

A man with a beard and short dark hair, wearing a blue sweater, is shown in a close-up, looking thoughtfully to the right. His hands are clasped together near his chin. The background is blurred, showing other people in a meeting or office setting. The lighting is soft and focused on the man.

Delivering our Purpose –  
2017/18 report summary

# 1. Being purposeful

We've evolved our strategy to focus on converged connectivity and services. We're creating value for our business and our stakeholders by using the power of communications to make a better world.

# Overview and highlights

Our purpose is as simple as it is ambitious: to use the power of communications to make a better world.

The world is changing. Around the globe, we're witnessing political upheaval, social and demographic changes, increasing economic inequality, depletion of natural resources and worsening climate impacts. We believe technology can play a leading role in meeting these challenges and creating opportunities.

We've set bold ambitions to put our purpose into practice – by connecting society, helping people thrive in an increasingly digital world and protecting the environment. We're doing this through our products and services, and through our people. In doing so, we're creating long-term value for our business and our stakeholders.

We look beyond BT too, using our influence and partnering with others to drive change. Together, we can do even more to respond to some of the world's biggest social and environmental challenges – as set out by the UN Sustainable Development Goals (SDGs). We're a signatory to the UN Global Compact (UNGC) and we highlight our contributions to the SDGs throughout this report.

Digital technologies bring huge benefits to many individuals, businesses, and communities. But they also create dangers – threats to data security being chief among them. We work hard to defend our customers from these risks and we help them understand how to protect themselves too. By helping more people get online, we're also helping to address the risk of social isolation from being left behind by the digital revolution.

## 2017/18 highlights: how we're helping to meet global challenges

### Climate change and resource scarcity



#### Targets

We've launched a new 1.5°C science-based target to help avoid the worst effects of climate change: we aim to reduce our carbon emissions intensity by 87% by 2030 (from 2016/17 levels).

#### Suppliers

We've also set a 2030 target to cut our supplier carbon emissions by 29% (from 2016/17 levels). We've already introduced such a requirement into our contract with Huawei, one of our strategic suppliers.

#### Customers

Our products and services helped customers save 11.3m tonnes of CO<sub>2</sub>e emissions this year, more than double our own end-to-end emission levels.

### Social disadvantage



#### Products and services

Our products and services have helped 4.6m people overcome disadvantage since 2014/15.

#### Charities and volunteering

We helped charities raise £109m this year to help good causes, and 39% of our people volunteered their time.

#### Modern slavery

We're taking a stand on modern slavery, and we partner with Unseen to encourage others to do the same through a 24/7 helpline.

### Data security, privacy and online safety



#### Investing in skills

We're one of the UK's largest recruiters in Cyber security, and this year have invested in over 90,000 hours of specialist training to protect our business and our customers.

#### Fighting cyber crime

We've signed an information-sharing agreement with Interpol, and set up an information exchange on malicious domains with other communications service providers, to lead the fight against cyber crime.

#### Partnerships

We work with Internet Matters to help parents keep children safe in the digital world. This year EE became their first mobile partner.

### Keeping up with technological change



#### Barefoot computing

Over the last three years, we've helped over 1.6m children develop the tech skills they'll need for the jobs of the future.

#### Work ready

We provided training and work placements to help 810 young people improve digital skills and get ready for work, exceeding our commitment to the UK Government.

#### Smart cities

Through our new centre of excellence, we're exploring ways to use the Internet of Things to make cities work better – for people and the environment.

# Our priorities

What matters to our stakeholders matters to us. We listen to discover what they care about most. That helps us prioritise, and guides what we set as our targets.

As well as our ambitions, we also use a range of other foundation measures to track our performance as a sustainable and responsible business. We highlight progress against these goals throughout this report, and collate their results in our key non-financial metrics appendix in our [Download Centre](#).

## Our ambitions

Chapter	Ambition	Measure	Progress to date	Target date
Connecting society	More than 9/10 people in the UK will have access to our fibre-based products and services	9/10	Ambition now superseded. 95% of UK premises passed by superfast broadband <sup>a</sup>	2020
	Help 10 million people overcome social disadvantage through the benefits of our products and services	10m	4.6m helped since 2014/15	2020
	Help 5 million children receive better teaching in computing and tech skills	5m	1.6m helped since 2014/15	2020
	Use our skills and technology to generate more than £1bn for good causes	£1bn	£531m generated since 2012/13	2020
Protecting the environment	Help our customers reduce carbon emissions by at least three times the end-to-end carbon impact of our business	3:1	2.2:1 ratio achieved during 2017/18	2020
	Reduce our carbon emissions intensity <sup>b</sup> by 87% (from 2016/17)	87%	6.8% reduction achieved in 2017/18	2030
Behaving responsibly	Inspire at least 66% (two-thirds) of our people to volunteer their time and skills	66%	39% volunteered in 2017/18	2020

<sup>a</sup> Including other network operators.

<sup>b</sup> Measured for Scope 1 & 2 greenhouse gases, per unit of gross value added.