

Connected Society

Better Future
Report 2014



Our vision is to help improve society through the power of digital connections. Connected Society is about providing access to the internet and helping people develop the skills and confidence they need to use it to make a difference to their lives.

2020 goal:
9/10



Broadband network

BT is investing £2.5bn to extend its network of fibre broadband cable to deliver more information, more quickly and more reliably to our UK customers. We support the UK Government's Broadband Delivery (BDUK) programme, which aims to increase broadband access in remote rural locations.



Access to products and services

Our products and services help everyone use technology, regardless of their age, background or ability. Collaboration with external disability experts and other organisations helps us to better understand the issues our customers face, and improves our ability to respond.



Digital skills

Run in partnership with the charity Citizens Online, we run Get IT Together regional programmes to provide training to help people become confident and competent internet users. We also encourage internet-savvy young people to pass on their knowledge and advice to friends and family and become BT Digital Champions.



Global projects

This year we launched our flagship programme, Connecting Africa, that uses the skills and expertise of BT people and our technology to put in place the infrastructure needed to connect remote communities to the internet. We are also working with charities to support smaller local initiatives that improve IT education worldwide, including in Benelux, Colombia, India, Indonesia and Ireland.

Our Connected Society 2020 goal

More than 9/10 people
in the UK will have access
to fibre-based products
and services

2013/14 performance

6.6/10 people can access
fibre-based products
and services



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We face two key challenges in broadening access to the internet - extending digital inclusion and child online safety.

Connecting Africa



We work with the charity SOS Children's Villages to provide internet connections via satellite to remote locations. To date, we have connected 19 villages in nine African countries. The project has improved access to critical services for around 95,000 people and we expect that up to 570,000 people living in the villages and surrounding areas could indirectly benefit.

The Right Click: Internet Safety Matters



This year we launched a three-year partnership with UNICEF UK, to provide face-to-face online safety training to parents, teachers and children. We will run workshops in 600 schools across the UK reaching up to 35,000 teachers, parents and children by 2017.

44.2m

We rolled out fibre-based products and services to more than 19 million UK premises, providing access to around 44.2 million people. This is equivalent to 6.6 out of ten people.



By launching Click and Connect, in partnership with the Scottish Government, we delivered affordable wi-fi to 138 tenants living in a housing association in Glasgow.

26,600

Our digital skills projects helped 26,600 people go online.

24/7

We launched a new cyber security centre to monitor and respond to cyber threats protecting customer data, all day, every day.

95,000

We connected 19 villages in Africa to broadband internet via satellite, giving access to critical services, such as health care, for around 95,000 people directly.

Future plans

As part of our commitment to expanding our superfast broadband network, we'll bring fibre-based broadband to more than 360,000 homes and businesses in Staffordshire by the end of spring 2014, and a total of 472,000 premises by spring 2016.

Following the success of our work with SOS Children's Villages to help health centres in Africa use ICT to operate more efficiently, we'll continue to work together to identify other regions in the country that could benefit from our expertise.

BT will join forces with the UK'S leading ISPs to launch Internet Matters, a world-leading child internet safety organisation.

For more info

Find out more about Connected Society
www.bt.com/betterfuture



Find out more about BT Digital Champions
www.btdigitalchampions.com



Find out more about Internet Matters
www.internetmatters.org



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