



# Corporate Social Responsibility (CSR) The BT Story

**BT 2020:**  
A greener, more energy efficient future

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# Public recognition for BT – our reputation is world leading today





# Building greener practices starts with ... A foundation of values embedded in BT's DNA

- Board Leadership
- Governance
- Business Principles
- Objectives and Targets
- Integrated Implementation
- Accountability
- Risk Management

Trustworthy  
Helpful  
Inspiring  
Straightforward  
**Heart** Our Values

**“We are committed  
to contributing positively  
to society and to a  
sustainable future.  
This is part of the  
heart of BT”**





# BT's CSR Strategy – a systemic approach



**Carbon Busting strategy:**

- 1. Reduce** impact of our own operations
- 2. Empower customers** to reduce their impacts through innovative products and services
- 3. Influence suppliers** to provide more energy efficient prods & services
- 4. Encourage our employees** to reduce their carbon footprint at home and at work





## Setting an ambitious global goal

### Carbon stabilisation intensity target

- Combines company environmental and financial performance
- Links company performance to global environmental and economic performance
- Accommodates the normal dynamics of businesses such as organic growth, acquisitions and outsourcing
- Provides a framework for modelling future strategy
- Allows straightforward benchmarking

... to reduce our worldwide CO<sub>2</sub> emissions per unit of BT's contribution to GDP by 80% from 1996 levels, by 2020





## Achieving the target

- Improving the energy efficiency of its network, estate, travel and vehicles
- Building on-site renewables
  - 250MW wind in UK by 2016
  - Large PV array in California
- Purchasing low carbon electricity. Contracts already in place in UK, Belgium, Germany and Italy
- Already reduced UK emissions by 58% since 1996
- 21st Century Data Centres – use 40% less energy
- Own use of technology – audio & video conferencing
- Agile Working – 80% employees can work flexibly
- Telephone conferencing within BT is eliminating 859,784 face-to-face meetings a year, saving at least 97,628 tonnes of carbon emissions per annum

**BT signs world's  
biggest green  
energy contracts**

**BT leads green  
revolution with £250m  
wind farm project**

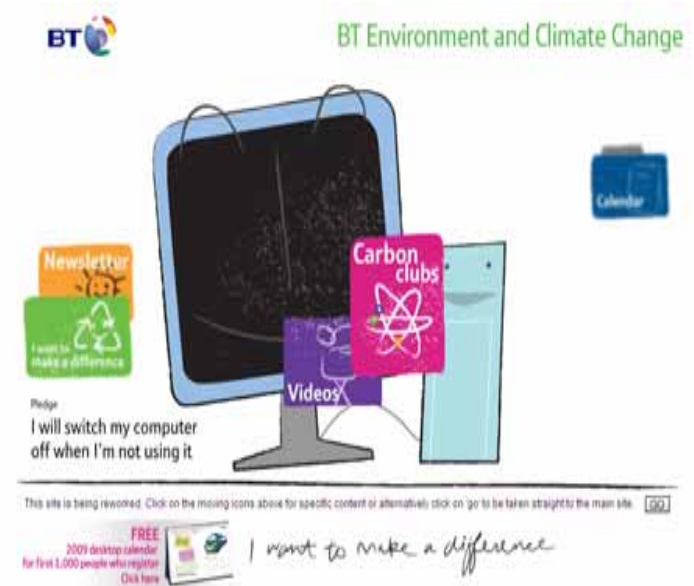


# Engaging our employees

To reduce their carbon emissions at work and at home

- Philosophy – Fun, Creative & Viral
- Creative Challenge – Partnership with London College
- Living Lightly Day – over 13,000 pledges
- Carbon Clubs – 120+ established globally
- Website – blogging /sharing of information
- Personal Carbon Calculator
- Green Basket – special offers for employees
- e-Newsletters
- Over 250 online BT Today news stories

*I want to make a difference*





# Empowering customers and influencing suppliers

## Empowering our customers to reduce their impact:

### Examples:

- Energy efficient home-phones:
  - Over 90% of range more energy efficient
  - Cutting 195,000 tonnes over 3 years
- E-billing & Paper Use
- Audio and Video Conferencing:
- Customer Example: HBOS Calculate that 4500 conferencing users made two calls p.a. to replace meetings, saves over £4 million p.a. and 235 tonnes CO2 emissions in total
- Sustainability Practice offering Carbon Impact Assessment

## Influencing our suppliers

- Developed 3 sustainability purchasing principles
- Workshops to train buyers
- Survey to suppliers
- Whole life costing tool available
- Scoring mechanism established



# Business cares about sustainability: the five Rs



# Leverage our expertise: BT is a global practitioner and world class supplier

Practitioner

In the  
Global

Supplier

Conf  
Home  
Cont  
Data

Impact Key:



Economy



Environment



Society

Real c  
benefits

owe  
peo  
Proc

Policy: supporting  
Plans: to govern and drive change  
Progress: continual monitoring against targets

	Benefits	Impact
Conferencing	Reduce travel Improved productivity Collaboration	€
Flex-working	As above plus: Reduced building demand Reduced infrastructure Increased resilience	€
Contact Centre services	Reduced office demand Diverse workforce Recruitment and retention Resilience	€
Data Centre Services	Reduced energy demand Reduced estate Increased capacity	€
Field Force Automation	Improved productivity Realtime reporting Reduced paper	€
UCC - Unified Communications and Collaboration	Simpler collaboration Improved productivity Increased responsiveness Reduced cost	€
Operational Efficiency	Consolidation of infrastructure Remote, centralised management - globally Converged communications accessible anywhere Enablement of the digital network economy	€

## Part of the solution starts with a carbon assessment

**Building a picture  
of your carbon footprint from  
the ground up ...**

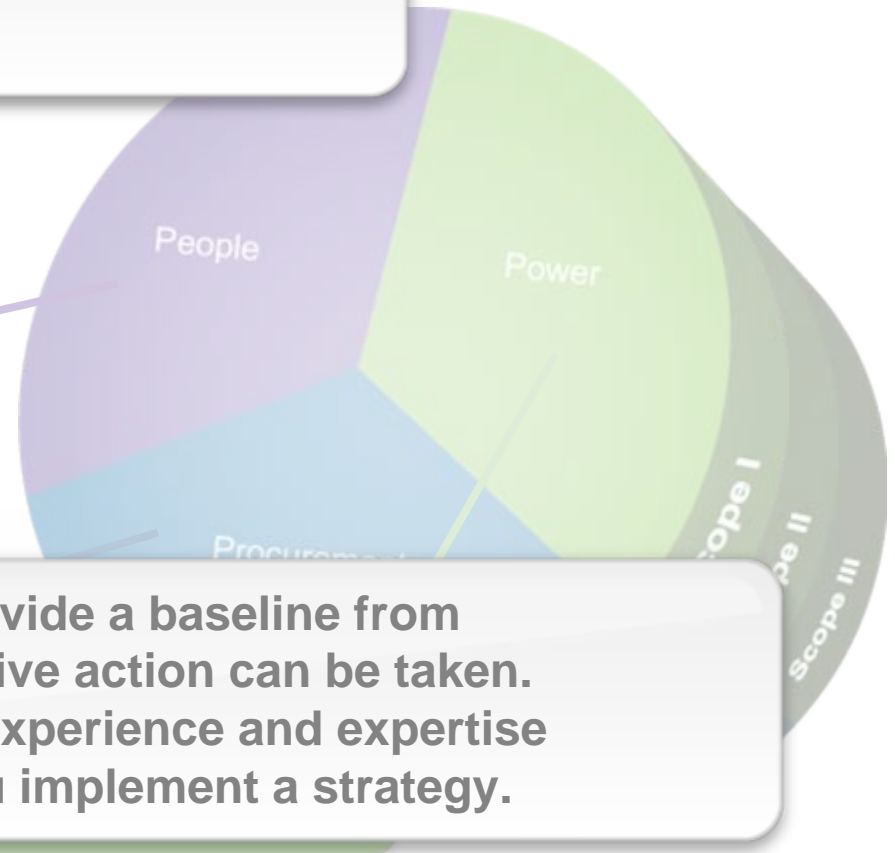
### People

Laptops, mobile devices,  
personal printers, business travel,  
commuting ...

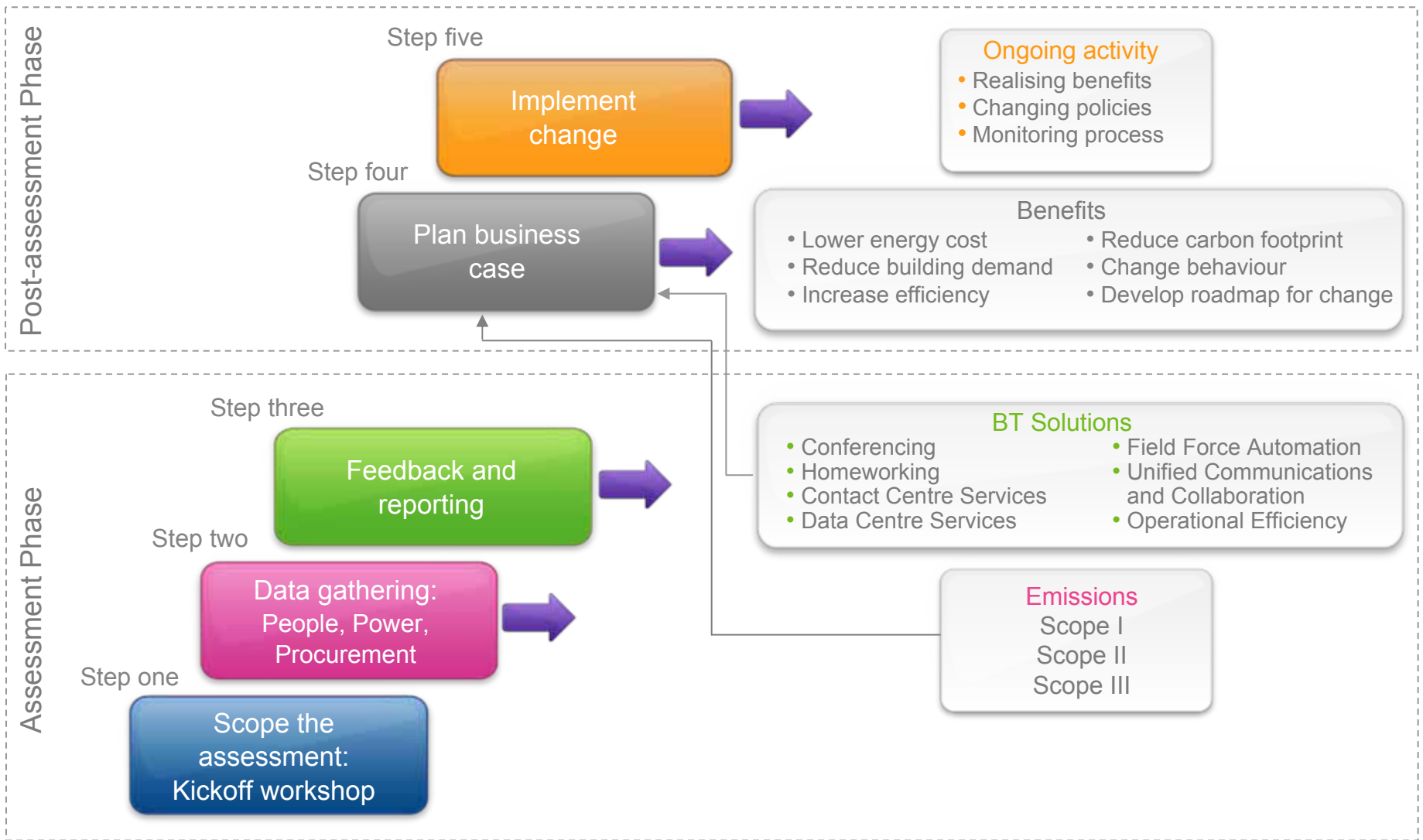
### Procurement

Third-party services,  
equipment, post, parcel  
transport services

**... to provide a baseline from  
which positive action can be taken.  
BT has the experience and expertise  
to help you implement a strategy.**



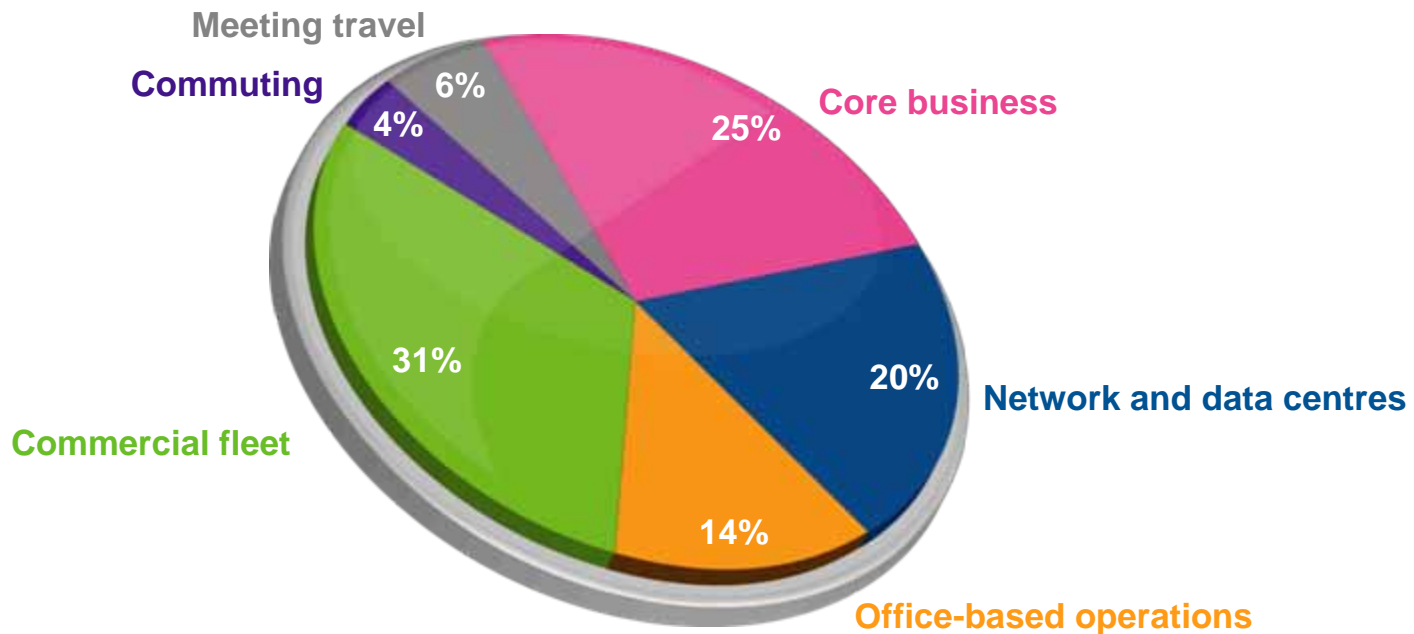
# Carbon Impact Assessment: engagement steps





# Carbon Impact Assessment: results

Your carbon footprint



Typical carbon footprint showing relative contributions

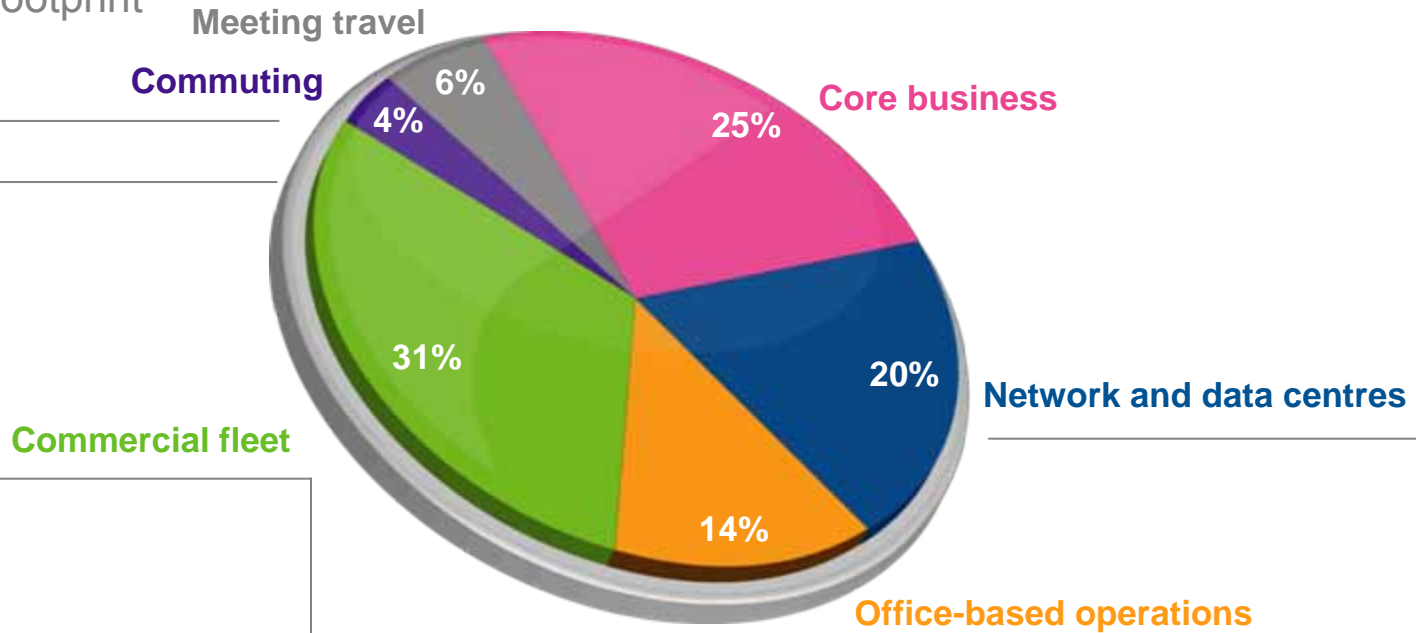
Usually include additional detail on data centre, if applicable

Ability to compare environmental impact of disparate elements

Opportunity to discuss potential strategies for reduction

# Carbon Impact Assessment: potential solutions

Your carbon footprint



- Conferencing
- Flexible working
- Contact centre services

- Field Force Automation
- Radio Frequency Identification (RFID)
- General Packet Radio Service (GPRS)

- Flexible working
- Contact centre services
- Paperless processes
- Voice and data efficiency

- Data centre services
- Server virtualisation
- Best practice advice

## For more information

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For news on what BT is doing:

<http://www.bt.com/climatechange>



For information on what we can do for you:

<http://www.biggerthinking.com/en/sustainability>

