

Community

We donate money, time and expertise to make a difference to the communities where we operate around the world.

Our community investment (including charity donations, volunteering and in-kind support) is focused on activities that inspire people to make a better world through the power of communication skills and technology. The majority of these activities focus on helping young people and supporting arts and culture.

In 2008, this investment in society was worth £22.3 million.

In 2007, we undertook a pilot project to assess the effectiveness of our community investment programmes using independent auditors. Each project was scored against four broad questions:

- Are we investing in the right projects?
- Are we managing those projects effectively?
- Are the projects effective?
- Are we learning and continuously improving?

Scores for the individual projects were then amalgamated to produce an overall score of 70%. We repeated the exercise in the 2008 financial year for projects representing approximately 70% of our community investment. This produced an overall score of 79%, exceeding our target of 75%.

Campaigns and partnerships

Our Better World Campaign gives disadvantaged young people the skills they need to succeed in life and to improve their world. The Campaign includes education programmes in the UK and internationally, such as projects run in partnership with children's charity UNICEF.

Our employees also raise money for our fundraising partners UNICEF and ChildLine.

How this relates to our CSR strategy

The Better World Campaign and our partnerships support our broader [CSR strategy](#) particularly our climate change and inclusive society goals:

- [Inclusive society](#) - our support for communications skills is helping to build an inclusive society where young people celebrate difference. The Campaign also helps reduce digital exclusion by giving young people the ICT skills they need to succeed in life.
- Climate change – we are supporting our climate change strategy through the Better World Campaign education programme. We have developed free climate change and environmental resources for teachers. We are also encouraging our employees to join [Carbon Clubs](#) as part of our BT Volunteers programme.

Employee engagement

Our employees are critical to the delivery of our programmes, providing valuable in-kind support. This is good for the communities they support, and also gives our people new skills and experiences.

Our annual employee survey shows how important these activities are to how they feel about the company. We encourage our employees to get involved in all our community through our intranet and regular mailings.

Employee volunteering

We encourage our employees to volunteer their time to support good causes, primarily through the [BT Volunteers](#) programme. This gives our people the chance to contribute to our [Better World Campaign](#) by teaching lessons on communication skills in schools and youth clubs. 3,000 of our current and former employees volunteer in over 150 clubs around the UK. In 2008 they delivered lessons on communication skills to over 146,000 young people.

We also encourage employees to give their time to other roles, and have specific arrangements for those volunteering as school governors, in the Territorial Army (BT has a squadron) and as JPs (Justices of the Peace). School governors, for example, are allowed four days paid leave a year for their duties and can use BT resources to help their schools.

Employees can also volunteer for activities associated more closely with BT, for example at our Network Management Centre in Oswestry, or the Satellite Earth Station at Madley where they show visitors around the sites and make presentations to school children and visitors.

We encourage employees to help tackle climate change by joining Carbon Clubs. These are initiatives designed to raise awareness and encourage action on climate change at home, in schools and the wider community. The Clubs are being aligned with the BT Volunteers programme, to take advantage of existing infrastructure and support. This gives the volunteers access to equipment, such as video cameras and data projectors, and time off for their activities. For more information see [Employees and climate change](#).

Community Champions

[BT Community Champions](#) recognises BT employees who volunteer in their local community during their spare time. The scheme allows BT employees world-wide to apply for grants of up to £500 cash or sports kit (for an under 18s

football team or a disabled adult team) for the local community group, charity or school, where they volunteer. In 2008, 842 grants were made worth £200,000.

Chairman's Awards

The annual [BT Chairman's Awards](#) recognises employees who make an outstanding commitment to community organisations outside working hours. The winner of each category receives £3,000 and the runners-up receive £1,000. There is also an outstanding achievement award worth £2,000.

The winners for the 2008 financial year were Sally Wilson, Steve Packer, Ronald Smith and Lorraine Reade. Lorraine's valuable work with Youth in Unity in the North West over the past 18 years earned her the Outstanding Achievement Award.

Employee giving

We run payroll giving schemes in the UK, US, Spain and Ireland. We encourage all our people to give to charity, employees can make donations to their charity of choice and the company will match their contribution, up to a total employee contribution of £1million annually.

Over 10,000 BT people world-wide donate to charity via our Employee Giving scheme. In the UK, we have one of the largest payroll giving schemes. In 2008 employees gave just under £2.4 million which was matched with an extra £1 million contribution from BT.

Charity partnerships

BT supports charities, aligned closely to our business, where we can make a real difference and add value to the charity's activities. This is more than donating money as there are many ways we can help using our professional expertise. For more information see [charity partnerships](#).

Emergency disaster relief

BT responds to calls for help when disaster strikes or humanitarian aid is needed. This has included sending engineering teams into disaster zones to provide essential communications for the relief effort, setting up temporary call centres for victims and their families, and providing the mechanisms for donations online or by phone, working with the Disaster Emergency Committee (DEC) for more information see [charity partnerships](#).

We have a three-year partnership with the Red Cross to support disaster relief worldwide.

Telethons

In the 2008 financial year, we helped the Disasters Emergency Committee, Sport Relief and Children in Need run telethons which raised over £70 million in total. Over £40 million was raised 'on the night' for the events using our network and call centres. £4.5 million was donated through the e-donate platform which we have developed.

Judging awards

We involve our employees in projects we support, by asking them to judge awards. For example, our employees select winners from 7,000 nominations for The Teaching Awards. BT sponsors the Primary Teacher of the Year award category. Children of BT employees are also chosen to judge awards such as the ChildLine Awards, Seen and Heard Awards, Circles of Influence events and the Big Fat Voice partnership with the Guardian newspaper.

Arts and heritage

BT is the world's oldest communications company. Established in 1846 as The Electric Telegraph Company, we have helped the world to communicate for over 150 years.

We are proud of our heritage and are committed to preserving a record of how communications technology has evolved and how it has shaped society.

BT also helps to show the UK's art collections to the world. In partnership with the Tate, we use our technology to help thousands of people access the gallery's art works, exhibitions and events over the internet.

BT's Heritage Collection

Connected Earth

BT has a large collection of historic telecommunications artefacts, documents, images and films of acknowledged national significance. We are committed to preserving this collection through our heritage programme, known as Connected Earth, and making it available to the widest possible audience through the Connected Earth website and partner museums across the UK.

Connected Earth exhibitions are now on show at:

- FutureWorld@Goonhilly, Cornwall
- Avoncroft Museum of Historic Buildings, West Midlands
- Amberley Working Museum, West Sussex
- Connecting Manchester, Museum of Science & Industry, Manchester
- Communicate!, National Museums Scotland, Edinburgh.
- Milton Keynes Museum, Wolverton.

Objects from the collection can also be seen in Porthcurno Telegraph Museum in Cornwall, the Museum of London and the Science Museum. Over 600,000 people were able to view BT's heritage collection in 2007 through visiting our partner museum Connected Earth displays and exhibitions.

The Connected Earth online museum

This [online museum](#) has over 2,000 pages exploring the history of communications over the past 200 years. It charts the rapid improvements in our ability to transmit information, ideas, words, pictures and speech across the globe. There were 1,400,000 visits to the site in 2007.

Free downloadable teaching resources that support the UK National Curriculum are available from the [Connected Earth Learning Centre](#).

BT Archives

The [BT Archive](#) documentary, image and film collections date back to 1846, reflecting our history as the world's oldest communications services company. Most of the collections are public records held on behalf of the nation. They are an internationally significant historical resource and can be viewed in our dedicated research facility in central London.

Arts for All

BT's Arts for All programme has helped make one of the world's largest modern and contemporary art collections easily accessible through sponsorship of [Tate Online](#), the UK's most visited visual arts website.

BT has been exclusive sponsor of [Tate Online](#), since 2001. This online gallery provides access to over 66,000 works from the Tate Collection, 400 hours of video and exclusive information on exhibitions and events at the four Tate Galleries. The site is powered by BT and we provide free technical and design expertise, hosting and online broadcasting. Tate Online had over 30 million visits in the calendar year 2007.

Our in-house design team has worked with Tate to deliver exciting new projects exclusive to Tate Online:

- The [BT Series](#) lets visitors explore and ask questions about works by selected artists - including Tracey Emin, Antony Gormley and Rachel Whiteread.
- [Explore Tate Britain](#) and [Explore Tate Modern](#) offer an interactive way to explore the galleries' content online.
- [Tate Tracks](#) is an experiment where art inspires art. Musicians such as the Chemical Brothers are invited to walk around Tate Modern and find a work that inspires them to write a track. The tracks can be heard exclusively at Tate Modern for one month, and then are available online.

We also support the Philharmonia Orchestra's educational website [The Sound Exchange](#). Via online initiatives, our relationship focuses on making the music and expertise of the orchestra more readily available online and accessible to a wider audience.

Community - Key Performance Indicators

Indicator	Description	Measure	Target
Community contribution	A measure of our investment in society	During the 2007 financial year BT provided 1.02% of its profits in funding and support in kind.	Maintain a minimum investment of 1% of pre-tax profits.
Community Effectiveness Measure	An independent evaluation of our community programme	The community effectiveness score for the 2008 financial year was 79%.	To achieve a minimum of 82%

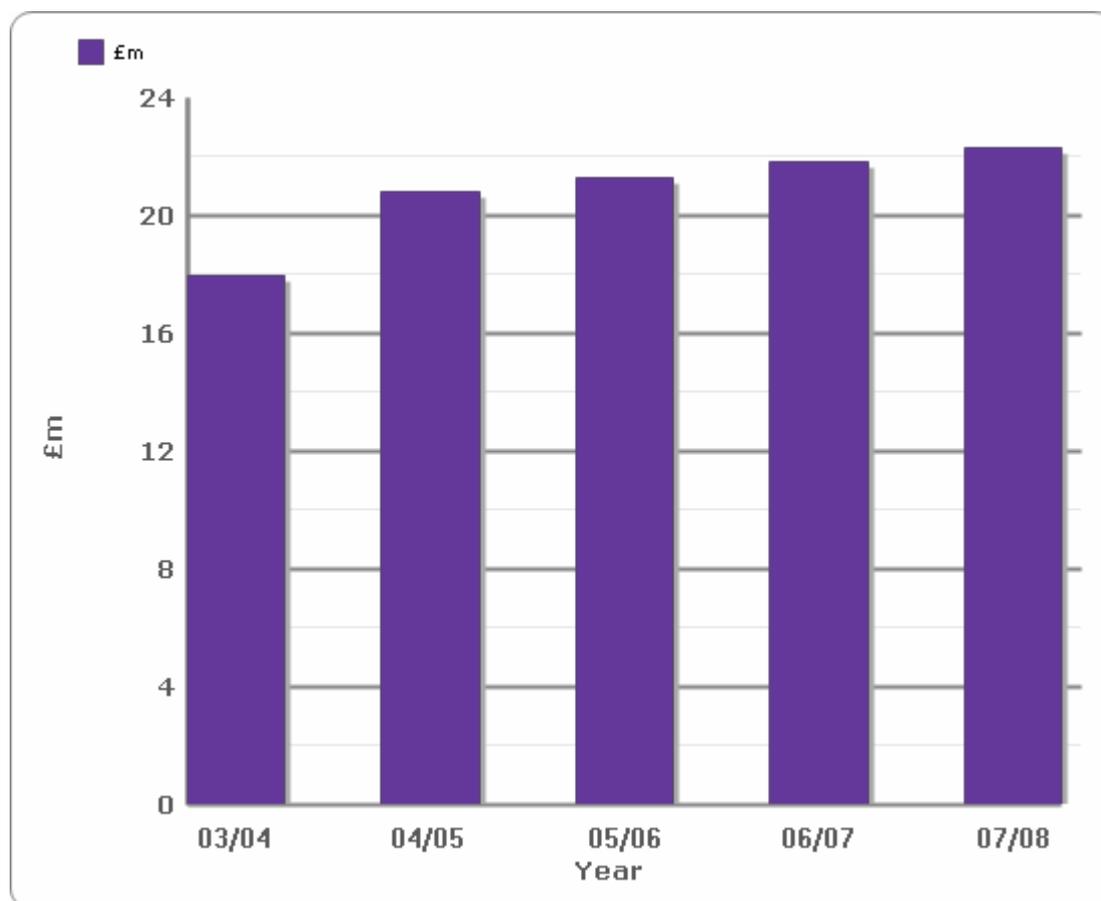
Community Targets

Start Date	End Date	Description	Update	Target Status
April 2008	March 2009	BT will provide a minimum of 1% of our 2006 financial year UK pre-tax profits to activities in support of society, either through direct funding or through support in kind		New
April 2008	March 2009	BT's fundraising initiatives, we will raise over £4million for our selected charity partners in the 2008-09 financial year		New
April 2008	March 2009	BT will increase the number of BT employees who join the payroll giving scheme by 10% from March 2008 numbers		New
April 2008	March 2009	BT will extend its existing employee volunteering options to enable employees around the globe to volunteer for the Inspiring Young Minds programme, the partnership with Red Cross / Red Crescent or other relevant programmes		New
April 2008	March 2009	BT will launch a community project in Brazil - the second phase of the Inspiring Young Minds programme (in partnership with UNICEF). BT will support with central donations of £500k and aims to raise a further £140k through employee and customer fundraising for the project.		New

Campaigns and partnerships Targets

Start Date	End Date	Description	Update	Target Status
April 2008	March 2009	BT will improve its Community Effectiveness Measure score to 82%		New
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Investment in Society - Funding and support in kind



Direct contribution to charity

