration skills
- To help them use those new found skills to improve their communities

Our community partners

ChildLine

Our strategic charity partner in the UK is ChildLine, an organisation that provides support for children and young people, including a 24 hour helpline. We support ChildLine through strategic and technical support, fundraising, and by donating, money, equipment and expertise. BT employees also volunteer as ChildLine counsellors.

UNICEF

BT Global Services works with UNICEF to support education, technology and communications skills for disadvantaged children in South Africa, Brazil and China. In the 2009 financial year, the second year of the programme, BT supported a community project in Brazil which aimed to strengthen young
people’s life and communication skills through education and the use of ICT.

Scope

We work with disability charity Scope, on two key projects which demonstrate how ICT can help disabled people to achieve a better quality of life. The Wheeltop project provides customised communication devices for students with profound communication needs. The No Voice, No Choice campaign aims to influence Government to increase support for people with communications impairments.

I CAN

We partner with specialist charities to provide resources for young people with communication difficulties. For example, Openreach has worked with child communication needs charity I CAN to develop Ready Steady Talk, a teaching resource for pre-school children. In the 2010 financial year, BT Betterworld Campaign will develop its Communication Cookbook resource into a literacy programme for volunteers.

The UK Youth Parliament

In partnership with the UK Youth Parliament, we run the Seen and Heard Awards which recognise young people around the globe who have changed their lives and communities for the better. This gives them the opportunity to ask questions and have their views heard among key influencers.

Employee engagement

Our employees volunteer their time and make donations to support good causes. They are critical to the success of our Better World Campaign and other community programmes. As well as benefiting communities this gives our people new skills and experiences.

Our annual employee survey shows how important these activities are to how they feel about the company. We encourage our employees to get involved in our programmes community through our intranet, regular mailings and roadshows.

Employee volunteering

The BT Volunteers programme enables our people to contribute to our Better World Campaign by teaching lessons on communication skills in schools and youth clubs. Over 3,000 of our current and former employees volunteer in over 150 clubs around the UK. In the 2009 financial year, they delivered lessons to over 125,000 young people.

We have expanded the volunteering opportunities available to employees. They can now volunteer to support other key community programmes, including BT Community Connections, ChildLine, UNICEF and the British Red Cross.

We encourage employees to join Carbon Clubs, initiatives designed to raise awareness and encourage action on climate change at home, in schools and the wider community. The Clubs are being aligned with the BT Volunteers programme, to take advantage of existing infrastructure and support. This gives the volunteers access to equipment, such as video cameras and data projectors, and time off for
their activities. For more information see Employees and climate change.

Employees can also volunteer for activities associated more closely with BT, for example at our Network Management Centre in Oswestry, or the Satellite Earth Station at Madley where they show visitors around the sites and make presentations to school children and visitors.

We also have specific arrangements for people to volunteer as school governors, in the Territorial Army (BT has a squadron) and as Justices of the Peace. School governors, for example, are allowed four days paid leave a year for their duties and can use BT resources to help their schools.

We plan to expand volunteering opportunities for our people this year and will report on progress next year.

Community Champions

BT Community Champions is a programme which recognises BT employees who volunteer in their local community during their spare time. The scheme allows BT employees world-wide to apply for grants of up to £500 cash or sports kit (for an under 18s football team or a disabled adult team) for the local community group, charity or school, where they volunteer. In 2009, 782 grants were made worth £200,000, recognising employees like Elisete da Silva, BT Global Services, Brazil who supports Vencer, a charity which works with young people in Sao Paulo to improve literacy and self-esteem and Carolyn Macpherson, BT Global Services America who supports the Craigieburn Junior Domestic Basketball Association.

Chairman’s Awards

The annual BT Chairman’s Awards recognise employees who make an outstanding commitment to community organisations outside working hours. The winner of each category receives £3,000 and the runners-up receive £1,000. There is also an outstanding achievement award worth £2,000.

In 2009, the Outstanding Achievement Award was won by Keith Dickens who won on behalf of Agoonoree Scout Camp, a group that enables scouts with disabilities to enjoy a summer camp by assisting integration of disabled and able bodied scouts, both male and female, to participate in camping and outdoor activities. Keith has supported the camp for over 44 years and gives on average 40 hours of support to the organisation every month.

The BT Community Champions Awards and BT Chairman’s Awards have received recognition at the 2008 UK Clarion Awards (which recognise excellence in the communication of CSR, diversity and sustainable development) and, at the end of February, received international recognition at the PR News CSR Awards (which recognise outstanding communications initiatives and programmes in CSR).

Employee giving

We run payroll giving schemes in the UK, US, Spain and Ireland. We encourage all our people to give to charity, employees can make donations to their charity of choice and the company will match their contribution, up to a total employee contribution of £1million annually.

Over 11,000 BT people world-wide donate to charity via our Employee Giving scheme. In the UK, we have one of the largest payroll giving schemes, which employees giving £2.5m in the year, matched by an extra £1 million contribution from BT.

Community ICT and skills
Communications technology can promote social inclusion, by helping people to stay in touch with family and friends, access education and participate in the global economy. Unfortunately millions of people still lack both access to, and the skills to use this technology.

We are focussing our CR activities on working with our community partners to increase communication and ICT skills.

We also support social inclusion through our business practices. In the customer section of this report we describe how we are making our products more accessible, affordable and available.

Whilst many of our inclusion programmes focus on the UK, we are increasing our support for inclusion activities internationally, particularly in emerging markets.

Progress

In October 2005, data from the UK Office of National Statistics (ONS) showed that 36% of adults had not accessed the internet in the last three months. We set a target to reduce this percentage by 10% (to less than 32.4%) by 31 March 2010. ONS data published in August 2008, shows that the percentage has now fallen to 29%.

Advocacy

We advocate the social benefits of enhanced communications. BT is a core member of the Alliance for Digital Inclusion, an industry body which promotes the use of ICT to help improve social inclusion and community regeneration. This year, the ADI held two workshops: Tackling re-offending... how technology is being used to support ex-offenders and Technology for International Development and its contribution to achieving Millennium Development Goals.

We sponsor the eWell-Being awards, which are run by the sustainable development charity UK CEED as part of their SustainIT initiative. The awards celebrate the social, economic and environmental benefits of ICT by identifying innovative uses of ICT by local authorities, businesses, charities and academic institutions.

Helping communities get online

We aim to increase internet use among excluded groups by providing content on our own websites to benefit communities, small businesses and individuals and helping other organisations to do the same.

We also run the BT Community Connections award scheme which enables community and charitable organisations to get online and make use of information and communication technology (ICT).

Content that benefits communities

Here are a few examples:

- Charities – We work with Recipero Limited to provide free, simple-to-build websites to UK schools, charities and community groups. More than 1,700 new sites have been created during the 2009 financial year and over 11,000 community sites have been set up since May 2006.
- Netmums – Netmums websites, supported by BT, provide information for mothers looking after children, including contacts for new friends, where to find a toddlers’ group and help on
returning to work.

- Global Hothouse in schools – This service provides schools with a collaboration tool to work with international schools on community projects – www.easicop.org

BT Community Connections

BT Community Connections is particularly aimed at groups in deprived areas with little or no funding where there would otherwise be no internet or computing services available.

So far the scheme has:

- Enabled over 6,000 groups to get online, from older ‘silver surfers’ to youth groups, cultural organisations, environmental initiatives and sports clubs
- Benefited an estimated six million people
- Won both the Business to Community category and the Overall Sponsorship award at the European Sponsorship Awards 2007
- Won a prestigious Business in the Community Award for Excellence ’BIG TICK’.

We launched the BT Community Connectors programme in 2008 to widen the benefits of the programme. Five representatives from groups who had previously won a BT Community Connections award were selected as Community Connectors and were trained to deliver ICT courses to their group and other community members.

“By showing disabled people how to use computers instead of simply doing it for them, we are not only empowering individuals with life skills that help them dramatically, but we’re also seeing people gain confidence and independence. Winning the award has meant we are actually changing lives, and that’s an amazing thing to be able to say.” BT Community Connector, Birmingham

The scheme was formally launched by Paul Murphy MP, Minister for Digital Inclusion, and has been extended to cover community and charitable organisations in the Republic of Ireland. “This award scheme is a fantastic example of an all-encompassing social inclusion programme. It will reach thousands of communities across the UK and Ireland and help encourage people to switch on to the internet, maybe for the first time,” Said Mr Murphy.

Groups can now apply for a laptop and a year’s free wireless broadband. Up to five applicants can apply together as a ‘cluster’ to encourage networking and bring communities together.

Supporting disadvantaged communities

People on low incomes are less likely to benefit from communications technology. Data from “The Internet in Britain 2007” report by Oxford Internet Surveys shows that people in the highest income category are more than twice as likely to use the Internet (91%) than those in the lowest income category (39%). We work with partners to improve access to technology in disadvantaged communities.

EverybodyOnline

BT has supported the EverybodyOnline project since 2002. Run by the charity Citizens Online, this programme is designed to help disadvantaged communities and individuals across the UK use digital
technology.
Project officers in local communities work full-time to promote digital inclusion. They develop a network of local access points, learning programmes, partner organisations and volunteers.

In the 2009 financial year, two new projects were launched in Bristol and Caithness (Highlands), whilst our projects in Dorset and Newlyn (Cornwall) came to an end.

The projects:

- Enabled over 17,000 people to attend sessions to try out new technology in locations where they feel comfortable.
- Helped over 5,000 of these people to significantly improve their skills.
- Developed local networks, bringing in over 120 new volunteers.
- Helped over 40 people into employment, saving an estimated £ 360,000 in state benefits.
- Developed projects in art, music and multimedia to engage people in ICT using the things that matter to them.

The European Commission has included a best practice case study highlighting the achievements of Everybody Online projects in their European e-Inclusion Initiative (see page 42).

Communicating for Success

This programme, which is jointly funded by BT and the Football Foundation, uses sport to improve communication skills and tackle digital exclusion.

Formally launched in October 2008, with the support of Prime Minister Gordon Brown, the programme has been launched in study centres in 12 sport club grounds across the UK, including West Bromwich Albion and Manchester City football grounds. The programme is tailored to meet local needs which range from: targeting obesity, tackling demanding behaviour particularly in schools in deprived areas, to engaging excluded groups such as single mums, carers or Muslim women in ICT learning.

Crossing the Divide

Research conducted with Citizens Online shows that lack of confidence is one of the main barriers to digital inclusion. In 2007 and 2008, we ran a trial with participants across the UK to better understand the ‘fear factor’ for people who are daunted by the prospect of using computers or accessing the internet for the first time.

During the trial, people were given the technology and support to help overcome these fears and go online for the first time. Participants recorded their experiences throughout the process and the findings were shared with policy makers, charities, other businesses and the media. All of the participants found that going online had a positive impact on their daily lives. One of the participants in the project was Ayotunde Falana who has limited mobility but found that learning to e-mail really helped him to stay connected. He said, “E-mail is the best way to stay in touch with people. Before I had to rely on others to send my messages for me but now that I can write them for myself, I have been able to regain some of my independence.”

We hope that Crossing the Divide will improve understanding of the barriers to access, help organisations bring the benefits of the internet to more people across the UK and inspire other people who aren’t online to overcome their fears.
See Crossing the Divide for more information.

**Supporting older and disabled people**

**Older people**

Data from the Office of National Statistics suggests that 70% of people aged 65 and over have never used the internet. Many older people don’t realise the potential benefits of ICT or are concerned that they lack the skills to use it.

We have been working with the charity Age Concern since 2005 to help older people get online, learn about new technologies and use ICT to improve their quality of life.

Recognising the importance of working collaboratively with other organisations, such as training providers, Age Concern has developed a Digital Inclusion Network. During the 2009 financial year, more than 90,000 older people received training from members of the Digital Inclusion Network. 39% of these older people were first time learners. With funding from BT, 28 community projects have received Silver Surfer grant awards totalling £77,856 to help older people get online.

Age Concern received national recognition for the achievements of the digital inclusion network as winners of the “Reaching the digitally excluded” category of the eWell-Being awards 2008.

BT supported Age Concern “myfriends online week” in March 2009, to widen awareness of the benefits that social networking can make to the lives of older people.

**Bridging generations**

Young people often have excellent internet skills. Our BT Internet Rangers website was designed with the help of young people, to pass on their knowledge to adults. The site contains various guides, support materials and activities that make being an internet teacher fun for children of all ages.

We also organise Internet Ranger Days, where relatives visit schools to learn from children how to use the internet.

John Soutar from the Isle of Lewis, was the winner of the BT Internet Ranger of the Year 2008 for helping his mother start a new business. As well as designing and building a website for the new business, he also shared his ICT skills with other members of the community.

**Helping people with disabilities**

There are approximately 1.5 million people in the UK with communication impairments and up to 600,000 of them cannot communicate verbally at all without specialist equipment. BT has been working with disability charity, Scope, to support the “No Voice, No Choice” campaign, lobbying Government to improve support for people with speech, language and communication needs. In February, the government published “Healthy lives, brighter futures: A strategy for children and young people’s health”, making a commitment to provide an additional £340 million to support disabled children, young people and their families.

Project Wheeltop was set up to design a communication device for a student at Beaumont College who
was able to use voice automated technology through moving just one knee. The Wheeltop device works like a laptop on a wheelchair and allows much greater communication through text and e-mail. This project was highlighted as an example of best practice on the EU e-Practice website.

We have also been working with HFT, an organisation which provides specialist support for people with learning needs, on the development of a DVD and help guides. These have been designed to help people choose a computer which meets their needs and shows them how to get started. This is due to be launched early in the 2010 financial year.

Support on our websites

We are the first major UK company to provide a British Sign Language section on our website. This includes information about products and services, a guide to using computers and the web and information about BT calling plans including our new social scheme, BT Basic.

We provide plain language guides which provide information on computers and accessories. This helps people overcome internet difficult, perhaps because of worries about learning something new, the cost or because they have a disability.

International programmes

We have launched a number of international projects so that BT can make a difference to the lives of young people around the world.

We are investing £1.5 million in Inspiring Young Minds, a three-year strategic initiative from BT and UNICEF which brings education, ICT and communication skills to disadvantaged children in South Africa, Brazil and China. The initiative aims to empower young people to use communication skills to improve their lives and achieve their dreams.

Since the programme started in South Africa in April 2007, BT’s support had enabled 86 classrooms in 13 schools in the Kwa-Zulu Natal and Eastern Cape to be refurbished, helped to train 150 teachers and principals in effective school management and provided computers and new computer labs in 10 of the schools.

In April 2008, the focus was expanded to include Brazil, where BT funding has helped 10,000 adolescents across ten schools to make use of a range of communication tools, including photography, video and blogs, to influence decisions and to improve the quality of their schools and communities.

For further information on BT’s partnership with UNICEF, go to Inspiring Young Minds

Projects in India

Our LifeLines project brings the benefits of ICT to hard to reach communities in India. LifeLines is a phone-based information service providing important veterinary and agricultural information to rural farmers. Farmers dial the LifeLines number, often using a community telephone, and record their question on an automated message system.

Since it was launched in November 2006, coverage has been extended so the service now reaches
100,000 farmers in 1,900 villages across 19 districts in four states. On average, 425 calls to the service are received each day, far exceeding initial expectations.

During the period April 2008 to January 2009, farmers experienced an average increase in income of 25% after using the LifeLines service and 80% of farmers expressed satisfaction with the service.

In December 2007, LifeLines India was extended to provide a new education service. Teachers and higher grade students in the rural area of West Bengal and Rajasthan are supported by a panel of subject-matter and teaching experts who answer queries on curriculum, subject content and classroom management issues. LifeLines Education supports nearly 14,000 teachers across 5,262 schools in the two states.

BT is also helping to bridge the digital divide in India through its support for schools in underprivileged areas of Delhi (KITES) and Pune (St Crispin’s).

**Responding to disasters**

Communications services are vital to respond effectively to emergencies and disasters.

In the UK we coordinate with government and emergency services to reduce the risk of disruption to essential communications and to enable a quick recovery if an incident occurs.

We also provide communications equipment and expertise to the British Red Cross to support their disaster recovery efforts around the world.

**Civil resilience in the UK**

Disasters and emergencies can strike suddenly, unexpectedly and anywhere. Having the plans and systems to reduce risks and respond effectively – known as civil resilience – is vital.

Telecommunications has been designated by the government as one of nine Critical National Infrastructure (CNI) sectors that are needed to deliver essential services. As the largest guardian of Britain’s telecommunications CNI, BT plays a key role in maintaining civil resilience.

We have put in place measures to ensure our customers, including government departments, public organisations and emergency services, are able to communicate, even in extreme circumstances.

We have a network of people who support the emergency services, and other responders, to plan for major incidents. This includes:

- 12 regional managers liaising with regional government offices
- Over 80 local liaison managers working with local county resilience groups
- A national team of incident managers.

The teams provide expertise on telecommunications resilience and advise the authorities on how to minimise risk of failure during major incidents.

We also have over 100 emergency mobile telephone exchanges which can be used to restore communications services within hours of an incident affecting the network.
Emergency Response Team

Our specialist emergency response team is made up of engineers who are trained to work in hazardous environments (chemical, biological and radiological). The team shares best practice with and works alongside all emergency services, military and government organisations to maintain the CNI.

The team was most recently deployed during the floods in the UK in 2007, to advise the emergency services on how to ensure that communications services are maintained despite the threat of major flooding of telephone exchanges.

Read more about our efforts to increase civil resilience.

British Red Cross

In June 2007, we announced a three-year partnership with the British Red Cross in support of disaster relief worldwide. We are the first global communications company to partner with the British Red Cross in this way. We are investing £100,000 a year to provide essential satellite, IT and GPS equipment. We are also pioneering a secondee programme where three BT IT specialists from Spain, France and Singapore are being trained to join the British Red Cross IT/Telecommunications post disaster recovery team.

BT and the London 2012 Olympic and Paralympic Games

We are proud to be the official communications services partner for the London 2012 Olympic and Paralympic Games, and a Sustainability Partner.

We are one of four Sustainability Partners and with EDF, BP and Nortel we are working to leave a lasting legacy for the UK after the Games have finished.

The way in which we approach sustainability – encompassing climate change, inclusion, waste and healthy living – complements that adopted by the London 2012 sustainability programme.

Our sustainability programme will evolve over the next 3 years, but we are focussing on three strands of activity:

- Ensuring that our communications solutions for the Games are as sustainable as practicable, as well as working with the Olympic Delivery Authority (ODA) to maximise the reuse of these once the Games have finished.
- Developing innovative new services and providing the communications infrastructure to support innovative energy-saving solutions in buildings
- Using our London 2012 partnership to deliver community benefits, for example encouraging our people to volunteer in community activities

Recent progress

- In 2008 we announced our partnership with the London 2012 Live Site programme, the Beijing 2008 Games were shown in 21 sites across the UK. Our continued involvement over the
coming three years will bring the Games to even more communities around the UK

- We are helping to spread the message throughout the UK. By the end of this year, the number of our Openreach London 2012 branded vans will reach 5,000
- We are encouraging our people to support London 2012 by volunteering in the community.
- The BT Ambassadors for London 2012 are a team of world-class sportsmen and women charged with inspiring and engaging people to become volunteers, coaches and mentors supporting the Games.

You can follow our progress on our London 2012 website

Fundraising and charity giving

Telethons

We use our communications expertise to support fundraising telethons including Children in Need, Comic Relief (both Red Nose Day and Sport Relief) and the Disasters Emergency Committee (DEC). We support the events by providing:

- Equipment
- Network management
- Call centres and BT volunteers
- An online donation platform
- Communications and PR support

For Red Nose Day 2009, we also raised money through sponsorship of the BT Kilimanjaro climb.

BT’s support helped the telethons to raise over £100 million in the 2009 financial year. Children in Need raised £20.9 million on the night (see www.bbc.co.uk/pudsey) and Red Nose Day raised £57.8 million (see www.comicrelief.com) with money still coming in. DEC appeals raised £36.3 million for humanitarian relief efforts in Gaza, the Democratic Republic of Congo and Burma.

Charity giving

BT employees gave over £2.5 million directly to charities of their choice through payroll giving, which was matched with £1 million from BT. The number of employees signing up to the Give As You Earn scheme increased by over 10% after promotions in BT buildings. The scheme allows employees to give tax efficiently directly from pay - BT covers the admin costs of running the scheme and provides matching funds. Employees also fundraised for BT’s strategic charities, including ChildLine.

Arts and heritage

BT is the world’s oldest communications company, descended from the Electric Telegraph Company, founded in 1846 and the first such undertaking anywhere in the world. We also spring from The Telephone Company, the first in the UK to market Alexander Graham Bell’s patented telephone in 1878. We are proud of this long tradition of providing new and innovative communications services for our customers. Our heritage policy outlines our commitment to preserving our internationally significant collections of artefacts and archives which record how communications technology from its infancy has evolved and benefited society.

BT also helps to show the UK’s art collections to the world. In partnership with the Tate, we use our technology to help thousands of people access the gallery’s art works, exhibitions and events over the
internet.

**BT’s Heritage Collection**

**Connected Earth**

BT has a large collection of historic telecommunications artefacts, documents, images and films of acknowledged national significance. We are committed to preserving this collection through our heritage programme, known as

Connected Earth, and making it available to the widest possible audience through the Connected Earth website and partner museums across the UK.

Connected Earth exhibitions are now on show at:

- FutureWorld@Goonhilly, Cornwall
- Avoncroft Museum of Historic Buildings, West Midlands
- Amberley Working Museum, West Sussex
- Connecting Manchester, Museum of Science & Industry, Manchester
- Milton Keynes Museum, Wolverton.

Objects from the collection can also be seen in Porthcurno Telegraph Museum in Cornwall, the Museum of London and the Science Museum

**The Connected Earth online museum**

The website is the hub of Connected Earth:

- telling the story of telecommunications
- exploring the physically dispersed communications collection through searchable, illustrated catalogues
- providing information on the Connected Earth partners and physical galleries
- providing free downloadable teaching resources that support the national curriculum
- enabling people to share their telecommunications remembrances

There were over 825,000 visits to the site in 2009 and over 134,000 downloads of the free National Curriculum standard teaching resources.

**BT Archives**

BT Archives preserves the historical information of British Telecommunications plc and its predecessors from the early part of the nineteenth century up to the present day, effectively the history of telecommunications services in the United Kingdom and from the UK to overseas. The documentary, image and film collections date back to the birth of the electric telegraph in the 1830s. The records created before 1984 are public records held on behalf of the nation. This internationally significant historical resource can be viewed either online through our online catalogue or at our dedicated research facility in central London, which received over 300 visits from researchers in 2009.

The BT Archive team can be contacted at:

e-mail: archives@bt.com
Tel +44 (0)20 7440 4220
Fax +44 (0)20 7440 1967
## Key performance indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Description</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving society</td>
<td>Investment to improve society</td>
<td>1.01%</td>
<td>Maintain a minimum investment of 1% of underlying pre-tax profits.</td>
</tr>
<tr>
<td>Community effectiveness measure</td>
<td>An independent evaluation of our community programme</td>
<td>91%</td>
<td>To maintain evaluation score at over 90%</td>
</tr>
<tr>
<td>Employee engagement index</td>
<td>A measure of the success of BT’s relationship with its employees through its annual employee attitude survey</td>
<td>3.61</td>
<td>BT will maintain or improve the 2009 level of employee engagement</td>
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</table>

## BT targets

<table>
<thead>
<tr>
<th>Start Date</th>
<th>End Date</th>
<th>Description</th>
<th>Update</th>
<th>Target Status</th>
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</thead>
<tbody>
<tr>
<td>April 2007</td>
<td>March 2008</td>
<td>BT will extend its existing employee volunteering options to enable employees around the globe to volunteer for the Inspiring Young Minds programme, the partnership with Red Cross / Red Crescent or other relevant programmes.</td>
<td>A new volunteering programme with the British Red Cross has been launched with 3 employees being trained as expert reservists to be deployed in the event of a global disaster. Volunteer activities with UNICEF have been piloted and the wider expansion of volunteering is being implemented through the BT wide Volunteer Programme during 2010.</td>
<td>Completed</td>
</tr>
<tr>
<td>April 2007</td>
<td>March 2010</td>
<td>BT will work with relevant organisations in the public, private and charity sector to reduce the percentage of people who are digitally excluded by 10% (i.e. to 32.4%) over a three year period, commencing in 2007.</td>
<td>In October 2005, data from the UK Office of National Statistics (ONS) showed that 36% of adults had not accessed the internet in the last three months. We set a target to reduce this percentage by 10% (to less than 32.4%) by 31 March 2010. ONS data published in August 2008, shows that the percentage has now fallen to 29%.</td>
<td>Completed</td>
</tr>
<tr>
<td>April 2008</td>
<td>March 2009</td>
<td>BT will conduct feasibility studies into the extension of Employee Giving to two further countries. Where the study shows sufficient employee demand and where the local conditions are appropriate, the giving platform will be launched (full implementation may extend beyond March 2009).</td>
<td>A feasibility study was conducted in Singapore, Hong Kong and Australia during 2009 and results showed limited interest from employees and that implementation was inappropriate in the current economic climate.</td>
<td>Completed</td>
</tr>
<tr>
<td>April 2008</td>
<td>March 2009</td>
<td>BT will extend its set of communication skill resources for teachers, pupils and parents in the</td>
<td>This target was not achieved</td>
<td>Failed</td>
</tr>
<tr>
<td>Date</td>
<td>Period</td>
<td>Objective</td>
<td>Progress Note</td>
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<tr>
<td>April 2008</td>
<td>March 2009</td>
<td>BT will improve its Community Effectiveness Measure score to 82%</td>
<td>We achieved 91% in our community effectiveness measure.</td>
<td></td>
</tr>
<tr>
<td>April 2008</td>
<td>March 2009</td>
<td>BT will increase the number of BT employees who join the payroll giving scheme by 10% from March 2008 numbers</td>
<td>We have seen an increase of 15% of our people using GAYE resulting from our awareness campaign this year.</td>
<td></td>
</tr>
<tr>
<td>April 2008</td>
<td>March 2009</td>
<td>BT will launch a community project in Brazil – the second phase of the Inspiring Young Minds programme (in partnership with UNICEF). BT will support with central donations of £500k and aims to raise a further £140k through employee and customer fundraising for the project.</td>
<td>The Brazil programme was launched in May 2008 and supports schools across 5 cities in Brazil benefiting 10,000 young people.</td>
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</tr>
<tr>
<td>April 2008</td>
<td>March 2009</td>
<td>BT will provide a minimum of 1% of our pre-tax profits to activities in support of society, either through direct funding or through support in kind</td>
<td>We invested £25m (1.01%) in 2009.</td>
<td></td>
</tr>
<tr>
<td>April 2008</td>
<td>March 2009</td>
<td>BT’s fundraising initiatives, we will raise over £4 million for our selected charity partners in the 2008-09 financial year</td>
<td>Our fundraising activities raised £4.2m for our charity partners.</td>
<td></td>
</tr>
<tr>
<td>April 2009</td>
<td>March 2010</td>
<td>BT will maintain its Community Effectiveness Measure at over 90%</td>
<td></td>
<td>New</td>
</tr>
<tr>
<td>April 2009</td>
<td>March 2010</td>
<td>BT will provide a minimum of 1% of our 2008 financial year underlying pre-tax profits to activities in support of society, either through direct funding or through support in kind</td>
<td></td>
<td>New</td>
</tr>
<tr>
<td>April 2009</td>
<td>March 2010</td>
<td>By March 2010, BT will establish measurement criteria for analysis and reporting of (material or significant) Community Environmental Impact complaints from the benchmark process achieved in 2008/09.</td>
<td></td>
<td>New</td>
</tr>
<tr>
<td>April 2009</td>
<td>March 2010</td>
<td>The percentage of all UK Adults surveyed who agree with the statement that ‘BT takes its responsibilities to society and the community very seriously or seriously’ will improve from 53% to 58%</td>
<td></td>
<td>New</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Description</td>
<td>Status</td>
<td></td>
</tr>
<tr>
<td>-----------</td>
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<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
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<td></td>
</tr>
<tr>
<td>April 2009</td>
<td>March 2010</td>
<td>The percentage of BT employees agreeing with the statement that ‘BT takes its responsibilities to society and the community very seriously or seriously’ will improve from 84% to 85%</td>
<td>New</td>
<td></td>
</tr>
<tr>
<td>April 2008</td>
<td>March 2009</td>
<td>BT will maintain the 2008 level of Employee Engagement, 5.04, as measured by its annual employee attitude survey</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>April 2009</td>
<td>March 2010</td>
<td>BT will maintain or improve the 2009 level of Employee Engagement, 3.61, as measured by its annual employee attitude survey</td>
<td>New</td>
<td></td>
</tr>
<tr>
<td>March 2009</td>
<td>September 2009</td>
<td>BT will fund and work in partnership with Age Concern to commission research which will explore the barriers and enablers to reducing digital exclusion for people aged 55–64 from social classes D and E. The findings will be use to shape the ongoing investment BT makes through Age Concern in helping the reduce digital exclusion.</td>
<td>New</td>
<td></td>
</tr>
</tbody>
</table>

**Quantitative data**

**Investment in Society – Time, cash and in-kind support**

**Direct contribution to charity**
Employees pride in BT from Corporate Responsibility activities
Thanks for reading what we have to say – now we want to listen to you. Email us at yourviews@bt.com and tell us what you think of this report and sustainability at BT.