



Our 2011 Sustainability Review

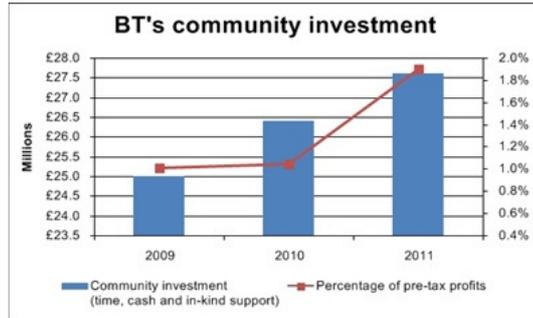
Better Future



Our communities

We are committed to making a positive impact on communities where we operate. In the financial year 2011, we gave £27.6 million - in time, cash and in-kind contributions – to support responsible and sustainable business activities. .

From 2011 the base for calculation of our percentage contribution to society will be the previous year's pre-tax profits. This will create a stronger link to current performance than the historical base of pre-tax profits from two years prior. The Group Board agreed to increase investment from the minimum of 1% of pre-tax profits to at least £25m in 2011, to reflect the importance of these activities.



We focus our investment on areas related to our core business, using information and communications technology (ICT) to build stronger communities. The time, expertise and money that we give, supports our work with community partners, helps motivate our people and enhances our reputation

The quality of our community investment programme is independently evaluated by Corporate Citizenship. We achieved a score of 98% this year, compared with 95% in 2010 due to better alignment with our Corporate Responsibility goals, improved programme management and the provision of more robust evidence.

Corporate Citizenship evaluate each of our community projects 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?

In July 2008, BT received the [CommunityMark](#) from Business in the Community following a rigorous assessment of our community investment programme and consultation with our partners and employees. The CommunityMark lasts for three years.

This section covers the many ways in which BT contributes to communities, including:

- Our charity partnerships and fundraising support
- BT's heritage and archives
- Our support for learning and skills
- Our role as communications services and sustainability partner in the London 2012 Olympic and Paralympic Games
- Responding to disasters
- Our work in communities, helping people get online

For information on our employee volunteering activities please visit our [people section](#).

Targets

Start	End	Description	Update	Target Status
April 2011	March 2012	We will maintain a minimum investment of 1% of underlying pre-tax profits (based on our 2011 results)		New
April 2010	March 2011	To maintain our community effectiveness evaluation score at over 90%.	We achieved a 98% evaluation score.	Completed
April 2010	March 2011	We will maintain our investment in society at	To create a stronger link to current performance, we have used our 2010 (previous year) pre-tax profits to calculate our	Completed

	a minimum of 1% on underlying pre-tax profits	percentage contribution to society, previously we have used pre-tax profits from two years prior. The Group Board agreed to maintain our 2011 investment to a minimum of £25m in cash, time and in-kind, to reflect the importance of these activities. We therefore invested 1.9% of underlying pre-tax profits.	
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Charity partnerships

We work closely with a number of charity partners, helping their work by contributing our resources and our expertise as a communications and technology company.

The BT UK Charity Challenge

In the UK, ChildLine has been our charity partner for many years and has benefitted from a range of support, including the money raised through many BT employee fundraising events. This year, we launched the BT UK Charity Challenge, giving UK employees the opportunity to choose a second charity partner - in addition to [ChildLine](#). We introduced the challenge to give BT people more choice in the organisations they support through fundraising, to raise awareness and to encourage more people to get involved in fundraising events.

[Cancer Research UK](#) was selected as our second charity partner. BT is now working with ChildLine and Cancer Research UK to raise funds which are split equally between the two charities.

Our people fundraise in many ways, including raffles, competitions, BT Tower visits and other events throughout the year. For example, in March, we encouraged employees to take part in ChildLine's Hike Against Cruelty to Kids (HACK) sponsored challenge walks in 11 locations across the UK, and Cancer Research UK's 5k or 10k 'Race for Life' events. In addition to raising funds for our charity partners, these events can also help employees to [get fit](#).

ChildLine



ChildLine is the UK's free, confidential helpline dedicated to helping children and young people. Children can contact ChildLine via phone or online 24 hours a day and get information, help and advice from trained volunteer counsellors. BT has supported the organisation since its inception in 1986, giving strategic and technical support, fundraising and in-kind support. Our employees also donate their time as ChildLine volunteer counsellors.

Cancer Research UK



Cancer Research UK is the world's leading cancer research charity. They support scientific research to help prevent, diagnose and treat cancer. Through their support, scientists are discovering new ways of beating cancer that have saved hundreds of thousands of lives worldwide. Cancer Research UK won the BT employee vote designating it as a charity partner alongside ChildLine in the BT UK Charity Challenge.

I CAN



In addition to our charity partners, we also support a number of other charities, such as the communications charity I CAN. The organisation has reached many thousands of children struggling with a communication difficulty and raises awareness of these difficulties that affect so many children's lives. BT Openreach's support of I CAN includes sponsorship of its annual [Chatterbox Challenge](#), innovative campaigns like the [Wall of Words](#), a series of road shows and events and volunteering programmes. Together, we have developed and distributed over 300,000 educational resources such as [Chatter Matters](#) and [Ready Steady Talk](#) to families and professionals working with children.

I CAN and Openreach have an exciting programme underway in support of Hello, the 2011 National Year of Communication campaign. In addition to the Chatterbox Challenge, we are also launching the [Communication Triathlon](#) as part of 'Get Set' and the [London 2012 educational programme](#).

International partnership

In addition to our work with our charity partners, we collaborate with a number of additional charities in the UK and abroad. These projects engage our people and their commitment enables BT to support communities across the globe. They also promote the BT brand and help to form relationships with local stakeholders. For more information, see '[International programmes](#)'.

Case Study

CR strategy in action at Openreach

Openreach, the BT Group business that maintains the UK's communications network, demonstrates how being a responsible and sustainable business creates benefits for BT, our employees, customers, communities and the environment.

Many of the benefits result from our efforts to get things Right First Time for our customers, for example by upgrading our network to reduce faults. This doesn't just improve satisfaction levels; it also reduces the number of journeys our engineers need to make to fix a problem and the associated environmental impacts of fuel use.

This is significant, as Openreach's engineering vehicles account for 11% of the Group's total carbon footprint. In addition to reducing journeys, we are also cutting fleet carbon dioxide (CO₂) emissions by training employees in fuel efficient driving and making vehicle improvements, such as fitting speed limiters and lighter racking systems to reduce weight. The combination of these measures, when added to our network health and Right First Time improvements, has led to a 15% reduction in Openreach's fleet fuel emissions over the last 4 years. In addition, CO₂ emissions from engineering visits made to repair our network have reduced by an estimated one third since Openreach was formed in 2006.

We offer all Openreach employees the chance to become involved in our sustainability efforts, not just our drivers. For example, we include sustainability related campaigns and competitions in 'The Loop', the weekly Openreach newsletter. To measure the success of campaigns like these, in the third quarter of 2010 we began to ask in our regular employee survey whether our people have taken action to reduce energy use at BT.

Our network upgrade is enabling the roll out of super-fast broadband as well as reducing faults. The enhanced internet speeds it provides will boost our customers' ability to provide more energy efficient products and services. This will help them reduce their own carbon footprints, and enable their customers to do so too.

The fibre roll-out requires different skills from those that our business has needed in the past. We are retraining many of our engineers to give them these skills, benefiting both BT and our workforce. Openreach also provides career and training opportunities for young people, employing the majority of apprentices within BT's award winning Apprenticeship scheme.

Like the rest of BT, Openreach encourages employees to help us build stronger communities. Our people work with our charity partner, ICAN, to help pre-school children start developing the communication skills necessary in later life. Openreach provides resources such as a communication activity pack for young children, and DVDs to help parents understand the importance of communication during their early years. We also run events to promote communication skills in local nursery schools.

We work with other parts of BT to encourage our employees to recycle and to reduce energy wherever possible. In addition, through our copper recovery programme, we recovered 55,823 tonnes of redundant copper cable from our network for recycling.

Read more about responsible and sustainable business activities at [Openreach](#).

Fundraising

BT shares its communications expertise to support fundraising telethons for causes including Children in Need, Comic Relief, Soccer Aid and the Disasters Emergency Committee (DEC). We contribute to these events by providing:

- Telephony and network management
- Call centres and employees to take donations
- A website for online giving
- Help to promote the events

- Fundraising activities.

BT's technology and people have helped charities to raise £34m in 2011. This includes our support for the Children in Need and Comic Relief telethons and the Disaster Emergency Committee Pakistan Floods appeal.

See our case study for more information.

We provided support to the Children In Need 2011 telethon, with over 700 BT volunteers helping to answer calls.

"Thank you to all those at BT who have done so much to make this year's BBC Children in Need Appeal a massive success. Your technical brilliance and the incredible commitment across your business ensured that donors could give efficiently, effectively and with security and confidence.

BT played such a vital part in helping us raise over £18 million on the night which helps us change thousands of young lives across the UK" Carrie Green, Partnership Manager, BBC Children in Need.

Employee giving

BT runs payroll giving programmes in the UK, US, Spain and Ireland. This approach gives employees a tax efficient way to donate and provides charities with a predictable, regular source of funds so they can plan more effectively – a particularly important benefit in the current economic climate. Employees can make donations to charities of their choice, which the company increases by up to £1 million annually.

In 2011, over 10,500 BT people worldwide contributed to charity via payroll giving. They gave approximately £2.5 million, which, when combined with the £1 million from BT, totalled £3.5 million to charities of their choice.

Our payroll giving programme is one of the largest and most successful scheme of this kind in the UK, and was awarded a Gold Payroll Giving Quality Mark this year for the fifth year running. The award recognises BT's promotion of payroll giving and participation rate of over 10%.



Case Study

BT's contribution to charity fundraising

Uniquely, BT supports all the UK fundraising telethons and engages all its lines of business, both in the delivery and support functions. This includes telethons for BBC Children in Need; Disaster Emergency Committee (DEC); Soccer Aid; and Comic Relief's appeals, Red Nose Day and Sport Relief.

Although each of these telethons has its own corporate partners, BT is the only one that works across each and every telethon. BT is a core operational partner helping make the appeal happen, helping the process of donation to be as easy and efficient as possible. Quite simply, a major telethon couldn't happen in the without BT's expertise and support.

BT has supported Comic Relief since the very first Red Nose Day in 1988 (and also launched Sport Relief in 2002). And the support that BT gives keeps growing.

To say it's a big job to set up and manage the telephone network needed on Red Nose Day is a massive understatement. BT's senior engineers and thousands of staff in call centres up and down the country volunteer their time to ensure everyone can make vital donations on the big night.



For Red Nose Day 2011, BT hosted call centres in: Belfast; Blackburn; Cardiff; Doncaster; Glasgow; Newcastle; Sheffield; Warrington and BT Tower.

For the Comic Relief Red Nose Day 2011 we handled over 760,000 calls to the donation line, helping to raise a record £74.3 million. Over 1,100 employees took part at BT call centres.

With our fundraising target of £350,000 surpassed before the day even began, the 2011

Comic Relief Red Nose Day was our most successful one yet. BT people embraced the challenge enthusiastically, donning themed fancy dress, baking cookies and participating in various athletic activities. In London, a team of six BT Innovate & Design employees completed a lunchtime Comic Relief challenge of visiting five London BT buildings in under 5,000 seconds, pedalling their way to their £5,000 fundraising target. BT Chief Executive Officer, Ian Livingston, cheered the team on at the finish point.

Following the successful 2010 BT Sport Relief Million Pound Bike Ride and 2009 BT Red

Nose Climb, this year we raised money by sponsoring the BT Red Nose Desert Trek, in which nine celebrities covered 100km in five days to raise over £1.3 million.

The impact of all of this on our key audiences :

Consumers	All BT's research shows that consumers are positively influenced by its CR/ charitable commitment – and telethons are right at the top of customers' recall; BT provides the mechanisms that most of the public use to donate to Red Nose Day, giving BT positive contact with thousands of donors; Additionally, BT engages consumers directly through cause-related marketing initiatives. In 2011, the BT Red Nose Desert Trek attracted large scale publicity and BT encouraged customers to help raise hundreds of thousands of pounds by making calls from BT landlines on Chat for Change Day in February).
Business customers	Supporting the telethons is a tremendous showcase for BT's capabilities. For example, BT actually set a Guinness World Record for the "most lines connected to one telephone number" when it connected the Red Nose Day donation line to 14,368 call centre volunteers simultaneously! No other telecoms provider has this capability;
Employees	BT relies on employees to make Red Nose Day happen; awareness of BT's support of telethons is over 90% amongst staff with 98% saying they take pride in supporting these events;
Analysts	BT's support of Comic Relief demonstrates its core capabilities, skills and values which has a positive impact on reputation, which is increasingly important to share price; Analysts accept that companies with thorough corporate responsibility programmes perform better over time. During the 2010 Children in Need campaign Ian Livingston, our Chief Executive, received a positive reaction from industry analysts when he introduced Pudsey Bear at our quarterly results presentation. But there are very practical impacts for BT, as involvement in telethons has led to technical innovations which have benefits for business and residential customers, such as the development of new platforms;
Partners and suppliers	BT encourages its partners and suppliers to support these telethons, looking at how costs can be reduced or how delivery can be more efficient. This has helped develop more positive relationships with partners and suppliers. For example, BT has been able to work with Computacenter to supply laptops for the BT Tower call centre at no cost to the charity, which allows staff to enter donations directly to an online system that speeds the process up.

Heritage and archives

As the world's oldest communications company, BT has played an important role in the development of the global communications industry. We are descended from the Electric Telegraph Company, founded in 1846 and the first such undertaking anywhere in the world to develop a nationwide communications network. We also spring from The Telephone Company, the first in the UK to market Alexander Graham Bell's patented telephone in 1878. We are proud of this long tradition of developing new technologies and providing new and innovative communications services for our customers. For over 165 years, we have recorded and preserved artefacts and information which now form part of our internationally recognised archives and collections, helping to tell the story of modern communications. For more on this commitment, see our [Heritage policy](#).

Connected Earth

Our heritage programme, Connected Earth, aims to make our extensive collection of historic telecommunication artefacts, documents, images and films available to a wide audience.

This year we re-launched the [Connected Earth website](#) where people can:

- Explore artefacts through searchable, illustrated catalogues
- Download free teaching resources that support the UK's national curriculum
- Discuss what telecommunications means in their lives.

In 2011, there were over 255,000 visits to the site and more than 20,000 downloads of the teaching resources.

Connected Earth also supports exhibitions in partner museums across the UK, including the Amberley Museum and Heritage Centre, the Museum of London, the National Museum of Scotland and the Museum of Science and Industry in Manchester, where the best of our collection of historical artefacts are now on display. Over 700,000 people who visited our partner museums during the year were able to see this dispersed collection. Visit our [partner museums](#) page for a full list of exhibitions we have funded and supported.

BT Archives

BT Archives preserves the historical information of British Telecommunications plc and its predecessors, from the birth of the electric telegraph in the 1830s to the enormous social and economic impacts

telecommunications have on modern-day life.

Records created before 1984 are public records held on behalf of the nation and are available through our [online catalogue](#) or at our dedicated research facility in central London. This received over 500 visits from researchers in 2011.

We also launched our new [online image and film library](#) during this year where more than 1100 images and over 65 film titles from our rich heritage can be seen. A selection of heritage films can also be seen on the [Connected Earth YouTube site](#).

BT received global recognition in 2011 for its heritage which records its contribution to broadband innovation and telecoms technology over the past 100 years. BT's historic research archives, highlighting many of the technological feats and achievements of the company since 1878, are now included on the globally recognised UK United Nations Educational, Scientific and Cultural Organisation (UNESCO) Memory of the World Register



(http://www.unesco.org.uk/2011_uk_memory_of_the_world_register), an online catalogue which promotes outstanding documentary heritage of the United Kingdom. The films of the GPO Film Unit, 1933-1940, another part of BT's heritage, were also successfully nominated for inclusion on the Register.

Adopt a Kiosk

The iconic red British phone box, known as the K6 or Jubilee kiosk, was launched in 1936 to celebrate King George V's silver jubilee. By the 1960s almost 70,000 were in place around the country, and the phone box had become a globally-recognised symbol of British life.

As mobile technologies have developed, fewer people use payphones, and many kiosks are no longer economically viable. We recognise that while many kiosks are no longer used, they still play a significant role in our national heritage and often form a focal point for communities across the country.

Our Adopt a Kiosk programme enables communities to take ownership of their local phone box (minus the payphones themselves), ensuring they will remain in place for future generations. To comply with legal requirements, we sell the kiosks to local authorities for a nominal fee of £1.

Since the programme began in 2008, around 1,400 have been successfully adopted by local authorities and 60 are being sponsored. More information about BT's adopt a kiosk programme is available [online](#).

Learning and Skills

Good communication is key to success as a student, employee, parent, carer and friend. Our learning and skills programme helps young people to develop their speaking and listening skills and get the best possible start in life. It supports the building stronger communities theme in our [CR strategy](#) framework. We work with community partners on a number of projects that aim to:

- Grow young people's communication and collaboration skills
- Help them to use these skills to improve their future
- Support them in the transition from learning to the world of work

Our [learning and skills website](#) for teachers, young people and their families provides free, high quality resources including videos, workbooks, online activities, and games for use in schools and at home. During 2011, we attracted over 288,000 visits to the site and there were 240,000 downloads.

We are taking advantage of the excitement surrounding the London 2012 Olympic and Paralympic Games to further our learning and skills agenda through 'Get Set,' the Games' official education programme. For more information, see [London 2012](#).

In October, around 1,000 young people from 50 countries/regions are expected to take part in WorldSkills 2011, which is taking place in London. This is an annual competition where young people compete for gold, silver and bronze medals in a wide range of skill areas. BT is a Bronze Sponsor for the overall WorldSkills event and a Supporting Sponsor for IT Software Solutions for Business competition.

2011 Year of Communication

Difficulties with communicating can have profound and lasting effects on children's lives. Over 1 million children and young people in the UK have some form of speech, language or communication need—equivalent to two or three in every classroom. This puts them at a huge disadvantage to their peers as they struggle to learn and make friends.

As the lead sponsor of [Hello, the 2011 National Year of Communication](#), BT is helping to raise awareness of the importance of communication in children's development. Hello is run by [the Communication Trust](#) and aims to improve children's communications skills through online resources and a series of monthly themes such as Good communication begins at home and Skills for work, life and play.

Since January, more than 35,000 visitors had been to the Hello website and over 5,000 people had registered to receive further information. The campaign has also attended over 30 events and distributed 72,000 resources to young people, families and education professionals across the country.

Academies

BT has partnered with Manchester City Council and the Manchester College to open the Manchester Communication Academy in Harpurhey, North Manchester in September 2010. The academy – part of a programme to update and transform Manchester's education system – gives young people the skills and qualifications they need to compete for jobs and meet their greatest potential.

The academy will eventually offer full-time education for 1,320 students aged 11 to 18 focused on communication, collaboration and the use of technology. We are proud to provide teaching staff and students with expertise and experience in education, communication, ICT, and the world of work.

Says Lynne Heath, Principal of Manchester Communication Academy, "Rather than looking for private sector financial sponsorship, Manchester has funded the build itself. Our partners are providing expertise and resources to assist during planning and construction phases; continuing into day-to-day operations. With communication our primary specialism it was fitting that BT should step forward as lead partner."

We look forward to supporting the opening of a second academy in Hastings in September 2011.

For more information please visit www.bt.com/academies or read the [case study](#) on how the Manchester Communication Academy is making a difference to local education.

Bringing it all together

BT is official communications services provider and sustainability partner to the London 2012 Olympic and Paralympic Games. We view the Games as an opportunity to inspire and support people in making the transition to a more sustainable society. Our ambition extends beyond helping to deliver a memorable, sporting event, to sowing a legacy of change through our technological solutions and education programmes.

BT has a critical role to play in the Games' success – every image from the Games, every sports report, every visit to the London 2012 website and millions of calls, emails and texts will be delivered over BT communications networks. We'll be using our technical knowledge and sustainability experience to connect athletes, organisers, spectators, media and businesses across 94 UK event locations, delivering the Games to the world.

In the 2011 financial year, BT volunteers have been inspired by London 2012 to give their time for 2,771 days totalling almost 20,000 hours. This is in addition to the hundreds employees who are working tirelessly to install our communications solution.

Reducing environmental impact

As an official sustainability partner to the London 2012 Games, we aim to reduce the environmental impact of the products and services we provide by cutting energy use and carbon emissions and minimising waste.

We have integrated sustainability into the design of our communications solution for the Games from the beginning. For example, rather than installing separate networks for voice and data traffic, BT is delivering both more efficiently through a single converged communications infrastructure – the first of its kind for a summer Olympic Games. This minimises waste by reducing the amount of spare equipment we need to maintain service levels in the event of a technical failure. It also lowers energy consumption and carbon emissions associated with field support and logistics. After the Games, we plan to reuse or recycle all of the equipment directly supporting our solution.

Understanding the impacts of the products and services we provide is an important first step to reducing them. We have piloted our new carbon footprint methodology to calculate the total impact of our London 2012 solution, the first time this has been done for a complex, long-term ICT solution. We are sharing what we've learnt from this exercise so that others can benefit from our experience. For more detail, see our section on [carbon footprinting](#) and our [case study](#).

To reduce carbon emissions from travel, we are providing conference call services and undertaking a trial of electric vehicles serving the Olympic Park.

Many BT employees are getting involved in volunteering projects, such as an initiative to clean up and restore waterways in east London near the Olympic Park.

Infrastructure and business legacy

We aim for the services we install for the Games to benefit communities and businesses during 2012 and beyond.

We are deploying next generation fibre optic access to a number of locations supporting London 2012 venues including the Olympic Park, Olympic Athletes Village and surrounding areas such as the new Stratford shopping centre.

An important element of delivering a sustainable London 2012 solution is planning for after the Games. For example, the copper, fibre and wi-fi services installed for the Games will be integrated into our national communications infrastructure once the Games have finished. This will enable communities around the 94 venues to benefit from fast, reliable and secure communications technologies and the benefits these offer.

We are running a "Are you Fit for London 2012" campaign to help businesses across the UK consider and prepare for the opportunities and challenges that London 2012 will present and demonstrate how communications services can help them succeed during this exciting time.

Skills legacy

In addition to the physical legacy of our London 2012 solution, we want to use the unique experience of the Games as an opportunity to engage young people and the adults who look after them, and help them to improve their communication skills.

BT and the London 2012 Organising Committee are working together to promote more effective communication and collaboration through '[Get Set](#),' the official London 2012 education programme. This includes:

Big Voice

A nationwide initiative; giving 14-19 year olds the chance to share their vision for diversity and inclusion in the UK through film. The program launched in autumn 2010 and will culminate with BT's Big Voice film festival in spring 2012. Winners will have their film showcased on the big screens being set-up in public spaces throughout the UK to show the London 2012 Games.



The Communications Triathlon

A campaign run by Openreach in partnership with children's communication charity I CAN. This features London 2012-inspired activities designed to help 4-11 year olds express themselves more clearly. All activities have been developed by communication and education experts, and link to the national curriculum. The Communications Triathlon launched in schools in March 2011.

Coaching for Life

Helping parents, grandparents and older siblings improve their coaching skills so that they can unlock the talents of 6-11 year olds through games and sporting activities. We've produced an easy-to-use Coaching for Life Resource Pack featuring expert tips to help adults develop children's confidence, skills and performance in a fun way. Online videos and mobile apps are also helping to distribute information on new games and activities.



See more on our London 2012 inspired initiatives through our [learning and skills](#) pages online.

Targets

Start	End	Description	Update	Target Status
April 2010	July 2012	We aim get at least 100,000 more people who've never used the internet before online by London 2012 - part of our Race Online 2012 support (UK).	2011 update - We have launched our Get IT Together (www.bt.com/getittogether) campaign and gained an extra half million broadband customers in 2011, tens of thousands of whom are likely to be getting online for the first time.	On Target

Responding to disasters

Civil Resilience

Major disasters and emergencies can strike suddenly, unexpectedly and anywhere; BT will be there to provide support, working proactively as one team with other category 1 and 2 responders. This essential work is lead by BT Civil Resilience team who operate, at local, regional national level throughout the UK. Like many other organisations BT has formal legislative civil contingency responsibilities as a UK Category 2 responder under the civil contingencies act. But we aim to go a lot further than that – helping shape and implement best practice.

Within European, the civil resilience team are part of a European Network Information Security Agency working group looking at developing the first pan European incident management exercise, that will focus on European wide disaster and emergencies

As the largest guardian of Britain's telecommunications Critical National Infrastructure (CNI) we are responsible for maintaining communications for our customers, including other Communications Providers, as well as national regional and local government, emergency services and public sector bodies. We operate across all communities to ensure that, even in extreme circumstances, end users can have confidence that we will be working on maintaining their BT provided communications services.

Within our civil resilience management structure we have an extensive network of senior operational managers, who in addition to their day to day role support the emergency services, and other civil contingency responders, in planning for and responding to major incidents. Including;

A network of 12 BT Regional Liaison Managers liaises with Regional Resilience forums. There are over 80 BT Local Liaison Managers working with Local Resilience groups at Constabulary/ County level. All of whom help; plan for incidents, provide expertise on telecommunications resilience, risk mitigation, and advise the authorities on how best to manage their communications to minimise risk of failure during major incidents. We also maintain a capability of disaster recovery communications equipment units that can be deployed urgently during a major incident to restore BT's communications services.

Further reference <http://www.btplc.com/civilresilience/Home/index.htm>

Emergency Response Team (ERT)

In addition we have a specialist elite unit of multi skilled individuals drawn from across all operational lines of business. The Emergency Response Team (ERT) are trained to work in hazardous and high risk environments and have worked in co-operation with other emergency services to train and share best practice. The team have responded to major incidents in the UK when the business as usual practices need that enhanced level of capability in order to urgently restore service. They have also built the first capability to restore global capability urgently to ensure ongoing customer service in that particular region when an issue arose. This fulfils their remit of being able to restore UK and global critical network infrastructure.

In addition, the team have a track record of successful deployment in responding to requests for international disaster relief (IDR) in order to provide urgent telecommunications support. The team were requested by the Pakistan authorities in autumn 2010 to visit the country in order to urgently provide satellite communications for four flood relief camps in the Punjab region. The team built a solution and delivered the training for Pakistan telecommunications engineers in Islamabad so that they would then be able to successfully deploy and maintain the satellite communications equipment in the flood relief

camps. Free satellite bandwidth space and call minutes for an agreed time period was part of the overall offering from BT in response to this particular request to support the refugees/displaced persons.

Red Cross

BT has been working with the British Red Cross since 2007, contributing £350,000 in funding to provide essential satellite, IT and GPS equipment as well as employee consultancy to selected projects, to help make an even greater difference.

Equipment funded by BT continues to play a vital role in the earthquake relief and recovery operation in Haiti. BT has also funded communications equipment that is being used all over the world including Uganda, Djibouti, Lesotho and Nepal.

"BT's support has really helped to save lives not just in Haiti, but all over the world in areas affected by disaster. The communication infrastructure is a vital part of how we operate in these countries and BT has helped us rebuild communities affected by disaster" Celia Holland, Senior Corporate Partnerships Executive, British Red Cross

Community ICT and skills

Communications technology is an important catalyst for social inclusion, helping people to stay in touch with family and friends, access education and participate in the global economy. Unfortunately, millions of people still lack the access and the skills to benefit from this technology, particularly those with low incomes and older and disabled people.

Using communications to build stronger communities is one of our three strategic corporate responsibility priorities. We partner with community organisations to improve communication and ICT skills for those most in need.

Good progress has been made in the UK over recent years. According to data published by the Office of National Statistics (ONS) in August 2010, 23% of adults had not accessed the internet in the last three months, compared with 36% in October 2005. However, there is an international consensus that people who are still not online are at a significant disadvantage. Countries such as Estonia, France, Finland and Greece have already ruled that access to the internet is a human right for their citizens. As a [Race Online 2012](#) partner, BT has pledged to help 100,000 people get online by the end of 2012.

Get IT Together

In October 2010, we launched our new digital inclusion programme called Get IT Together. Through this programme, we are using our skills, products and services, partners and CR resources to help individuals and communities get online. Since October BT has piloted two elements of this programme, the first being a [community based project](#) in Cornwall, where BT is rolling out next generation access to super fast broadband. BT Wholesale worked with Cornwall Development Company and others to help bridge the digital divide through creating interest and training. The second being a project aimed at getting people to help someone they know get on line. BT Retail has launched a campaign to encourage digitally-savvy consumers to help someone they know get online. The www.bt.com/getittogether website brings together resources from across BT and our partners such as UK Online Centres, providing the tools to help people use the internet. The Get IT Together programme is being rolled out and expanded throughout 2011/12.

Measuring our success

In 2011, we developed a new five-stage framework to help us coordinate and measure the effectiveness of our projects. This framework, based on research by the [Communications Consumer Panel](#), aims to help the digitally excluded become more familiar and confident with the internet by moving them through the following five stages with the support of family and friends, community groups, schools, and our programme partners:

1. Build awareness: current internet users learn about our projects promoting digital inclusion and become interested in teaching their community, family members or friends about using the internet
2. Registered interest: with the support of community groups, friends or family, new internet users register for more information about our projects or attend a taster session
3. Take action: people attend multiple sessions or complete entire online training modules to learn how to use the internet
4. Regular use: people feel confident using the internet without support
5. Purchase: people have access to the internet in their homes.

As well as measuring the impact on individuals, we also aim to monitor other benefits, such as the impact on BT's brand reputation and employee pride.

This section covers other elements of the Get IT Together programme, including:

- Helping communities get online
- International programmes
- Supporting disadvantaged communities
- Supporting older and disabled people

Targets

Start	End	Description	Update	Target Status
April 2011	December 2012	We aim to support another 10,000 'Digital Champions' by the end of 2012 - part of our Race Online 2012 support (UK).		New
April 2010	July 2012	We aim get at least 100,000 more people who've never used the internet before online by London 2012 - part of our Race Online 2012 support (UK).	2011 update - We have launched our Get IT Together (www.bt.com/getittogether) campaign and gained an extra half million broadband customers in 2011, tens of thousands of whom are likely to be getting online for the first time.	On Target

Case Study

BT Community Connections

Residents on the beautiful Isle of Bute located 40 minutes by ferry from the Scottish coast, are celebrating a life changing win with the installation of broadband thanks to the BT Community Connections award scheme.

"It's arrived at the perfect time" said director David Rennie. "With the temporary closure of Rothesay library for refurbishment there was a real need for all people, young and old, to have somewhere where they could get online. Living in an isolated part of the country like this has many advantages, but it's nice to keep in touch with the rest of the world as well."

The broadband facility is available at the Green Tree Café in the Moat Centre, and Bute Connections will be running some taster and training courses alongside general usage.

"There was a lot of curiosity amongst some of our older lunch club members to find out what all the fuss was about" continued David. "Now they've found out and they love it! We have our regulars who come in every morning to check their emails they look forward to getting pictures and emails from the grandchildren, new ways to keep in touch with families who live far away. They are very interested in looking at the best price for goods you have to get off island, making their trips to the mainland more productive. There has been a bit of interest in setting up a webcam to get some video messaging with families who are too far away to visit. All in all this is a great chance to get people who are not sure what the world wide web has to offer, the chance to try before you buy!"

Helping communities get online

BT aims to increase internet use and the related benefits among people who find it difficult to get online. Our approach is to empower individuals and organisations to help others get online. We offer free kits and templates to help community groups to build their own websites, and provide online resources and encouragement to help young people teach the adults in their lives how to use the internet.

Helping Individuals

As part of our [Get IT Together](#) programme, BT Retail introduced a campaign to encourage digitally-savvy consumers to help someone they know get online. This is based on recent research by the [Communications Consumer Panel](#) which suggests that people prefer to be coached by a relation or close family friend. The website supporting this campaign brings together resources from BT and other partners, providing tools to help people start using the internet. Since the site's launch in October 2010,

33,000 people have visited the site, and almost 1,300 of these signed up for additional training with UK Online Centres.

BT Internet Rangers

Young people often have excellent internet skills and are more familiar with technology than their parents and other adults.

Our [BT Internet Rangers](#) programme is one example of how we encourage people to pass on this knowledge to the adults in their lives. The programme – designed with the help of young people – is supported by a website with guides, support materials and activities that make being an internet teacher fun for children of all ages.

We recognise exceptional young people and their efforts to help adults to gain IT skills and confidence through the 'BT Internet Ranger of the Year' award. Fifteen year old Terri Miller from Edinburgh was the overall UK winner in February 2011, after devising and running computer classes for disabled young people and older people at her local community centre. She holds these classes for two hours every week, and has changed the lives of many in the process.

We also recognise schools who make notable contributions to their communities through the BT Internet Ranger School Award.

In the financial year 2011 (2011), we included more schools in these awards. This year's overall UK award-winning school was Great Barr School in Birmingham, whose students help residents of the nearby Perry Locks Nursing Home get online. The prize money of £4,000 will be used to purchase laptops with larger keyboards so residents can practice between student visits. Avonbourne School in Bournemouth and Settle Middle School in North Yorkshire also received awards to expand the excellent work they already do.

Helping Community Groups

BT Community Connections

The [BT Community Connections](#) (BTCC) award scheme has been helping community groups get online since 2000. We re-launched the scheme in November 2010 as part of our Get IT Together campaign, with a greater focus on community groups who help people to get online, particularly in areas of deprivation. For more on Get IT Together, see '[Community ICT and skills](#)'.

In 2011, 152 community groups from across the UK were selected by our new judging panel – including representatives from Race Online 2012, AbilityNet, UK Online Centres and Business in the Community – to receive 12 months of free broadband which will help them to increase internet use in their communities. Recipients will report back regularly on the number of people they have helped to go online as a result of their BTCC award.

In July 2010, BTCC received a prestigious Business in the Community 'BIG TICK' Award for Excellence. This award is given to companies that have shown innovation, creativity and a sustained commitment to corporate responsibility.

BT Community Web Kit

BT's [Community Web Kit](#) is a free service for charities and not-for-profit community groups who want to set up their own website but lack the technical skills to do it themselves. Since the kit was launched in November, it has helped charities to build over 4,000 websites and attracted more than 10 million page visits to these sites. The service also provides free website addresses and hosting and gives users layouts and design templates to choose from to give their sites a professional look and feel.

Targets

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International programmes

Country Charity Partnerships

Launched in 2010, the Country Charity Partnerships programme enables our employees to nominate community and environmental organisations to partner with BT. In addition to funding, we also support our local partners through the involvement of our employees who are encouraged to share their time and talents with these organisations.

United States- One Economy

We've partnered with One Economy to launch [Net Connectors](#), a website providing advice and other resources to help young people teach adults to use the internet. See <http://pic.tv/netconnectors/>. BT volunteers have also been involved in One Economy's community wireless programs and supported young people participating in their Digital Connectors Program. We awarded the second half of our \$200,000 grant in 2011 which has been used to enhance the website's functionality and raise awareness among a wider audience.

France- "Sport dans la Ville"

Sport dans la Ville (SDLV) uses the power of sport to encourage young people from disadvantaged communities to avoid antisocial behaviour. Working with participants from an early age, the organisation teaches them the importance of teamwork, leadership and social integration to improve their chances of employment.

A grant from BT has provided network and computer equipment for the new SDLV 'Campus Pro' facilities. The workplace enables young people to develop projects and start their own businesses. BT staff are also helping by coaching young people who are looking for jobs.

Germany- SOS Kinderdorf

SOS Kinderdorf (Children's Villages) provides long term care for children who, for a variety of reasons, cannot grow up in their own families. The villages create a stable, family-based environment where children are supported until they become independent young adults.

Using a grant from BT, two mobile classrooms containing LAN- connected laptops have been set up at the SOS Vocational Training Centre in Nuremberg. We also upgraded the network infrastructure for the site and installed two new-state-of-the-art servers.

BT Germany employees organised a workshop for teachers to learn how to use the classroom equipment, and provided training to help the students develop negotiation and project management skills.

Spain- Comunidad de Madrid

BT Spain is working with Universidad Politécnica de Madrid and selected Comunidad de Madrid pre-school centres to use ICT educational resources to encourage the early development of children with special needs. BT has supported the design and installation of an ICT platform that teachers and children can use to access and share digital content. This can play an important role in stimulating the

physical, intellectual, emotional and social development of the children.

South Africa- Nkosi's Haven Village

Nkosi's Haven Village provides a safe and positive environment for the growing number of women and children who have been affected by HIV/AIDS in South Africa.

In 2011, BT sponsored the development of a new communications centre which is based just outside of Johannesburg. Teenage residents now use video conferencing technology to chat with their mentors and buddies around the world, share photos and video and get help with homework remotely using modern collaboration tools. The resources will also be used to train mothers in computer skills, improving their chances of finding employment outside of Nkosi's Haven.

The facility was developed in partnership with Infinite Family, a US-based organisation that connects children infected or orphaned by HIV/AIDS with adult video mentors in South Africa and around the world.

Benelux- Johan Cruyff Foundation

The Johan Cruyff Foundation promotes the mental and physical wellbeing of young people. BT has agreed a two year partnership with the foundation, focusing on their 'Participate, Learn, Win' youth training programme. This aims to empower young people to organise sports events at 'Cruyff Courts' in their local communities

BT will build an online platform for the programme, hosted on our servers, including a communications skills e-learning programme for children, and a 'train the trainer' course for coaches. We will also provide access to BT's TelePresence facilities.

India

Katha Information Technology and E-Commerce School (KITES)

BT has a long term relationship with the Katha Information Technology and E-Commerce School (KITES). The school delivers IT education and training for disadvantaged children in India.

We have been working with Katha since 2001, when we funded the opening of the Katha Information Technology and E-Commerce School in the heart of Govindpuri - the largest area of deprivation in Delhi.

Since then, KITES has awarded 18,137 IT certificates to participants in computer education programmes. Over half of these went to girls and women, who are often excluded from education and training in poor Indian communities. Additionally, 829 teachers have benefited from improved access to IT.

More than 3,000 students have qualified for the advanced KITES professional certificate in IT, helping them to find work with IT companies. In the 2011 alone, 335 students received 'O' and 'A' level certificates and 270 students went on to work in the IT sector, international companies and NGOs.

St Crispin's Home School

BT supports the St Crispin's Home School IT Training Centre which provides opportunities for girls from disadvantaged backgrounds in Pune, India. In 2006 we provided funding to equip a computer lab and continue to fund the Centre's internet access. We also lend our expertise to help the school develop IT courses leading to recognised qualifications.

In 2011, over 550 pupils benefited from these courses.

Case Study

Building a Better Future at BT US and Canada

BT offers networked IT services to businesses in the United States and Canada, and is firmly committed to our strategy for a Better Future.

The office-based nature of our operations and geographical spread of customers in the region mean business travel forms a bigger portion of our carbon footprint than in other parts of BT Group. To address this, we have increased our use of immersive videoconferencing systems – at our hub offices in New York; Irving, Texas; and El Segundo, California. Our other sites also use video and audio conferencing extensively.

Our facility in El Segundo operates a network operations centre and data centre, accounting for around 8% of BT Americas' carbon footprint. The site has installed photovoltaic solar panels with an output of around 1,000 MWh of power each year, harvesting the California sun to provide 15-20% of the site's energy needs and avoid 300 tonnes of carbon dioxide annually.

Our commitment to reducing our carbon footprint led us to devise a unique way of encouraging employees to get involved – at home as well as work. With our partner,

SunPower®, we hosted informational events in our offices and online to promote the use of photovoltaic solar panels at home. Over 200 people have attended in total, and roughly a third of these signed up for a free home assessment. SunPower provides up to a 10% discount to any BT employee who chooses to install SunPower solar at home.

We encourage customer-facing employees to promote the sustainability benefits of our products and services during conversations with customers. In 2011, we introduced a six-part training programme to better equip them for this role. Employees receive a certificate after completing the three webinars and three internet-based modules, and to date 10% of eligible employees have participated in the program.

Our 3,800 employees are also helping us to build stronger communities. We encourage all our people to volunteer time to a good cause of their choice, or to one that BT supports, such as the American Red Cross. We are helping the Red Cross to implement its Ready When the Time Comes disaster response programme. Teams of BT people in New York and El Segundo volunteered to be trained in disaster response techniques, and now participate in drills to keep their skills sharp and extend the reach of this important programme.

BT Americas supports our Group-wide focus on tackling digital exclusion through our US charity partner, One Economy Corporation. In 2010, we committed to providing One Economy with \$200,000 over two years, to fund the development of Net Connectors (<http://pic.tv/netconnectors/>) a website similar to BT's successful Internet Rangers programme in the UK that encourages young people to teach adults how to use the internet. Our employees are also volunteering to help One Economy provide digital literacy training in local communities.

Supporting disadvantaged communities

People on low incomes are less likely to benefit from communications technology. Data from 2009 Oxford Internet Surveys shows that people in the highest income category are more than twice as likely to use the Internet (97%) as those in the lowest income category (38%). To close that gap, we work with our partners to improve access to technology in disadvantaged communities, particularly where multiple social issues contribute to digital exclusion, such as low incomes and poor education.

While many of our activities are in the UK, we also tackle digital exclusion around the world through our '[International programmes](#)' in partnership with local community groups.

We summarise our main UK-based programmes below.

Everybody Online

Run by the digital inclusion charity [Citizens Online](#), Everybody Online (EOL) is a programme which helps disadvantaged communities and individuals across the UK use and benefit from digital technology. Community based project officers work with a local network of partner organisations and volunteers to develop courses which are tailored to meet the needs and interests of learners. Since the partnership began in 2002, BT has supported 23 EOL projects.

In the financial year 2011 (2011), projects we supported in Bristol, Andover, the City of London and Edinburgh came to an end, a project in Caithness continued and a new project started in Cornwall.

Over the year, these:

- Enabled over 2,800 people to try out new technology in locations where they feel comfortable
- Further developed local networks, bringing in 21 new volunteers
- Helped nine people into employment, saving an estimated £81,000 in state benefits.

The European Commission has included a best practice case study highlighting the achievements of EOL projects in their [European e-Inclusion Initiative](#) (see page 42 of the download).

Everybody Online in a Box

BT has also supported the development of a comprehensive online toolkit called [Everybody Online in a Box](#). This resource, most elements of which are free, provides information to local authorities, social landlords and local community organisations on the benefits of running an EOL project and how to access funding.

Supporting digital inclusion in Cornwall

We recognise that the roll out of super-fast broadband could further widen the digital divide for people

who are not yet online. In 2011, we ran a pilot programme in Cornwall with [Citizens Online](#) to test the effectiveness of different approaches to getting disadvantaged communities online.

Working with local partners, including Cornwall Libraries and the Cornwall Development Company, BT volunteers supported group computer and internet taster sessions in Redruth, Penzance, Wadebridge and Truro. Of the 104 people with low or no computer skills who attended these sessions, 47 went on to complete three further training sessions, building their skills and confidence in using the internet. During the 2012 financial year (2012), we will continue to track the progress of some of these learners to understand how many of them go on to become independent and regular internet users.

We understand the importance of local community groups, and made a special effort to work with local organisations in Cornwall to raise awareness of the [BT Community Connections](#) award scheme and encourage them to apply for an award. For more information on how we work with community partners, see '[Helping communities get online](#)'.

Based on what the pilot has taught us, we plan to extend the programme to other areas in the UK in 2012.

Supporting older and disabled people

Everyone should be able to use our services and benefit from ICT. While many people use the internet daily to work, learn, and socialise, many others – especially older and disabled people – still find this difficult.

An Ofcom study (The consumer experience 2010), published in December, 2010 showed that 73% of UK adults had broadband access, but that levels are lower among adults with visual (39%), hearing (51%) and mobility (49%) disabilities. 60% of people aged over 65 have never used the internet, compared with 18% of all adults.

BT works with charities and community organisations to promote computer and internet use among these groups. We also ensure our products and services are accessible to all – see '[Inclusive communications](#)'.

Partnership with Age UK

We have been working with Age UK (previously Age Concern) since 2005 to reduce digital exclusion among older people by helping to raise skills and confidence. Below is a summary of our partnership activities during the financial year 2011 (2011).

Age UK Internet Champion

For the second consecutive year, BT supported the Internet Champion of the Year Award. According to research commissioned by Age UK and BT in the 2010 financial year, older people are more likely to be interested in using the internet for the first time if they see their peers using and enjoying it. The Internet Champion Award builds on this premise, inviting people aged 55 and over to nominate themselves to spend a year advocating internet use to their peers.

The joint Age UK Internet Champions of the Year 2011 - Margaret Goodwin and Dave Howe – were announced at an awards ceremony held at the BT Tower in London in January 2011. They are now helping to inspire the six million people in later life who have never used the internet. To read more about the project visit the [Age UK website](#).

'Making the Most of the Internet' information leaflet

We supported the production of Age UK's 'Making the Most of the Internet' leaflet, providing older people with a simple step-by-step guide to getting online at home. The leaflet answers questions about first steps, equipment, services and costs. In 2011, more than 85,000 printed and electronic copies were distributed and downloaded.

Age UK Digital Inclusion Network

The Age UK Digital Inclusion Network provides support for organisations that help older people to use computers and the internet. In 2011, the Network of over 200 organisations helped more than 137,000 older people to get online.

Since the partnership began, BT has provided over £244,000 and 55 laptops to the Network. In 2011, we funded 12 projects that helped to establish local volunteer IT trainers and provide support for excluded and disadvantaged groups. We also host annual workshops for Network members and, for the first time in 2011, we delivered online training sessions using Live Meeting technology.

BT Volunteers

We encourage our employees to help the elderly get online. In September 2010, BT employees supported Age UK's '*Tea and biscuits*' week events. Around 1,000 technology taster sessions took place across the UK giving participants a hands-on opportunity to try a range of digital technologies, including use of computers and the internet.

We received very positive feedback from employees who volunteered at these events – 93% said they would recommend the activity to their colleagues.

With support from BT, Age UK has developed a video that helps volunteers working with older people to understand the additional needs they may have. This video is available on our [Including You](#) website

and the [Age UK](#) website.

SCOPE

In the 2012 financial year, we will begin a three year programme to help severely disabled people live more independent lives. Through our work with SCOPE, we aim to develop solutions which meet their needs, using affordable, accessible technology.

Thank you

for reading what we have to say – now we want to listen to you. Email us at yourviews@bt.com and tell us what you think of this review and sustainability at BT.

If you'd like more details about our corporate responsibility and sustainability activities and performance please visit our website where you can:

- Search our full sustainability report
- Download our free educational resources
- Check out our latest information
- Join in on our blogs

all at www.bt.com/betterfuture



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