In the coming decades, social and environmental changes will shape the way we live and work. Globalisation, climate change, poverty, ageing populations and the rise of emerging markets will be particularly significant. The impact on businesses and communities is likely to be much greater than that of the current recession. In our sustainability report 2009 we discuss some of these issues, our actions and solutions to help our customers in this changing world.

BT has a great range of products and services to help our customers live and work more sustainably, and cut costs: from next generation video-conferencing to our energy efficient home phones. Our sustainability practice is helping businesses use technology to reduce their carbon footprint right across their organisations.

BT has a long-standing commitment to responsible and sustainable business practices. Our commitment to help create a better, more sustainable world is as strong as ever. There is much to be proud about this year, as our annual sustainability report demonstrates. From our efforts to create value for our customers and increase access to ICT, to our progress on reducing our environmental impact. Through our global partnership with UNICEF we are bringing education, ICT and communication skills to thousands of disadvantaged young people in Brazil, China and South Africa. Our goal is to adopt a global approach across more of our community work – reflecting our global presence and enabling more BT people around the world to collaborate and contribute.

We have focussed in the past year on our contribution to a low-carbon economy, for example;

- Reducing our worldwide CO₂ equivalent intensity by 43% from our 1997 base year
- Recycling 50% of our waste – generating over $1m savings
- Reduced our travel and used more of our conferencing services avoiding costs and carbon emissions

We are pleased to see our efforts recognised, topping the Dow Jones Sustainability Index in our sector for an incredible eighth year in a row and being awarded the prestigious Queens Award for Sustainable Development for the second time last year.

Our full report can be found at [www.bt.com/betterworld](http://www.bt.com/betterworld).

The diversity and complexity that categorise the region of ‘Europe, the Middle East, Africa and Latin America’ provide both opportunity and challenge for BT.

Opportunity for BT to build, strong, profitable relationships with customers is contrasted by responsibility for us to act on the power of ICT to contribute to a more inclusive society, where the benefits of communications technology are widely shared.

The great difference in the maturity of the economies in which we operate requires a real diversity in our corporate responsibility programmes to help find solutions for the challenges faced by societies in our regions.

We have responded to demands from customers for ever clearer evidence of our environmental credentials. We have seized the opportunity for positive collaboration with customers and partnerships designed to meet some of the challenges faced by communities where we operate.

We have sought to share our experience and learning on sustainability through contributing expertise and leadership which can benefit other organisations.

And we have listened to our people, supporting them with initiatives that help make a difference on issues that matter to them.

To ensure we emerge from the downturn in a strong position, our aim to build long-term profitable relationships with customers requires a continued focus on corporate responsibility initiatives that differentiate us from our competition and provide opportunity to deepen customer relationships.
Regional focus 2009
BT Latin America and EMEA

Case studies

Wherever we operate around the world, our commitment to help create a better, more sustainable world is clear. We are proud of what has been achieved in our region this year.

South African shining star
A "shining star" is how one BT-supported school in South Africa has been described. The Mantshinga Combined School in Kwazulu-Natal is one of 29 schools chosen for support under the £1.5 million Inspiring Young Minds partnership launched by BT and UNICEF.

It is one of 13 schools in some of the most economically-deprived areas of South Africa which have undergone a refurbishment programme thanks to funding provided by BT. Classrooms have been built, teachers have benefited from more support and training, and computers have been installed at the school for the first time.

Despite the hardships faced by the school’s children, the building of permanent classrooms has helped foster real optimism among them.

According to UNICEF: “Pride in the school is evident regardless of whom you speak to at Mantshinga – it acts as a testimony of what can be achieved despite adverse socio-economic circumstances.”

Environmental accreditation
In October 2008, BT Germany became the fifth BT country – after Belgium, Italy, Spain and the UK – to receive ISO 14001 certification, meaning its Environmental Management System in the country meet internationally-recognised standards.

It has enabled BT Germany to make its contribution to BT’s global carbon-reduction strategy, and also meet customer demands to provide evidence of environmental credentials.

BT Germany’s efforts to cut its own carbon footprint fit well with a new customer proposition – the launch of its carbon impact assessment (CIA) service to help large corporate and public sector organisations reduce their energy consumption and carbon footprint.

Together the CIA service and the ISO14001 certification strengthen BT’s ability help a customers in Germany understand the role that a networked IT infrastructure plays in reducing carbon emissions.

BT’s operations in the Netherlands also received ISO14001 certification this year.

Bridging the digital divide in Brazil
In April 2008, our partnership with UNICEF extended its reach to Brazil, where BT’s support has been working hard for young people.

10,000 young people in 10 schools, 5 cities (Sao Paulo, Rio de Janeiro, Belo Horizonte, Salvador and Fortaleza) are participating and communicating on issues connected to their schools and community using a range of ICT tools.

Inspiring Young Minds Brazil aims to help children who have dropped out of school or are at risk of doing so through organised sport and recreation activities, and encourage their return to school.

In September 2008, BT announced a new partnership with UNICEF and the Bradesco Foundation to extend a network of Digital Inclusion Centres for young people in disadvantaged areas of Brazil.

Italian initiative to cut congestion
Getting to work and back can be a major cause of traffic congestion and pollution around the world – but BT people in Italy are doing their bit to reduce the impact of their daily commute.

An initiative to integrate mobility matters into BT Italia’s Environmental Management System has clear links to BT’s intention to achieve an 80 per cent reduction in CO₂ intensity by 2020.

BT Italia has set up a Mobility Management project to look at issues surrounding car use and commuting – and one of its first moves has been the creation of a Green Commuters Plan for the BT Italia offices in Milan, Rome and Turin.

Through the implementation of the plan’s solutions, BT Italia wants to reduce the environmental impact of its activities and develop an awareness of its role in the community.

Two partners have been involved in the project in order to take advantage of publicly-funded mobility management initiatives. Analysis of the carbon footprint for each office has found that the 1,214 people investigated, create over 4,000kg of carbon each day by commuting – a total of 1,026 tonnes each year.

As a result BT Italia is now exploring a range of sustainable transport options, including incentives for switching to public transport and installation of bicycle facilities.

Speaking the language of Sustainability Marketing
A guide written by BT has been launched in Spanish to help marketing people get to grips with sustainability.

The CSR Europe guide – launched in Madrid in November 2008 – was created by a working group on sustainable marketing chaired by BT, with representatives from major companies including technology giant Sony and manufacturer Unilever.

The guide is designed to help marketers minimise the environmental impacts of their campaigns. The English version was launched in June 2008 and the Spanish guide is the first of a number of translations planned.