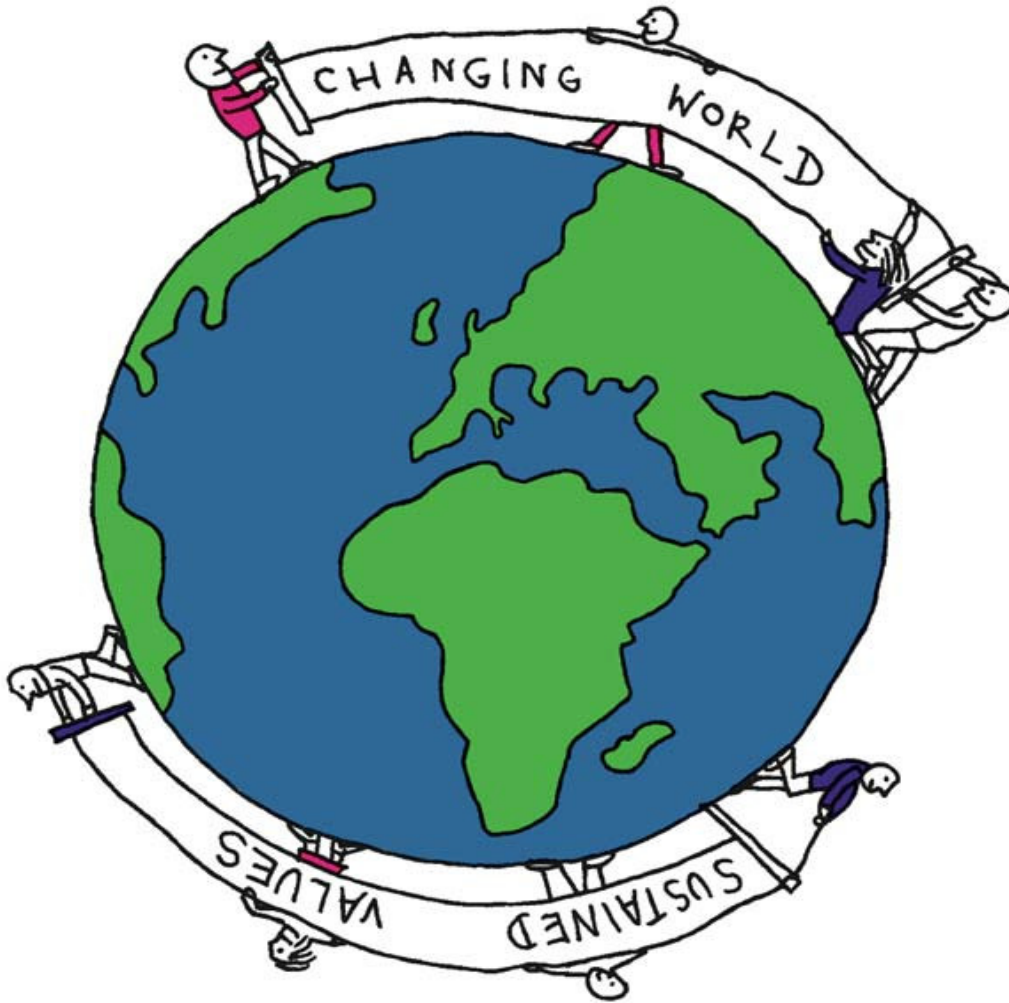


# Changing world: Sustained values



Bringing it all together  
for a **better** world

# CR strategy and governance

For BT corporate responsibility (CR) is integral to how we do business - in ways that benefit BT, our customers, society and the environment. It is our contribution to sustainable development.

As a large company, we have a sizeable environmental impact. We also have the ability to really affect the lives of our own people, our customers and the communities in which we work. We accept that - and actively seek to improve our performance.

CR is our company-wide, coordinated approach to managing ethical, social, economic and environmental issues. We continue to develop our CR strategy in four areas.

The first is to ensure that the building blocks of a responsible business are in place.

We then focus on three key issues facing BT and society: Reducing our carbon footprint and continually improving our environment performance, creating profitable products and services that benefit people, economies and the environment and our work with community partners to increase communication and ICT skills.

In this section we discuss:

- Ethics in BT - The Way We Work.
- The structures in place for governing and managing CR.
- How we engage with our stakeholders.
- Our public policies.

## The way we work – our statement of business practice

Our Statement of Business Practice, The Way We Work, defines our business principles that apply worldwide to all employees, agents, contractors and others representing BT and It sets out specific aspirations and commitments that guide our relations with our customers, employees, shareholders, partners, suppliers and local communities.

It provides guidance on how to compete fairly, deal with conflicts of interest, act within the law, manage risks, protect the environment etc. These principles also challenge us to consider other facets of our behaviour – our relations with one another, our customers and with the communities we serve.

BT operates globally in markets with close regulatory and legal supervision. However, even more important than that are our values and ethics, both personal and corporate. Each of us must seek to ensure that we always live these values in the way we work, and act with integrity at all times.

Our reputation for acting with integrity strengthens each time we stick to our business principles. This might mean that we have to reject potential new business if it looks as though it would force us to compromise.

Specific issues covered by The Way We Work include:

- relationships and dealings with customers and suppliers;
- declaration of conflicts of interest;
- our Anti-Corruption and Bribery Policy
- Human Rights
- a culture where BT employees will not offer or accept gifts or hospitality which encourages or rewards a decision;

## BT's Vision and Values

### Our Vision

Our vision is to be dedicated to helping customers thrive in a changing world. The world we live in and the way we communicate are changing, and we believe in progress, growth and possibility. We want to help all our customers make their lives and businesses better with products and services that are tailored to their needs and easy to use.

This means getting ever closer to customers, understanding their lifestyles and their businesses, and establishing long-term relationships with them.

We're passionate about customers and are working to meet the needs they have today and innovating to meet the needs they will have tomorrow.

### Our Values

The BT values capture the way we get things done. They are at the heart of every compelling customer experience.

Our values are:

**Trustworthy:** we do what we say we will

**Helpful:** we work as one team

**Inspiring:** we create new possibilities

**Straightforward:** we make things clear

**Heart:** we believe in what we do

We are committed to contributing positively to society and a sustainable future. This is part of the heart of BT.

## Awareness of statement of business practice

We measure awareness of our statement of Business Practice (The Way We Work) annually. As of March 2009 40,000 employees have acknowledged the receipt of the new version of the principles and our policies.

On a regional basis, around the world, training has been provided to our key people to raise awareness about the new requirements. Basic training is provided to all our people particularly relating to our new anti-corruption and bribery policy.

## Implementation of our Statement of Business Practice

It is critical that our Statement of Business Practice (The Way We Work) is understood and complied with throughout our business.

Our Business Principles are communicated using targeted direct mail marketing techniques where legally acceptable (usually e-mail), reinforced by messages via our business unit leads. Our booklet The Way We Work, including an introduction by our Chief Executive Officer, has been distributed to employees around the world. Where legally possible we have tracked responses through our electronic training platform, Route 2 Learn.

The statement has been translated into nine languages – Chinese (Mandarin), English, French, German, Hungarian, Italian, Japanese, Korean and Spanish. It is available on our intranet and is sent to all new employees. Copies are also available from our BT Group website

In the UK a briefing and copy of The Way We Work is included in the welcome pack given to new employees and newly promoted managers. A further question-and-answer guide is available for all managers to help them brief their teams.

A number of countries, including many of the European countries and the United States, have both adopted and enforce laws prohibiting the payment of bribes for the purpose of obtaining or retaining business. To address these we have developed policies for Anti-Corruption and Bribery and Gifts & Hospitality. These have been communicated to all our people globally as part of our internal communication campaigns.

## Compliance systems

We operate a confidential telephone and email helpline which our people can use to get advice or to

report suspected ethical breaches of our policies. The helpline is available 24 hours a day, seven days a week and meets the requirements of the US Sarbanes Oxley Act. During the 2009 financial year we wrote to all our people reminding them of the helpline and encouraging its use.

We act against anyone abusing our business principles. In 2009, 38 employees and contractors were dismissed for unethical behavior.

### **CR in our due diligence process**

We are expanding our business globally, including in countries where there is a higher-risk of unethical or corrupt practices occurring. We need to assess these risks before deciding whether to tender for new business or establish operations in these countries.

Our online Country Risk Assessment Tool gives our people information on the risks associated with doing business in 158 countries around the world. It enables our sales teams to assess the risk of corruption, human rights issues and other unethical practices through a red, amber or green rating system. It includes an assessment of each country's performance on human rights issues and any reported human rights abuses. Questions on human rights risks are included in our due diligence process used when we acquire new businesses.

## **How we manage corporate responsibility**

Following our review of our Corporate Responsibility (CR) strategy this year we have made a number of changes to the way we govern and manage CR.

### **Committee for Responsible and Sustainable Business**

Our board committee, chaired by Sir Michael Rake, sets our responsible and sustainable business strategy. It includes three non-executive directors and three independent members, as well as key executives. Jonathan Porritt, chairman of our Leadership Panel, attends on an annual basis.

The board committee is supported by three leadership teams;

### **Our Responsible and Sustainable business leadership team**

Chaired by Gavin Patterson, CEO BT Retail and our CR sponsor, is responsible for the delivery and monitoring performance and progress of our CR strategy.

### **Our Sustainability leadership team**

Is chaired by Mike Galvin, Managing Director, 21C Customer Experience, defines the vision for, and monitors our environmental and sustainable economic growth performance. This team will be taking forward the activities developed by our Climate Change and Sustainable Economic Growth Task Forces which disbanded at the end of this year.

### **Our Community Investment leadership team**

Is chaired by John Petter, Managing Director, BT Retail, Consumer. The team are responsible for

focusing and aligning our employee engagement and community investment strategy and monitoring progress. Our Inclusive Society Task Force has passed it's work to this team from the end of this year.

### **Our external Leadership Panel**

BT's Leadership Panel is an advisory group of external experts renowned for excellence in their field. The panel members for 2009 were:

- Jonathon Porritt, Chair of the Panel and Director of Forum for the Future, a UK sustainable development think tank
- Mark Goyder, Founding Director, Centre for Tomorrow's Company, a business think tank
- Elisabeth Laville, Director of Utopies, a Paris-based sustainability consultancy
- Jorgen Randers, Professor at the Norwegian School of Management, Oslo and Chair, Norwegian Government Commission on Climate Gas Reduction
- Nick Robins, Head of Climate Change Centre of Excellence at HSBC in London.

The panel encourages innovation and leadership on CR and sustainability in BT. It meets four times a year and provides independent guidance and expert advice on key areas of CR strategy and performance. These include policy, performance measures, targets, future objectives, governance, stakeholder relationships and external communications.

During the year, panel discussions covered the following topics:

- The development of our key CR programmes
- Our CR strategy review and governance changes
- Our work on assessing Base of the Pyramid activities
- The development of a Key Performance Indicator for our work on Sustainable Economic Growth
- Our materiality review and key performance indicators
- Reporting our CO<sub>2</sub>e performance – the development of our Climate Stabilising Intensity Target and challenges associated with the reporting treatment of low and zero carbon electricity in the UK.
- The London 2012 Olympic and Paralympic Games, in relation to BT's sustainability partner status

The panel provides an annual comment on our performance and sustainability report

## **Stakeholder engagement**

Engaging with our stakeholders is a vital part of managing corporate responsibility. It increases our understanding of stakeholders' views and expectations, helping us to improve our strategy, processes and products. Six groups are particularly important:

- Customers
- Employees
- Suppliers
- Investors
- Partners
- Community

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

We describe in the individual report sections our relationships with particular stakeholders, their evolution, and the related policies and decisions we have taken as a consequence. In this section, we discuss:

- How we engage with different groups
- Engaging with opinion formers
- Influencing BT's sustainability report

We welcome your views on our report by emailing us at [yourviews@bt.com](mailto:yourviews@bt.com).

## How we engage

We engage with our stakeholders in many ways and learn from them all the time. Some of this engagement is scheduled. Other dialogue takes place as required, from ad-hoc online discussion forums to phone calls several times a month to one-off meetings. Here are some examples:

### Customers

- Customer surveys on quality of service and future expectations
- Blogs and web forums such as <http://btb.lithium.com/btb/>, and panels to learn from retail customers and test new concepts in real time
- Dialogue with consumer advocacy groups and disability organisations
- Consult 21, a programme of dialogue with business customers and industry stakeholders about BT's 21<sup>st</sup> Century Network
- Meetings between the Equality of Access Board (EAB) and external communications providers, to obtain direct feedback on our performance. The EAB is a BT Group plc board committee with a majority of independent members. It monitors and reports on BT's compliance with its Undertakings and associated Code of Practice
- BT maintains regular dialogue with regulators including Ofcom about matters of mutual interest in the markets BT operates in

See our case study on engagement with the development of our new inclusive phone range.

See also our case study on how we engaged to help shape our investment in Super Fast Broadband.

### Employees

- Through our regular employee surveys
- Our relationships with trade unions
- Dialogue with minority groups through our People Networks
- BT Your Views – a lively, moderated online discussion forum that covers many CR issues
- Carbon clubs, which bring colleagues together to take action on many different climate change issues

### Suppliers

- Our annual supplier satisfaction survey
- Questionnaires regarding BT's Procurement Standards
- Dialogue with key suppliers to determine their views on social and environmental priorities
- Face-to-face interaction at conferences and meetings with key suppliers and industry colleagues

### Investors

- Presentations to industry analysts on a range of subjects. In June 2008 we hosted a CSR analysts roundtable
- Rating agency rankings, which act as an indicator of our progress compared with others and of

where improvements can be made

## Partners

Examples of partners with whom we regularly engage include:

- The BT HP Alliance, which aims to generate new business opportunities and to support each other's businesses. This extends to a CR team alliance which focuses on sustainability issues
- BT's involvement with the CBI Climate Change Task Force, leading to significant commitments to tackle climate change

## Community

- Regular engagement with charity partners such as Childline, UNICEF and Forum for the Future
- An annual survey of the general public (carried out by Globescan), which gives us feedback on our community activities.

## Opinion formers

Opinion formers such as politicians, journalists and industry analysts are an influential constituency and we engage with them in a variety of ways.

## Leadership Panel

Our external Leadership Panel is an advisory group of experts renowned for excelling in their field. The panel encourages innovation and leadership on sustainability and corporate responsibility in BT

## Championing inclusive design

We aim to drive consideration of consumer issues deep into our operations and to champion inclusive design outside BT.

The Freestyle 710 and 750 cordless phones, launched in October 2008 are great examples of how working with our stakeholders can help both our customers and our business.

These competitively-priced phones have been highly rated by customers, critics and consumer groups. The Freestyle 750 received 10/10 in a Sunday Mirror review, and their ease of use has been praised by groups working with older people and people with visual or hearing impairments.

BT's head of consumer affairs and inclusion, Liz Williams said: "The Freestyle 750 is testament to the impact of making inclusion an integral part of the product design process from start to finish." Designing this phone was made easier by the online Inclusive Design Toolkit, commissioned by BT and developed by Cambridge University, which helps designers to consider the needs of people with reduced capabilities at an early stage.

We also tested the Freestyle phone with a range of users, including our Employee user panel, and this fed back into the final design

We keep in regular contact with a range of consumer groups and stakeholders through regular meetings, our newsletters and by attending exhibitions and these help us to tell people about new products such as the Freestyle phones.

At over 200 'Try Before You Buy' centres around the country, older and disabled people can get advice from expert staff and try our products. During Autumn 2008, 97% of surveyed visitors said that the loan of phones was very or extremely helpful in helping them make a 'right first time' product choice.



We are dedicated to helping our customers make good environmental choices, in line with our CBI climate change task force commitments. As part of BT Retail's goal to make 90% of phones more energy-efficient all our new phones have power units designed to use less than half the power of previous units.

We are proud to be one of the founding members of the Engage business network: a network set up in 2008 to drive forward the agenda of older people in the consumer market. Amanda Ball, Group Marketing Director of Age Concern and Help the Aged, said: "It is great to have companies such as BT as founder members of the engage network and encouraging to see that, with the help of the network, the Freestyle phone is aiming to acknowledge older people's needs and requirements."

## Stakeholder engagement – shaping our investment

In July 2008 we announced plans to make Britain's biggest ever investment in a fibre based super-fast broadband network. We will spend £1.5bn making fibre based services available to around 40% of the UK's homes and businesses by 2012. Since then, we have engaged with a range of stakeholders, both regionally and nationally, to shape the development of the programme.

These plans are conditional on our ability to make a proper return on our investment, and we have seen encouraging progress in establishing the right regulatory basis for this service.

Super-fast broadband products will be made available in the UK on a competitive basis by communication providers (CPs). BT Group business, Openreach are responsible for the roll-out, and have been working closely with the industry to build a shared understanding of the commercial opportunities available.

In November 2008, following an industry-wide consultation, all CPs were given the opportunity to join a Trialist Working Group (TWG), run by Openreach. Within this, they can participate in the technical trials of super-fast broadband by working collaboratively on the development of the product roadmap, as well as their own trial participation preparations.

Two locations for investment were also selected for operational pilots by Openreach in consultation with CPs, and taking into account feedback from Regional Development Agencies (RDA), devolved authorities and similar organisations. The process for implementation aims to ensure that the roll-out is demand-driven, and covers the areas of the country with the most interest.

As part of this process, BT's Regional boards have been working closely with opinion formers and key stakeholders at local and regional level to understand levels of interest across the country for super-fast broadband.

For example, one of the first pilots in July 2009 will be in Whitchurch, Cardiff: an area with a high media concentration and strong support for broadband infrastructure from local and devolved government.

## Engaging with opinion formers

Opinion formers such as politicians, journalists and industry analysts are an influential constituency and we engage with them in a variety of ways.

Independent research company, RSM carries out surveys to measure BT's reputation among opinion formers. This research takes place at three levels – UK, regional and international. The questions asked

cover corporate responsibility.

Our Public affairs team interacts with governments at all levels – local, regional and national. We are clear about our lobbying positions. We also engage in CR matters through face-to-face interaction. We held a successful surgery in Parliament for MPs, Peers, Civil Servants and Parliamentary researchers. As part of our programme to promote BT's inclusion work to Parliamentarians, we showcased a range of inclusive BT Retail products and services, inclusive HR initiatives for BT People and demonstrated BT technology. We partnered with our charity partners; Help the Aged, Age Concern and Scope, to showcase BT's involvement with them.

Our Global Advisory Boards are made up of independent, high-profile industry and market specialists. They give us advice and support to help strengthen our global strategy and international operations. Building on the success of these boards in the Americas, Asia and Europe, we recently set up Advisory Boards in Benelux, France, Germany, Italy and Spain.

We also have advisory boards focused on the growth and success of regional economies within the UK. These boards liaise with regional and national agencies, businesses and community organisations, such as Work Wise UK, a not-for-profit initiative of which we are a member.

## Influencing our sustainability report

Stakeholder consultation has significant bearing on the content of this report.

### **Materiality**

During this year we asked our stakeholders which social and environmental issues they felt were most important for BT to try and address. In most cases the issues raised were also defined as 'material' by BT and wider society and were included in our reporting. More information is available in our approach to materiality section.

We were represented on the GeSI Materiality Working Group. The final report produced by BSR 'How the ICT Industry Can Support Sustainability : A Materiality Assessment by the Global eSustainability Initiative (GeSI)' is now available to GeSI members. A summary report is available on the GeSI web site.

### **Indicators**

In June 2003, we established a small number of key performance indicators (KPIs) to provide an overview of our sustainability performance. This followed a consultation exercise involving report users, such as investors, customers and employees, and outside experts, such as the BT Leadership Panel.

Together with the Leadership Panel, we review our KPIs annually and modify them when necessary. During the 2009 financial year, we reviewed our application of the Prince of Wales' Accounting for Sustainability standard, which we have applied to our KPIs. The Leadership Panel were also consulted on the development of our new climate stabilising intensity target.

### **Reporting standards**

We have followed the Global Reporting Initiative (GRI) G3 Guidelines and report against the telecommunications sector supplement.

Since June 2003, our verifiers have assured our report against the AA1000 Assurance Standard. The

underlying basis of this standard is inclusion. It requires our report to reflect the interests and concerns of stakeholders, both in its content and in terms of demonstrating our response to these issues.

There are more details of how we have applied AA1000 AS (2008) in the Assurance section of this report.

## Encouraging debate

We encourage debate around the issues that matter most to our business.

For example see [www.biggerthinking.com](http://www.biggerthinking.com), where we discuss, and invite comment on key sustainability issues. The site features interviews with business and sustainability experts, case studies of innovation in action and tips on making your business more sustainable. It addresses key challenges, such as dealing with corruption in emerging markets and convincing your CEO to invest in sustainability.

In previous years we have commissioned independent reports into key issues, known as Hot Topics. You can read these papers [here](#).

### Climate Stabilisation Intensity Targets

This year we have published a paper from Dr. Chris Tuppen, BT's Chief Sustainability Officer, offering a new model that links a company's financial and environmental performance to the necessary carbon reductions the planet must make in order to avoid catastrophic climate change. A Climate Stabilisation Intensity (CSI) Target, offers a solution which is fully in line with the worldwide reduction imperatives outlined in the Stern Report and reports by the UN Intergovernmental Panel on Climate Change (IPCC).

## Public Policy

We meet regularly with governments and regulators to discuss issues and legislation that affect our business. Our public policy and lobbying activities are now global, as we grow our business outside the UK.

We aim to be open and transparent about our public policy activities. This section explains our approach, including:

- Our lobbying standards
- Our processes to ensure consistent lobbying across the company
- Our public policy activity during the 2009 financial year
- Our membership of trade associations and CSR organisations

### Lobbying standards

We do not make any political donations. This policy extends to the US and includes donations to political parties, individuals aligned with political parties and trade associations involved in politics or government. We do not operate any Political Action Committees.

The Company's continuing policy is that no company in the group shall make contributions in cash or kind (including loans) to any political party. Arrangements are in place to implement this policy. However, the definition of political donations used in the Companies Act 2006 is very much broader than the sense in which these words are ordinarily used. It covers activities such as making MPs and

others in the political world aware of key industry issues and matters affecting the Company, which make an important contribution to their understanding of BT. These activities are carried out on an even-handed basis related broadly to the major political parties' electoral strength. During the 2009 financial year this expenditure amounted to £17,657.80.

### **Keeping our lobbying consistent**

It is important that we take a consistent approach in all our public policy work. Our Communications Council is made up of representatives from Group Communications, Group Regulatory and all lines of business from across BT. It meets regularly to discuss public policy issues and ensure consistency across the Group. Positions on key public policy issues are referred to our Operating Committee for sign off.

We are members of trade associations and industry bodies around the world (see below), who conduct public policy work on behalf of all of their members as a whole. We work to ensure that lobbying conducted through trade associations reflects our values. We work with other members to set policies, and we may attend lobbying meetings with governments and other stakeholders.

If a trade association adopts a policy position that we do not agree with, we will raise our concerns and dissociate ourselves from the position

The BT Story sets out our public policy positions (subject to issues of commercial confidentiality). It is publicly available [here](#) and is updated regularly.

## **Public policy activity during 2009**

Within the UK our top lobbying issues this year have been:

- Broadband and Next Generation Access. Almost 100% of homes in the UK now have access to broadband. We are participating in debate about the issues arising from the Government's Digital Britain review.
- Security and privacy on the internet. We continue to offer state of the art protection to our customers and are working with industry and Government on a number of initiatives in this area, including with the UK Council for Child Internet Safety
- Climate change, the role BT can play as a major user of energy, and future reporting arrangements.
- The role of business in society, in the context of BT's social responsibility programme.
- The Skills agenda and the need for business and government to continue to focus on the need to train people for the future including, for example, retraining for existing employees as well as providing for apprenticeships and for other newly employed people.

## **At a European level, our priorities have been:**

- The European Communications Review which will set the framework for all future communications in the EU.
- Open Markets and Trade. BT strongly believes in the enforcement of the single European Market and we take a strong stance against protectionism at EU level as well as with other countries and we support the World Trade Organisation Doha Round and free trade.
- Mobile and Spectrum. Mobile and spectrum regulation are key issues for the future of communications companies.
- Content and Consumer Policy. Both regulation of content and consumer policy are an important issue for BT and our customers.
- Managing Trade Bodies. BT is an active member of a number of EU industry trade bodies.

## Within the US, our priorities in 2009 have been:

- Foreign Investment Rules. BT lobbies to ensure our ability to invest in the US market is not impaired by protectionist policies.
- Competing in the US market. It is increasingly difficult for BT to compete against the US incumbent providers. BT lobbies the regulator, Congress and anti-trust bodies to ensure they understand the position of competitive carriers, like BT, in the market.
- Telecoms trade commitments. BT inputs comments into the United States Trade Representatives annual review of international telecommunications trade commitments. The report identifies countries that are not living up to their commitments.

## Membership of trade associations and CR organisations

We are members of trade associations and industry bodies around the world. In the UK, examples include the CBI, the Internet Service Providers Association (ISPA) and Intellect.

Within Europe we are members of, for example, the European Competitive Telecommunications Association (ECTA); European Telecommunications Platform (ETP) European Internet Foundation (EIF), European Policy Centre (EPC), Centre for European Reform (CER), European Services Forum (ESF), EU Committee of the British Chamber of Commerce in Belgium.

In the US, we are members of, for example, the United States Council for International Business (USCIB); Comptel; British American Business Association (BABA), VON Coalition as well as the European American Business Council (EABC) and the Transatlantic Business Dialogue (TABD) which operate both in Washington and Brussels.

We are members of a number of organisations that look to influence public policy on corporate social responsibility and sustainable development. They include:

- The World Economic Forum
- Employers Forum on Disability
- Business in the Community
- CSR Europe
- Forum for the Future
- Aldersgate Group

We partner with others to exchange ideas and advance our sustainability goals. For example:

- We are signatories of the United Nations Global Compact, an international commitment to principles on bribery and corruption, human rights, labour and the environment.
- We support the Global Reporting Initiative in developing sustainability reporting guidelines.
- We contribute to multilateral dialogues for example, the Global e-Sustainability Initiative (GeSI), an ICT sector initiative promoting technology that fosters sustainable development.

## Key performance indicators

Indicator	Description	Measure	Target
Customer service	A measure of success across BT's entire customer base	17% improvement in RFT performance from 2008	To improve customer service based on getting things right first time (RFT) in line with our corporate scorecard

<b>Employee engagement index</b>	A measure of the success of BT's relationship with its employees through its annual employee attitude survey	3.61	BT will maintain or improve the 2009 level of employee engagement
<b>Supplier relationships</b>	A measure of the overall success of BT's relationship with its suppliers, based on our annual supplier survey	85%	To achieve a rating of 80% or more based on the question "How would you describe the quality of your company's relationship with BT?"
<b>Ethical trading</b>	A measure of the application of BT's supply chain human rights standard	78 risk assessments with 100% follow up	To achieve 100% follow up within three months for all suppliers identified as high or medium risk, through our ethical standard questionnaires
<b>Integrity</b>	Business practice measure. How our Statement of Business Practice is implemented. Measured through a regular employee survey.	77%	We plan to make this indicator more broad-ranging to include all relevant policies including our new anti-corruption and bribery, and gifts and hospitality policies

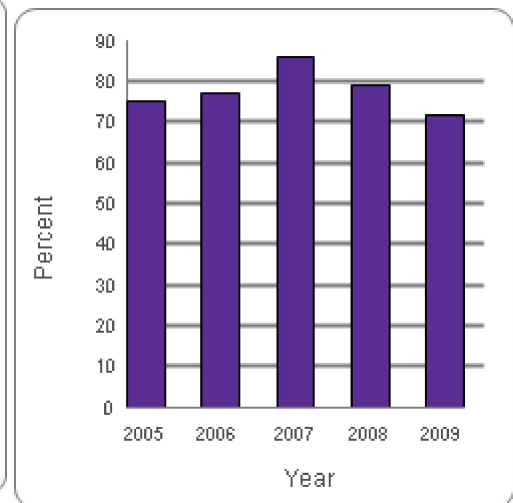
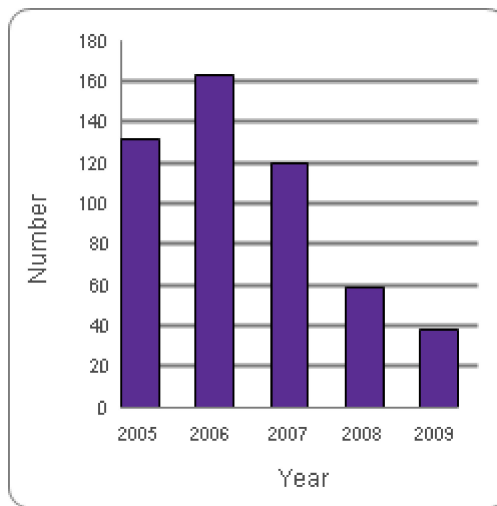
Note 1: We moved to a five point scale (five being good) this year and have restated previous scores

## BT targets

Start Date	End Date	Description	Update	Target Status
April 2008	March 2009	BT will increase its Ethical Performance Measure score to 86%	We have removed the benchmarking element of our EPM and have reported the results from our employee ethics awareness survey.	Failed
April 2009	March 2010	We plan to make this indicator more broad ranging to include all relevant policies including our new anti-bribery and corruption and gifts and hospitality policies		New
April 2008	March 2009	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 56% to 58%	We failed to achieve our target with 53% of people agreeing to the statement.	Failed
April 2009	March 2010	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%		New
April 2008	March 2009	BT will achieve a rating of 80% or more next year on our annual supplier survey	85% of suppliers described their relationship with BT as excellent or good in our annual survey.	Completed
April 2008	March 2009	The percentage of BT employees agreeing with the statement that 'BT takes its responsibilities to society and the	We failed to achieve our target with 84% of our people agreeing to the statement.	Failed

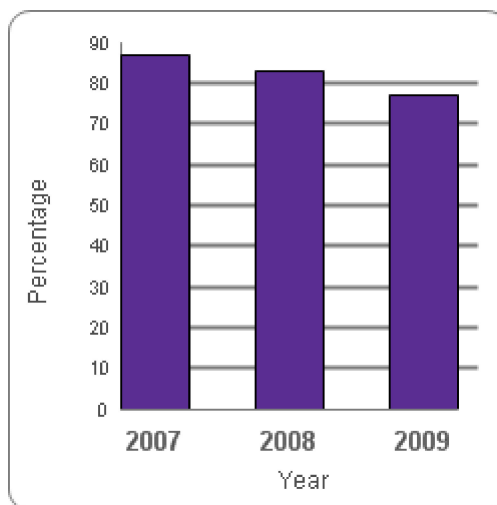
		community very seriously or seriously' will improve from 82% to 85%.	
<b>April 2009</b>	<b>March 2010</b>	BT will achieve a rating of 80% or more based on the question: 'How would you describe the quality of your company's relationship with BT?' from our annual supplier survey	New
<b>April 2009</b>	<b>March 2010</b>	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%	New

### Quantitative data



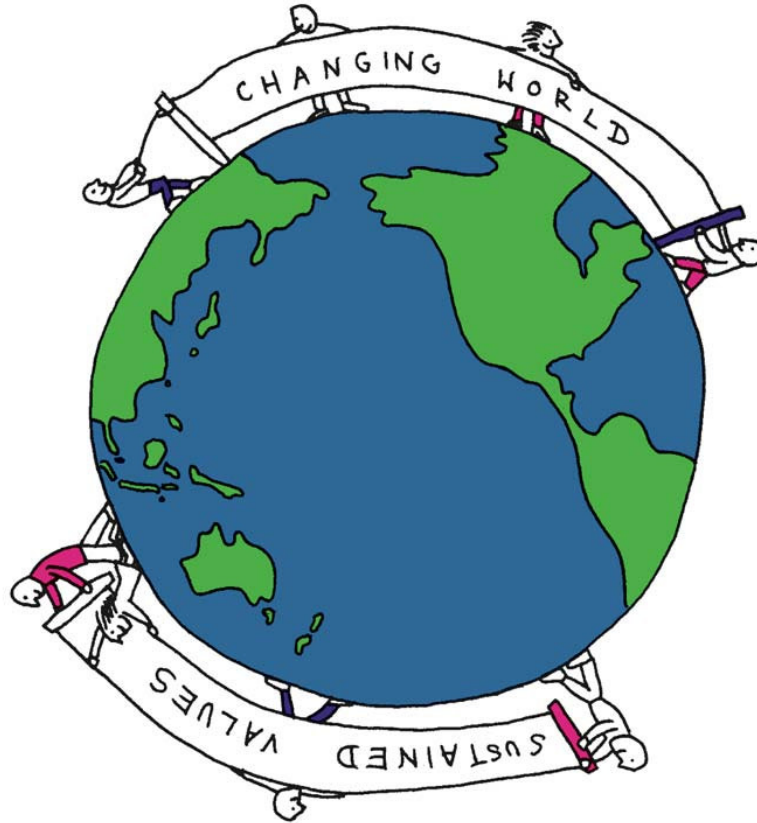
**Dismissals for unethical practice (including resignations during disciplinary actions)**

**Awareness of Statement of Business Practice**



**How our Statement of Business Practice is implemented**

Thanks for reading what we have to say – now we want to listen to you. Email us at [yourviews@bt.com](mailto:yourviews@bt.com) and tell us what you think of this report and sustainability at BT.



**BT Group plc**

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