

## BT - Environmental Impact - Awards for Excellence 2004

Organisation: BT

Sector: Communications

Tools and techniques: performance

*BT is one of Europe's leading providers of telecommunications services. Its principal activities include local, national and international telecommunications services, higher-value broadband and internet products and services, and IT solutions. In the UK, BT serves over 21 million corporate and residential customers with more than 28 million exchange lines. BT Group employs 104,700 people in the UK and throughout the world.*

**Processes:** BT's approach to environmental management is an important contributor to the commercial success of the company and in particular helps them deliver against key elements of the company's overall commercial strategy.

Identifying key environmental risks and opportunities, setting out how they can be managed for future growth and minimising their impact on the environment – are all factors that are helping to contribute to build the business case for acting in a more sustainable manner.

By establishing quantitative environmental and financial data they have developed the business case for acting in a more sustainable way. In particular they have identified that their environmental performance is:

- an essential component of customer and employee satisfaction;
- crucial in retaining and growing markets;
- an important differentiator when bidding for new business; and
- critical to reputational risks and opportunities.

This approach has made a real contribution to minimising their impact on the environment and their environmental management programme is embedded in the core of company operations rather than an issue managed solely by a specialist team. It also illustrates how the company's environmental performance adds to shareholder value and meets the expectations of their customers and staff to operate in an environmentally responsible manner.

**Impact:**

- energy management programme saved £119 million on energy costs during 1991–99. Forum for the Future is researching the renewables energy market in the UK to see if this can be improved on in the future;
- corporate intranet replacing paper-based management systems has saved an estimated £1,200 million over four years;
- vehicle fleet reduced by 25 per cent since 1992;
- 63 per cent reduction in CO2 emissions since 1991;
- this approach is perceived as being a significant factor in retaining existing customers and attracting new ones;
- purchased green electricity from renewable sources;
- recycling of obsolete equipment has resulted in £2 million net profit; and
- environmental savings linked to BT's conferencing and flexiworking activities reduce adverse environmental impact related to travel and increase quality of life and improved work-life.

# Case Study



**Environmental Impact Award** for innovative environmental performance integrated into the company's sustainable development strategy, delivering proven business benefits, sponsored by Shields Environmental

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