

# A responsible and sustainable business leader

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Highlights from our 2013  
Better Future Report

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# Introduction

Being a responsible and sustainable business leader is at the heart of our strategy. Beyond driving sustainable practices in our own operations, we recognise the broader value we can deliver to society.

Our Better Future programme is our promise to use the power of communication to improve lives and ways of doing business.

This year we set three goals to achieve by 2020 to shape our Better Future vision. They're built on what we do best - bringing together our networks and technology with the expertise of our people to make a better world. Our goals are underpinned by our commitment to run our business with high ethical, environmental and supply chain standards, adding value and saving costs.

This year we have again reduced our energy use and have also helped to raise millions for charity. We made progress against five of our seven sustainability performance indicators but the impact of some of the worst weather on record meant that we did not achieve two of them; our customer service and sickness absence targets.

# Connected Society

## Vision

To help improve society globally through the power of digital connections

## 2020 goal

More than nine out of ten people in the UK will have access to fibre-based products and services



## The scale of the challenge



7.4 million people in the UK are not online



15% of UK adults have never used the Internet



4.6 billion people globally are not online



Only 14.7% of people in Africa are online

## BT's actions



### Fibre broadband

Investing £2.5bn and laying tens of thousands of kilometres of high-speed fibre cable in the UK.



### Community Connections

Our award scheme helped over 4,200 people get online last year.



### Connecting people

55% of people in the UK now have access to fibre broadband.



### Connecting Africa

Our Connecting Africa programme launches this year, to provide satellite internet services for 20 villages, benefitting 700,000 people in Africa.



### Get IT Together

These projects helped over 5,000 people gain the confidence and skills to go online in 2012/13.



## Net Good

### Vision

To help society live within the constraints of our planet's resources through our products and people

### 2020 goal

We will help customers reduce carbon emissions by at least three times the end-to-end carbon impact of our business

# Reducing use of the planet's resources



### Working with our supply chain

By working with our supply chain we can encourage suppliers to increase resource efficiency, and create innovative and sustainable approaches to doing business with us.



### Our own operations

We are determined to reduce our use of the earth's resources.



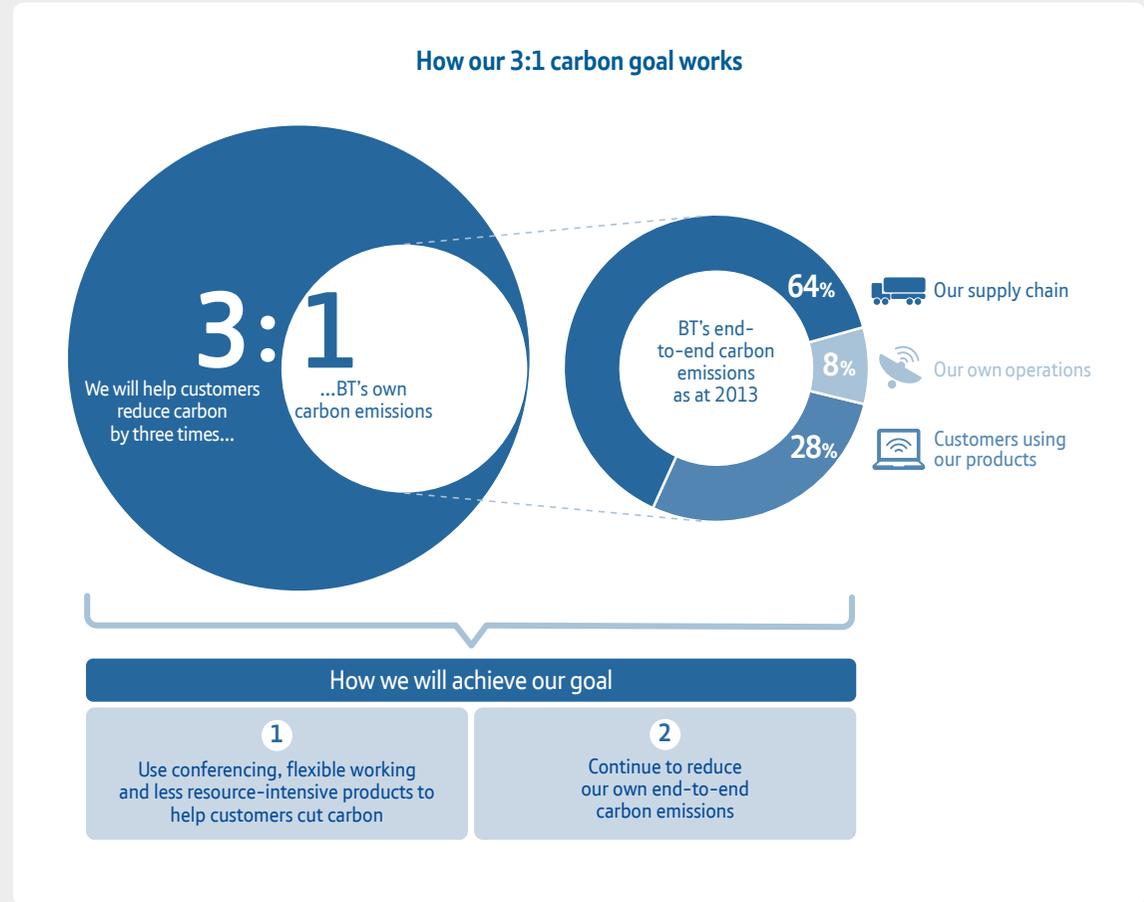
### Our products

We aim to make sure that the products we provide to our customers have the lowest possible impact on resource use.



### Helping our customers

Our products and services help customers reduce their energy use and carbon emissions.

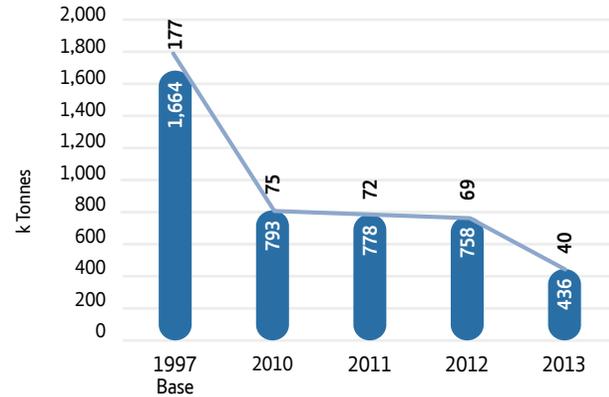


# Progress in the year

We have made good progress in reducing the impact of our own operations. We know there is still more to do.

At the same time, we want to drive uptake of our products and services that help our customers reduce their operational impacts.

**BT's worldwide CO<sub>2</sub> equivalent emissions**  
Year ended 31 March



● Net emissions — Carbon intensity

Carbon intensity = CO<sub>2</sub>e / value added (= EBITDA + employee costs)

**Supply chain carbon emissions**  
Scope 3 CO<sub>2</sub> equivalent  
Year ended 31 March



● Embodied emissions\* ● Other Telco\*\* ● Interconnect+ ● Other\*\*

Source: Small World Consulting EEIO model

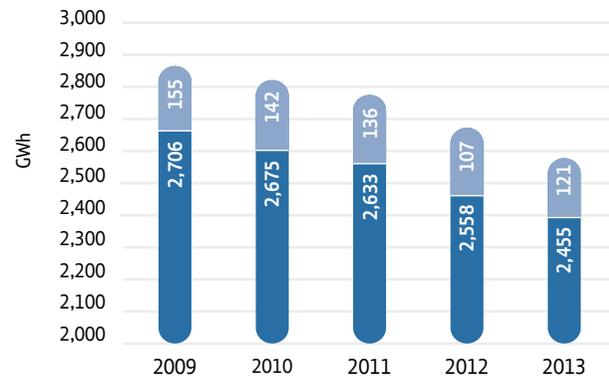
\*Embodied emissions of ICT equipment

\*\*Termination of calls on other Telco's networks

+Purchase of network capacity from other Telcos

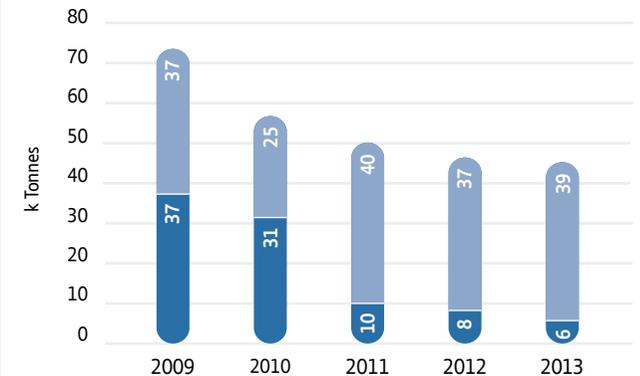
\*\*Other supply chain emissions (materials, cables, fuels and services)

**Energy use (worldwide)**  
Year ended 31 March



● Electricity ● Gas and Oil

**Waste arising and management**  
BT facilities (worldwide)  
Year ended 31 March



● Landfill ● Recycled

Source: BT facilities management

NOTE: For non-UK waste data we assume a 40%/60% split of recycled/landfilled unless actual data available



## Improving Lives

### Vision

To help improve hundreds of millions of lives globally through our products and people

### 2020 goal

We will use our skills and technology to help to generate more than £1bn for good causes



**£59m**

**Raising £1bn by 2020**  
This year our skills and technology helped generate more than £59m for good causes.



**Since 1986**

**ChildLine**  
Since 1986 we've helped ChildLine provide confidential phone and online support to young people 24 hours a day.



**458,000 Calls**

**Red Nose Day**  
BT handled 458,000 donation calls during the Red Nose Day 2013 live TV show.



**£4m**

**Payroll giving**  
Our employees donated around £3m to charities via payroll giving (and we added £1m more).



**£9m**

**Children In Need**  
BT MyDonate for Telethons processed nearly £9 million in donations for Children In Need 2012.



**£2m**

**Disaster Emergency Committee**  
During March 2013 we supported DEC to raise £2m to help refugees from Syria.



**£25m**

**MyDonate**  
This year MyDonate helped over 3,600 charities raise £25m online free of charge.



**43,600 days**

**Volunteering**  
Our employees volunteered over 43,600 days of BT time to community projects worth £13m.

## We partner with charities that make a difference in the UK and around the world

Our network technology and expertise, secure online payment platforms and call centre support enable charities to raise millions of pounds every year.

We're proud to support the following organisations:



# A Better Business

All of our work is underpinned by our people. In our daily work we strive to maintain good business practice. This includes maintaining high standards of ethics, human rights, privacy and data security, as well as managing our relationships with employees, customers, suppliers and governments.



## A Better Business



### Ethics

Scored 4.19 out of 5 on our Ethical Performance Measure. A measure of the success of our ethics programme.



### Health and safety

We missed our target to reduce sickness absence in part due to severe UK weather.



### Customer service

This year we did not improve customer service. Record UK rainfall caused a high number of faults.



### Better Future

We encourage our suppliers to innovate in sustainability and launched our Better Future Supplier Forum to help make this happen. We have helped our suppliers save 30,000 tonnes of CO<sub>2</sub> in the first year.



### People

We want young people to see BT as a great place to work and to attract new employees. We hired 266 graduates and 481 apprentices. Our new academy will help us stay up to date with the skills that our customers look to us for.

# Find out more

## Read more online:



**Online Better Future Report**  
[www.bt.com/betterfuture](http://www.bt.com/betterfuture)



**Annual Report**  
[www.bt.com/annualreport](http://www.bt.com/annualreport)

## Join us on Twitter:

Please join our conversation on Twitter using the hashtag #BTBetterFuture or contact us directly.

**Niall Dunne**  
 Chief Sustainability Officer  
 @bluNiall



**Or the Better Future team**  
 @BTBetterFuture



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Thank you for reading our report – we'd love to hear your feedback and your views

Email us at [betterfuture@bt.com](mailto:betterfuture@bt.com) and tell us what you think.

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The Better Future reporting team