

Better Future report 2012



Our Better Future report covers progress against our goal to be a responsible and sustainable business leader.

Online Better Future report
www.bt.com/betterfuture



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Better lives

We provide our customers, people and charities with networks and services that help them to enhance the quality of lives around the world.

As well as supporting essential services provided by the health and education sectors, our people and technology are also used to help our charity and telethon partners.

Finding solutions for our customers

From single homes and businesses in the UK, to multinational corporations across the globe, we provide voice and data solutions to customers in more than 170 countries worldwide.

By providing ICT infrastructure, we can help improve the health, education and day to day lives for our customers and communities.

By innovating through ICT we have the chance to positively influence our customers. From innovations that enable people to live healthier lives, through to innovations in efficiency that help reduce carbon emissions, we're finding new ways to deliver a better future for our customers. In this year's report we highlight how communications technology is being used to help with health care.

Improving health services

We're using our technological solutions and expertise to help improve health services for customers and communities across the globe. As one of the largest suppliers of ICT services to the National Health Service (NHS) in the UK, we offer a range of innovative solutions to address key health challenges. Here's how we used our technology to provide key health care solutions over the course of the year:

Remote diagnosis

With the advent of web-connected devices, we're providing technological solutions to monitor the health of patients with long-term health difficulties remotely.

- We're supporting a national campaign to help improve the lives and health of more than three million people over the next five years. The 3 million lives campaign – launched by Care Services minister Paul Burstow - will use telecare and telehealth technology to provide health and social care services remotely
- We've rolled out a high definition (HD) video conferencing technology in partnership with NHS Surrey and the N3 Service provider team. The service offers a centralised out-of-hours stroke assessment service across five hospitals in the region and makes for much faster and more effective diagnosis for stroke patients.

Our services have received positive feedback from a number of our customers and clients.

Adrian Blight, Clinical Director Surrey Telestroke, Royal Surrey County Hospital.

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I can review scans and test results online, see and talk with the patient over the HD video link, and speak face-to-face with the onsite medical team and worried family members – all without leaving my home office.

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Improving data management systems for the NHS

Providing health care for roughly 50 million people across the UK comes with many challenges. We're using a number of innovative ICT technologies to help improve data management systems for the NHS in the UK:

- Our N3 broadband network connects all NHS locations in England, supports new applications and enables up to the minute data to be transferred quickly and easily across sites. In 2011, N3 won the IT Innovation category at the Health Business Awards and the Innovation and Progress - Sustainability category at the Guardian Public Service Awards.
- We worked with the NHS to deliver the Spine, a secure national database that consolidates key information relating to patient health and care. The service, which is set to be at the core of the NHS Care Records Service, has supported more than 899,000 registered users to date and has made transformational healthcare applications available to approximately 1.3 million NHS healthcare staff across England.
- We developed our Cerner Millennium solution in 2011 to improve patient safety and treatment paths through electronic records for patients with Haemophilia. The new technology places vital information at medical teams' fingertips and removes the inefficiencies of paper based record keeping.

Dr Dan Hart, Consultant haematologist, Barts and The London NHS Trust.

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Electronic note keeping ensures immediate access to clinical data, anytime, anyplace, any terminal in the institution. It's put an end to the traditional paper chase, which has certainly enhanced the patient journey and their safety.

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Internationally

We have been selected by the Farrer Park Company, a group of private medical and hospitality specialists, to be their IT partner for Connexion at Farrer Park, Singapore's first integrated healthcare and hospitality complex comprising a specialist medical centre, a private tertiary

hospital, and a luxury hotel with state-of-the-art conference and wellness facilities.

We were chosen this year by SERCO to provide The Fiona Stanley Hospital in Western Australia with a complete suite of ICT services and helping create one of the most technologically advanced medical facilities in the world.

We have also successfully implemented a number of health programmes in Hungary, France, Spain, and the Netherlands

Improving work – life balance

The rise of flexible working has boosted career opportunities for women who aspire to top jobs while also wanting to enjoy their family life. The routine working habits of 20 years ago, when staff had to be in the office from 9 to 5, have given way to extraordinary adaptability.

There is a huge variety of working patterns, to help staff to cope with family responsibilities and also to give them time to study, take career breaks or to pursue hobbies.

Flexible working

Flexible working delivers many benefits to both businesses and employees. It helps to improve office/ desk usage and reduce accommodation costs. It increases employee productivity whilst improving their work-life balance. In addition, flexible working means that businesses are better able to cope in the event of major incidents, such as pandemics, transport disruptions or adverse weather conditions.

The ability to use our networks to support flexible work styles, means that employees are able to work from home or on the move.

Geoff Petty, Head of Finance and Corporate Performance, Powys County Council.

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BT's flexible working solution promises tremendous advantages to both the Council and its staff. It will allow the Council to maximise usage of its buildings and redirect resources to frontline services. Staff will benefit from a better work-life balance and reduced commuting costs.

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Related content:

[Read more about the 3 million lives campaign](#)

[See our remote diagnosis using video conferencing case study](#)

[See the BT Health website for more information on our services](#)

[See how our conferencing services can save time, money and travel](#)

[Our flexible work services can help to optimise property estate usage, reduce costs and increase employee productivity while improving their work-life balance.](#)

Investment in society

Our investment in society is made through time, cash and in-kind contributions – and totalled just over £31.9m in 2012. This equates to 1.5% of our pre-tax profits, meeting our target to invest a minimum of 1% of our 2010 pre-tax profits.

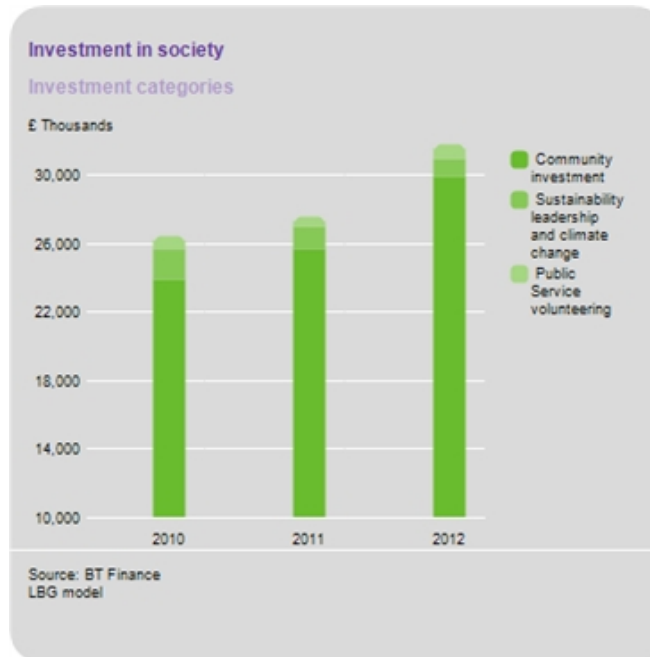
We focus our investment on areas related to our core business, using information and communications technology (ICT) to build stronger communities. The time, expertise and money that we give, supports our work with community partners, helps motivate our people and enhances our reputation.

Total investment in society



Of this, in 2012, £29.9m (94%) was focused on community investment.

Community investment categories

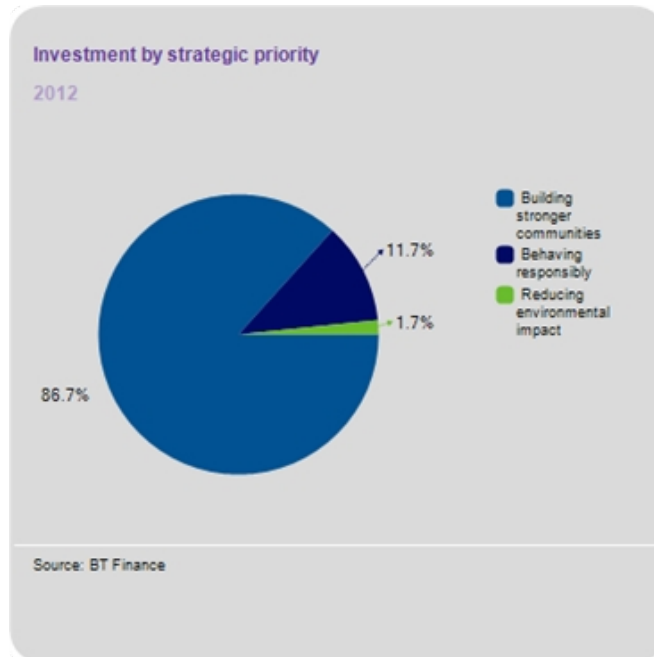


Investment in strategic areas

We have reported our total investment in sustainable and responsible business activities against the three strategic priorities we set out in our 2011 report.

- Building stronger communities - through the power of our technology and people
- Reducing carbon emissions and the impacts on the environment - of our operations and products
- Behaving responsibly - towards our customers, people and suppliers.

However, as we move towards implementing our Better Future strategy, we will be re-aligning our reporting against the new programme architecture for next year.



These figures exclude Better business (business as usual) activities such as the cost of environmental, ethical and safety management systems, and commercial investments, such as the roll out of fibre broadband and developing sustainable products.

Related content:

[BITC - Platinum Plus award 2012 \(pdf\).](#)

Targets

Start	End	Description	Update	Target Status
April 2012	March 2013	We will maintain a minimum investment of 1% of underlying pre-tax profits (based on our 2012 results)		New
April 2011	March 2012	We will maintain a minimum investment of 1% of underlying pre-tax profits (based on our 2011 results)	We invested 1.47% of underlying pre-tax profits (based on our 2011 results)	Completed

Charity partners

We work in close partnership with many charities and place value in maintaining strong, long-term relationships. At the end of March 2012 our customers and employees helped raise over £1 million for ChildLine and Cancer Research UK.

We work in partnership with many charities, but here we focus on relationships with the British Red Cross, who we support with direct funding, ChildLine and Cancer Research UK both of whom who our employees and customers raise funds for.

British Red Cross

We work closely with the British Red Cross as part of their global disaster management programme. Our involvement in 2012 included providing funding for IT and communications kits to help vulnerable global communities prepare for, respond to and recover from natural disasters. Our programme has a number of strands of activity, outlined below.

Responding to the Haiti Earthquake

On 12 January 2010, Haiti was struck by the worst earthquake it's seen in 200 years. Two years on, the Red Cross continues to re-build communities and provide support for those affected by the disaster.

Through our funding, the British Red Cross was able to purchase and provide communications equipment and software to assist devastated communities in Haiti. Their coordinated approach supported 1.3 million people.



The British Red Cross said:

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Satellite phones funded by BT were critical to rapidly getting aid to survivors. Having the latest and most suitable technology meant that we could literally hit the ground running as we arrived in Haiti.

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Creating a coordination hub for emergency operations in the UK and overseas

After the Haiti earthquake and Pakistan floods, the need for a centralised hub to forecast, equip and co-ordinate emergency responses for natural disasters was identified. As a result, in 2012 we agreed funding to create a coordination hub to use during emergency operations both in the UK and overseas.

On completion, the hub will facilitate rapid decision making and efficient information dissemination. It will act as a centre to co-ordinate all those responding to the emergency, allowing emergency services to work closely together and to provide real-time updates. It will also help the British Red Cross emergency response units co-ordinate their efforts.

As part of its function, the hub will also help the UK coordinate emergency responses to situations like, flooding, or severe weather such as snow or high winds.

25 years of partnership with ChildLine

We have worked with ChildLine since its inception in 1986 and, a quarter of a century on, our partnership has gone from strength to strength. As well as providing the counselling service with the memorable 0800 1111 number,

The brainchild of journalist and broadcaster Esther Rantzen CBE, Childline has helped over three million individuals since its foundation.



She said of our role:

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Quite simply, without BT's support, ChildLine would not be the service it is today. In 25 years we have spoken to over three million children about concerns ranging from bullying to sexual abuse and our service is as vital today as it has ever been.

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Today thousands of children and teenagers phone or email ChildLine around the clock, to talk to confidential advisers about issues causing them concern.

One user of the online service said:

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I don't think I'd be here today if I didn't have ChildLine to talk to.

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Our partnership with ChildLine includes strategic and technological support, in kind support and fundraising through the business and by employees. For example

- BT pledged to donate £1 for every baby monitor it sold in July through September 2011, and raised £20,000 for ChildLine
- Our employees and customers raised over £75,000 through the support of ChildLine's Letter from Santa initiative.

As well as fundraising, our employees also volunteer for the service. For example, Christine Wray, has been a ChildLine counsellor for over three years.

Christine explains

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A typical shift is four hours a week, on a specific day and time slot. Every week I feel I have made a small difference to the life of a child. I may never know the outcome but I hope that for one small moment in time I held them safe, believed in them, and gave them the courage to make changes for the better.

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In 2012, Tara James of the agency Corporate Citizenship said:

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The relationship between BT and ChildLine is an example of best practice corporate-charity partnership, founded on a clear synergy between the two organisations. Its 25 years history is characterised by open and honest dialogue, the continual drive to add value and engage stakeholders, and an ongoing ambition to evaluate and challenge what can be achieved.

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Cancer Research UK

During the year, our employees also raised money for Cancer Research UK, the UK's leading cancer charity. Events included raffles, bike rides, cake sales and collections.

Related content:

[ChildLine \(website\).](#)



Our Country Charity partnership programme

Our Country Charity partnership programme was launched by BT Global Services to support communities across the world. To date we've funded projects in the United States, France, Spain, Germany, Benelux and India.

Investing in charity partnerships globally

BT provides services to our customers in over 170 countries, and we're committed to building

strong partnerships with international charities as we have with UK based ones. Here are two examples of our Country Charity partnerships:

Promoting cross-generational digital inclusion in the United States

Research has shown that access to the Internet can create closer and more regulated contact with friends and family, to decrease feelings of isolation and loneliness. This is particularly true of the older community, who have more difficulty in accessing and using digital channels.

With this in mind, we partnered with [One Economy](#), an established and well respected organisation with a commitment to helping break down the barriers to broadband adoption. Our funding has supported the creation of a digital inclusion internet programme in the United States. The programme aims to give young people from low-income neighbourhoods the skills to support older adult family and community members to use information technology.

The programme leverages BT's existing [Internet Rangers](#) programme in the UK, as well as One Economy's Digital Connectors curriculum. Participants receive mentoring as well as leadership and workplace skills, equipping them to become digital literacy trainers within their own communities.

David Saunier, President of One Economy, said:

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We're delighted to collaborate with BT on this project, which combines two successful models from both our organizations to create a powerful, multi-generational digital literacy program. In addition to its cash investment, having BT employees volunteer their expertise and time is invaluable in helping One Economy improve the lives of low income youths and adults through the power of technology.

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One the beneficiaries of the Digital Connector scheme, Desirae Douglas, said:

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I went from being a victim of the digital divide to full proficiency, helped by my eldest son who went through the program. He's now my go-to tech guy. Better still, he's got himself a job refurbishing computers.

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Providing computer education support in India

BT has been active in India for many years, as a provider of telecommunications services, as a

customer of its IT industry, and as a partner in the local community. In 2001 we started working with [Katha](#), a non-profit organisation devoted to providing children in Delhi's poorest areas with literature and educational services to children and funded the Katha Information Technology and e-Commerce School (KITES) in the heart of Govindpuri – Delhi's largest impoverished area.



KITES is a unique school that works to make computer education fun relevant and enduring; emphasis is placed on skills that enhance the upward mobility of families and, through this, of a whole community. The project educates 1,350 students each year, including children from non-literate families, adolescent girls and many others who are interested in acquiring IT education to improve their lives.

Developing new Country Charity partnerships

In 2012 the following partnerships were agreed, and funded in:

- Hong Kong - to support programmes working with underprivileged children and young people
- Brazil - to provide computer workshops for children and young people at high risk in the country's favelas
- India - to support children through digital technology, with a focus on girls
- The United States - to provide support to returning veterans and aid their transition from the military to civilian work
- Spain - to provide women at risk, immigrants and other excluded groups.

Related content:

[See how our people are helping with IT skills in rural Colombia.](#)

Our employee giving schemes

Over 10 per cent of our UK employees donate regularly through our Give As You Earn (GAYE) scheme – making it one of largest of its kind in the UK.

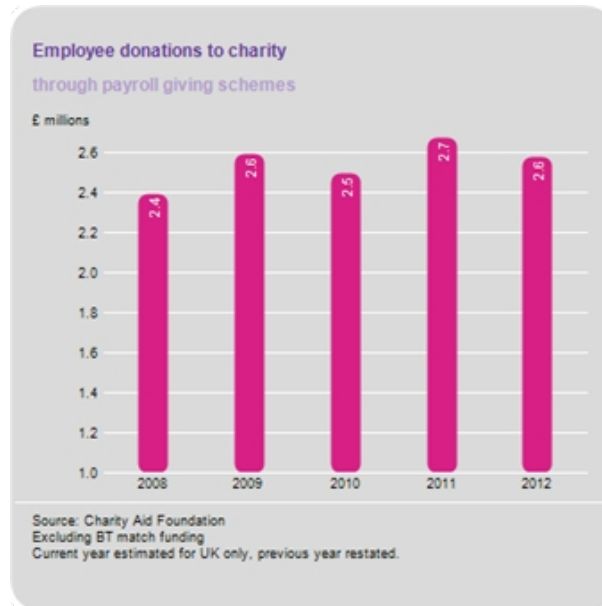
Our GAYE scheme provides win-win benefits for both our business and the charities involved. We also operate payroll giving programmes in Ireland and the United States. At BT these drive pride, for employees it allows them to donate to charities of their choice and for charities it provides a vital source of long-term funding.

The UK GAYE scheme

It is the generosity of our employees that makes the company's GAYE scheme one of the UK's largest and most successful. This year over 10,000 employees made donations to charities of their choice (whether national charities, local causes or overseas aid projects) by donating through their

salaries.

By March 2012 over £2.5 million was donated by employees in the UK alone, with an additional £1million in matched contributions donated by BT.



Note: CAF (Charities Aid Foundation), administers GAYE on our behalf in the UK, distributing our UK employees donations to their chosen charities. Our annual statement for 2012 will not be provided until May 2012. We will publish the actual value in next years report, and we have updated last years value with the 2011 year end value provided by CAF.

Employees can sign up to payroll giving at any time during the year; a programme of communications and engagement activity takes place all year including face to face promotions in BT buildings.

One of the charities we helped through the scheme was WaterAid, whose

Corporate Account Manager, Anissa Msallem said:

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From everyone at WaterAid we'd like to say a huge **thank you** for your support of our work through payroll giving in 2011! The generous donations we receive will help some of the world's poorest people to take their first steps out of poverty through access to safe water, improved sanitation and hygiene.

40% of the world's population still lack access to clean water and sanitation. By working together we can change this, as we have done for 10 year old Honorin in Madagascar. Thanks to the donations we receive through payroll giving, her community now has access to a safe water supply. She says "Before the water was yellow and gave me stomach ache. Now the water is sweet and I don't get ill any more. Regular and matched donations enable us to plan long term projects to reach as many people as possible, and so the regular gifts we receive through payroll giving mean a great deal to us.

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25 Years of Payroll Giving

April 2012 marked the 25th anniversary of payroll giving in the UK. At an event at the UK Prime Minister's home, Number 10 Downing Street, BT joined representatives from both companies and charities to celebrate the £1.2billion tax free total we've collectively raised for charities. We were at the event as we have supported payroll giving since its inception.

Supporting our telethon partners

Our people and services have played an integral role in the operation of telethons since 1980. In 2012 we helped to raise £38.5 million for our charity partners through our telethon efforts.

Televised fundraising campaigns, or telethons, have been a fixture of our charity work for over three decades. We use our core expertise to provide infrastructure, network management, online giving platforms (MyDonate for Telethons), contact centres and volunteers– as well as contributing to donations through our people's fundraising efforts. We regularly support the BBC's Children in Need, as well as Comic Relief and Sport Relief. In addition, we provide support to the Disasters Emergency Committee (DEC) when required.

Helping raise £26million for Children in Need

Children in Need's mission is to make a positive change to the lives of disadvantaged children and young people across the UK. We've supported the charity since they held their first telethon in 1980. Despite the challenging economic climate, the country united behind this year's telethon to make it a record breaker.



David Ramsden, Children in Need's Chief Executive said:

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BT is vital to ensuring that our donors can give efficiently, effectively and with security and confidence. I hope that you and your whole business are proud of the real difference you are continuing to make. Thank you.

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Continuing our 23 year relationship with Comic Relief

BT has supported Comic Relief since its first Red Nose Day back in 1988. Comic Relief's mission is to promote 'positive change through the power of entertainment' and their vision is to create 'a just world free from poverty'. Money raised by Comic Relief is spent to help poor, vulnerable and disadvantaged people turn their lives around across the world's poorest countries as well as the UK.



Comic Relief now happens biannually, with Sport Relief, created in 2002, occupying same slot in the other year. Sport Relief, which last took place in March 2012, aims to promote fundraising for similar causes through sport.

Sport Relief 2012

As part of the UK's biggest year of sport, we sponsored three epic BT Sport Relief celebrity challenges beating our aim to raise over £1m. See our [case study](#) and web site for the final total.



- The first saw TV personality David Walliams swim 140 miles down the River Thames from Lechlade, Gloucestershire to Westminster Bridge
- The second saw comedian John Bishop bike, row and run from Paris to London in a "Week of Hell"
- While the third saw cricketer Freddie Flintoff attempt to break 12 world records in a single day.

In total, we helped Sport Relief to raise a record breaking amount of over £50m (so far) in 2012 through our telethon support.

Supporting the Disasters Emergency Committee (DEC)

DEC is a coalition of 14 member agencies (including Oxfam, the British Red Cross, and Plan) that provide humanitarian aid in times of disaster. DEC appeals are reserved for major disasters and emergencies which cannot be dealt with by the usual in-country mechanisms; DEC agencies have the profile to ensure successful national appeals and expertise in the delivery and provision of aid.



We have been involved with DEC since its first broadcast appeal. In July 2011 DEC launched its East Africa Crisis appeal after millions of people in Ethiopia, Kenya, Somalia and the newly-formed Republic of South Sudan were left in need of food, water and emergency healthcare after one of the worst droughts in 60 years.

When the appeal closed on 31 January 2012; DEC had collected £37.5million directly, with a further £37.5million being collected through member agencies. DEC's fundraising has helped in many ways, including providing drinking water for nearly 600,000 people, treatment for severe malnutrition for 360,000 people and food for over 250,000 people.

Related content:

- [Read more about BT's support for Sport Relief 2012](#)
- [Our website supporting Sport Relief 2012](#)
- [See our Sport Relief 2012 photo gallery \(Flickr\)](#)
- [Children in Need \(website\)](#)
- [Disasters Emergency Committee \(website\).](#)

Learning and skills

Given our core business, the ability to communicate clearly is a cause close to our heart. Our learning and skills programme helps young people to develop their speaking and listening skills and get the best possible start in life

We work with education professionals and partners on a number of projects that aim to:

- grow young people's communication and collaboration skills
- help them to use these skills to improve their future
- support them in the transition from learning to the world of work.

Providing free learning resources

Our **learning and skills website** for teachers, young people and their families provides free, high quality resources including videos, workbooks, online activities, and games for use in schools and at home. During 2012, we attracted over 420,000 visits to the site and more than one million downloads.

Learning through London 2012

We're aiming to create a sustainable legacy through our sponsorship of the London 2012 Olympic and Paralympic Games, and one of the ways in which we can do this is by supporting projects that develop the skills of young people

Through London 2012 inspired education projects, we're aiming to help to create a generation of young citizens with the skills to communicate and collaborate in ways that bring about positive changes to our society.

Initiatives include:

Big Voice is a story telling competition for 11 to 19 year olds, with the winning entries being turned into a short film that will be shown online and at Live Sites in the lead up to London 2012. Students and young people from across the UK were asked to create a story about what diversity and inclusion means to them, using our on-line tools and resources to help them work as teams, define the issue and, ultimately, be able to provide a high quality storyboard. Over 500 schools and institutions from across the UK got involved throughout 2011.



Rachel Bunce, who encouraged students from the Three Ways Special Educational Needs School in Bath, said:

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We are delighted by the selection of our students and their work has already featured in our local newspaper. Most strikingly, their work was shown on regional TV news as an example of what schools and young people are doing to promote cultural diversity and community cohesion.

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Coaching for Life is aimed at 6 to 11 year olds, and encourages parents, grandparents and carers to use coaching principles to help children try different sports. The importance of sport in children's lives was revealed in a BT poll that showed 44 per cent of teachers surveyed said sporty children concentrate more and are better behaved in class. With tens of thousands of downloads, the resources and mobile app are hitting the target – 98 per cent of those responding to our online survey find them useful.

Communication Triathlon is an Olympics-inspired Openreach campaign for 4-11 year old to encourage children to become better at expressing themselves. All of the activities are linked to the national curriculum and have been developed in partnership with children's communication charity experts at ICAN. The campaign was launched in April 2011 and involves more than 1,200 schools and 200,000 children.

The **STEMNET Design an App Challenge** asked teams of young people aged 11-14 across the

UK to design a smartphone app that provides useful information, to contribute to a great Games experience for all. Launched in May 2011, this was the seventh in a series of challenges coordinated by STEMNET, the National Science Technology Engineering and Maths Network, and LOCOG. Entries covered every region of the country, and the national final was held at the Natural History Museum in London in October 2011.



Getting involved in the 2011 Year of Communication

Difficulties with communicating can have profound and lasting effects on children's lives. Over one million children and young people in the UK have some form of speech, language or communication need – equivalent to two or three in every classroom. This puts them at a huge disadvantage to their peers as they struggle to learn and make friends.

As the lead sponsor of **Hello, the 2011 National Year of Communication**, BT is helping to raise awareness of the importance of communication in children's development. Hello is run by the Communication Trust and aims to improve children's communications skills through online resources and a series of monthly themes. Highlights of the year have included:

- publishing the Small Talk booklet. This provides information about what helps children aged 0-5 learn to talk and listen, whether they are on the right track and what to do if the parents have concerns about their child. So far over 45,000 copies have been distributed to families
- launching our Talk Gym resource in July 2011. This aims to help young people aged 14-19, to build verbal communication skills so that they can express themselves more effectively. We have also developed a Facebook application that allows young people to take a mini test and get feedback from their friends. These resources have already been downloaded over 16,000 times
- sponsoring the young person's category of the Shine a Light good communications awards. Read more about the courage of the winner - Jack Marshall, who has a rare neurological disorder - on The Communications Trust's website.

In total over 320,000 resources have been distributed by the Hello campaign so far.

Support to English GCSE and A level students: All Talk

Launched in September 2011, **All Talk** is a set of multimedia resources to support English GCSE and A level students in the study of spoken language, speaking and listening. The resources were developed by BT in close consultation with AQA (the leading provider of GCSEs and A-level qualifications), NATE (the National Association of Teachers of English), and individual teachers and students across the UK.

Professor Ronald Carter, from the School of English Studies at the University of Nottingham said:

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A fantastic resource, brilliantly conceived and executed. It's an inspiration (on so many levels) to everyone interested in language study in schools.

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To date over 3,100 teachers have registered to use these resources.

Tips for young adults to get a start in life: Moving On

We launched the **Moving On** resource in April 2011 (November 2011 for the Welsh version) to help young adults aged 14-19 and beyond to learn more about themselves, the skills they need in life and work, and how best to demonstrate these as they identify and apply for jobs. The resource gives insights from employers, tips on CVs, job applications, interviews and careers.

There is also a smartphone application for young people to review their strengths and weaknesses and pick up handy interview tips from the experts. The resource is aimed primarily at teachers and parents to use with young people but has also been adopted by the BT Work Inspiration [\[link\]](#) and volunteer teams.

Our support for academies

As the lead partner for Manchester Communication Academy we were delighted to receive a National Education Business Awards, by winning the Academy Partnership Award. The award was made in recognition of the academy's collaborative working and partnerships which deliver benefits for the students of the academy and its local North Manchester community. In particular partners support the innovative STEM centre established at the academy to inspire students in science, technology, engineering and mathematics, using a very practical problem-solving approach. This facility is also available to local primary schools.

With partnership support from BT, the University of Brighton and East Sussex County Council, Hastings Academy opened in September. We are proud to provide teaching staff and students with expertise and experience in education, communication, ICT, and the world of work. As well as the resources which are available to all schools, we arranged for the developers of "All Talk" to give a Continuing Professional Development session for staff on developing speaking and listening skills, and also an Internet Ranger [\[link\]](#) session which was led by BT volunteers.

We look forward to supporting the opening of a Hackney University Technical College (UTC) in September 2012. The two specialist subject areas to be offered at the Hackney UTC are digital media, and the health/ medical sectors which link with a range of local opportunities that the students will be able to progress to. His Royal Highness the Duke of York has recently confirmed that he is to become the patron for Hackney UTC.

Celebrating Innovation and Skills: WorldSkills

BT was a Bronze Sponsor for the overall WorldSkills event and a Supporting Sponsor for IT Software Solutions for Business competition. In October 2011, over 930 young people from 51 countries/regions took part in the largest WorldSkills event in its sixty year history at ExCel London. The main element of this event is a competition where young people compete for gold, silver and bronze medals in a wide range of skill areas. Both the UK Prime Minister and Secretary of State for Business, Innovation and Skills attended the event to emphasise the importance of developing young people's skills.

Sharing the BT case study: Times 100

[Times 100](#) business case studies use real information from companies to provide both a valuable insight and resource to support teachers and students of business studies. The BT case study, which was published in September, highlights the importance of managers taking into account the different needs of a range of stakeholders. 6,000 UK secondary schools, colleges and universities have received a copy of the case study in print and online formats.

Other resources

Elsewhere in the report, we show how our Get IT Together and Young Scientists programmes are helping young people.

Related content:

- [BT Learning and Skills \(website\).](#)
- [Read our case study on the Manchester Communications Academy](#)
- [Openreach apprentices \(case study\).](#)
- [BT Internet Rangers awards](#)
- [Young scientists \(Ireland\).](#)
- [Learning through London 2012 \(website\).](#)
- [The Hello! campaign \(website\).](#)

Emergency response

Our highly specialist Emergency Response Team (ERT) is trained to work in hazardous and high risk environments.

They're called in to fix the most critical challenges, and work in co-operation with other emergency services to train and share best practice.

Our ERT is tasked with responding to major incidents in the UK when we need an enhanced level of capability in order to urgently restore service. Their role is particularly vital for urgent restoration of UK-critical network infrastructure in higher risk situations.

The ERT is made up of specialist engineers from across our lines of business to make sure we're covered in a wide range of situations. They're also externally accredited to provide training within

BT on how to work in hazardous environments.

The ERT in action

The ERT work in challenging environments to restore our services.

This image shows a burst water main in Bradford that damaged our infrastructure

They were also involved with the urgent power enhancement work at the BT Tower in London. The work involved BT's power teams and the ERT specialist power group.



Preparing for London 2012

The ERT have worked throughout the last 18 months to gear up for the London 2012 Olympic and Paralympic Games. The team have put in extra communications capability and run exercises to make sure that we can restore service rapidly should such a requirement arise.

Read more about how we're involved with [London 2012](#).

British Red Cross

BT is working with the British Red Cross as part of a global disaster management programme. BT provides funding for IT and communications kit to enable the Red Cross to help vulnerable global

communities prepare for, respond to and recover from disasters.

Haiti Earthquake – Two Years On

On 12 January 2010 Haiti was struck by the worst earthquake it's seen in 200 years. Two years on, the Red Cross continues to build a sustainable future for those affected by the disaster, emphasising the long-term nature of recovery work in a country like Haiti. Through our funding, the British Red Cross was able to purchase and provide communications equipment and software to assist devastated communities in Haiti. Their coordinated approach supported 1.3 million people.

The British Red Cross said:

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Satellite phones funded by BT were critical to rapidly getting aid to survivors. Having the latest and most suitable technology meant that we could literally hit the ground running as we arrived in Haiti.

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