



BT Group Manifesto





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This BT Group Manifesto is not just a sustainability plan. It's an agenda for growth that is rooted in our purpose, 'we connect for good', and it recognises that we will only succeed if we help to solve some of the problems faced by the societies and customers we serve. It's about playing our part and using our scale and technology to accelerate growth and the real change that the world desperately needs. BT has been on this journey for

a long time and we take our role in society incredibly seriously. Now, we are taking action and making measurable commitments for greater impact and with a clearer commercial agenda. Within this Manifesto you will find BT's plans to create products and services that directly address some of the

opportunities and challenges that society faces, through technology that is responsible, inclusive and sustainable.

For BT, this isn't just nice to do. It's critical for the growth of our business.

Today we are inviting you to join us as we accelerate towards a brighter, more sustainable future.

Philip Tansley

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INTRODUCTION

**Accelerating growth
through responsible,
inclusive, and
sustainable
technology**

In nearly every aspect of life the pace of change is accelerating. It is driven by ever more advanced, sometimes poorly understood, technology, and humanity's appetite for more. This acceleration is often seen to be exacerbating some of the major global issues of our time – climate crisis, inequality, distrust of one another – and this only serves to compound society's fears.

And yet, standing still isn't an option. We can – and must – harness the pace of technology change for good. To survive, businesses must keep pace with change. But to really thrive, businesses must lead it but in the

right way. That means making choices about the areas where we step up and accelerate.

For BT Group, that means widening access to technology to those who might otherwise be excluded. It means faster delivery of our sustainability goals. Critically, it requires a rapid development of diverse digital talent to build the products and services that a diverse set of customers – and wider society – need. We need fresh ideas, new skills, smarter innovation. We will only get there by working together.

That's why we're accelerating initiatives across our whole organisation to drive our growth through responsible, inclusive, and sustainable technology.

In this Manifesto you will find our own ambitious goals for change: our net zero carbon and circular economy pathways; our targets to help build our customers' digital skills; our ambition to energise a more diverse digital talent movement. You'll also find our asks for bold policy change to enable this journey.

Now is the time to come together. The relationships we've built with our customers and our partners will define our success. So let's join our efforts. Because only then can we gather momentum, aggregate action, and ensure that change is happening in the right way.

This is the BT Group Manifesto. The movement begins here.

New technology
must earn trust and
transform life for
the better.



We aim to become the world's most trusted connector of people, devices and machines. That's a big ambition, but as a leading tech and tech enabler business, we know it's not enough to

RESPONSIBLE

minimise harms. We must connect for good, from supercharging a digital talent movement to discovering digital innovations that will transform our homes, our lives, and our society.

Responsible



OUR COMMITMENTS

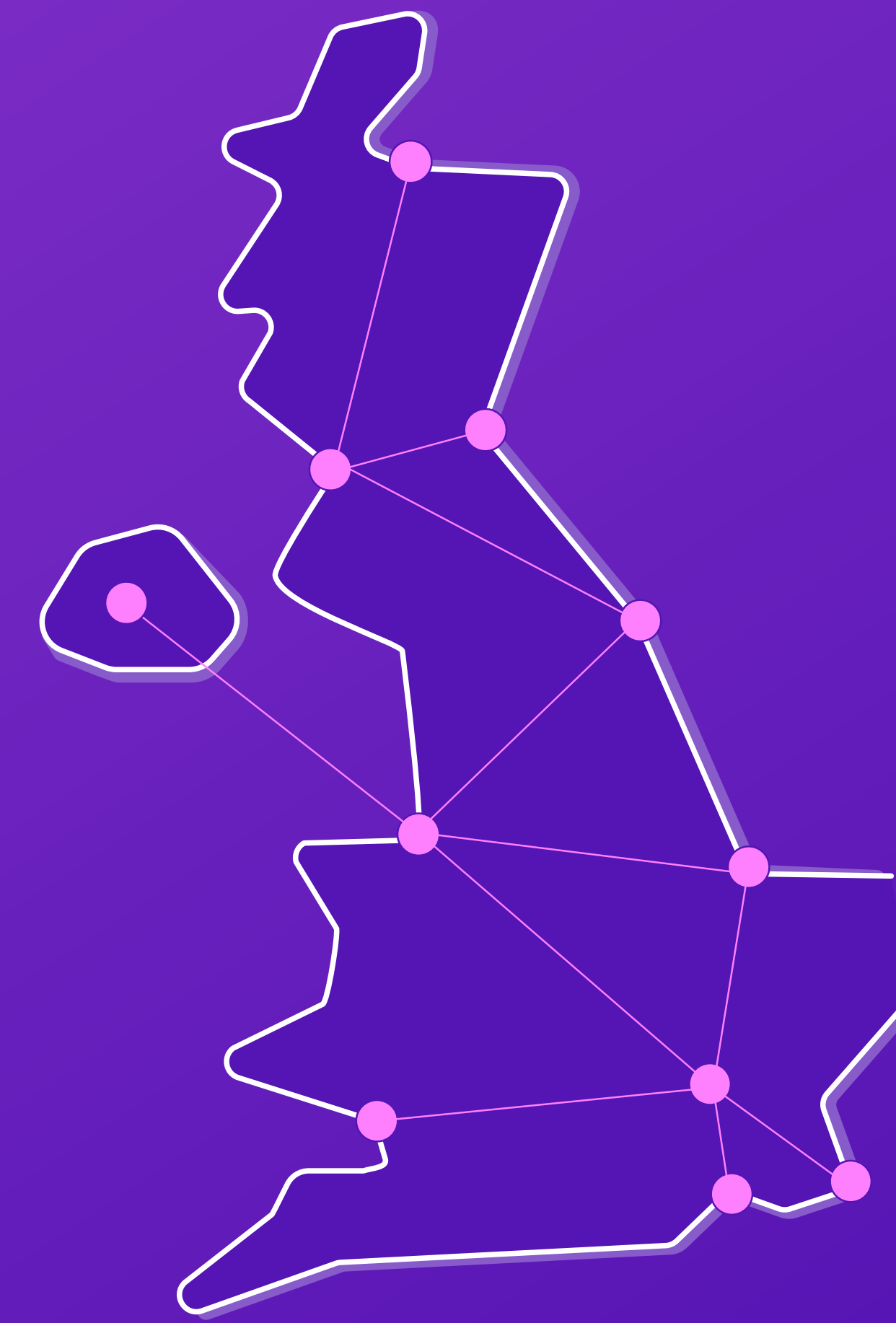
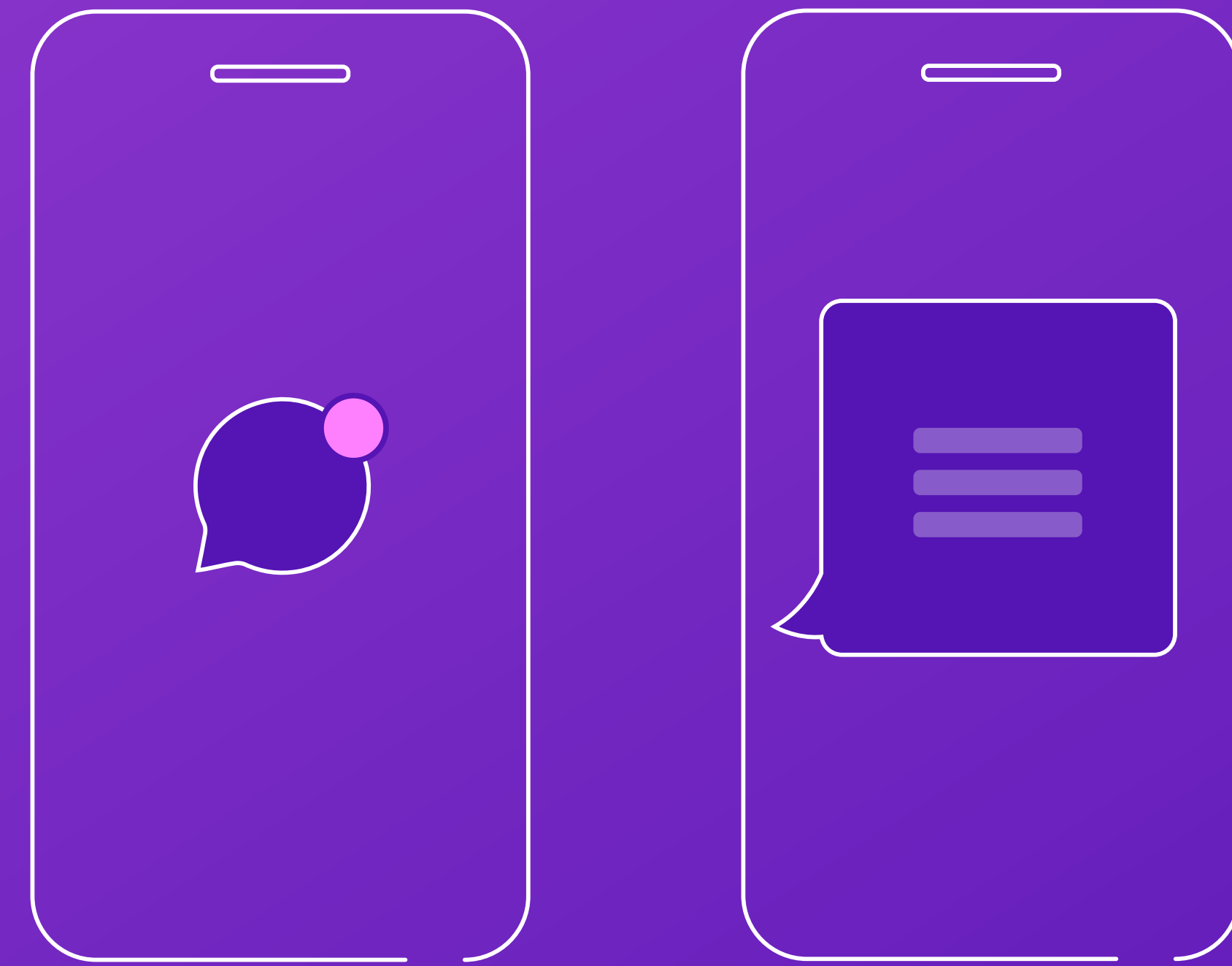
Keeping our principles for good

Our responsible tech principles aim to ensure that while our tech is commercially viable and profitable, it is always for good, accountable, fair and open.

And we're going further: We're expanding these principles across our whole value chain, ensuring we consistently develop, use, buy and sell technology in a way that benefits people and minimises harms.

By 2030, we aim to be the most trusted connector of people, devices and machines in the world.

Responsible



For Good

We design and deliver tech to empower people and improve their lives

Accountable

We are accountable for our actions and take care to avoid and protect against tech misuse

Fair

We work hard to ensure everyone is treated fairly and with respect

Open

We listen, collaborate and are transparent about our actions

Responsible

Discovering digital innovations

Our significant R&D investment (£2.8bn over the last five years) enables people to live and work better. BT's new Digital Unit will enable us to fast-track innovations in key areas including healthcare, AI and data.

Supercharging a digital talent movement

We're building a technology future that works for everyone by supercharging a movement to develop diverse digital talent by inspiring the nation into digital-focused courses.

£2.8bn

BT's R&D spend over last five years

Responsible



Investing for a better digital world

- Responsible data and AI solutions
- Funding healthcare tech innovations
- Personal safety products
- Advanced transport and logistics, such as drones
- Security products and services
- Significant R&D investment

Building the future with partnerships

- Building a diverse talent pipeline to drive the UK's economy and growth
- Forming a tech industry coalition to nurture diverse digital talent

Bold policy asks - for good

- Support industry efforts to build the UK's diverse digital talent pipeline
- Provide a 5-year blueprint for digital government

ACTIONS FOR ACCELERATION



INCLUSIVE

The future of tech
must be inclusive
and diverse for
everyone to benefit.

Our push to become a more inclusive business will never stop. And now we're accelerating that change, by creating new skills, forging new connections and inspiring new talent.

Not only will it help create a more inclusive landscape, but it'll help us drive productivity, innovation and growth for the UK and beyond.

Inclusive

A photograph of three diverse professionals (two women and one man) sitting around a round table in a bright, modern office setting. They are engaged in a collaborative meeting, with one woman gesturing while speaking and the others listening attentively. There are laptops, notebooks, and a glass of water on the table. Large windows in the background offer a view of a city skyline.

OUR COMMITMENTS

Upskilling the nation

We have already helped 10 million people across the UK develop digital skills - kids, parents, older and vulnerable people, job seekers, and small businesses - and it's inspired us to push harder.

Our Hope United campaign, for example, is teaching people the skills to tackle online hate. And our EE PhoneSmart License is providing the skills young people need to be safe and kind online. But we can do more.

We aim to help
25 million people
improve their digital
skills by 2026.

Inclusive

Championing digital inclusion

We're leaving no home behind with our mission to provide great connectivity. We've already built next-generation, full fibre broadband to more than 6 million premises. And by 2026, 25 million homes and businesses will have access to strong, secure, ultrafast FTTP broadband.

By 2028, our EE 5G mobile network will reach 90% of the UK's geography – meaning faster speeds, a more reliable service and near-instant connections to the nation's favourite content.

Being diverse by design

We've increased diversity within BT and reduced our gender pay gap, which is already significantly lower than the rest of the telecommunications industry. We know we have more to do here so we are speeding up our efforts across the full BT ecosystem.

By 2030 our workforce¹ will have a 50% gender split, 25% of our workforce will be from an ethnic minority background, and 17% from a background of disability – helping to champion an inclusive culture that celebrates our differences.

90%

of the UK's geography will have access to the EE 5G Mobile Network by 2028

By 2030

50%

Gender split²

25%

Ethnic minority background³

17%

Background of disability³

¹ These overall workforce targets do not include Openreach due to their significantly different colleague demographics, more typical of an engineering business. Openreach have their own stretching targets.

² Global workforce

³ UK workforce only due to data limitations and based on declared data only

Inclusive

ACTIONS FOR ACCELERATION

Investing for a better digital world

- Investing in our BT Home Essentials and Openreach's connect the unconnected products
- Promoting Small Business Support, our Digital Marketing Hub
- Launched BT Skills for Tomorrow, EE PhoneSmart and Hope United

Building the future with partnerships

- Supporting SMEs to thrive in the digital economy
- Helping jobseekers to get into the digital workforce
- Empowering people to stay safe online

Bold policy asks - for good

- Demanding help for those lacking digital skills for work to gain access to the digital workforce
- Making connectivity affordable for everyone
- Stronger measures to stop online hate, abuse and harm

Technology must
accelerate our
journey to net zero
emissions and a
circular world.

SUSTAINAINA

Climate action momentum has never been greater, but the world needs us to move faster. We've already switched to renewable electricity – and now we're pushing further ahead, developing innovative solutions to speed up decarbonisation and build towards a circular BT and tech and telco ecosystem.

BLE

Sustainable

OUR COMMITMENTS

Becoming Net Zero

We're already using 100% renewable electricity worldwide and we've pledged to transition the majority of our commercial fleet to electric or zero emissions vehicles by 2030.

But we know that alone is not enough – so we have brought our net zero target forward by 15 years, to be a net zero business by 2030, and 2040 for our supply chain and customer emissions.

100%
of our electricity is from
renewable sources worldwide

Sustainable

Carbon Abatement

We drive technology shifts such as FTTP, 5G, Cloud Computing and Internet of Things technologies – and in doing so aim to help customers avoid 60 million tonnes of CO2 by 2030.

Circular Economy

We're building towards BT's products, network and operations becoming circular by 2030, and for the ecosystem – including our suppliers and customers – by 2040. We're taking a comprehensive approach to ensure people and businesses can buy more sustainable products, use them for longer and refurbish or recycle them.

60m

More tonnes of CO2 we will help our customers avoid by 2030

2030

Building towards a net zero and circular BT by 2030

Sustainable



ACTIONS FOR ACCELERATION

Investing for a better digital world

- In full fibre and 5G connectivity, which will provide the platform for green tech
- In climate-focused products and services
- Circular devices and networks
- Transitioning to electric vehicles

Building the future with partnerships

- Leading the debate on the role of tech in tackling climate change
- Creating cross-sector coalitions to power towards net zero

Bold policy asks - for good

- Stimulate the supply of UK-manufactured electric vehicles to help accelerate adoption
- Support upgrading our networks for energy efficiency and resilience
- Boost UK manufacturing capacity for hi-tech industries

www.bt.com/btmanifesto

The **BT Group Manifesto** is taking us towards a bright sustainable future through technology.

The movement begins here. **Join us.**

BT Group plc

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