

# Delivering our purpose 2015/16 summary



## We're using the power of communications to make a better world. That's our purpose.

To deliver it, we focus on caring about our customers' experience, bringing the benefits of a connected society to everyone, supporting our communities and protecting the environment. Our technology and people help us do this.

We're making good progress towards our key ambitions for 2020 (see graphic).

We're committed to doing business ethically and responsibly – in a way that respects our customers, employees, suppliers and other stakeholders. This is essential to maintain their trust and strengthen our reputation.

All of this supports our goal to deliver sustainable profitable revenue growth. And it helps us attract investors who include environmental, social and governance criteria when they decide which companies to invest in.

Delivering our purpose is good for people, it's good for the environment and it's good for our business. That's what we call shared value.

See the [Download Centre](#) for more detail on our progress against these ambitions and our foundation goals.

## Our 2020 ambitions

Help 5 million children receive better teaching in computing and tech skills **5m**

Use our skills and technology to help generate more than £1bn for good causes **£1bn**

Inspire 66% (two-thirds) of BT people to volunteer their time and skills **66%**

Help 10m people overcome social disadvantage through the benefits our products and services can bring **10m**

More than 9/10 people in the UK will have access to fibre-based products and services **9/10**

Help our customers reduce carbon emissions by at least three times the end-to-end carbon impact of our business **3:1**

## Progress to date

Helped in 2014/15 school year **344k**

Generated since 2012/13 **£327m**

Volunteered in 2015/16 **27%**

Helped since 2014/15 **2.6m**

Premises reached by March 2016 **8.5/10**

Achieved in 2015/16 **1.6:1**

## Investing in society

BT's purpose is embedded at the heart of our business, and has helped us to deliver economic growth and wider societal and environmental benefits. During the year we invested £35m to accelerate a number of environmental and societal priorities that help to bring our purpose to life.

This investment is made as a mixture of cash, time volunteered, and in-kind contributions. This is equivalent to 1.1% of our previous year's adjusted profit before tax. We estimate that 84% of this spend corresponds with the externally-recognised criteria of the London Benchmarking Group. Over the last five years we've invested more than £153m, an average of 1.18% of our adjusted profit before tax over that period.

### Total investment in society

Year ended 31 March



● Percentage of previous year's adjusted profit before taxation  
● Investment – time, cash and in-kind support

Source: BT Finance, LBG model



# Being ethical & responsible 2015/16 summary



We support human rights, protect our customers from online threats and work with suppliers to improve conditions. This helps us build trust, enhance our reputation and fulfil our purpose.

We expect everyone working with us – employees, partners and suppliers – to follow our values and act with integrity in everything they do. We set out our expectations in [The Way We Work](#). We regularly train our people on this statement of business practice, and we monitor all but our lowest-risk suppliers to check they meet our standards.

We take cyber security seriously and work with parents and teachers to keep children safe online. And this year, we've been refreshing our values and strengthening our human rights policy.



## Retaining our gold rating from EcoVadis

We retained our gold rating from EcoVadis, placing us in the top 2% of companies in the rating. Corporate customers use this rating to assess our sustainability credentials. It's based on extensive analysis of our performance on environment, labour practices, fair business practices and sustainable procurement.

## Training our people on ethics

99% of our people completed ethics training on The Way We Work.



## Helping kids stay safe online

We've run 280 workshops as part of The Right Click programme with Unicef UK. Our volunteers reached more than 8,000 children, parents and teachers with tips on staying safe online.



## Working with suppliers to improve performance

Our Better Future Supplier Forum has helped some of our larger suppliers enhance their management of social and environmental issues. The Forum won the 2015 World Procurement Leaders Award for CSR, in recognition of our focus on improving environmental and social performance among our suppliers and using sustainability to gain competitive advantage.

## Contributing to the debate on privacy and free expression

This year, we published our contribution to the debate on the complex issues of privacy and free expression in communications. It explains how we respect those human rights that we are most likely to impact, whether directly or through third parties.

## Respecting human rights

We're in the process of drawing together our approach to respecting human rights into one overarching policy, so that anyone can easily access our principles and understand how we put them into practice. In addition the Modern Slavery Act, which came into effect in 2015, has led us to review the processes we use with our suppliers to address human rights risks in our supply chain.



# Investing in our people 2015/16 summary



## By investing in our people, we are investing in our future.

We recruit talented people with the right mindset to take on the business challenges of today and tomorrow. We want to make BT a great place for them to work: where they feel valued and can build their careers in an open and inclusive environment.

Communications is at the heart of our business and this starts with our own teams. We give people the tools to work effectively with their colleagues – whether they are in the same room or on the other side of the world.

We have 89,700 talented people working with us. And a further 12,800 have joined us from EE as we build a stronger business. This makes it even more important to listen to our people and engage them in our strategy.

We welcome different perspectives and encourage people from all walks of life to join our teams. This helps us promote innovation and reflect the diversity of our customer base. Most of all, we want our people to be healthy. We aim to get 10,000 employees more physically active by 2020.



## Recruiting young talent

We recruited around 850 graduates and apprentices this year. BT is one of four companies in IT and telecoms to feature in The Times Top 100 Graduate Employers.

## Helping people stay well

Of the 4,924 people that used our Employee Assistance Programme this year, 89% of those who took our survey said they feel better equipped to deal with their problems.



## Getting active

More than 7,000 of our people have now signed up to our Fit for Life challenge. This is helping us make good progress towards our target to get 10,000 BT people more physically active by 2020.

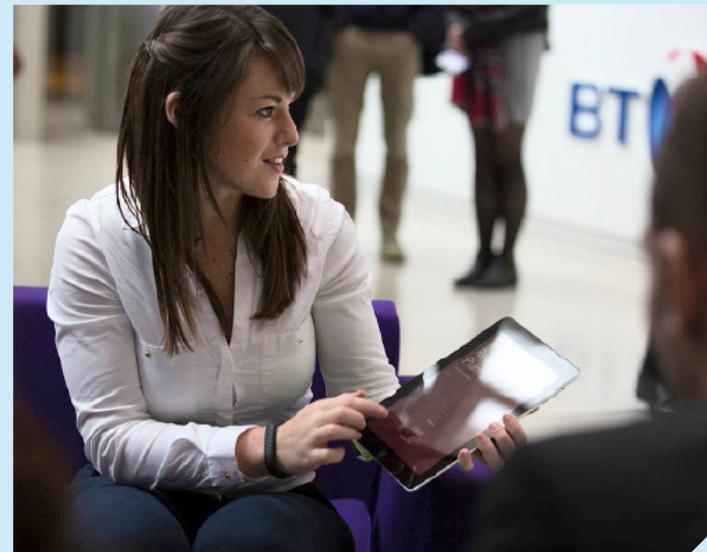
# 3.81/5

## Maintaining engagement levels

Our employee engagement index remained broadly stable at 3.81 out of 5.

## Promoting gender balance

Women make up 21% of our workforce and 26% of managers. Around 26% of the graduates and 18% of the apprentices we recruited this year are female. And women represent 27% of our Board, achieving our 25% target.



## Developing talent

Across the world, our employees used the BT Academy website more than 400,000 times this year. Over 20% of our people use it each month. We've won awards both at the Learning and Performance Institute Annual Learning Awards 2016, and at the Training Journal Awards 2015.

