

Welsh businesses take action on Climate Change

Organised by Business in the Community in partnership with the Welsh Assembly Government and The Carbon Trust, the All-Wales Business summit on Climate Change was held on the 7th November.



The event was sponsored by BT, Cardiff Bus and Utility & Environmental Solutions, was linked by video conferencing and held simultaneously in St Asaph and Cardiff and was attended by leading businesses of various sizes from a wide range of sectors including manufacturing, retail and professional services. HRH The Prince of Wales, as president of Business in the Community, attended the event at the hub in Cardiff.

At the end of the summit, 100 companies made firm commitments to take action on climate change. 747 individual pledges were made by the companies – 553 in Cardiff and 194 in St Asaph – to work with employees, suppliers and customers to help them reduce their carbon impacts. 75 per cent of attendees in Cardiff and 85 per cent in St Asaph saw climate change as a key business priority, while 69 per cent of delegates in Cardiff and 92 per cent in St Asaph saw climate change as a considerable business opportunity.

Companies will be supported with a range of follow-up activity provided by Business in the Community, The Carbon Trust, Envirowise and Arena Network. Progress on the pledges, case studies, sources of advice and other information are all available via the website – www.maydaycompany.org.uk.

Peter Williams, Director Wales, Business in the Community, commented “These pledges are a fantastic outcome from a fantastic event. It shows that business is taking the issue of climate change seriously and is willing to take real and ambitious action to deal with this global crisis.”

Ann Beynon, BT Director Wales, said responsible companies now had no choice but to take steps to combat climate change. “Welsh businesses are taking up the challenge but there is a long way to go.

“We need to work smarter, using the technology that is already there because reducing carbon emissions not only makes good environmental sense it also makes good economic sense.”

In a separate development, BT has unveiled plans to build wind farms aimed at generating up to 25 per cent of its existing UK electricity requirements by 2016. The wind farm scheme represents the UK’s biggest corporate wind power project outside of the energy sector.

The project, costing up to £250m, will bring together third party funding and renewable energy partners to safeguard future supplies of clean, green energy for BT as part of the company’s strategy to reduce carbon emissions.

BT is one of Britain’s biggest consumers of electricity, with an annual requirement of around 0.7 per cent of the UK’s entire consumption. BT’s wind farms could generate a total of 250MW of electricity – enough to meet the power needs of 122,000 homes or a city the size of Coventry. This would prevent the release of 500,000 tonnes of CO2 each year compared with coal generation – equivalent to a quarter of a million return air trips to New York.

There is a pressing need for industry to cut carbon in ways that make business sense. BT has already achieved a 60 per cent reduction in its carbon emissions and is committed to reducing them further to 80 per cent by 2016.



Ann Beynon
BT Director, Wales

Welsh leaders visit BT

The First Minister, and his Deputy have both found time to visit BT since Labour and Plaid Cymru announced their plans to form a coalition government around the One Wales agreement.

First Minister, the Rt Hon Rhodri Morgan AM, visited BT Stadium House in Cardiff to witness the transformation underway with BT’s massive investment in 21st Century Networks (21CN), a radical overhaul of our products, systems and processes, which will provide customers with faster, cheaper and better communications. The First Minister was also briefed on how South Wales is the first part of the UK to be switched over, with an investment totalling £460 million.

Meanwhile, Deputy First Minister, Ieuan

Wyn Jones visited BT’s showcase at the Cardiff International Data Centre, to be shown how BT has transformed from a telephone company into a leading provider of communications solutions harnessing the power of modern networks.

With investments worth hundreds of millions, a Welsh workforce of 3,800 on salaries 30% above the Welsh average, BT is an integral part of the economy and social fabric of Wales, and this is clearly recognised by our political leaders.



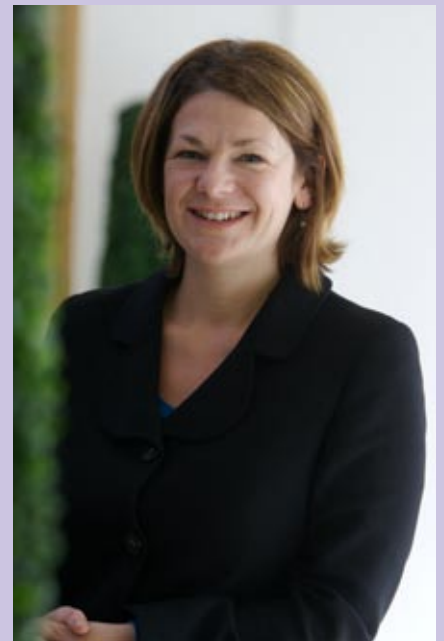
Angharad joins the BT Wales team

BT has strengthened its senior management team in Wales with the appointment of a new Head of Public Affairs and Policy. Angharad Davies joined BT from the Royal Mail where she was Senior Welsh Affairs Manager responsible for the company's political communications.

In her new role Angharad will ensure that BT Wales maintains clear communication lines with the Welsh Assembly Government, the National Assembly for Wales, local authorities in Wales and organisations that are involved in the public policy debate in Wales. BT makes a major contribution to the Welsh economy and has a hugely positive impact on communities throughout the country. Angharad will ensure BT is communicating these messages to politicians and explore opportunities where BT's products and services can help Wales to compete even more effectively.

Angharad brings a wealth of experience from her previous roles where she has dealt with complex issues with significant social and economic impacts.

Angharad is from Lampeter and has a degree in politics from Queen's University in Belfast, and an MA from the University of Limerick in Southern Ireland. Angharad has had a number of public affairs roles for various organisations including the Royal College of Nursing and Fforwm Ltd. She started her career working in Westminster before returning to Wales to become a political assistant to Eluned Morgan MEP.



Capital to expand Wireless capabilities

Cardiff will take a further step in its role as a 'Wireless City', as it seeks to broaden the range of wireless broadband coverage which is available in the city centre and in other places such as the International Airport, parts of Cardiff Bay, and the Millennium Stadium.

BT is working with the council to identify areas where the network could be extended and represents the next step in Cardiff's desire to be a leading Wireless City.

Cardiff's inclusion in the Wireless Cities programme ensures that all customers - whether consumers, businesses or public sector organisations - can take advantage of the many opportunities wireless technology brings. It should also make the city a more attractive place to do business.

Steve Andrews, BT's Director of Strategy, Convergence and Products, said "BT and Cardiff have always had strong links and this announcement reinforces these links further. Cardiff's decision to work with BT to extend its Wireless City network will open up a raft of new opportunities for local businesses, citizens and visitors to benefit from access to all the high-speed broadband services normally available at home or in the office.

"Through the work BT Openzone is doing in Cardiff, people will be able to get the most out of their Wi-Fi enabled devices. Whether it's accessing their emails or playing games online



with a Wi-Fi enabled console, BT Openzone will help liberate the lifestyles and working practices of those in Cardiff."

The development and operational costs of the network will be borne entirely by BT - with no cost burden on the taxpayer for the provision and management of the network.

BT customers have access to the internet over high-speed wireless broadband (Wi-Fi)

at more than 2,000 BT Openzone hotspots in premium locations and extensively across 12 city centres managed by BT in the UK and Ireland, as well as at more than 35,000 sites globally. To find your nearest hotspot or to find out more about BT Openzone, visit www.btopenzone.com.

Laptops for looked after children

BT is working in partnership with Caerphilly County Borough Council and the Welsh Assembly Government to provide children in long term foster care with the latest computer and internet technology.

BT has donated £10,000 to help to provide computers, printers and internet access to children and young people in foster care with the aim of assisting looked after children and young care leavers with their studies. The laptops will remain with the young people even after they leave their foster placement and move onto higher education or independent living.

A further £53,000 has been secured from the Welsh Assembly Government's Corporate Parenting Grant; with the funds combined over 90 laptops and printers have been purchased. There has been increasing concern about the educational achievements of looked after children, as a series of studies confirmed that, on average, 70% of care leavers had no qualifications. Providing looked after children with IT resources is a step towards changing this. The new equipment will help children with homework research, completion and presentation.



Leader of Caerphilly County Borough Council, Cllr Harry Andrews, said "Computers play a huge part in the development of children. With this funding from BT and the Welsh Assembly Government, we can provide looked after children with a more stimulating home environment. Looked after children

often experience a lot of upheaval, which discourages them from reaching their full potential and the council is committed to helping these children to get the most out of their education. Every child deserves the best possible start in life and this initiative will help to do that."

New partnership helps young people with Internet safety

A new partnership, representing the social, business and cultural diversity of Wales, has been launched to raise awareness of Internet safety amongst young people and their parents or carers.

The Wales Internet Safety Group - made up of WISE KIDS, BT, Urdd Gobaith Cymru, Children's Commissioner of Wales, ChildLine Cymru, NSPCC, UCAC, and the National Assembly for Wales - has a number of aims, including assessing trends in young people's use of the Internet and mobile phones; developing programmes to ensure that young people and parents have an informed understanding of the Internet and mobile technologies. This includes risks associated in using social networking sites, messenger services, accessing inappropriate content and grooming.

The partnership is also keen to stress the many benefits the Internet presents. By developing these programmes and resources, the partnership aims to create more engaged and informed e-citizens who have a better understanding of their online world, and who are able to manage their personal safety online.

Efa Gruffudd Jones, Chief Executive of Urdd Gobaith Cymru and one of the partners



said "The Urdd takes the safety of children and young people extremely seriously, and understands that their world is constantly evolving. We look forward to working with the other partners to develop guidelines and good practice to keep children and young people safe; whilst recognising that they must have the freedom to develop their own interests and personalities. The more we

can do to increase the understanding of the potential dangers the better."

Partnership member and Executive Director of WISE KIDS, Sangeet Bhullar, said, "The Internet and mobile technologies today offer so many tools for young people to access learning, socialise and network with their friends. However, whilst many young people are comfortable in using social networking sites and instant messaging, they are not necessarily aware that their profiles and the sites they create are available for anyone in the world to view unless they have specifically protected them. They are also not always aware of how the Internet works, how to judge website content, what constitutes personal information, or how grooming occurs. It is important that we provide young people with the knowledge and tools that will empower them in their use of these technologies and prepare them for life, not just seek to restrict their use of these services. This partnership will go a long way towards meeting the needs of our young people."

Bridging the Digital Divide

This year's 2007 Silver Surfer of the Year and BT Internet Ranger Awards took place at the Houses of Parliament. The awards celebrate the achievements of people across the UK that have embraced the internet for the benefit of themselves, others and their community.

The award ceremony was hosted by Stephen Timms MP, Minister for Competitiveness, who presented the winners – BT Internet Ranger of the Year, 13 year old Joseph Devries from Port Talbot and Silver Surfer of the Year winner, 75 year old Joan Barker from East London – with laptops and IT vouchers, courtesy of BT.

Emma Solomon, managing director of Digital Unite, organisers of the awards, said "It's easy for many of us to take the internet for granted. For the majority, it's an everyday fact of life. These awards are inspiring because they remind us that there are still significant numbers of potential newcomers to the internet whose lives really can be enhanced, indeed transformed, by technology. It's also incredibly positive to celebrate the intergenerational potential bound up in

learning about and using technology.

Silver Surfer of the Year winner Joan began learning to use a computer in 2004, thanks to the IT training project delivered in her sheltered home. As a result, Joan is now vice chair of her Residents' Association, which requires her to be IT literate, supports her neighbours and travels around Essex as an internet 'Digital Ambassador' to help other people in housing schemes understand the benefits of the internet.

The BT Internet Ranger of the Year scheme was borne out of research that found that a third of all parents and grandparents in the UK had been taught how to use the internet by a young person or a teenager.

The 2007 BT Internet Ranger of the Year, Joseph Devries, was recognised for developing Silver Surfer sessions at his school for older members of his local



community. The Silver Surfer sessions proved very popular and class numbers increased week-by-week thanks to his patient and structured approach to teaching.

Stephen Turner, art teacher at Glan Afan Comprehensive said "Joseph's dedication in teaching the older generation to get online is evident in every 'Silver Surfer' session he runs and he does fantastic work in ensuring that these people understand the benefits of ICT and the internet."

Environmental centre gets connected

Betty Williams, MP for Conwy, visited the Moelyci Environment Centre near Bangor to present them with their BT Community Connections award – a brand new internet ready PC and broadband access. Moelyci is a 135 hectare co-operative farm owned by local people promoting rural regeneration and social inclusion. It provides a forum for organic growing where the community can learn about conservation, recycling, archaeology, woodwork and develop office and environmental management skills.

The BT Community Connections award scheme is now in its fourth year and gives community and voluntary groups the chance to get online by offering internet-ready PCs and one year's BT broadband access. Moelyci Environment Centre received its computer due to the extent of conservation facilities and environmental benefits it offers to the local community in and around Bangor.

Anita Daimond, member and volunteer at Moelyci said "I was delighted to welcome Betty Williams to Moelyci and show her how winning the BT Community Connections award will make a difference to us. To have a new computer with a broadband connection on site is something that we have often dreamed of and it has now become a reality thanks to BT Community Connections. It will enable our members to have fast internet access, which in turn will enable them to research organic gardening techniques, investigate funding opportunities and keep up to date with environmental technologies and share this best practice with the rest of the project partners."

Betty Williams said: "It was an honour to present the Moelyci Environment Centre with their new PC and a delight to see that the BT Community Connections award scheme has given the group an opportunity to make its facilities more streamlined and efficient. It is clear to me that the computer will be put to good use and soon the people at the centre will wonder how they managed before the computer arrived."

Since 2000 BT has helped deserving groups to bridge the digital divide by investing over £4 million into the BT Community Connections award scheme. More than 4,700 internet-ready PCs have been delivered to a range of groups nationwide, including 44 other groups in Wales in this round of awards. This year alone BT has awarded more than 1,300 computers to community groups who demonstrated how a PC and internet connection would benefit both their work and the local community.

