

# Delivering our purpose

We use the power of communications to make a better world.

**1.15 %**

We invested 1.15% of adjusted profit before tax in sustainable and responsible business practices.

**7.5/10**

We helped 7.5/10 people in the UK to access fibre-based products and services.

**1.5:1**

We helped our customers avoid carbon emissions by 1.5 times (7.1 Mt CO<sub>2</sub>e) the end-to-end carbon impact of our business (4.6 Mt CO<sub>2</sub>e).

**£231.4 m**

We have raised for good causes since 2012.

**26 %**

We inspired 26% of our people to volunteer in 2014/15.



We are here to give our customers the experience, products and services that matter to them. The thing most fundamental to our business success is letting our customers fulfil their aspirations and create possibilities for themselves.

Millions of people connect with friends and family through us, and have at their fingertips huge amounts of information and entertainment. Small companies and multinational corporations use our services every day to do business and compete in the global marketplace. Lots of public services rely on BT technology, and in the UK the entire telecoms industry operates across our networks.

These days, life is built around connectivity. The connections we provide every day are an intrinsic

part of the modern society and economy. Wherever we are, what we do is a fundamental piece of that community's social infrastructure. So we never stop searching for new ways to bring social and economic benefits to those places through our products and services.

BT's technology plays its part in responding to the climate change challenge. BT people get involved too – contributing their skills and energies to make positive changes in areas of social need.

Our shareholders ask for sustainable profit and revenue growth. We know the best way to deliver this is by creating something of value in the world, so we use the power of communications to make a better world.

# Delivering our purpose – update on our performance 2014/5

	Our 2020 ambitions	2013/14 performance	2014/15 performance	Status	Target for 2015/16	Financial indicators and results	2013/14	2014/15
Creating a connected society	More than 9/10 people in the UK will have access to fibre-based products and services	6.6/10 people can access fibre-based products and services	7.5/10 people can access fibre-based products and services	➤	Continue to deliver against 9/10 target	n/a	n/a	n/a
	Help 10m people overcome social disadvantage through the benefits our products and services can bring	n/a – new target	n/a – new target	➤	Start to track our performance against 10m target	n/a	n/a – new target	n/a – new target
Building a culture of tech literacy	Help 5m children receive better teaching in tech skills	n/a – new target	n/a – new target	➤	Start to track our performance against 5m children target	n/a	n/a – new target	n/a – new target
Supporting charities and communities	Use our skills and technology to help generate more than £1bn for good causes	Over £86m raised for good causes* Cumulative total since 2012: £147.6m*	Over £83m raised for good causes Cumulative total since 2012: £231m	➤	Continue to deliver against £1bn target	Cumulative total against £1bn target	£147.6m*	£231m
	Inspire two-thirds (66%) of our people to volunteer by 2020	16% of BT people volunteering	26% of BT people volunteering	➤	Continue to deliver against 66% target	In-kind value of BT people volunteering	£14m	£16.6m
Delivering environmental benefits	Help our customers reduce carbon emissions by at least 3 times the end-to-end carbon impact of our business	1.3:1 achieved	1.5:1 achieved	➤	Continue to deliver against 3:1 target	Global portfolio revenue from products and services contributing towards our 3:1 goal	£3.1bn	£3.4bn

## Our foundations for being a responsible and sustainable business

	Our foundations	2013/14 performance	2014/15 performance	Status	Target for 2015/16	Financial indicators and results	2013/14	2014/15
Our investment	Investment in responsible and sustainable business activities. Adjusted profit before tax - (PBT)	1.01% of PBT invested	1.15% of PBT invested	✔	Maintain 1% of PBT invested	Investment in society of cash, time volunteered and in-kind contributions	£27.2m	£32.5m
Our customers	Customer service: RFT measure across our entire customer base	1.5% improvement	4.7% improvement	✔	Continue to improve RFT from 2014/15 performance	BT Group plc revenue	£18,287m	£17,851m
						Average revenue per UK consumer household	£391	£415
Our employees	Employee engagement index: a measure of our relationship with our employees	3.82/5 achieved	3.82/5 achieved	✔	Maintain or improve from 2014/15 performance	Number of employees	87,700	88,500
	Sickness absence rate: % of calendar days lost to sickness absence	2.10% calendar days lost in sickness	2.23% calendar days lost in sickness	✘	Maintain or improve from 2014/15 performance	BT sick pay costs	£72.3m	£80.7m
	Ethical performance: a measure of our employees' awareness and training	4.29/5 achieved	4.33/5 achieved	✔	Maintain or improve from 2014/15 performance	Employee costs	£4,703m	£4,551m
Our suppliers	Ethical trading: a measure of our supply chain review; with specific focus on human rights	97% follow-up within three months	96% follow-up within three months	✘	100% follow-up within three months, for all those suppliers identified as high/medium risk	Value of procurement contracts where suppliers agree we'll work with them to improve sustainability impacts	85% of suppliers agree**	84% of suppliers agree**
Our environmental impact	CO <sub>2</sub> e emissions: a measure of our climate change impact	79% reduction in net CO <sub>2</sub> e emission intensity against 1996/97 levels	79% reduction in net CO <sub>2</sub> e emission intensity against 1996/97 levels	➤	Continue to deliver against 80% target by December 2020	Total GB energy and water costs - costs include fleet fuel, electricity, gas, oil, water and CLL (climate change levy or levies)	£296m	£306m

Key: Target met Target failed Ongoing

\* indicates numbers restated from 2013/14. All targets have an end date of 31 March 2015 unless otherwise indicate.

\*\* % of suppliers who agree with the statement: "BT works with its suppliers to ensure its purchases are made, delivered, used and disposed of in a socially and environmentally responsible manner."