

Connecting society 2015/16 summary



We're getting people online across the UK and beyond. Our products and services are opening doors for people who haven't had a lot of opportunities.

Over 25 million premises can now get access to fibre-based products and services – that's around 85% of the country. We're committed to even faster speeds, and expanding this reach even further.

We're helping to equip people with the digital skills they need to access internet services and to make the most out of getting online.

Simply connecting people brings tremendous social and economic benefits. But we want to go further, by offering tailored products and services that can make a real difference to the people that most need support.

We aim to help 10 million people overcome social disadvantage by 2020 through the benefits our products and services can bring. We've already helped 2.6 million since announcing this ambition in 2014/15.

Around the world, we're developing services that add social value and increase our revenue. This commitment to shared value is part of our business strategy.

Our 2020 ambitions

Help 10m people overcome social disadvantage through the benefits our products and services can bring

10m

People helped since 2014/15

2.6m

More than 9/10 people in the UK will have access to fibre-based products and services.

9/10

Premises reached by March 2016

8.5/10



Overcoming disadvantage

We're targeting disadvantage caused by social exclusion, lack of education, unemployment – and challenges related to age and disability. Since 2014/15 we've helped 2.6 million people overcome disadvantage through the benefits our products and services can bring. Our ambition is to increase this to 10 million by 2020.

Measuring social impact

We've developed a social impact methodology to calculate the social value of products and services and tested it on four products and services this year. In one case, we found that remote communities in Colombia will reap economic benefits totalling £1.8m a year from delivering the digital inclusion programme known as Vive Digital.

Connecting the UK

We've already reached around 85% of UK premises with fibre-based products and services. And we're on track to help take coverage to 95% and beyond.

Connecting Africa

Partnering with SOS Children's Villages, we've connected 30 villages – and nearly 145,000 people – in 13 countries across Africa since 2012. These satellite connections offer access to better education, healthcare and other services. We're also working with customers to use ICT to extend positive social impacts across sub-Saharan Africa.



Supporting online access for all

We chaired a UK Government working group to create the [Digital Inclusion Outcomes Framework](#), to measure the benefits of digital inclusion and promote further investment.

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Thanks to BT's financial and expert skills in development and consulting support, SOS Children's Villages is implementing a professional Health Management System in seven SOS Medical Centres.”

Thomas Rubatscher
International Director of ICT,
SOS Children's Villages



Measuring our impact

We've created a methodology to measure the social value we bring. It assesses the potential impact – positive and negative – of different types of products or services. This includes impacts on wellbeing, education, financial prospects and savings.

We can then map the expected beneficiaries, inputs, outputs and outcomes to assess qualitative, quantitative and financial impacts.

Putting our methodology into practice

We refined this process by testing it on three UK products and services – BT Basic, Digital Inclusion for Social Housing and Mobile Health Worker – and the Vive Digital contract in Colombia. In the Colombia example, the methodology estimated the social value we bring at £1.8m a year. This is divided among four groups who will benefit:

- **local farmers** – £130,000 from being able to connect with customers and access online training to build their business skills;
- **households** – £1.3m from cheaper calls;
- **unemployed people** – £17,000 from finding work due to training on digital inclusion; and
- **students** – £326,000 in increased expected salaries, once connected and trained in relevant skills.



Improving rural health in Africa

BT is one of the private sector partners in [One Million Community Health Workers \(1mCHW\)](#). The campaign aims to train more health workers and get them better access to resources to improve care for the poor in rural sub-Saharan Africa. With ICT support, community health workers will have access to sophisticated medical resources and be able to keep track of disease outbreaks and public health.

1mCHW aims to train and equip 1 million community health workers, and accelerate the attainment of universal health coverage in rural sub-Saharan Africa. This year we've signed an agreement with 1mCHW, to help implement and support the use of Mobile health technology and tools (MHealth) by community health workers in Ghana.

Showcasing our ICT capability in the region has led to expanding our commercial relationship with key healthcare clients such as Novartis. We've worked with the Novartis Foundation and Ghana Health Services to help map out the connectivity needed to enable scaling up of their telehealth programme. This work has also strengthened our relationship with the Ministry of Health in Ghana.

BT and Barclays Wi-fi in the Community

We've teamed up with Barclays to provide free wi-fi at 100 libraries and community centres in some of the UK's most deprived areas. Connecting places like libraries, care homes and centres for the homeless helps people get online, build confidence and develop digital skills.

BT's Digital Friends volunteers and Barclays Digital Eagles help people go online. Events include Tea and Teach to get first time users started, and Lifeskills/Money Skills, which helps people look for work and make money go further.



Supporting online access for all

One in five adults in the UK are still not online or lack the basic digital skills they need to get online.

We offer special deals and work with partners to bring our products and services to people who are missing out – mainly unemployed, elderly and disabled people. These include:

- **BT Basic+Broadband**, a low-cost package for people on income support. By adding broadband to a BT Basic phone package with no connection charge, the total package is just £9.95 a month.
- **Digital Inclusion for Social Housing**, a shared internet service that enables housing associations to offer low-cost connections and devices to tenants with no upfront installation cost and



no need for credit checks. This has helped 10,875 properties in 11 housing associations get online this year.

- **Including You**, a website that offers guidance for people with disabilities on how to use our products and services.