

Shared Value Policy

August 2017

BT's Business Principles, The Way We Work, requires that:

We act with integrity and work ethically

We follow the law, our licensing, authorisation obligations and any other regulations

We don't tolerate bribery of any kind

We avoid an interest or situation that conflicts, or may appear to conflict with our duty to BT. If they can't be avoided, we declare them and resolve them.



Scope

This policy applies globally across BT, to all BT people and those working on BT's behalf.

Aims

BT aims to invest at least 1% of our profit before tax each year to support our strategy to be a responsible and sustainable business leader (our 'Investment in Society' budget). We do this through a mixture of cash, time volunteered and in-kind contributions. Our Committee for Sustainable and Responsible Business sets the strategy and policy for the use of that budget. This policy reflects our commitment to ethical business through the appropriate and transparent use of this budget.

Guiding principles

Our policy is to encourage investments which maximise the 'shared value' for society and BT. By this we mean that we see our impact in communities can be far more extensive if our initiatives align with BT's purpose and commercial interests. The benefit to BT can be indirect, such as improving stakeholders' perceptions of BT, or more direct where, for example a programme to help people develop online skills may ultimately result in additional sales for BT, a joint investment programme with one of our customers may strengthen the commercial relationship, or our offer of community-orientated activity may help BT win business over other competitors.

We carry out all shared value investments transparently, with use of our Investment in Society budget agreed and managed in line with BT's Anti-Corruption and bribery policy, Charitable Donations and Sponsorships policy and the principles and behaviours set out in The Way We Work.

Responsibility

- As a BT person or someone acting on BT's behalf, you are expected to conduct company business following the highest professional and ethical standards and in line with the applicable country laws under which BT does business.
- We are all individually responsible for reading, knowing and complying with this policy, including all other relevant policies, specified at the end of this document

Guidance

The following outlines some of the ways we have used the policy:

- In-kind donations – for example through employee volunteering or a donation/loan of BT assets to not-for-profit organisations.
- Charitable cash donations.
- Programmes which deliver social and/or environmental benefits – for example our digital inclusion programmes in the UK – which are typically carried out in partnership with a not-for-profit organisation(s) and local authorities.
- Thought leadership, research and expert consultancy which furthers understanding of material issues affecting society and the environment and the role BT can play.
- Early concept evaluation or funding of a commercial proposition where it has the potential to make a significant social or environmental contribution.
- Engagement with stakeholders on BT's performance and activities as a responsible and sustainable business, to better understand which issues are material to them, lead debate and awareness on key issues facing society and the environment.
- Critical capabilities (e.g. platforms) to support the establishment and maintenance of a world class responsible and sustainable business implementation strategy.

Related policies

The Way We Work
Anti-Corruption and Bribery policy
Charitable Donations and Sponsorships policy

Policy owner

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Review

August 2019