



Changing world: Sustained values

Our 2010 Sustainability Review



Our communities



In the 2010 financial year, we gave £26.4 million – in time, cash and in-kind contributions – to support responsible and sustainable business activities. Our strategy is to enable more BT people to get involved in helping the communities where we operate. Our people spent more than 28,000 days volunteering with schools, charities and other community organisations. The time, expertise and money that we give support our work with community partners to increase communication and ICT skills. It also motivates our people and enhances our reputation.

The quality of our community investment programme is independently evaluated. We achieved a score of 95% this year, compared with 91% in 2009 due to improved programme management, and better alignment with our Corporate Responsibility 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.

This section covers:

- Our charity partnerships and fundraising support
- Employee engagement – encouraging our people to get involved
- London 2012 Olympic and Paralympic Games – supporting the sustainability of the next Olympic Games
- Civil resilience – our role in maintaining critical communications infrastructure and our support for the British Red Cross
- BT's heritage and archives – preserving our communication heritage
- Our support for learning and skills

Key performance indicators

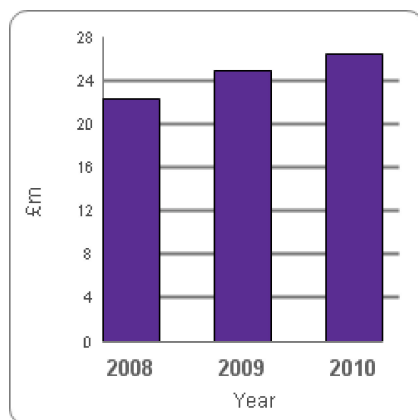
Indicator	Description	Measure	Target
Improving society	Investment to improve society	1.01%	Maintain a minimum investment of 1% of underlying pre-tax profits.
Community effectiveness measure	An independent evaluation of our community programme	91%	To maintain evaluation score at over 90%

BT targets

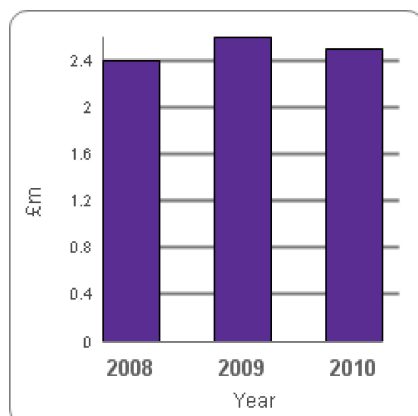
Start Date	End Date	Description	Update	Target Status
April	March	BT will maintain its Community Effectiveness	We received an evaluation	Completed

2009	2010	Measure at over 90%	score of 96%	
April 2010	March 2011	To maintain our community effectiveness evaluation score at over 90%.		New

Quantitative data



Investment in Responsible and Sustainable Business- Time, cash and in-kind support



Employee donations to charity through payroll giving schemes

Our charity partners

BT works with a number of strategic charity partners. As a communications company, BT can use its experience and skills by helping people benefit from improved communications skills and technology.

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

Our strategic global charity partner is UNICEF. BT is working with UNICEF to support education, technology and communications skills for disadvantaged children in South Africa, Brazil and China. In May 2010, during the third year of the programme, BT launched a joint initiative with



UNICEF to bring modern technology to schools in poor rural areas of China to approve access to high quality education.

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

The ongoing partnership between [Openreach](#) and I CAN, the children's communication charity, aims to ensure that everyone in contact with children 0-11 knows how important communication is, what communication difficulties look like and what they can do to help.



Alongside the existing awareness raising campaigns such as Chatterbox Challenge and the key resources supporting children's communication development, brand new volunteering programmes are now underway. This includes A Chance To Talk, which develops the Communication Cookbook concept into a programme, where trained volunteers help children with communication difficulties to catch up with their peers and not be left out or left behind.

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 through better communications have changed their lives and communities for the better. The awards profile the work of the young people to key influencers, their peers and the wider public.



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 these events by providing:

- equipment
- telephony and network management
- call centres and employees to take calls/donations
- an online giving platform
- communications and PR support

For Sport Relief 2010, BT also raised money through sponsorship of [the BT Sport Relief Million Pounds Bike Ride](#), following the success of the BT Red Nose Climb in aid of Comic Relief in 2009.

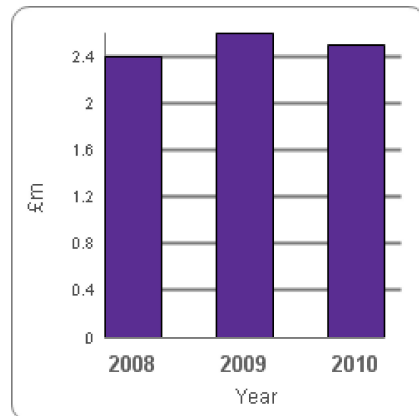
"BT provides us with telephony, call centres, network management and BT staff give thousands of volunteer hours on the night of Sport Relief enabling us to take millions of pounds in donations. A special mention must go to all the BT people who rise to the challenge for every Sport Relief with fantastic fundraising activities throughout every part of the business. We're so grateful for all your support, BT, and we're overjoyed to have you on board for another campaign." Michele Settle, Marketing Director, Sport Relief

BT's support helped the telethons to raise over £150million in the 2009/10 financial year - Children in Need in November 2009, DEC appeals for Asia and Haiti (October 2009 and January 2010) and Sport Relief in March 2010.

Charity giving

BT employees gave over £2.5million directly to charities of their choice through payroll giving which was increased by £1million from BT. The scheme allows employees to give tax efficiently directly from pay – BT covers the administration costs of running the scheme. Employees also fundraised for BT’s strategic charity partners, including ChildLine in the UK and UNICEF globally.

Quantitative data



Employee donations to charity through payroll giving schemes

Employee engagement

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

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

Employee volunteering

BT’s volunteering programme aims to motivate our people and unlock their talent by creating opportunities for them to give their time, pass on their experience and learn new skills. This benefits our people, communities and charity partners, and makes BT a better, stronger business. This year has seen a significant increase in our volunteering programmes. For more information see [our people](#).

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. For more information see [Employees and climate change](#).

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.

Country charity partnership programme

Launched in the 2010, the Country Charity Partnerships programme encourages our global employees to propose partnerships between BT and community and environmental organisations that benefit the communities where we operate.

Since the programme began employees submitted 11 proposals for charity partnerships, one of which was awarded funding.

BT is providing the charity One Economy with support over the next two years to fund the development of an online platform for young people to teach adults how to use the internet. The project will target low-income communities and is designed to help young people and adults learn ICT skills and improve their employment prospects. BT employees will also volunteer their time to help One Economy provide digital literacy training (see our case study).

Community Champions

The BT Community Champions awards scheme is a global programme giving grants to community and voluntary organisations our employees volunteer with.

The awards recognise employees who participate in voluntary work within their communities either in BT time, or in their own time. Anyone who has been involved with a community organisation or charity for more than a year can apply for a cash grant of up to £500 or branded sports clothing for their group.

In 2010, 700 grants totalling £150,000 were made. Community Champions award winners gave a total of 24.4 years of volunteering in just twelve months.

Chairman's awards

The annual BT Chairman's Awards recognise those employees whose dedication to local communities is more than inspirational. The chairman personally selects four category winners who each receive £3,000 and one overall Outstanding Achievement Award winner who receives a further £2,000 for their community group. Further awards are presented to runners-up and to those new to volunteering.

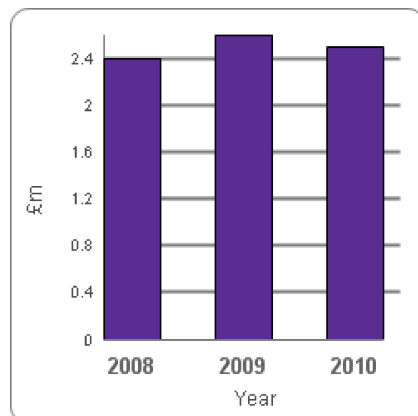
Ken Evans, a network delivery technician, was the recipient of the Outstanding Achievement Award in 2009. He received the award for his voluntary work with Neath and District Talking Magazine for the Blind. Ken has supported the magazine for over 24 years and currently helps research, produce, edit and distribute this free talking newspaper to visually impaired people in and around Neath, Wales. The award funds received allowed the group to switch more end users from tape to CD editions of the magazine.

Employee giving

We run payroll giving programmes in the UK, US, Spain and Ireland. Payroll giving is the most tax efficient way for employees to give to charities and provides charities with a regular, sustainable source of funds allowing them to plan more effectively. Employees can make donations to charities of their choice and the company contributes up to a total of £1 million annually.

Over 11,000 BT people world-wide contribute to charity via payroll giving. Last year employees, together with the £1 million from BT, gave £2.5 million to charities of their choice. BT runs one of the largest and most successful payroll giving schemes in the UK and in 2009 for the fourth year running, was awarded a gold Payroll Giving Quality Mark in recognition of its active promotion of payroll giving and the fact that more than 10% of its employees have joined the company's scheme.

Quantitative data



Employee donations to charity through payroll giving schemes

BT and One Economy Partnership

BT and One Economy have joined forces to create a cross-generational, digital inclusion

programme.

In support of the digital literacy partnership, and built on the success of BT's existing Internet Rangers programme in the UK, BT is providing One Economy with support over the course of two years to fund the development of an online platform for young people to teach adults how to use the internet. In addition, the partnership will be supported by BT employee volunteers in the United States to engage with One Economy in digital literacy training at a grass-roots level. The goal of the digital literacy program is to help both low-income young people and older adults develop skills that will improve their lives and help them enter the economic mainstream.

Bringing it all together for 2012

As official communications services partner to the London 2012 Olympic Games and Paralympic Games, BT is working to ensure the Games are a success for sport, for the UK, for the people participating and watching and for the communities living near the London 2012 venues.

Working with our fellow London 2012 technology partners, we will carry every image, every commentary, every sports report, and every visit to the London 2012 Games web site, along with millions of calls, emails, and text messages. We are making a huge investment in bringing fast, reliable and secure BT technology and networks to each of the 94 London 2012 Olympic and Paralympic venues.

As one of six London 2012 Sustainability Partners we want to leave a lasting legacy by making the most of what we do best – bringing people together using eco-efficient technologies. We are designing our communications services to minimize environmental impact, implementing the first ever converged network solution for the games, with a fibre network that will be reused as much as possible by homes and businesses after the Games. We are also measuring the impact of our services using a newly developed carbon footprint methodology and will be capturing lessons learned about where savings can be made for future Games.

We want as many people as possible to get involved in the Games and benefit from the experience. BT employees will be involved as volunteers during the Games and over 1,000 have already signed up to participate in projects in the run up to the Olympic Games and Paralympic Games, including a programme to improve the canals and walkways near the Olympic Park.

We're investing in education programmes that help young people across the UK engage with the Games at the same time as developing their communication skills and with our support a Legacy Centre has been built just outside the Olympic Park as a resource for young people in the area.

We are now in the second year of our 4 year sponsorship of the BT Paralympic World Cup as part of our on-going commitment to disability sport and working in collaboration with The Lord's Taverners we will build 12 sensory rooms across the country for young people with disabilities and communication challenges.

Civil resilience

Disasters and emergencies can strike suddenly, unexpectedly and anywhere, enabling the plans and systems to deal with them is called civil resilience – and it's something we care about deeply.

Civil resilience matters – and it matters most of all when things go wrong. We're proud of the contribution that our people and technology can make at those times.

Like many other organisations BT has formal legislative civil contingency responsibilities as a UK Category 2 responder. But we aim to go a lot further than that – helping shape and implement best practice. Evidence of this is the 2009 Cabinet Office sponsored award presented to BT by the Emergency Planning Society for "The Greatest contribution in developing innovative thinking, turning new concepts into practical applications to build improved resilience".

As the largest guardian of Britain's telecommunications Critical National Infrastructure (CNI) we are responsible for maintaining communications for our customers, including other Communications Providers, as well as national regional and local government, emergency

services and public sector bodies. We operate across all communities to ensure that, even in extreme circumstances, end users can have confidence that we will be working on maintaining their BT provided communications services.

Within our civil resilience management structure we have an extensive network of senior operational managers, who in addition to their day to day role support the emergency services, and other civil contingency responders, in planning for and responding to major incidents. Including;

- A network of 12 BT Regional Liaison Managers each liaising with a Regional Government Office or Devolved Administration
- Over 80 BT Local Liaison Managers working with Local Resilience groups at Constabulary/ County level,

All of whom help; plan for incidents, provide expertise on telecommunications resilience, mitigate risk, and advise the authorities on how best to manage their communications to minimise risk of failure during major incidents.

We also maintain a fleet of around 80 disaster recovery communications equipment units that can be deployed within hours of a major incident occurring, and are used to restore BT's communications services.

In addition we have a specialist team of over 40 multi skilled engineers drawn from across all operational lines of business. The emergency response team (ERT) are trained to work in hazardous environments (chemical, biological and radiological), and have worked in co-operation with other emergency services to train and share best practice. The team has the expertise to work alongside all emergency services, military and government organisations in order to maintain UK's CNI.

Our civil resilience response to incidents is coordinated through our global incident management process,

We have assisted the emergency authorities on many occasions, most recently in the floods of 2009 where the Civil Resilience team were asked to send one of our trained BT local liaison managers to assist the Police Gold Command and provide advice and assistance to ensure that communications continued in spite of extensive infrastructure damage in the area.

The BT civil resilience team remains on hand to advise responders through regular dialogue at local and regional and national level with both government ministers and senior civil servants about our network and capabilities concerning resilience in the UK.

Globally, BT is looking to extend its Global Civil Resilience activities in the US, India and Europe, what it would call its developed markets [needs evidence]

Further reference

<http://www.btplc.com/civilresilience/Home/index.htm>

British Red Cross

In June 2007 BT 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 have invested £100,000 a year to provide essential satellite, IT and GPS equipment.

In January 2010 the British Red Cross Logistics Emergency Response Unit, carrying BT IT and communications equipment, were deployed in Haiti to co-ordinate the arrival, transport and distribution of relief goods, to people in urgent need of assistance.

"With the communications infrastructure completely destroyed in Haiti, BT's kit was vital. Without this the team wouldn't have been able to do their job effectively. Your support has really helped to save lives..." Andrea Munnoch, Senior Corporate Partnerships Executive, British Red Cross UK Office

Young people and communication skills

Our focus is on improving the communication and collaboration capabilities of young people in the UK and around the world, to enable them to have the skills they need to both succeed in life and to help improve their world. The programme supports a key part of our Corporate Responsibility strategy, to work with our community partners to promote more effective communication and collaboration, especially among young people, their parents and teachers.

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 both their local and global communities

For more please click [here](#).

Heritage and archives

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 developing new technologies and 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's heritage collection

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:

- Avoncroft Museum of Historic Buildings, West Midlands
- Amberley Working Museum, West Sussex
- Connecting Manchester, Museum of Science & Industry, Manchester
- Communicate!, National Museums Scotland, Edinburgh.
- Milton Keynes Museum, Wolverton.

Objects from the collection can also be seen at the Porthcurno Telegraph Museum in Cornwall and the Science Museum, and from May 2010 in the new Making Modern London galleries at the Museum of London

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 440,000 visits to the site in 2010 and over 77,000 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 birth of the electric telegraph in the 1830s up to the present day, effectively the history of telecommunications services in the United Kingdom and from the UK to overseas.

The records, image and film collections effectively document the history of telecommunications services in the United Kingdom, and from the UK to overseas. The story of the introduction and development, growth and social and economic impact of communications technology cannot be told without consulting the original materials that we care for. 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 420 visits from researchers in 2010.

The BT Archive team can be contacted at;
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Thanks for reading what we have to say – now we want to listen to you. E-mail us at yourviews@bt.com and tell us what you think of this review and sustainability at BT.

