

# BT Americas

## Group-wide sustainability performance headlines



**43%**  
reduction in CO<sub>2</sub> equivalent  
from our 1997 base year

**50%**  
waste recycled  
generating over \$1m of savings

In the coming decades, social and environmental changes will shape the way we live and work. Globalisation, climate change, poverty, ageing populations and the rise of emerging markets will be particularly significant. The impact on businesses and communities is likely to be much greater than that of the current recession. In our sustainability report 2009 we discuss some of these issues, our actions and solutions to help our customers in this changing world.

BT has a great range of products and services to help our customers live and work more sustainably, and cut costs: from next generation video-conferencing to our energy efficient home phones. Our sustainability practice is helping businesses use technology to reduce their carbon footprint right across their organisations

BT has a long-standing commitment to responsible and sustainable business practices. Our commitment to help create a better, more sustainable world is as strong as ever. There is much to be proud about this year, as our annual sustainability report demonstrates. From our efforts to create value for our customers and increase access to ICT, to our progress on reducing our environmental impact. Through our global partnership with UNICEF we are bringing education, ICT and communication skills to thousands of disadvantaged young people in Brazil, China and South Africa. Our goal is to adopt a global approach across more of our community work – reflecting our global presence and enabling more BT people around the world to collaborate and contribute.

We have focussed in the past year on our contribution to a low-carbon economy, for example;

- ▶ Reducing our worldwide CO<sub>2</sub> equivalent intensity by 43% from our 1997 base year
- ▶ Recycling 50% of our waste – generating over \$1m savings
- ▶ Reduced our travel and used more of our conferencing services avoiding costs and carbon emissions.

We are pleased to see our efforts recognised too, topping the Dow Jones Sustainability Index in our sector for an incredible eighth year in a row and being awarded the prestigious Queens Award for Sustainable Development for the second time last year.

Our full report can be found at [www.bt.com/betterworld](http://www.bt.com/betterworld).

## A responsibility to lead



MICHAEL BOUSTRIDGE  
PRESIDENT BT NORTH AMERICA

**These are challenging times in our market – times that require strong customer relationships and a sharp focus on cost-effective delivery to achieve profitable long-term growth.**

Companies have a responsibility to manage their resources carefully and to consider their impacts on society and the environment. One way we have shown the type of leadership required in this area is by installing one of the largest urban-based solar panel arrays in Southern California to provide energy at our Los Angeles-area hub location.

Being a leader and an innovator also brings with it a significant competitive advantage. It gives us valuable experience we can share with our customers, partners and suppliers and that brings opportunities for us to deepen these relationships.

With Information and Communication Technology solutions like teleconferencing and our Carbon Impact Assessment service we are well positioned to support our customers in their own sustainability aspirations and to help bring about reductions in cost and carbon footprint that benefit them and their customers, as well as the world at large.

Bringing it all together  
for a **better** world

## Case studies

Wherever we operate around the world, our commitment to help create a better, more sustainable world is clear. We are proud of what has been achieved in our region this year.



### Solar energy

BT North America's California hub location, in the city of El Segundo, in Los Angeles County is the site of a solar photovoltaic renewable energy initiative aimed at providing 15% of the energy requirements for the site.

The project – which includes a sun tracking system via a series of solar panels built over the car parking areas – is one of the biggest solar energy projects in Los Angeles, and among the largest in any metropolitan area in southern California.

The system is expected to reduce carbon emissions by 700,000 pounds (more than 315 metric tonnes) annually, and to decrease the overall power costs for the site in future years.

The reduction in carbon emissions is said to be equivalent to powering more than 150 average-sized Californian homes for 12 months. The system has qualified for rebates under the California Solar Initiative.

The site is considered an ideal location for a solar power system due to its large, unobstructed, south-facing areas.

By tracking the sun throughout the day to maximise production of energy at this city location, we have filled every space that is financially viable and optimized the technology available.

315

metric tonnes

reduction in carbon emissions each year

### Reducing data center energy use

Data centers consume more energy than most areas of our operations. Server virtualisation has enabled a continued growth in computing capacity without a corresponding increase in energy consumption. At our New Jersey data centre, BT's biggest outside the UK, 15% of the energy BT purchases is from renewable sources. The next stage is to actually reduce energy consumption.

El Segundo's data center has implemented a number of solutions in that regard, such as a daylight harvesting process that makes more use of ambient light and requires less electric power throughout the office. Built-in photo cells sense the natural light coming in through the windows and reduce the level of bulb lighting provided. It is anticipated this will save 114,200 kilowatt hours of power annually.

\$3,000

cost savings per year

through a campaign to reduce the use of polystyrene foam cups in the office

### Campaigning colleagues

When BT launched its Carbon Clubs initiative for employees, the Reston Recyclers Club was one of the first to step up to the challenge to go green.

Carbon Clubs are a way that BT colleagues can take action on climate change issues, and make a difference in their communities that has ripple effects across the whole planet.

The Reston Recyclers Club brings together eight like-minded environmental evangelists. With a simple aim of reducing the impact of BT's Reston, VA office on the environment, the Recyclers have used simple tactics to great effect.

Identifying avoidable waste has resulted in cost savings of \$3,000 per year through a campaign to reduce the use of polystyrene foam cups in the office.

Further initiatives being planned by the Reston Recyclers will encourage employees at the site to reduce the amount of paper used by switching to double-sided printing or shared folders. Campaigns have helped remind colleagues to switch off lights in conference rooms when leaving and to put computers on sleep mode when not in use for more than 15 minutes. Small, simple steps such as these help raise awareness and increase focus on more careful use of resources.

50%

of energy purchased

is from renewable sources

### Ready When the Time Comes

Creating a fully functional shelter for the victims of an earthquake was the challenge facing BT volunteers with the American Red Cross in a training exercise in Long Beach, California.

It was part of the charity's Ready When the Time Comes program, which prepares teams from major employers in the area to provide immediate help in the event of a local, large-scale disaster.

BT Americas supports the program as part of the company's involvement with disaster relief worldwide. Last year, BT agreed a three-year global partnership with the British Red Cross.

BT Americas has 33 'reservists' in the Los Angeles area who are trained in basic disaster response. Thirteen joined the challenge in Long Beach with other local people in the city's leisure center.

BT Americas has a second trained team of Red Cross reservists in New York and is setting up a third in Dallas.

In this way, BT is able to contribute a high level of commitment to local volunteering opportunities and make a real impact through the skills, expertise and experience of our people.