

Community

Better World
BT's Social & Environment Report



Community

BT is committed to making a difference in society. We deliver a major programme of investment designed to improve the quality of life and well-being of the communities in which we operate. As befits our business, the central theme of our activities is improved communications.

In recent years we have provided millions of pounds in funding to schemes for social and community development.

As a founder member of the Per Cent Club, we commit a minimum of 0.5% of our UK pre-tax profits to direct activities in support of society. This has ranged from £10 million in 1987, peaking at £16 million in 2001 and was £8.2 million (including £1.2 million to charities) in the 2003 financial year. BT operations also provided a further £17.9 million in funding and support in kind over the past financial year.

Our community activities fall into four main categories:

- Education – we use a variety of techniques and media, from live drama to web-based activities, to promote communication and citizenship in schools.
- Charities and fundraising – we support a range of initiatives. Our current major focus is a campaign with Childline.
- Employee involvement – through the BT Volunteers programme, we encourage BT people to volunteer for community activities and make it easier for others to do so.
- Arts and heritage – we have a pioneering partnership with Tate Online, and also support the nation's telecommunications heritage.

Education

Surveys of our stakeholders have told us that education should be a top priority for our social investment.

These are BT's educational initiatives:

- In schools – we help to improve the communication skills of young people across the UK and encourage good citizenship.
- Online resources – we provide materials for teachers at www.bt.com/education
- Awards – for teachers and schools.
- International – we help schools around the world benefit from communication technology.
- Lifeskills – we help to improve interpersonal communication skills in all areas of life.

We also actively support over 500 BT people who are school or college governors, or work experience supervisors.

General information about all our education activities can be found at: www.bt.com/education.

In schools

The BT Education programme is one of the UK's most significant corporate investments in the education sector.

Communications roadshow

One of the main strands of the programme is a touring roadshow. Teams of actors visit schools around the country, giving drama presentations and communication skills workshops which bring the themes of good communication and citizenship to life.

By the end of the 2003 financial year, more than 8,300 schools had taken part in the roadshows and around two million children had been involved in the BT Education Programme.

Specially developed curriculum resources and a dedicated website (www.bt.com/education) enable teachers to follow up these themes back in the classroom.

The BT Education Programme relaunches in September 2003. It will continue to focus on communication skills, but will also closely support the Citizenship curricula newly introduced into the UK.

BT volunteers

We have realigned our BT Volunteering Programme with our educational goals.

BT and ex-BT employees registered with the programme can now assist with the roadshows and workshops. They are also able to carry out a variety of activities relating to young people's speaking, listening and ICT skills.

BT volunteers can extend the programme rollout by taking a DVD-based programme to any school that we are unable to fit into the roadshow schedule.

See also:

- www.bt.com/education

Online resources

BT Toolbox

The BT Toolbox is a collection of free teaching materials that includes exercises in speaking and listening skills, as well as a unique set of ICT tutorials for primary and secondary schools.

Each ICT tutorial has a user-friendly animated exploration of an important area of ICT and includes teaching notes, activity sheets, certificates and pupil self-assessment forms. The tutorials are designed for use in and beyond the classroom.

There are currently 13 separate animated tutorials on the site, all aligned to both the National Curriculum and Scottish Guidelines. The site also contains regularly updated schemes of work and activity sheets to support curriculum areas including Citizenship, Literacy, Geography and History.

Exchange Database

By registering their school or organisation free of charge on BT's web-based Exchange Database, users can gain access to our rapidly growing community of educators.

Members can search for contacts with similar interests to help develop new projects or initiate an exchange of ideas. All registrants receive the BT Education Programme newsletter informing them of new educational developments.

Talking Teaching

Talking Teaching (www.talkingteaching.co.uk) is a website providing an online forum for UK teachers and education professionals to share best practice.

Run by teachers for teachers, the site has been established through a partnership between BT, the Teaching Awards Trust and learn.co.uk. It features guest editorials and provides opportunities to air views, discuss hot topics and share information.

See also:

- www.bt.com/education

Awards

Teaching Awards

BT is an associate sponsor of the Teaching Awards (www.teachingawards.com). Designed to raise awareness about the profession, the awards celebrate the achievements of teachers in England, Wales and Northern Ireland. They culminate in a national event broadcast by the BBC.

BT Schools Awards

Building on the success of the programme in past years, BT is planning to re-launch the BT Schools Awards in September 2003 with increased funding.

All schools across the UK are invited to apply for grants of up to £2,000. A total of 240 projects, 20 each in Scotland, Wales and Northern Ireland and a further 20 in each of the nine regions of England, will be funded.

Schools are asked to demonstrate how their project relates to the newly-introduced Citizenship curriculum and how it helps improve young people's communication skills.

Regional media partners will help to promote the Awards, together with The Guardian, who will continue to work with us on the new scheme.

The 240 winning schools will all have a further opportunity to win one of three £10,000 awards by submitting project progress reports in May 2004.

International

BT Global Schools Network

The BT Global Schools Network (BT GSN) has helped schools around the world benefit from communication technology.

In this innovative programme, schools used the internet, e-mail and fax to exchange information and ideas, collaborate on curriculum projects and learn more about the life and culture of each other's countries.

Twelve schools were chosen initially to launch BT GSN in 2001; two each from India, Singapore, Japan, Spain, Belgium and Germany. A further two schools – one from London and another from Scotland – joined in September 2001.

The BT GSN has now finished, but the learning from the project is published on our website (www.bt.com/education). We are planning to launch a new international project in September 2003.

Katha Information Technology and E-commerce School

In India, BT is working with Katha, a Delhi-based charity, to establish the Katha Information Technology and E-commerce School (KITES) in one of the city's main slum clusters.

KITES offers educational opportunities to young people who are no longer in formal education. 600 students and teachers benefited during 2002/3.

The project will also provide opportunities for the teachers and parents to become computer literate and help their personal and professional advancement.

The success of the project was recognised by Digital Partners (<http://www.digitalpartners.org/sel.html>), when it won their Most Promising Enterprise Award 2002.

Young Scientist & Technology Exhibition

The Esat BT Young Scientist & Technology Exhibition is a high profile academic event for second level students in Ireland. It aims to foster greater participation in science at school level and future study and research by enabling young students to demonstrate their innovative capabilities.

Founded in 1965 by a priest and an academic, the Young Scientists competition has grown to become the largest and most important of its kind in Europe.

Esat took over the title sponsorship in 1998 and in that year included Technology as a stand-alone category for the very first time.



The Esat BT Young Scientist & Technology Exhibition is both funded and organised by BT. BT manages everything from the initial communication with schools to the promotion of the competition, from the layout of the exhibition halls to the awards ceremony at the conclusion.

A record 910 projects were submitted for entry to the 2003 contest.

See also:

- www.bt.com/education

Lifeskills

TalkWorks

The TalkWorks package has been developed by BT to tackle the challenge of good communication. It helps people develop interpersonal communication skills, tackling questions such as “Why do some conversations work well while others fail” and “Why is misunderstanding so common?”

BT has developed a range of products from books, audiocassettes and videos to workshops to help people practise these skills.

All products can be ordered via the helpline, 0800 800 808. Books can be loaned from some public libraries. Workshops can be arranged by calling 0800 389 8255.

Charities and fundraising

Surveys of our stakeholders suggest that we should support the most needy in society.

The use of telephone helplines, websites and national telethons show how communications technology can help in charity fundraising.

Our guide, ‘Bidding for Funds and Resources’, gives charities information on how to secure support from businesses, trusts and public bodies. The document is not a guide on how to obtain funding from BT – it offers general best-practice advice on how to prepare a general funding/resourcing case.

‘Making It Happen: BT’s Guide to Unlocking EU Funding’ was published by BT in January 2003. This guide can assist UK public sector bodies such as schools and hospitals, as well as businesses and charities, and gain access to European Union funding amounting to €50 billion, much of which currently goes unclaimed.

Free of charge to download as a pdf, a hard copy of the book may also be purchased from the bookshop Politico’s. (www.politicos.co.uk/item.jsp?ID=2863)

Charities

BT is approached by many voluntary organisations for help. We believe that we can make the biggest impact by focusing our resources on the causes that can most benefit from our communications technology and expertise.

ChildLine

We are working with ChildLine on ‘Am I Listening’, a major new campaign which aims to ensure that all young people are heard. The campaign begins with BT’s commitment to raise millions to help ChildLine move closer to its goal of answering every child’s call for help. Currently, 4,000 children call every day but lack of funds means that only 1,800 can be answered.

BT is one of the founders of ChildLine (www.childline.org.uk). We gave it a simple and memorable number: 0800 1111. Over 1.1m children have been counselled by ChildLine since its inception in 1986.

We also give in-kind support to ChildLine, including strategic technological advice.

BT’s support for ChildLine since the charity began in 1986 has included the donation of premises for several years, large-scale promotions and staff fundraising initiatives and sponsoring the annual BT ChildLine Awards for Services to Children since it began in 1990.

ChildLine was also the beneficiary of the BT Christmas Concert in 2002, which raised more than £10,000.

Community Network

The Community Network (www.community-network.org/) provides teleconferencing facilities to the voluntary sector.

BT first funded the Community Network in 1989 as a six-month pilot project to research the social implications of technology. In December 1989 the project was granted charitable status.

More than 30,000 people now take part in Community Network telephone conferences.

FriendshipLink, a telephone-based social club for housebound individuals, and FaithLink, which takes people to church by phone, are just two of the innovative ways in which the Community Network use the telephone to meet social needs and promote social inclusion.

Telephone Helplines Association (THA)

The Telephone Helplines Association (THA) (www.helplines.org.uk) represents organisations providing telephone services including advice, information, listening support and counselling on a vast range of subjects.

BT has supported the development of both paper and internet versions of the Telephone Helplines Directory, which lists more than 900 national, regional and local telephone helplines throughout the UK.

Fundraising

As a major telecommunications company, BT is able to co-ordinate major national charitable events, including telethons for Children in Need, Comic Relief and GMTV’s ‘Get Up and Give’. BT manages the entire telephone network for these events, as well as providing call centres to take donations over the phone, with efforts co-ordinated via the BT Tower.

Many fundraising schemes are also initiated and organised by employees themselves with local charities as the main beneficiaries.

We are also actively involved in international appeals through our support for the Disasters Emergency Committee.

Children in Need

The 2002 Children in Need appeal raised £13.5 million during the seven-hour programme. BT took 215,000 calls – more than doubling 2001’s total of 92,000 calls – and even beating 1999’s record 211,000 calls.

GMTV

The 2002 ‘Get Up & Give’ appeal raised £505,000 for last year’s five beneficiary charities – BLISS, the Multiple Sclerosis Trust, Thrive, Weston Spirit and Winston’s Wish. More than 200 telephonist volunteers handled over 39,000 calls, up from 26,000 calls in the previous year.

Comic Relief

In 2003 the network took over 1 million calls (up from 730,000 in the previous year), and raised a record-breaking £35 million, with £20 million raised through call centres. This year we also lit the BT Tower red to launch the event, and ran a cause-related marketing initiative with the Speaking Clock.

Jeans for Genes

BT has formally supported Jeans for Genes for the last four years.

All proceeds from the appeal are split between these five national charities, who help children affected by genetic disorders:

- The Great Ormond Street Children’s Charity
- The Cystic Fibrosis Trust
- The Primary Immunodeficiency Association
- The Society for Mucopolysaccharide Diseases
- The Chronic Granulomatous Disorder Research Trust

Awards

BT Community Connections

BT Community Connections is a UK-wide award scheme which gives local community groups the opportunity to gain access to the internet.

To date, judging panels in Scotland, Northern Ireland, Wales and each of the English regions have awarded more than 3,400 internet-ready PCs to individuals and groups who plan to make a positive impact in their community. The process is being reviewed with a view to launching the next round in January 2004.

Two examples of excellent use of the award are:

- Croham Hurst Good Neighbours, Croydon, are setting up a shopping scheme to allow volunteers to order frail and housebound residents’ weekly food over the internet, helping them to continue living independently.

- Exmouth and District Youth Action Group is a voluntary group of young people who have set up a programme of fun educational activities that inform young people in the South West about the effects of bullying. The group has created a pioneering website where young people can chat and share their views and experiences.

See also:

- www.btcommunityconnections.com

Spreading and sharing the web

We share our internet expertise with our community partners and have helped a number of them to develop their own websites. Information about their work and our investment can then reach a wider audience.

For the third year running, BT won a Corporate Website Hallmark Award from the Charities Aid Foundation for demonstrating its corporate community involvement through websites.

The Telephone Helplines Association (THA) website is an outstanding example of a partner website developed with BT support.

As the name suggests, the THA represents organisations providing telephone services including advice, information, listening support and counselling on a vast range of subjects. BT has supported the development of the internet version of the Telephone Helplines Directory, which lists over 900 national, regional and local telephone helplines throughout the country.

BT has recently teamed up with ik.com to make free, simple-to-build websites available to any UK charity or community group. For further details of this offer, log on to www.community.ik.com or contact 08711 28 50.

Employee involvement

BT is one of the largest employers in the UK, with 96,300 employees in the UK.

We encourage our people to volunteer in the community because of the mutual benefits this brings: employees learn new skills which help them at work, while the community benefits from their existing expertise.

There are many ways that BT people can get involved. They may support a local school’s activities as a BT volunteer, answer telephones in a telethon or donate money regularly via BT’s ‘Give As You Earn’ scheme.

Many employees are actively involved in their local communities through activities unrelated to BT’s own initiatives. Our ‘Community Champions’ scheme encourages and recognises their work by giving financial help to their organisations.



Employee volunteering

Many of our employees give their time to work as volunteers with the causes of their choice, supported by BT.

Our people are also encouraged to take part in company volunteering initiatives. If their line manager considers this part of their personal development, they are given paid time off.

BT volunteers

This new employee-volunteering scheme aims to enable up to 10,000 BT and ex-BT people to volunteer in schools. All volunteer activities will be closely aligned with the company's focus on improving communication skills, and will be related to the National Curriculum and Scottish guidelines.

At March 2003, 75% of the planned Volunteer Clubs have been established across the UK. The scheme is being extended to BT retirees and employee family and friends.

Employee giving

Give As You Earn

We operate the country's second largest payroll giving scheme, through which over 14,000 BT people donate money to the charity of their choice. BT matches the first £1 million raised.

The Charities Aid Foundation runs the scheme on BT's behalf. Its figures show that in the 2003 financial year, the total amount raised by employees was £1.7 million.

BT pays all the administrative charges incurred by the Charities Aid Foundation.

Employee awards

BT Community Champions

Support for BT people's voluntary work in their local communities is recognised by the BT Community Champions awards scheme, which is open to all employees.

The BT Chairman, who hosts the annual awards ceremony, selects the overall winners in each category.

BT Awards for Quality

Employees who deliver excellent results for community causes may be acknowledged in the company's recognition scheme, the BT Awards for Quality, which is championed by our Chief Executive, Ben Verwaayen.

Community volunteering

BT's involvement in volunteering goes beyond the direct engagement of its people. We also play a part in helping to bring people together for voluntary activities.

TimeBank, for example, is a way for individuals to get involved in the local community by donating their time to community activities.

BT has chosen to support this initiative because we believe that volunteering and working successfully in unfamiliar teams requires good communication and relationship skills.

Our support extends to server and website facilities, and we have developed a 'Corporate TimeBank' – a packaged volunteering programme that will help companies to develop volunteering schemes of their own.

We also have plans to help develop a 'Schools TimeBank' to assist schools in running a scheme for involving pupils in the local community. This will become one of the volunteering activities we offer via BT Volunteers.

Arts & Heritage

Throughout history, art in its many forms has been one of the most powerful and enduring ways in which people have communicated feelings and ideas.

It is entirely appropriate that BT, a company dedicated to encouraging and sustaining a communicating society, should be an enthusiastic promoter and supporter of the arts.

Tate Online

Tate Modern is one of the foremost modern art museums in the world and the most important new building for the visual arts in Britain. Between 2002 and March 2003, BT sponsored the Collection Displays at Tate Modern.

We currently sponsor Tate Online, which is Tate's virtual gallery and the UK's most visited arts website. The site is powered by BT Openworld, which provides technical support, hosting and online broadcasting to www.tate.org.uk. The website is rich in content and interactivity and currently displays over 50,000 images of art, taken from the four Tate Galleries.

Since September 2001, BT Openworld has worked with Tate to develop a number of innovative and exciting projects specifically for Tate Online. A virtual method of navigating the Tate Britain Collection, Explore Tate Britain, was devised. In the autumn of 2002, BT Openworld also worked with Tate to re-create the entire Turner gallery on the website in a visually stunning 3D representation.

BT's involvement with Tate has proved highly successful, with traffic to the Tate website increasing dramatically since our partnership began. In October 2002, Tate Online won a BAFTA Interactive Entertainment Award for accessible programming for work with BT on a micro-site specially designed for visually impaired users.

BT's heritage collection

We believe it is important to preserve the nation's telecommunications heritage for educational and cultural purposes. As a long-established leading telecommunications company, we have both the means and the enthusiasm to spread awareness of this rapidly-evolving technology.

Connected Earth

The BT heritage collections are huge. Since the BT Museum at London Blackfriars closed in 1997 we have been looking for a way to secure the future of the collections while making sure that the maximum number of people can enjoy them in new ways.

Rather than house the collection in a single building, we are spreading access across the UK by working with existing museums and other exhibition spaces, and creating a 'Museum on the Internet'. This project, called Connected Earth, was officially launched to a museum sector audience in April 2002 and received a warm response.

The project has made rapid progress:

- March 2002 – the first of the new Connected Earth galleries at Goonhilly Satellite Earth Station in Cornwall opened to the public.
- April 2002 – the world's largest exhibition of telephone kiosks opened at Avoncroft Museum in the West Midlands.
- May 2002 – Prince Michael of Kent opened a brand new gallery at Amberley Working Museum.
- Galleries are also planned to open at the National Museum of Scotland (Autumn 2003); the Museum of Science and Industry in Manchester (2004); Milton Keynes Museum (2005); and the Museum of London (2006).

The Museum on the Internet

The Museum on the Internet (www.connected-earth.com) went live in June 2002 and already has over 1,400 pages of content exploring the history of communications, and charting how – in the last 200 years – humans have radically extended their ability to transmit information, ideas, words, pictures and most importantly speech itself, across the globe.

With substantial educational content aimed at primary and secondary stages of UK National Curriculum and Scottish Guidelines, the site will continue to grow and develop, aspiring to be one of the largest virtual museums in existence.

The recollections of over 120 retired BT employees and others who worked in telecommunications in the last century have been recorded for the site.

In October 2002, Connected Earth scooped an award for 'best interactive media project' of the year at the AV Industry Awards 2002, sponsored by Sony, and in March 2003 was shortlisted for the Museums and Heritage Award for Excellence 2003 in the 'use of technology' category.

