

intouch CSR Special Edition



Corporate Social Responsibility (CSR) has been part of BT's DNA for many years. Like other responsible businesses, we set aside

1% of our pre-tax profits to support CSR activities. That amounted to £27.6m across the UK in 2010/2011 and £2.2m in the Yorkshire and the Humber region.

An increasingly significant element of CSR is digital inclusion – making sure that those who are not currently using the internet are able and have the capability to do so. There are many reasons why people do not engage with the digital world. Sometimes they feel that it isn't for them. It can be a generational issue and certainly it is those who are over 55 years

of age who are least likely to be online.

Price perception – that it costs too much – can be another deterrent, yet prices are decreasing and there are good deals out there. Lack of basic skills is also a barrier for sure. That's why programmes such as Internet Rangers which offer training support, and the work of our own IT ambassadors, are so important.

Connecting people is at the heart of BT, and our commitment reflects the enormous potential digital inclusion has not only for the lives of individuals but for society as a whole.

Some of the articles in this special CSR edition of In Touch demonstrate what can be done through simple interventions and projects – and how having a responsible business as your partner helps too. We have much more to offer our communities across the region than technology and network expertise!

John Anderson
BT Regional Director

BT helps youngsters get fit for work with Facebook app

BT and the Communication Trust have launched a free Facebook app called Talk Gym to help young people develop their communication skills.

The idea is to make sure young people aged 14 to 19 can express themselves more efficiently in preparation for life after school.

Good communication skills are important to succeed in school, in the workplace and in life. Talk Gym can raise awareness of good communication – and the app has been created so young people can easily engage via a social network they are familiar with.

The Talk Gym app gets users to check their

'talk fitness' by asking six questions about themselves and then asking the same questions of a friend or relative.

The answers appear anonymously in a graph and the app uses the responses to assess the person's communication ability.

The feedback gives tips on being clear, listening, talking in groups and being interviewed.

Talk Gym was developed as part of BT's sponsorship of the Hello campaign, run by the Communication Trust in partnership with Jean Gross, the government's Communication Champion for Children.

Talk Gym resources are available to download for free at

www.bt.com/TalkGym

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Red BT phone boxes become lifesavers

BT is funding the installation of defibrillator equipment, which can help save the lives of cardiac arrest victims, into selected decommissioned red phone kiosks around the country.

Working with the Community Heartbeat Trust (CHT), a charity that enables provision of defibrillation equipment for local communities, BT is paying for the equipment and its installation into five phone boxes adopted by rural communities under its Adopt a Kiosk scheme.

Introduced in 2008 in response to requests from local councils and residents, this scheme allows a community to retain their local red BT phone box, with the payphone taken out, by buying the kiosk from the company for just £1. The first kiosk to be fitted with the equipment is in Lower Slaughter, Gloucestershire, which is

the 1,500th red phone box adopted by a local community in the UK.

Available to the public 24 hours a day, seven days a week, the defibrillation equipment is secured in the kiosk in a high-visibility yellow, vandal-resistant and heated steel cabinet, which can be opened with a combination code available from the emergency services by calling 999.

The defibrillator machine talks the user through how to administer the treatment with step-by-step instructions – for example, telling them to apply the pads to the casualty’s chest. The machine analyses the casualty to determine whether they are suffering from a cardiac arrest and, if required, delivers a powerful but controlled electric shock to restore normal heartbeat to the sufferer.

Up to 200,000 people a year in the UK suffer from a sudden cardiac attack, making it one of the UK’s largest killers. However,

the faster a victim gets medical help, the better the chances of survival. With CPR (cardiopulmonary resuscitation) alone, the survival rate is around 5%, but use of defibrillation and CPR increases the chance of survival to up to 50%.

Martin Fagan, national secretary of the CHT, said: “We are immensely grateful to BT for their help in this novel use of a familiar icon. Phone boxes are ideal locations for emergency medical equipment because they’re often in the centre of a village.

“With something as serious as a cardiac arrest, time is of the essence and, unfortunately, the emergency services can’t always reach country villages in the recommended five minutes. We hope that many more people will adopt their kiosk and enlist our help to save lives in rural communities.”



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Ben Fogle backs new BT MyDonate social media fundraising guide



As part of his work with MyDonate, the free online charitable fundraising service from BT, TV presenter and celebrity Tweeter Ben Fogle is backing a new guide to help fundraisers harness the power of social media.

The guide will help fundraisers involved in all types of sponsored activity increase the percentage of online donations in the UK, which currently stands at only 7%, by explaining how they can use tools such as blogging, Facebook, YouTube and Twitter to obtain more support from their social networks.

In a list of tips put together with the Institute of Fundraising, the TV presenter suggests being as creative as possible in fundraising to gain maximum attention. Whether it's fancy dress, silly stunts or ambitious world record attempts, a creative angle will really help capture the imagination of people online

and make sharing the fundraising experience that bit more entertaining.

If you want to get your fundraising challenge noticed across the region and raise the maximum amount of cash, think outside the box to get your friends and followers to take notice.

The new guide can be downloaded from www.bt.com/mydonate. The site also enables fundraisers to build and customise their own event pages in support of their chosen charities, and contains links to sites such as Facebook and Twitter.

More and more charities across the UK are signing up to MyDonate, which guarantees that 100% of all monies donated go direct to the charity (excluding credit/debit card charges). If you know of a charity, community group or organisation in the region that is a UK-registered charity with the Charities Commission, please tell them about this great new service. For further information, please visit www.bt.com/mydonate

Did you know?

- BT is among the best of the UK's biggest companies when it comes to carbon emissions, and has been ranked ninth out of 100 by the Environmental Investment Organisation (EIO).
- BT has reduced energy use by 2.5% this year and has targeted a further 2% reduction for 2012. Since 1997, it has achieved a 59% reduction in the carbon intensity of the global business.
- BT has worked with 270 suppliers to improve their environmental performance.
- Last year, BT cut 11 million kilometres and 2,800 tonnes of CO² from company car, rail and air travel through use of conferencing technology and flexible working arrangements.
- In 2011, BT employed 4,300 part-time employees, 230 job sharers and more than 9,500 people who regularly work from home in the UK.
- BT sent 69% less waste to landfill globally compared with 2010, supported by a 38% increase in the waste that was recycled.

BT's Sustainability Report 2011, on the actions that BT is taking right around the business to help make a better future for all, has just been published. You can find it at www.btplc.com/Responsiblebusiness/Ourstory/Sustainabilityreport/index.aspx

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BT gets set for Race Online 2012

BT is a key partner in Race Online 2012, the national challenge led by Digital Champion Martha Lane-Fox, and has pledged to help get at least 100,000 people online by 2012.

BT has been helping communities gain access to the internet since 2002. Everyone can benefit from being online, no matter where they live, how old they are or where their interests lie. In this CSR special we're featuring a couple of initiatives from our Get IT Together campaign that may be of interest to communities in the Yorkshire and the Humber region.

BT Community Connections

Currently, there are nine million people in the UK who have never used the internet. BT Community Connections is an award scheme which offers community groups the chance to get online and help people discover the wonders of the internet. If you know of a group in your area that is helping the community access the internet and improving people's ICT skills, they could be eligible to apply for a year's free broadband. Previous groups from Yorkshire and the Humber that have benefited from a Community Connections award include the Joshua Project Ltd in Bradford, the Valley Online Centre in Sheffield and the Castle Community Network in Scarborough (pictured right). Further information can be found at www.btcommunityconnections.com

BT Internet Rangers

BT has launched its annual competition to find the UK's best young internet teacher – and is asking people to come forward with nominations.



BT Internet Rangers is a scheme that encourages young people to share their ICT skills with older generations and teach them how to use the internet, and the BT Internet Rangers Awards are designed to recognise their efforts.

If you know of any young people or schools in the Yorkshire and the Humber region who are helping older people to get online, we'd love to receive their nominations. This type of intergenerational learning is a wonderful solution to promoting digital inclusion for all and it's great to have an opportunity to celebrate it.

Each national winner – from England, Scotland, Wales and Northern Ireland – will receive an iPad and £100 worth of vouchers for software or computer equipment. In addition, the overall UK winner will be awarded £100 worth of IT vouchers.

The winning school – or group of schools – will receive a cheque for £4,000, with two runners-up awarded a cheque for £2,500. Further information can be found at www.bt.com/internetrangers. The closing date for applications is 24 October 2011.

Give an Hour

On 30 October, Race Online will launch Give an Hour Week. On this date, UK clocks go back an hour, and the aim is for people to use this extra hour to transform someone's life – by showing them the wonders of the web.

BT employees are being asked to support this campaign by giving an hour to help someone get online. Regional Directors and regional board members will also be involved at some taster sessions, where they will give an hour of their time to introduce someone to the web. Sessions are already being arranged with community groups or schools that are previous Internet Rangers and Community Connections winners.

For further information go to: www.raceonline2012.org/giveanhour



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BIGVOICE Yorkshire and the Humber youngsters become film-makers to inspire community change

Community-minded young people in Leeds and Bradford have won a major competition sponsored by BT to make films highlighting issues of concern where they live.

Student groups from Allerton Grange School in Leeds and Laisterdyke Business & Enterprise College in Bradford have each won £1,000 and professional film production support. They also qualify for up to £5,000 and help from Unltd., a charity which supports social entrepreneurs, to turn their ideas into a community project.

The Leeds submission tackles the issue of bullying, using dramatised scenes to show the cycle of bullying and crime, while the Bradford winners will be making a film on the problem

of litter, highlighting the importance of keeping the streets clean for the good of the whole community.

The Big Voice competition, which is one of three education programmes run by BT linked to the London 2012 Olympic and Paralympic Games, posed two thought-provoking questions for entrants. They were: If you could change one thing in your neighbourhood, what would it be? And what could you do to change it?

The winners will receive support to bring their ideas to life from a team of film students from the Northern Film School and Leeds Trinity University.

During spring 2012, the finished films will be shown on giant London 2012 Live Site screens all over the UK. In Yorkshire, they will be screened at a Live Site event in Millennium

Square, Leeds. Then, the top films from across the UK will be chosen to go through to the final stage of the competition – an Oscars-style ceremony just before the London 2012 Olympic and Paralympic Games begin.

Zulfi Hussein, BT Regional Board Member, said: “We’ve been really impressed by the work of all the contestants, but particularly the entries we’ve selected to turn into films.

“It’s inspiring to see young people tackle the issues that matter to them and express themselves so passionately and creatively. The power of communication to address vital issues and make a difference in our communities is key to social cohesion and I wish all the contestants lots of luck in the future.”

To find out more about the competition, visit www.bt.com/bigvoice

BT invests time and money in building a better society



There are over 700 registered volunteers in the Yorkshire and the Humber region who last year gave over 4,000 hours of their time. Here’s just one example of how they have been helping the wider community...

BT volunteers in the region have given more than 100 youngsters from a deprived area an insight into the world of work – with placements at a key BT office.

Students from the Laisterdyke Business &

Enterprise College (LBEC) – situated in one of the most deprived council wards in West Yorkshire – visited BT’s large, modern office centre at Sovereign Street in Leeds.

Like most schools, LBEC has given Year 10 students an opportunity to undertake work experience, which has typically involved individual one-week placements with various local employers. The results have been very variable, with many students finding the week uninspiring.

Gerard Liston, head of enterprise at LBEC, was involved in developing the Work Inspiration programme, launched amongst UK employers in 2010 with the aim of creating an inspiring experience of the workplace. So, when BT responded positively to a proposal to test a fresh approach to the traditional week of work experience, the school was delighted.

The programme at the BT offices involved

many different experiences, including an induction briefing by BT apprentices, a one-to-one with a BT manager, task-focused workshops, and even personality profiling to show how students’ individual skills can help build strong teams in a workplace.

The Work Inspiration programme for 14 to 15-year-old students will now form an important part of LBEC’s Employability Learning Journey that starts with a foundation course for 11 to 12-year-olds. Plus, apart from meeting the school’s requirements, the programme supports BT’s commitment to staff volunteering and the Work Inspiration initiative. Most importantly, it ensures that what may be the first experience of a workplace for many young people leaves them aware of the skills they have developed and better equipped to make informed choices about their futures.