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
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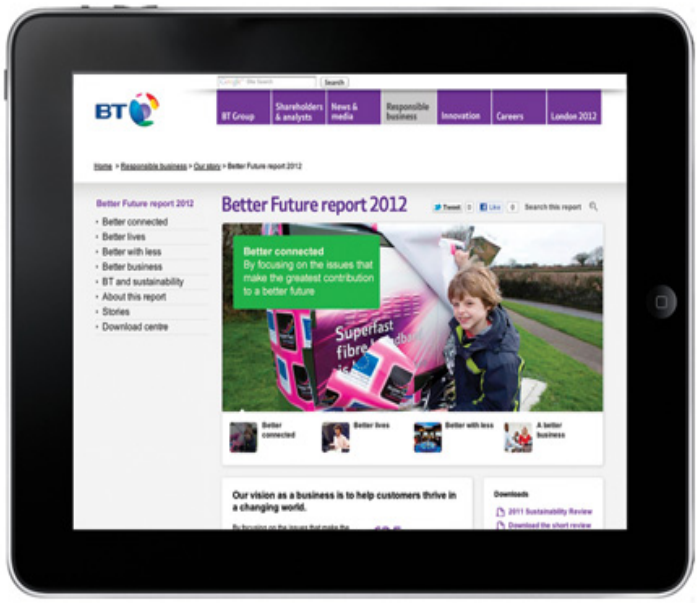

official partner of the Olympic and Paralympic Games

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Our stories

A sustainable legacy for London 2012

We have a critical role to play in creating a sustainable legacy for London 2012. Every image from the Games, every sports report, every visit to the London 2012 website as well as millions of calls, emails and texts will be delivered through our networks.

We want to create a sustainable legacy by using our technology to reduce our environmental impact and by working with our partners to make a difference.

Official communications services provider and a sustainability partner

As the official communications services provider and a sustainability partner to the London 2012 Olympic and Paralympic Games we have pushed for a sustainable legacy further and faster than ever before. This legacy will be delivered by working with our partners to reduce environmental impacts and maximise the lasting social and economic benefits of our services and supporting activities. We aim to achieve positive long term impacts by helping communications to be more sustainable through our infrastructure and community engagement. These will be felt most in East London but also more widely across the UK, and globally through all our employees.

Creating a sustainable legacy for London 2012

We see London 2012 as a ‘once in a lifetime’ opportunity to inspire and support people to change the way they live, learn, work, do business and travel to create a more sustainable society. A focus on sustainability was a key promise at the bid stage and has guided our involvement ever since. We believe the London 2012 Olympic and Paralympic Games should only be called sustainable if there is a sustainable legacy.

London 2012 also provides a unique mix of challenges that can benefit our peoples’ experience and skills in delivering large scale complex solutions to customers.

We’re creating a sustainable legacy in a number of different ways.

Doing more with less through technology

We’ll be using our technical knowledge and sustainability experience to connect athletes, organisers, spectators, media and businesses across 94 UK event locations, delivering the Games to the world.

We are delivering both voice and data traffic more efficiently through a single converged infrastructure – the first of its kind for a summer Olympic Games. This brings a number of benefits, including:

- minimising waste by avoiding the need for separate voice and data networks
- reducing the diversity and amount of spare equipment we need to maintain service levels in the event of a technical failure.
- lowering energy consumption and carbon emissions including those associated with field support and logistics.
- reducing carbon emissions from travel by providing conference call services (as well as through a trial of electric vehicles serving the Olympic Park)

Challenges include

- multi-stakeholder engagement within specific business ecosystems
- unusual operating models
- high service expectations
- challenging locations and
- delivering people-centric solutions at scale.

Sharing knowledge and understanding across our people and delivery partners is essential in meeting these challenges. This will continue to benefit our customers as we continue to bring the lessons learned to new projects and major programmes.

Recognising the unique experience our people have had working on London 2012, we have invested significant time and effort in a coordinated programme to redeploy these highly skilled employees into positions of influence and leadership within BT to push our business transformation more widely within BT and the communities we touch.

Increasing efficiency

Our innovative approach to the 'staging' of equipment, where each component was centrally configured, tested and installed before being delivered to venue, cuts down on multiple deliveries and faults from inconsistent configurations.

We have applied our next generation of network and service management tools in managing the communications services at venues, minimising the need for engineers to go to the equipment site to check how the service is performing. These efficiencies and others have meant we expect to deploy no more than 800 people in total to support the communications services we provide for London 2012 – a huge reduction in resource use compared with the Beijing Summer Olympics Games where over 4,000 people were needed to support their communications services.

Minimising waste was part of our solution design criteria. For example, an artificial intelligence tool, developed by BT at its UK research laboratories, optimised requirements for new equipment and cabling while making maximum use of existing cable routes and conduit. Called BT NetDesign, it uses a digitalised drawing of the location of communications services within a venue to create the optimum network infrastructure layout. It is estimated that this will enable a five per cent reduction in the volume of equipment required by the London 2012 communications network. Where new cabling is required, BT blown-fibre technology will minimise digging.

Waste is also managed to a minimum through a new Physical Inventory Management System (PIMS), to label, store and track all the equipment and packaging on their journey from manufacturer to venue and back again, reuniting thousands of individual pieces of equipment with their original packaging for reuse after the Games. We expect PIMS itself will be reused many times after London 2012 in new business solutions to help reduce waste.

Mapping the carbon footprint of the Games

Understanding the impacts of the products and services we are providing was an important early step to reducing them. In 2011 we piloted our new carbon footprint methodology to calculate the total impact of our London 2012 solution, the first time this has been done for a complex, long-term ICT solution. The carbon footprint of BT's London 2012 communications solution is estimated to be approximately 5% of the total LOCOG carbon footprint of 420,000 tonnes CO2e. After the Games, we plan to reuse or recycle all of the equipment directly supporting our solution. We are actively seeking opportunities to re-use cabling and racking in existing venues, and in new venues as the owners become known. We are also working with Olympic Delivery Authority and the London Legacy Development Corporation to negotiate legacy use of our mobile and wi-fi networks after the Games both on the park and at other venues.

We have shared our methodology with the ICT industry and various trade and standards organisations. We are working with the ICT industry as well as the WRI and WBCSD to develop an ICT Sector Supplement to the Greenhouse Gas Protocol Product Standard. We continue to use the methodology ourselves when calculating carbon footprints for a number of our major customers and by doing so helping to identify carbon hot spots and carbon reduction opportunities.

Strengthening our long-term economic legacy through communities

As a champion of digital inclusion for many years and a partner of the UK Race Online 2012 we

know that helping people get online and making the most of being part of the connected society has a real impact on peoples' well-being. Studies show that 96% of Internet users actually say the access it brings has improved their life (UK online centres, Nov 2010).

As Martha Lane Fox, UK Digital Champion and founder of Race Online 2012 confirmed,

> The ability to access and use the Internet and the digital products and services therein influences every domain: our social and family life, our financial situation and material living standards, our health, education and work – both what job we get and how satisfied we are with it – our ability to forge new communities and involve ourselves in our neighbourhoods.

That's why it is important that the Openreach fibre and copper networks installed outside of the venues for London 2012 will be left where they are after the Games. They will become part of our national infrastructure and be made available to all Communication Providers (CPs) for the benefit of local businesses and communities. In particular, we are making a substantial investment in the east end of London and the local businesses, for example

- those at the new Westfield shopping centre site are already using fibre to receive next generation services.
- the London borough of Newham (hosting 60% of the Olympic Park including the athletes' Village) stands to benefit from a legacy infrastructure which would more than fulfil the needs of a borough of 250,000 people bringing Newham's digital communications capacity into line with its regenerated physical infrastructure.

We are working with small and large business customers to prepare for the Games and to provide solutions for flexible communications, smarter working and in winning and retaining new customers.

Strengthening our long-term commitment to the Paralympics

Just as the Games are about more than sport, BT is about more than technology. We are committed to using the Games to inspire social change. In particular, building on our 20-year involvement in Paralympic sport, we have a vision of our involvement in London 2012 helping to drive a fundamental shift in how disability and disability sport is perceived.

Paralympians are amazing elite athletes and BT celebrates that. We are maintaining our support to GB's Paralympic team beyond 2012 all the way to Rio 2016. We also support a number of Paralympic athletes who are BT ambassadors, including multiple world record holder Oscar Pistorius, wheelchair racer Hannah Cockroft, and nine-times Paralympic Gold medallist Lee Pearson.

We are the title sponsor of the BT Paralympic World Cup, the only annual world-class, multi-sport disability event for elite athletes.

Strengthening our long-term social legacy through education

We're passionate about communities and the people who create them. We want people everywhere to thrive in whatever they choose to do, and support them not just by building communications networks but by building communications skills too.

Our work to develop the skills of young people is a hugely important learning legacy for a generation who will need to fully realise their potential to lead their communities to a more sustainable society and a better future. 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.

Our community initiatives include:

- **Big Voice**, a story telling competition for 11 to 19 year olds on the theme of diversity and inclusion, with the winning entries getting the opportunity to translate their story into a short film that will be shown on line and in public arenas in the lead up to London 2012.
- **Coaching for Life**, a scheme aimed at 6 to 11 year olds which encourages parents, grandparents and carers to help children try different sports
- The **Communication Triathlon**, an Openreach campaign for 4-11 year olds based around Olympic inspired activities to encourage children to become better at expressing themselves, which was launched in April 2011 and involves more than 1,200 schools and 200,000 children.
- TheSTEMNET 'Design an App' Challenge, which asked teams of young people aged 11-14 across the UK to design an smartphone app that provides useful information, to contribute to a great Games experience for all.

More information on these projects can be found in the Learning and skills section of this report.

Encouraging BT people to get involved

Many of these activities have provided BT employees with volunteering opportunities. Hundreds of BT employees have made a practical difference this year by volunteering to work on London 2012-inspired community initiatives, ranging from cleaning waterways in London to advising charities on how to grow and develop their organisations.

Related content:

BT London 2012 (website).
Our carbon footprint of the London 2012 Games
BT Paralympic World Cup (website)
Read more about our Learning and Skills programmes

Improving digital inclusion for Colombian schools

Over 40 employee volunteers from BT Latin America and its partners have been developing information and communications technology (ICT) skills for 180 students and 27 careers in rural Colombia.

Working with local community partners over the last 18 months, the team has volunteered over 500 hours of their time to improve digital literacy through the JIRIRA project.

JIRIRA means "to communicate" in the native language of the Indian tribe Huitoto, of the Colombian Amazon.

The JIRIRA project

The JIRIRA project was born in July 2010, when a team from BT Latin America (LatAm) submitted a proposal to promote inclusive digital education through our annual Challenge Cup [link].

The project, based in Colombia, aims to increase digital inclusion in remote public schools by offering teachers, students and the community the opportunity to engage with digital technology for the first time.

To date, the project has provided technology, equipment, learning resources and refurbishment to ICT rooms for two public schools in Colombia.

Our impact

40 volunteers from BT LatAm Colombia, our collaborators and partners contributed their knowledge, time and resources to deliver key ICT hardware, training and solutions to the Soledad Educational Institution INOBASOL and the AEROMAR District Educational Center in Colombia. As a result of our efforts we were able to:

- Increase the interest, expertise and use of ICT in both schools.
- Improve technological infrastructure by providing new computer tools and applications.
- Implement ICT solutions to develop future educational activities

Here's how we made a difference:

In the **Soledad Educational Institution INOBASOL**, we used technology to help children with hearing difficulties learn a foreign language.

Soledad Educational Institution is located in the Colombian Caribbean coast. The school teaches 60 children with hearing impairments and other related disabilities between the ages of 3 and 16.

There are a number of challenges in educating children with hearing impairments, one of which includes teaching children how to write in a second language.

In order to facilitate this difficult learning process, we developed a 'language laboratory' for the school, which involved supplying

equipment and working in partnership to develop two innovative learning software tools. These were:

- **Compuseñas Software,** to facilitate the assessment of mathematical, reading and writing skills through play. In order to make the technology accessible for those with hearing impairments, we worked to develop an audio-visual component that provided sign language videos.
- **Sueñaletras software**, designed to support the reading and writing process for children. In partnership with the CEDETI (Centro de Desarrollo de Tecnologías de Inclusion) of Universidad Catolica de Chile, we helped develop a Colombian version of the software for the hearing-impaired population.

As a result of the successful implementation of the technology in the school, we made the software available as a free download for the broader hearing impaired community. As a result, the project was selected as one of the six winners of the WISE Awards 2011 initiative, granted by the Qatar Foundation.

In addition to developing language software, we:

- Improved the schools infrastructure to facilitate the language laboratory Installed a visual bell system for the school
- Donated a computer and a video camera for as part of our Christmas donation activities.
- Sent teaching materials and a playground for the children's physical development and entertainment.

Since implementation, the software has made a huge difference in the schools.

Teacher Fanny Gomez said:

> This morning, seeing the beautiful playground gave me mixed feelings: I felt nostalgia, admiration, happiness, satisfaction, and many other feelings. I was standing in the school yard and I thought about how one company, BT, fulfilled the dreams we'd had for the past ten years of the things we wanted to have at the school, which we thought were impossible. The hearing-impaired community will never stop saying THANK YOU BT.

Meanwhile, in the AEROMAR District Educational Center, we provided tools for digital inclusion

The AEROMAR District Educational Center is located on the Colombian Caribbean coast and teaches 215 students from disadvantaged backgrounds.

Coming from less wealthy backgrounds, the majority of students attending the school had limited access to technology or ICT to help support their education. Our aim was to provide the appropriate tools, resources and training needed to help promote digital inclusion in the classroom.

Following a study to confirm AEROMAR's needs, we carried out the following actions:

- making alterations to the training room
- developing an ICT training programme for teachers
- supporting the creation of the school's website to allow teachers and students to now further master online ICT tools.

Our efforts at promoting digital inclusion at AEROMAR have had lasting changes on both the school and local community:

Teacher Eliú Fajardo said:

> My commitment with this community will continue and thanks to your intentions, resources and volunteer time I won't be alone and I know the teachers will be motivated with the use of the computer room and equipment.

The ripple effects of these projects have also inspired many of our volunteers to stay committed to their communities. In the words of **Nestor Rincon, a BT Helpdesk operator who volunteered on the project:**

> Living and sharing with the children of the institutions makes me feel that the work I do as an operator in the Compartel area is very important; seeing that Colombia has a lot of institutions that have difficult surroundings motivates you to work harder; seeing that these children, with the limitations and the difficult environment in which they live, are capable of doing things as if they did not have any limitation at all, motivates me even more to work harder; I invite you to participate in this experience and to contribute with your ideas and your time.

Related content:

Read more about the Jirira project (Spanish)

MyDonate

Launched in April 2011, MyDonate is BT's online fundraising service for charities, introduced to help grow the online giving market and raise more money for good causes.

MyDonate is fundamentally different to other fundraising services. The service is free to use for charities, fundraisers and donors because BT doesn't charge a subscription fee or commission and makes no charge for collecting Gift Aid.

As a result, fundraisers and donors can have the confidence that all of their money (excluding bank charges) will go to the charity of their choice. For charities, this means receiving up to five per cent extra in donations compared to what they might receive via other online services. Therefore, in a tough economic climate, MyDonate is in a unique position of being able to bring additional money to good causes.

For BT, MyDonate represents an opportunity for the company to contribute its unique combination of technology, expertise and people and is a natural extension of our support for telethons over many years.

The rise and potential of online fundraising

According to the Charity Commission there are now more than 160,000 charities in the UK. For an increasing number of these charities, large or small, online fundraising is playing an increasingly strategic role.

Peter Lewis, Chief Executive Officer at The Institute of Fundraising said:

“

Online fundraising is growing fast and is now a reliable and staple part of any fundraising strategy. In particular, it is young people that are increasingly responsive to online methods of fundraising with 20 per cent of respondents ages 18-24 from a recent Accenture survey saying they donated more money to charity as a result of technology. A further 30 per cent also said that a failure to supply a way of digital donation would mean they would forget about the charity cause and not donate at all.

As online technology has such a significant impact on donation behaviour, fundraising services such as BT MyDonate are vital in helping to cater for this demand and can therefore bolster fundraising efforts for even more good causes.

”

What they say about us

In its first year since launch, MyDonate has had a positive impact on a number of charities. Here’s what a couple of charity CEOs have to say:

David Cosham, Chief Executive, KidsOut

“

The timing of MyDonate was perfect for us as it coincided with the launch of our new website. It gave us something new and exciting to talk about, and our supporters have reacted very well to the promise of no administration costs being deducted from their donations.

”

Firoz Patel, Chief Executive Officer, Childreach International

> Last year we switched to MyDonate as our fundraising platform as it provided the best value for money combined with a high quality service. By switching to MyDonate we will save around £100,000 over the course of a year. This saving is already funding some of our projects overseas – providing thousands of children in the developing world with access to education, health and protection, putting resources where they belong, in small grassroots projects transforming the lives of children.
> MyDonate also provides our fundraisers with a high quality of service that allows them to track and monitor their fundraising in a clear and accessible way. Since switching to MyDonate, our fundraisers are not just hitting their targets, but surpassing them.

Significant partnership

In December 2011, MyDonate signed a major partnership with Nova International, organiser of some of the UK's leading televised mass-participation sporting events including the world's biggest half-marathon, the BUPA Great North Run.

More than 450 charities and over 200,000 participants in this year's BUPA Great North Run and British Gas Great Swim events – which span from Edinburgh down to Portsmouth, via Birmingham, Manchester and Newcastle – will be able to benefit from the MyDonate online giving platform.

Last year, participants in these events raised in excess of £50 million. If all charities and fundraisers had used MyDonate as the donation and fundraising service, an extra £2.5 million more would have gone to charities and good causes.

Accessibility recognition

In early 2012, MyDonate's website became the first online fundraising site to be recognised by disability and e-accessibility charity AbilityNet for being accessible to people of all abilities, enabling everyone regardless of impairment or ability to fundraise and donate online. This aligns with our goals to make online services accessible to all.

Engaging, listening and responding

Engagement with and support from charities has been the key to the success of MyDonate so far.

BT developed and launched MyDonate after working closely with a number of leading charities including Cancer Research , Changing Faces, KidsOut, NSPCC and Women's Aid.

The charities were able to feed back to us throughout this development phase using tools such as surveys, face-to-face forums and usability workshops. It was all about collaboration. As a result, we believe our service meets the needs of charities, fundraisers and donors more effectively.

The momentum of engagement has continued since the launch. For example, in 2012 we talked to the 's top ten charities and surveyed fundraising managers from various charities of all sizes via the Guardian Fundraising online charity community hub. The results told us that there was a lot of excitement around the MyDonate service – particularly the 'free' aspect. However, we also learned that fundraisers wanted to hear more a little more detail from us about plans for the future of the service.

We have also recently organised a survey from the MyDonate site itself asking charities, fundraisers and donors what they want to see on the MyDonate site. The feedback will be analysed so that we can prioritise the introduction of new features and functionalities and use the findings to help devise our future strategy for MyDonate.

The difference we have made

Since its launch in April 2011, more than 3,000 charities have registered with MyDonate ranging from national organisations that are household names to local community groups – with around 100 new charities joining us every week.

Overall, we've had more success with smaller and medium-sized charities including pace-setting 'early adopter' organisations such as Childreach and KidsOut which have chosen to move their online fundraising completely across to MyDonate.

Strategically, we've come to recognise just how valuable partnerships are in helping us to spread the message. For instance, our partnership with Nova (organisers of the BUPA Great Run Series and British Gas Great Swim Series) is helping us to reach out to more charities, show them the benefits of our service, and get them to join us.

David Cosham, Chief Executive, KidsOut

> "There is still a way to go to get the 'free' MyDonate message across more widely but, once people understand it, there is no turning back."

What happens next?

As online fundraising grows and services mature, we will see the continued progression in the introduction of new and enhanced service functionalities and features.

Research with fundraisers and donors will help us to prioritise new functionalities and new mobile

and tablet functionality has just been launched, while other future developments include team sign up and multiple charity features. Users of the site will also notice an increased potential for using social media related to MyDonate.

We are also aiming to build on our partnership strategy and reach a position where we can announce further innovative and game-changing partnership opportunities in the near future.

Related content:

MyDonate ambassadors, the Brownlee brothers - top tips for fundraising (video).
MyDonate (website).

Sport Relief 2012

This year our people helped BT fulfil its pledge to raise £1 million for Sport Relief 2012, with efforts like those from the 19 people in Newcastle who've raised more than £6,200 cycling the famous Coast to Coast route.

Making a difference in the UK and overseas

Since 2002, when the charity Comic Relief launched Sport Relief, it has taken place every other year to raise money for people living tough lives, both in the UK and in some of the world's poorest countries. Much of the fundraising is focused on getting people active through initiatives like the Sainsbury's Sport Relief Mile, that takes place in towns and cities across the UK. The campaign culminates with an evening of televised fundraising, which encourages people to get involved by making a donation.

BT has been a major supporter of Sport Relief since the very first campaign, and we donate both money and in-kind services to the event.

Money raised goes a long way. In the UK, you can normally find a project supported by Comic Relief within 30 miles of wherever you are. So, whether transforming the lives of people in the UK's most disadvantaged communities or those living with poor mental or physical health, to protecting street children and providing life-saving healthcare abroad, people living incredibly tough lives across the world are helped by Sport Relief.

Performing under pressure

BT's technology and network expertise mean that we are in a unique position to assist charities raise vital funds through telethons.

We never want to lose the opportunity of a donation because a frustrated caller can't get through, so in the run up to the telethon, our teams pull out all the stops to make sure our network can handle the many calls it has to process all at once. In 2012, calls peaked, across our network, at 134 calls a second, and a total of 260,000 calls made the Sport Relief telethon the biggest single event the BT network has dealt with.

And of course we play our part taking pledges on the night too. Alongside other Sport Relief supporters we provided seven call centres staffed by BT people, including a team at the BT Tower in London. We also make sure that our MyDonate platform is ready to receive fundraising pledges online.

This all helped Sport Relief to reach a record breaking total of more than of £50 million on the night.

TV host Davina McCall commented:

> The BT volunteers at the Tower and others all around the UK do a great job answering the donation calls and are so amazing for giving up their evening to answer the phones. Sport Relief is really making a difference to people's lives both in the UK and around the world, so it was a pleasure to be part of such an important night. Thank You.

Pulling together to help change live

BT and Sport Relief have worked closely over the last few years to develop a number of high profile sponsorship and fundraising opportunities. This year as part of BT's biggest year of sport we sponsored three BT Sport Relief challenges, making these fundraising opportunities bigger than ever before.

Three famous faces were cajoled into undertaking some death-defying, daring and downright daft challenges to raise much needed funds for the cause:

TV personality David Walliams took part in the first challenge in September 2011. Walliams vs the Thames saw David swim the River Thames from Lechlade, Gloucestershire to Westminster Bridge.

In February 2012, comedian John Bishop took part in a Week of Hell, during which he cycled, rowed and ran all the way from Paris to London.

And in Flintoff's Record Breakers, which took place on March 19 2012, cricketer Freddie Flintoff attempted to break 12 world records in 12 hours. He reached his Sport Relief goal of 12 world records in 12 hours, plus two bonus extras.

Our people, customers and partners

But it's not all about celebrity sporting challenges. In 2012 we set ourselves a challenge too. Our goal was to inspire and mobilise our people, our customers and our partners to rally together and help BT raise £1m for Sport Relief.

People from across the business got involved, running, swimming and cycling as well as less 'sporty' activities such as auctions and baking cakes.

One of the joys of Sport Relief is that you don't have to be sporty to get involved, and over the years our customers have helped to fundraise just by using our services. This year they joined in with these BT initiatives for Sport Relief:

- **making calls from their BT line on 'Buzz for Bishop Day' –** when we donated 1p to John's campaign for every call made from a BT payphone, home or business phone line on Thursday 1 March. We also donated 25p for every call made to BT's Directory enquiry service 118500
- **moving to paper-free billing** - we donated £1 to Sport Relief for every customer who signed up in February 2012
- **ringing the BT Speaking Clock** between March 7 to April 9 2012 and hearing David Walliams and other celebrity voices tell the time. BT donated 10p for every call made during this time
- Our suppliers, corporate customers and other friends came together for the first **BT Sport Relief Ball** at the Grosvenor House Hotel in London on March 28. This landmark fundraising event raised over £400,000 through ticket sales and on the night fundraising.

With the help of our people and our customers, so far this year (by May 2012) we have raised £1.1m for Sport Relief 2012.

The ultimate reward

We know that our technology helps people keep in touch with family and friends, and helps businesses and organisations perform to their very best.

But telethons like Sport Relief really show how our people and network can come together to help to change lives. That's why putting our technology to good use is something we're passionate about.

We're proud that by supporting Sport Relief, thousands of people around the world hopefully have the chance of a better future.

Related content:

See how BT supported Sport Relief 2012 on our website

Carbon footprinting the London 2012 Olympic and Paralympic Games

Using a methodology developed by BT, in 2011 we estimated the carbon footprint of the communications services that we are providing to the London 2012 Olympic and Paralympic Games (the Games).

BT has demonstrated leadership in carrying out carbon footprinting of complex communications technology solutions. Carbon footprinting enables us to identify the components of a solution which are responsible for the highest carbon emissions. Where possible we consider both the 'use-phase' emissions from energy used while the equipment is operational, and the 'embodied' emissions associated with the manufacture, distribution and disposal of equipment. This enables us to understand the full carbon impact of our design decisions.

Using a methodology developed by BT, we estimated the carbon footprint of the communications services that we are providing to the London 2012 Olympic and Paralympic Games (the Games). We are building on this methodology and also working on developing common global approaches and methodologies for carbon footprinting of ICT services.

London 2012 Olympic and Paralympic Games

The London 2012 carbon footprinting methodology excludes embodied emissions associated with assets not owned by the London Organising Committee for the Olympic Games (LOCOG). However, for completeness, BT has considered the relative impact of both use-phase and embodied emissions associated with the following components of BT's communications solution:

- Equipment dedicated to London 2012
- BT people dedicated to the design, delivery and operation of the London 2012 solution
- The contribution of BT's existing shared network services which will carry Games traffic.

Approximately 58% of the emissions are expected to occur during the use-phase, while 28% result from the manufacture, distribution and disposal of equipment. It is important to note that 'use-phase' refers to the entire period during which the equipment is live, including the run-up to the Games – not just the period of the Games themselves. The remaining 15% of emissions are associated with the BT people involved in designing and delivering the communications services for the Games.

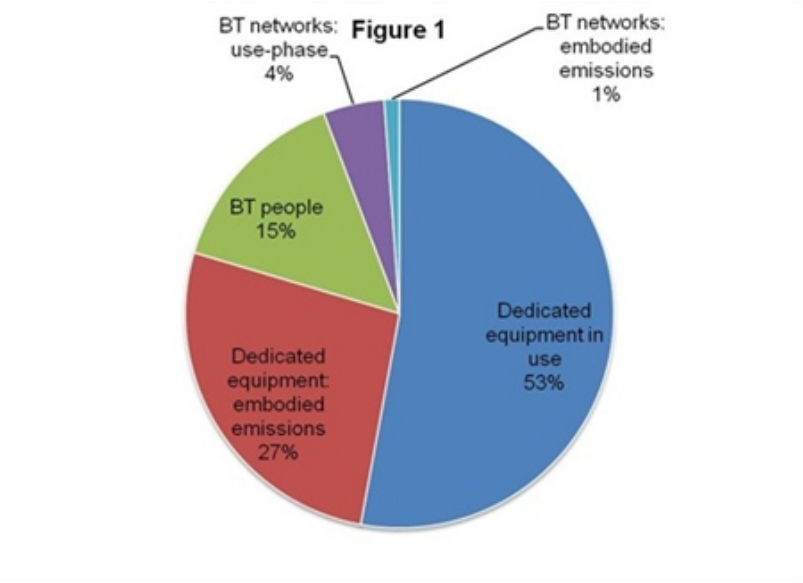

Figure 1: Breakdown of CO 2 e emissions associated with BT's London 2012 communications services.

The carbon footprint of BT's London 2012 communications solution is estimated to be less than 5% of the total LOCOG carbon footprint of 438,000 tonnes CO2e.

Supporting Ireland's next generation scientists

For the last 12 years, our Irish business has supported the BT Young Scientist & Technology Exhibition. In 2012, secondary schools from across Ireland submitted a record breaking 1,743 ideas around the theme of Creating Tomorrow for the annual science fair, where over 100 BT people volunteered in January 2012.

The BT Young Scientist & Technology Exhibition is one of the longest-running and largest events of its kind in Europe, if not the world. Since 1965, the event has aimed to stimulate secondary school students' interest in the sciences, and give them a platform to showcase their projects at both a national level and an international level.

BT's role in the exhibition

BT organises the exhibition end-to-end and has done so for the past 12 years. We have an in-house team that organises the exhibition, and over 100 BT employees work at the exhibition in January as part of our volunteering programme. We see the BT Young Scientist & Technology Exhibition as a powerful, grassroots campaign to raise schools' engagement in science, technology, engineering and maths (STEM) – the kinds of expertise we need from future generations of employees.

2012 winners

This year's winners were Eric Doyle and Mark Kelly, both aged 17, from Synge Street CBS, Dublin 8, for their project 'Simulation accuracy in the gravitational many-body problem.'

Professor Pat Guiry, Head Judge, Chemical, Physical & Mathematical category said,

> The project develops a novel mathematical approach which has a diverse range of applications from satellite placement to predicting network congestion in telecommunications. In the opinion of the judging panel, an exceptional level of mathematical proficiency was demonstrated. Starting from Euler's investigation in 1760 on the motion of planets, they simulated this complicated "many-body" problem using advanced computation and evaluated the accuracy of the solutions. Of particular note, they included an in-built accuracy estimation in their solution.

Eric and Mark's idea will now go forward to the 24th European Union Young Scientist competition taking place in Bratislava in September 2012. Many former winners and participants in the scheme have gone on to further education and careers relating to science and technology.

The impact of the exhibition

This year's event attracted a record number of entries from school students: from the 1,743 projects from entered, 550 were pre-judged to qualify to exhibit at the competition. About 45,000 people visited the exhibition, including 130 journalists, and 80 VIPs that included the Irish President and Prime Minister.

As organiser, BT has also created an eco-system that brings together key players in the public and private sectors, with the common agenda of nurturing skills in STEM, commercialisation, critical thinking, and innovation in order to help Ireland (Northern Ireland and the Republic of Ireland) become more sustainable. Our partners include the Departments of Education in the Republic and Northern Ireland, Intel, Analog Devices, RTE.

Three years ago, BT in Ireland devised an additional element to the exhibition by coming up with a new business programme to give the students the commercial skills to turn their ideas into potential enterprises. The programme is called the BT Young Scientist Business boot camp, and it is delivered with University College Dublin. 32 students were chosen from the programme, with winners being awarded university placements.

Recruiting to deliver fibre broadband

Fibre broadband is lighting up the UK. More than 10 million homes and businesses already have access to it. By 2014 we'll have rolled out superfast fibre to around two-thirds of UK premises. By

then, 6 million children will also be able to learn at the speed of light, at home and at school. Working alongside local communities our aspiration is that 90 per cent of Britain has fibre broadband by 2017.

With the specialist skills to undertake this work in short supply and a demanding timetable for delivery, we've had to find innovative ways grow our Openreach workforce – including looking to ex-servicemen and women.

We've done this in a number of ways, including through our apprenticeship scheme. But some of our best results have been seen through our work with the Career Transition Partnership (CTP), a partnership the Ministry of Defence (MoD) and Right Management, a global talent and career management expert.

Lt Cdr Mark Walker, from MoD's Training, Education, Skills and Resettlement staff said:

> We are delighted that Openreach has recognised the talent, skills and versatility of our Service leavers, especially targeting them for recruitment. We strongly welcome this initiative, and its promise of rewarding employment and career opportunities for many former Armed Forces personnel.

Through the CTP, we've recruited over 440 ex-servicemen and women to help deliver super-fast broadband in the UK.

David Duffy, Managing Director, Career Transition Partnership charity (CTP), said:

> We have had an amazing success rate with this project, and have received tremendous feedback about the high calibre of the Service leavers who have applied for the roles on offer. The CTP offers a no cost recruitment solution, supporting organisations with their workforce strategy by understanding their recruitment needs and matching the transferable skills of Service leavers.

Openreach carried out 667 interviews specifically for Service leavers with an 85% pass rate. This unusually high pass rate of 85% reflects the highly sought after skill-sets, abilities and attitude of those leaving the Armed Forces, and represents significantly lower recruitment costs for BT.

Olivia Garfield, CEO Openreach concludes:

> It’s fantastic that we’ve been able to recruit so many ex-armed services personnel. These people have served their country well and so deserve the chance of full-time employment with a generous reward package. They are highly skilled, motivated and disciplined and have experience of complex engineering tasks in challenging environments. Our “fast-track” recruitment programme should see the majority of them join us by the end of May and given their experience, we will be able to train them up quickly and get them straight out where we need them.

Working with the Carbon Trust and our supply chain

We engage with suppliers on key sustainability challenges, with carbon being an area where we’ve made particularly good progress in 2012. We built on our relationship with the Carbon Trust to find more innovative ways to run our own business efficiently, and use our influence to help suppliers and customers to do the same.

Supply chain management presents us with a real opportunity to improve standards around the world – especially since we do not manufacture our own hardware, so we rely on them to deliver on our behalf. Carbon reduction is just one of our areas of focus in this space. Where possible, we use our influence to work with suppliers to share our insight and experience in this space.

Leading on global standards

In 2012, BT became the first company in the world to have product carbon footprints independently verified by the Carbon Trust, a not-for-profit organisation with the mission to accelerate the move to a low-carbon economy, to the new GHG Protocol Product Standard. The independent verification covers three of BT’s most popular consumer products; the BT Home Hub wireless router, the BT Vision+ digital set-top box and the BT Graphite 2500 DECT phone.

Working with suppliers on carbon reduction

We also worked with the Carbon Trust to engage with BT suppliers on their carbon reduction measures and generate action in our supply chain.

This experience has given us a good understanding of the steps suppliers can take to reduce emissions, particularly those companies who are near the start of their journey to becoming more efficient In 2011, we launched an engagement programme to share our experience with suppliers, and encourage them to take action on climate change in their businesses and their own supply chains. In 2012 we continued our engagement with the Carbon Trust in delivering a webinar for over 50 suppliers on climate change engagement.

Supply chain carbon

In 2012, we also undertook a pioneering project with the Carbon Trust, the Carbon Disclosure Project and Small World Consulting, to measure and report the carbon emissions from our supply chain. Ultimately we would like to collaborate with our suppliers to reduce the emissions associated with the products and services that we procure and draw mutual benefits for both BT and our suppliers.

The project trialled three different methodologies looking at the carbon footprint data of the products and services that we procure, carbon footprint reporting by our suppliers and economic input output analysis of our supplier spend. As a result of this work we now have a working estimate of the carbon associated with the manufacturing of our products, and of the scale of carbon emissions generated by our supply chain calculated using the Economic Input-Output model based on 2011 spend data.

BT's 2010 carbon footprint (kilotonnes)		
Actual (reported)	**CO2e**	**% of total**
BT Scope 1	212	3%
BT Scope 2	1,413	19%
BT Scope 3 (reported exc Supply Chain)	49	1%
Estimate		
BT Scope 3 (Supply Chain)	5,584	77%
Total	**7,258**	

Related content:

Raed more about our carbon footprint work.

Keeping the UK safe and secure

Information and communications technology helps to keep the UK safe and secure in a many ways.

We handle around 80% of all calls to the UK emergency services each year and, beyond this, work with the UK government to protect public safety and security. With a series of riots hitting the UK in 2012, managing our services helped the emergency services cope with exceptionally high demands from the public.

Our 999 service

In 2012, our 999 service has handled over 31 million calls – 9.5% more than last year. We're the first point of contact for around 80% of all calls to the emergency services in the UK, with a specially trained team of accredited operators working behind the scenes for other fixed line and mobile providers, all of whom are required to provide this vital service.

We aim to make the 999 service is quick and reliable, and this year we answered 98.3% of all calls within 5 seconds. The only occasion our time to answer fell below our target of 97% in 5 seconds was during the UK riots in summer 2011, when demand for the emergency services reached an all-time high.

This emergency prompted teams across BT to pull together to restore the speed of response and maximise our support for the emergency services and the public at this critical time. Advisors from other BT service areas were moved on to the 999 service to help with the extra calls. Staff cancelled planned days off, and managers worked through the night in centres that aren't usually open 24 hours.

Faced with an exceptional level of calls, we also used our @BTCare Twitter account to explain the pressure on the service, asking people to dial 999 only in cases of absolute emergency. Our message reached over 300,000 people after being re-Tweeted by several high profile Twitter users, and contributed to a reduced wait time on 999 calls from 41 to 0 seconds.

Our broader role

Our Business Principles equally commit us to use our influence to reinforce the liberating and empowering potential of our technology. ICT is an essential enabler of emergency support in life after natural disasters, where a victims' ability to meet their most basic human needs – such as food, water and sanitation – often are compromised. See our role in responding to disasters.

It can also be a critical tool for governments to lawfully intercept or block communications to help protect public safety or security in certain exceptional circumstances. We strive to deliver the most secure and reliable ICT infrastructure possible, and to ensure that our services are always available.

Innovating through the Challenge Cup

Our annual Challenge Cup is a team competition that encourages teams of our people to pick a problem and sort it out to make something better for customers.

Innovations from the Challenge Cup come in all shapes and sizes – with one sustainability-related suggestion from 2012 currently being trialled to halve the carbon impact of our roadside cabinets.

The Challenge Cup

BT's annual Challenge Cup gives our people the opportunity to help our customers and the business, and also fix the systems or processes that cause frustration. Teams of people from

across our business come together across functions to work through these challenges, proving that there's a better way for us to approach any given issue.

In 2012, over 460 teams entered, with a grand final taking place in Berlin in December 2011.

This year's winner was Plug and Play who enhanced customer experience when delivering Openreach's flagship Ethernet product - Ethernet Access Direct (EAD). Meanwhile, the team that placed second in this year's competition made a suggestion that directly supports our 'Better with Less' objectives.

Polybase

Craig Chapman, Next Generation Access Re-works manager, led a team whose project has the potential to reduce the carbon impact of our roadside cabinets by more than 50%.

The new design, developed in partnership with supplier Permashutter, uses a 60% recyclable polymer, is itself 100% recyclable and uses crushed stone in place of concrete, to create a solid base for our street cabinets. It is in field trial now;

Craig said:

> The Polybase is unique. It's not an 'off the shelf' product– it does not exist in any other format, anywhere else in the world, which is a great achievement. Following my initiative and initial thoughts, the guys at Permashutter have worked tirelessly on their innovation.

We have already trialled Polybase with BT's Chief Engineers, at our test site, who have granted Polybase technical approval for a live field trial. Openreach ordered 100 Polybase units and an additional 100 Polylids, which were delivered at the end of February 2012. This has enabled BT's Next Generation Access programme to conduct a field trial to assess technical and commercial viability, and delivers the benefits which have been highlighted. The trial will need to be successful in these elements before the business is able to pursue it further with our delivery agents and the manufacturer.

The Polylid is also being trialled as alternative solution when we are unable to install either a concrete pre-cast plinth or Polybase due to limited space in the pavement; typically we have to use a poured concrete plinth. Using a Polylid will enable us to remove the toxic resins and cement from this particular operation.

The pilot has started and we have installed 2 live DSLAMs (street cabinets) and 1 in a controlled environment to date. These have shown that we are able to remove the concrete and toxic resins by using type1 aggregate (crushed stone) to fill Polybase. We will be looking to test whether the waste from the excavation will be suitable material, with the right density to reuse and fill Polybase during the pilot. This has the potential to enhance our carbon savings by reducing waste to landfill and minimising truck rolls.

A final decision on national roll-out will be dependent on the results from the pilot during Q2 2013.

Students experience life as Openreach engineers

Around 240 students became Openreach engineers for the day in a programme designed to bring science and technology lessons to life.

A team of Openreach apprentices supervised the students, aged 11 and12, at the event at Manchester Communication Academy where BT is the lead partner.

The apprentices took them through every step of providing a new voice connection, and helped them get hands-on with the telecoms equipment. The students were taking part in a programme called Engineers 2020 as that is the year they will become eligible to embark on an Openreach apprenticeship.

Sue Webster, BT programme director for the academy, said:

> The students worked with Openreach engineers to set up a new telephone connection, starting at the exchange.
> They were excited by their achievement and some of them may be inspired to become part of the next generation of Openreach engineers when they leave school.

Natalie Hewitt, Developing leader for Science said:

> The Exchange shows students how the telephone works in real life and how important it is in the modern world. It's far better than learning from a book!

Year 7 students at MCA have been studying communication during their Scientific and Technical lessons. They have been learning all about amps, volts and resistance and how to draw complex circuit diagrams and build simple circuits. They have also been making telegraph sender and receiver in their Technology lessons and used the telegraphs to send messages in Morse code.

The Manchester Communication Academy

BT is the lead partner in the Manchester Communication Academy, a high school in North Manchester. The Academy offers a full range of subjects and specialises in communication – speaking and listening, languages, drama, media and presentation skills, and information communication technology.

Niall Dunne, Chief Sustainability Officer, BT PLC

Niall Dunne is Chief Sustainability Officer (CSO) of BT Plc, one of the UK's pioneers in sustainability and corporate responsibility.

Having joined BT in July 2011, Niall works with the company's Chief Executive, Chairman and executive management team to advance BT's leadership as a business, ensuring sustainability practices are embedded into BT's strategy, products and services.

Recognised within industry, by peers and clients alike, as one of the top young global leaders, Niall is known for championing and leading change and aligning the commercial integrity of businesses towards resolving humanities greatest challenges. Niall speaks regularly on the critical issues facing humanity and the vital role that businesses need to play in shaping the next era of our evolution.

Before joining BT, Niall spent a decade leading sustainability practices in Saatchi & Saatchi and Accenture. He is a well known and respected speaker on technical topics, such as sustainability, smart cities to green technologies, to more emotive topics such as the lessons we can learn from social movements, people empowerment and radicalism to create the next era of human evolution .

Between January 2008 to December 2010, Niall was Managing Director for Saatchi & Saatchi S in Europe, the Middle East & Africa where his experience in "next generation marketing" helped drive demand and create markets for sustainable products and services. Niall worked with some of the world's largest and most forward thinking businesses to turn their brands into platforms to drive convergence internally and support activation and advocacy externally.

Prior to Saatchi, Niall spent eight years at Accenture, where he founded its Climate Change & Sustainability practice. He is also the founder of Bluvolution Ltd, a sustainability consultancy focused on the consumer foods and agricultural industries

Niall's passion for change goes back to his days as one of Ireland's top 800 metre runners. His pursuit of excellence as an athlete led to a lifelong fascination for how an individual, a team, an organisation or entire network can change for the betterment of others.

From Glenageary in Dublin, Niall Dunne is 36 years old and holds a Bachelor of Science degree from Manhattan College in New York. He has chaired the Sustainable Consumption Project Board for the World Economic Forum (2009), and the Board for the Green Awards (2010), and was recently a judge for The Guardian's Sustainable Business Awards. Niall was named a Young Global Leader for 2012 by the World Economic Forum.

Thank you

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now we want to listen to you.

Email us at crreporting@bt.com **and tell us what you think of this review and sustainability at BT.**

If you'd like more details about our corporate responsibility and sustainability activities and performance please visit our website where you can:

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