



## Our Shared Value Policy

Policy Version: 2

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### **The BT Way, our ethics code requires that:**

- We follow the law
- We respect human rights and each other
- We don't tolerate bribery and corruption
- We follow the rules on financial conduct
- We avoid conflicts of interest
- We register gifts and hospitality
- We compete fairly
- We protect information and keep BT assets safe
- We care about health, safety and wellbeing
- We look after the environment

## Scope

This applies to everyone working for or on behalf of BT, EE, Openreach and Plusnet.

## Aims

BT aims to invest at least 1% of our adjusted profit before tax each year to support our strategy to be a responsible and sustainable business leader (our 'Investment in Society' budget). We do this through a mixture of cash, time volunteered and in-kind contributions. Our Executive Committee approved the strategy and policy for the use of that budget, with oversight on our progress through the Board-level Digital Impact & Sustainability Committee. This policy reflects our commitment to ethical business through the appropriate and transparent use of this budget.

## Guiding principles

Our policy is to encourage investments which maximise the 'shared value' for society and BT. By this we mean that we see our impact in communities can be far more extensive if our initiatives align with BT's purpose and commercial interests. The benefit to BT can be indirect, such as improving stakeholders' perceptions of BT, or more direct where, for example a programme to help people develop digital skills may ultimately result in additional sales for BT, a joint investment programme with one of our customers may strengthen the commercial relationship, or our offer of community-orientated activity may help BT win business over other competitors.

We carry out all shared value investments transparently, with use of our Investment in Society budget agreed and managed in line with BT's Anti-Corruption and Bribery policy, Charitable Donations and Sponsorships policy and the principles and behaviours set out in the BT Way.

## Responsibility

- As a BT person or someone acting on BT's behalf, you are expected to conduct company business following the highest professional and ethical standards and in line with the applicable country laws under which BT does business.
- We are all individually responsible for reading, knowing and complying with this policy, including all other relevant policies, specified at the end of this document

## Guidance

The following outlines some of the ways we have used the policy:

- In-kind donations – for example through employee volunteering or a donation/loan of BT assets to not-for-profit organisations.
- Charitable cash donations.
- Programmes which deliver social and/or environmental benefits – for example our digital skills programmes in the UK – which are typically carried out in partnership with a not-for-profit organisation(s) and local authorities.
- Thought leadership, research and expert consultancy which furthers understanding of material issues affecting society and the environment and the role BT can play.
- Early concept evaluation or funding of a commercial proposition where it has the potential to make a significant social or environmental contribution.
- Engagement with stakeholders on BT's performance and activities as a responsible and sustainable business, to better understand which issues are material to them, lead debate and awareness on key issues facing society and the environment.
- Critical capabilities (e.g. platforms) to support the establishment and maintenance of a world class responsible and sustainable business implementation strategy.

## Related policies

Note: Some internal links may be disabled when viewed externally

- [The BT Way](#)
- [Anti-Corruption and Bribery policy](#)
- [Charitable Donations and Sponsorships policy](#)