

British Sky Broadcasting Group plc

Summary Bigger Picture Report 2012

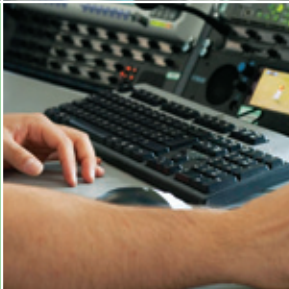


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p04

APPROACH TO
REPORTING



About this summary

This publication is designed to give readers a snapshot of what Sky is doing to create a more sustainable business. It summarises our Bigger Picture strategy, initiatives and performance over 2011/12 and is published in tandem with our new Bigger Picture website which is the hub for all of Sky's sustainability activity. This contains in-depth information on all sections in this Summary Report.

For more detail and up-to-date information throughout the coming year please visit www.sky.com/thebiggerpicture

How we report

In addition to this Summary Report and the Bigger Picture website, Sky publishes an Annual Report and an Annual Review for the 2011/12 year, which are assured by our auditors. These comprehensive documents describe Sky's business strategy and performance in detail.

They are available to view or download online at www.sky.com/corporate

Contents

- 01 Chief Executive's introduction
- 02 Our Bigger Picture vision
- 03 Our Bigger Picture strategy
- 04 Approach to reporting
- 05 Listening and responding
- 06 A responsible business day to day
- 08 Inspiring action to make a positive difference
- 10 Our performance
- 12 Commentary on our performance
- 13 Get in touch

p12

COMMENTARY ON
OUR PERFORMANCE



Chief Executive's introduction



Jeremy Darroch
Chief Executive

At Sky we believe in better. We are passionate about ensuring what we do at Sky brings real benefits to our customers and to life in Britain and Ireland. As well as meeting the needs of millions of families with our products and services, we have a positive impact on our industry, on the economy and on society. We believe this is an essential part of building long-term, sustainable success.

For over 20 years, we've been opening up more choice in TV and innovating to provide people with more ways to watch. We're also now helping millions of people save money with our broadband and home phone services. By providing a range of products that meet our customers' needs, we've become the choice of over 10 million homes across the UK and Ireland.

As Sky has grown, so too has the positive impact that our business has on the wider economy. This year, we commissioned an independent report from Oxford Economics to measure and explain the scale of our wider economic impact. It found that Sky contributes over £5 billion per year to UK GDP, supports nearly 120,000 jobs and generates £2.3 billion of tax revenue. We are proud of this contribution and hope to do even more in the future.

As we look to do so, we recognise that our future success depends on maintaining long-term relationships with millions of families across the UK and Ireland. Furthermore, we understand that customers increasingly expect more and reward those companies that share their values and make a positive contribution to society. This is what we call seeing the bigger picture and our approach focuses in particular on how our position as a leading broadcaster enables us to inspire people and help them to get involved in areas where we can make a big difference.

Amongst the many highlights over the past year was our Sky Rainforest Rescue campaign with WWF reaching its fundraising target of £4 million. We also extended the project for a further three years so it can continue to support the livelihoods of more families. In addition, we extended our hugely successful partnership with British Cycling. From the inspiration of Team Sky and Bradley Wiggins' historic win at the Tour de France to our mass participation Sky Ride events, our partnership has so far got almost 700,000 people riding their bikes more regularly. Sky Sports Living for Sport also had its best year yet. Around 50,000 young people have now taken part in the programme. And as part of our Sky Arts Ignition Futures Fund, we announced our first five bursaries to help support young artists and kick start their careers.

In the coming year, we will look to grow our contribution further. For example, our new Sky Skills Studios at our west London headquarters aims to raise the aspirations of young people and help teach them new skills. From September 2012, it will open to all schools with the aim of engaging 12,000 young people each year.

All of this also comes on top of a commitment to acting responsibly in our day-to-day operations. As well as ensuring our products and services are easy to use so that everyone can enjoy them, we work to reduce our own environmental impact, treat our suppliers fairly and provide our people with a great place to work.

But there is always more to do. We'll keep listening to our customers, our partners and our employees as we look to grow what we're doing in all these areas and create a better business.

Of course, we can't do it alone so I'd like to end by thanking everyone that has got involved, supported us and contributed so far.

Our Bigger Picture vision

At Sky, we believe in better. Better technology, better programmes and better customer service are what have made us Britain and Ireland's leading entertainment and communications company.

This approach also helps to ensure that what we do benefits society as a whole, as well as our customers and shareholders. This is the vision behind the Bigger Picture.

Our goal is to achieve long-term, sustainable success that creates value for shareholders and has a positive impact on British and Irish society. We understand that customers are increasingly choosing to reward companies that share their values, act responsibly and lead on issues they care about.

Together with WWF, we're raising awareness of the threat of tropical deforestation through Sky Rainforest Rescue, inspiring people to donate money, then working with local communities on the ground to make the forest worth more alive than dead.



We're now generating renewable energy at Sky Studios, Europe's most sustainable broadcasting facility. Our Combined Cooling, Heating and Power Plant and our new wind turbine are helping to heat, cool and power our studios, reducing our reliance on fossil fuels.



We're committed to improving lives through sport and making it accessible to everyone. Through our partnership with British Cycling and the creation of Team Sky we're supporting cycling at every level from grassroots through to the elite. Our aim is to inspire and increase participation by getting one million more people cycling regularly by 2013.



Our Bigger Picture strategy



Making a difference to our brand and reputation
Since 2010 we've been undertaking independent research with our customers and the wider public, measuring how our Bigger Picture initiatives are meeting our business objectives at Sky. It's clear that the role we're playing in making a positive contribution to society is also improving perceptions of the Sky brand amongst our customers.

Our Bigger Picture initiatives are core to building the long-term capability of our business.

Our business strategy

We want Sky to be the first choice for entertainment and communications. We achieve this by placing our customers at the heart of everything we do, constantly innovating to bring TV to life, and helping them get the most out of their subscription.

We focus on delivering TV people love, creating more ways to watch, connecting people to each other and the wider world and delivering great customer service. Underpinning all this we are building our reputation and long-term capability so that we deliver sustainable value for our shareholders.

A responsible business day to day

Seeing the bigger picture means doing the right thing across our day-to-day business. It means being a great employer and playing an active part of the communities where we live and work. It also means ensuring that our products are safe and accessible and that we reduce our environmental impact across our business and our services.

Inspiring action to make a positive difference

As a broadcaster whose channels are watched by more than half the population every week, we have an opportunity to extend our reach beyond the screen to make a positive impact on society. We aim to inspire people to take action and make it easy for them to join in. We do this in four areas where we can make a big difference – tackling climate change, improving lives through sport, opening up the arts and raising the aspirations of young people in schools.



The work we do across our business and with our partners to bring our strategy to life is summarised in the coming pages. For more detail visit www.sky.com/thebiggerpicture

We make sure everyone at Sky understands our responsibilities towards customers and suppliers, as well as shareholders, colleagues and the wider community, through our business code of conduct, Sky's Ways of Working.



Approach to reporting

Over the past year we have strengthened our approach to reporting on our material issues. We have talked with other businesses and sustainability experts to seek their opinions on what we do.


We have also called on the expertise of the senior leaders in our business to review the key priorities and debate their importance in relation to our business strategy.

Managing risk

Our material issues are those that are deemed important to our customers, our investors, our people, the partners we work with and the communities we live and work in. For example, we know that in order to retain the trust of our customers, we must manage their personal information with care, keeping it safe and secure. We know we need to ensure that parents have the tools to keep their children safe online. By investing to build Europe's most sustainable broadcasting facility, we've reduced our long-term costs through efficient use of energy and reduced reliance on fossil fuels, and we've provided our people with a great place to work. In this way, addressing material issues improves our processes for managing short and long-term risk in our business.

Taking opportunities

But more than that, as an entertainment and communications company, we can use our strengths to make a positive impact on UK and Irish society. By extending our reach beyond the screen we can inspire our customers to take action, making a difference in the communities where they live and work.



84%

of our people think Sky is a socially responsible company, 12% higher than for comparable UK companies

Find out more

Our material issues, the criteria we have used to identify them and how we address them are detailed on our website at www.sky.com/thebiggerpicture

Because we know our material issues are part of how we do business day to day, we also outline how we address them in our Annual Report 2012 (pgs 19-27) and in our Annual Review 2012 (pgs 22-27).

Improving our approach to reporting:
A stakeholder roundtable

In March 2012 we invited experts from our industry, the sustainability sector, our investor community and our charity partners to help us improve our reporting about what we do at Sky. Taking their feedback on board, we've developed a more interactive website and described how we determine our most important issues at Sky.

Listening and responding

We seek views from our stakeholders to help us shape our overall approach and individual initiatives. We use this feedback to help evolve our strategy, initiatives and reporting.

Key groups we work with include our customers, our people, industry experts, suppliers, community partners, sustainability professionals, non-governmental organisations and policy makers.

 For examples of how we engaged with our stakeholders, visit www.sky.com/thebiggerpicture

Acting on what our people tell us
At Sky we conduct regular surveys of our people to find out how well we're doing to create a culture where our people can thrive. Over the last two years, we've provided significantly more training and development opportunities, with our staff taking on more than 118,000 hours of learning through our online Development Studio, up from 51,000 in 2010.



Encouraging the debate: Does economic development have to cost the earth?

In partnership with WWF, we hosted a debate on progress 20 years on from the historic Rio Earth Summit in 1992. Chaired by Sky News presenter Lukwesa Burak, a panel of sustainability leaders, including a New Scientist editor and a London School of Economics Professor, explored the challenges of growth, sustainability and development.



A responsible business day to day

At Sky, we recognise the importance of doing the right thing in our day-to-day operations. This is how we build trust among our customers, employees, suppliers and the wider community.



31%

reduction in CO₂ emissions per £ million turnover since 2008/09 baseline

Making it easier for our customers

Because we know the importance of child safety for parents, we give customers the tools they need to protect their children when watching Sky TV, continuing to provide market-leading parental control technology.

It's important to us that our products and services can be enjoyed by everyone, so for people with visual impairments, we provide audio description on 26% of our programming, more than double the 10% required by Ofcom. For deaf and hard-of-hearing customers, we offer over 400,000 hours of subtitling per year.

Independent impartial coverage

Sky News is the only national television news service that operates without any form of public subsidy or support. We are proud of the contribution it has made to media plurality in the UK and its track record of independent, impartial coverage.

At a time of heightened interest in editorial practices across the media sector, and as part of our commitment to acting responsibly throughout our business, we commissioned both an external review of email records at Sky News and an internal audit of payment records. Reporting to the audit committee, these reviews found no evidence of impropriety or cause for concern.

Reducing our environmental impact

We recognise that protecting the environment is everyone's responsibility and we've been working to reduce the impact of our day-to-day operations since 2005. Three years ago, we set 10 challenging environment targets, which we've made great progress on. Over the past year we've reduced our absolute carbon emissions by 10% and increased our re-use and recycling to 73%.

Our improvements in efficiency reflect the long-term investments we have made in our buildings, fleet and travel, and this year we completed the construction of our wind turbine at Europe's most sustainable broadcasting facility, Sky Studios.

Sky's Ways of Working

We make sure everyone at Sky understands our responsibilities through our code of business conduct, Sky's Ways of Working.



A new customer management centre in Newcastle, 1,200 new jobs, and more ways for our customers to contact us are just three of the things we've done to improve our customer service.



1st

An Ofcom survey ranked Sky first for customer service in pay TV, fixed broadband and landline

Working alongside our business partners

We work with our suppliers, developing collaborative relationships which help us all to improve. We assess their commitment to better social and environmental standards day to day and we support them to improve the production and delivery of the programmes, products and services we purchase.

As well as making great programmes, we work alongside production companies to help to address our goals of improving diversity in the creative industry, reducing our environmental impact and supporting economic development in the UK and Ireland.

Our people

The talent, hard work and enthusiasm of our people drive Sky's success. We want to attract the best people to Sky, develop their skills and create a great place to work.

We build a culture in which all our 23,000 people can perform at their best. This year, we've focused on helping people gain more skills by moving to new roles within the business, increasing team work and sharing knowledge across the company.

And we've strengthened our diversity strategy in line with our commitment to ensuring that women, black, minority and ethnic groups are fully represented in our workforce.

Community action

Making a positive contribution in our local communities is important to us and we encourage Sky people to get involved. We support the growth of our local communities by offering opportunities for young people to learn about a range of careers at Sky, improving young people's skills and aspirations. Through our on-the-ground initiatives with Sky volunteers and our charity partners we bring our focus on environment, sport, arts and schools to life.



To find more examples of what we do to be a responsible business day to day, visit www.sky.com/thebiggerpicture



In 2011/12, more than 10% of Sky staff volunteered. Over 400 volunteers supported 2,000 school students at community-based events, alongside our new charity partner SportInspired.

Inspiring action to make a positive difference

Sky Rainforest Rescue raises funds to reduce the current levels of deforestation in the state of Acre, Brazil. So far over 1,000 families have joined in, making a living from rubber tapping and saving the rainforest as well.



We make a positive impact on society by extending our reach beyond our programmes.

We focus on four areas where we can make a big difference – inspiring our people and customers to tackle climate change, improving lives through sport, opening up the arts and raising the aspirations of young people in schools.

Environment

At Sky, we believe that climate change is one of the world's gravest challenges. We're inspiring our 10.6 million customers to take action through Sky Rainforest Rescue, our partnership with WWF to help save a billion trees in the Amazon rainforest. Through our programming, our fundraising and our work in schools, we're encouraging people in the UK and Ireland to take action to reduce climate change.

We've now extended our successful partnership for a further three years to make even more difference on the ground in Brazil and in the UK.

Sport

Sport is at the heart of what we do at Sky and we believe in its power to improve lives.

Through our partnership with British Cycling and the creation of Team Sky we're supporting cycling at every level from the playground to the podium. We're backing the British elite riders, supporting new professional cycling talent and helping Britain's best to thrive. We're increasing participation through national initiatives such as Sky Ride, enabling people of all ages and abilities to join in.

We also use our Sky Sports brand to reach young people and inspire them to make positive changes in their lives. Sky Sports Living for Sport, delivered in partnership with the Youth Sport Trust, is a free secondary schools initiative that uses sport stars and sport skills to raise aspirations and build life skills. We've reached around 50,000 students since 2008 and over 18,000 in 2011/12 alone.

We're investing in the future of cricket by working with the ECB to develop over 45,000 new cricket coaches at all levels across the UK.

Team Sky, our professional road cycling team has gone from strength to strength, succeeding in its bold ambition of creating the first ever British winner of the Tour de France, Bradley Wiggins, and inspiring a new generation of cyclists to get on their bikes and ride.





"The trip to Sky Skills Studios was an excellent introduction to the wide range of job and career opportunities in the media industry."

JOAN-ANN MAYNARD, CHISWICK SCHOOL

Arts

At Sky we're passionate about opening up the arts and fuelling creativity. We understand the essential role they play in the cultural life of the UK and Ireland, investing to showcase the best of the arts both on screen for our customers and on the ground for everyone to enjoy.

Launched in 2011, we're collaborating with arts organisations in the creation of new, ground-breaking works through our Sky Arts Ignition Series. Five talented young artists are receiving funding and mentoring from Sky to boost their careers as working artists through our Sky Arts Ignition Futures Fund.

For over seven years Sky has been partnering with leading literature festivals, broadcasting from them to a wider audience through the Sky Arts channels, and inspiring creativity on the ground through the Sky Arts Den.

For our first Sky Arts Ignition Series project, we've partnered with Tate Liverpool on an exciting new public art commission by Doug Aitken, opening in September 2012, for the Liverpool Biennial.



Schools

We're helping young people learn the important skills they'll need to succeed in the future. Over the past year we've been working with local schools to develop our exciting new Sky Skills Studios, a free learning experience linked to the national curriculum. Our aim is to inspire young people to be the best they can be by raising aspirations and building life skills.

We invest in long-term relationships with local schools and have built a network of Sky volunteers who give their time to play an active role in our local communities near our campuses in Hounslow, Scotland and Leeds. We help school students learn about the media through a range of initiatives including Sky Futures, a series of work taster sessions that showcase media careers to 14 to 16 year olds.



To find out more about what we do to inspire action to make a positive difference, visit www.sky.com/thebiggerpicture

In January 2012 we partnered with Somerset House to deliver journalism workshops using our Sky News exhibition Frontline: A Year of Journalism & Conflict, to help bring news reporting to life for our local school students.



Our performance

This table summarises our key performance indicators and our progress against our targets. We are on track or have met most of our targets. For in-depth commentary on our performance, visit the Reporting section of our Bigger Picture website at www.sky.com/thebiggerpicture

KEY PERFORMANCE INDICATOR			TARGET
DAY TO DAY			
Customers	Access service provision onscreen against Ofcom requirements	Provide subtitling services across 70% of Sky News, Sky 1, Sky Sports 1, Sky Sports News, Sky Movies Premier	70%
		Provide audio description services across 10% of Sky 1, Sky Sports 1, Sky Movies Premier	10%
	Product efficiency	Decrease total energy consumption (TEC) of newly installed Sky+HD boxes by 30% ⁽¹⁾⁽²⁾	-30%
Programming	Investment in British programming	Invest an estimated £600m in original British programming by 2014 (£m)	600
Environmental impact	Gross emissions	25% reduction in gross tCO ₂ e emissions per £m turnover ⁽¹⁾	-25%
	Energy efficiency	20% increase in energy efficiency in Sky owned buildings per £m turnover ⁽¹⁾	20%
	On-site renewable energy	20% of energy requirements from on-site renewable energy at Sky owned sites ⁽¹⁾	20%
	Fleet	25% reduction in tCO ₂ e emissions per van in Sky's fleet ⁽³⁾	-25%
	Business travel	20% reduction in tCO ₂ e emissions per full time equivalent from employee business travel ⁽³⁾	-20%
	Waste	Divert 90% of waste from landfill (tonnes) ⁽³⁾	90%
	Recycling	Reuse or recycle 70% of waste (tonnes) ⁽³⁾	70%
	Water	Ensure that water consumption remains +/- 1m ³ from 10m ³ per full time equivalent	9m ³ -11m ³
Suppliers	Responsible suppliers	100% of strategic suppliers assessed against Sky's Responsible Sourcing Questionnaire in 2012/13 ⁽⁴⁾	100%
	Environmental impact of suppliers	Engage with 50 most carbon intensive suppliers to help measure and reduce emissions ⁽⁵⁾	50
	Promoting diversity and inclusion	100% of independent production companies signed up to the Creative Diversity Network Pledge	100%
People	Composition of workforce	Total number of employees (full time equivalents)	-
		Staff turnover (voluntary) (%)	-
	Training indicator	Total training (days)	-
	Employee type	Female (% of all employees)	-
		Black and ethnic minority (% of all employees)	-
		Disabled employees (% of all employees)	-
	Health, safety and wellbeing	Accident rate (per 100,000 hours worked)	-
Community	Volunteering	1,601 Sky employees volunteering in 2011/12 ⁽⁶⁾	1,601
	Payroll giving	800 Sky employees signed up to payroll giving in 2011/12 ⁽⁷⁾	800
	Match funding	800 Sky employees fundraising for charity and applying for match funding in 2011/12 ⁽⁷⁾	800
	Community contribution	Total community contribution (£m) ⁽⁸⁾	-
		Community contribution (% of pre-tax profit) ⁽⁸⁾	-
INSPIRING ACTION			
Sky Rainforest Rescue	Donations	Raise £2m in donations for Sky Rainforest Rescue (£) ⁽⁹⁾	2m
	Schools Challenge	Number of teams actively taking part in Sky Rainforest Rescue Schools Challenge ⁽¹⁰⁾	-
Sport	Cycling	1m new people cycling regularly ⁽¹¹⁾	1m
	Sky Sports Living for Sport	750 UK schools participating in Sky Sports Living for Sport projects in 2011/12	750
		Participants showing improvements in self confidence, attitudes to learning and health and wellbeing (%) ⁽¹²⁾	-
	Cricket coaching	Number of coaches educated through England and Wales Cricket Board ⁽¹³⁾	-
Arts	UK literature festivals	Number of visits to Sky Arts activities on the ground at UK book festivals	-
	Sky Arts Ignition Series	Number of applications received for Sky Arts Ignition Series	-
	Sky Arts Ignition Futures Fund	Number of applications received for Sky Arts Ignition Futures Fund	-
	Sky Arts Ignition Series feedback	Arts organisations reporting that the Series was very beneficial for the industry (%)	-

In 2011/12, we expanded the scope of our data assurance. More detail and the Assurance Statement from Deloitte LLP can be found in the Reporting section of our Bigger Picture website at www.sky.com/thebiggerpicture

2008/09	2009/10	2010/11	2011/12	PROGRESS AGAINST TARGET	ASSURED
-	-	68%	74%	✓	✓
-	-	27%	26%	✓	✓
0%	-29%	-29%	-29%	✓	-
-	-	380	-	○	-
0%	-8%	-21%	-31%	✓	✓
0%	26%	24%	26%	✓	✓
0%	In progress	In progress	9%	○	✓
0%	3%	15%	2%	✗	✓
0%	-2%	10%	-7%	✗	✓
61%	64%	81%	85%	✗	✓
61%	63%	68%	73%	✓	✓
7m³	8m³	9m³	8m³	✓	✓
-	-	-	-	○	✓
0	50	50	50	○	✓
-	-	-	69%	○	✓
-	15,440	16,006	17,937	N/A	-
-	11	12.9	11.5	N/A	-
-	59,000	112,000	118,056	N/A	-
-	37	37	37	N/A	-
-	10	10	13	N/A	-
-	2	2	3	N/A	-
-	0.16	0.41	0.26	N/A	-
-	2,630	2,101	1,630	✓	✓
-	550	641	797	✗	✓
-	-	215	386	✗	✓
-	11.7	11.3	14.7	N/A	✓
-	1	1.1	1.3	N/A	✓
0	335,000	790,000	2,000,000	✓	✓
-	-	176	287	N/A	✓
-	64,000	376,000	688,000	○	✓
132	269	376	866	✓	✓
-	-	87,83, 70	-	N/A	✓
22,787	31,346	39,178	45,367	N/A	✓
-	28,348	63,142	77,624	N/A	✓
-	-	-	356	N/A	✓
-	-	-	1,529	N/A	✓
-	-	-	67%	N/A	✓

KEY

- ✓ Achieved
- Ongoing
- ✗ Not achieved

NOTES

- (1) By 2020 compared to 2008/09 baseline year
- (2) When compared to the previous model
- (3) By 2012 compared to 2008/09 baseline year
- (4) Target defined and set in 2011/12; strategic suppliers are those in Supply Chain Operations
- (5) Submitted data to Carbon Disclosure Project Supply Chain Programme 2011; transposition assurance only
- (6) Target based on 10% of total full time equivalents at beginning of the financial year
- (7) Target based on 5% of total full time equivalents at beginning of the financial year
- (8) Using London Benchmarking Group model; assured by Corporate Citizenship
- (9) In three years commencing October 2009
- (10) Cumulative figure from 1 September 2010 to 30 June 2012
- (11) By 2013 commencing in 2009
- (12) Survey carried out every two years
- (13) Cumulative figure since 2006/07

Commentary on our performance

We've made good progress towards our 10 environment targets that were set in 2009, reducing our CO₂e emissions per £ million turnover by 31% from the 2008/09 baseline, exceeding our target of a 25% reduction by 2012. Although we have not achieved our targets for fleet and business travel as planned, we have achieved annual reductions. As a result of meeting most of our targets we've reviewed our environment strategy, setting further goals for even greater improvements in the future.

A responsible business day to day

We've continued to grow our commitment to original British programming, investing over £450 million in original drama and comedy, in line with our commitment to invest £600 million by 2014.

For our disabled customers, we provided audio description on 26% and subtitling on 74% of the output of our main channels, exceeding the Ofcom requirements.

We're committed to the development of our people, providing over 118,000 training days over the past year. We've also been focused on health and wellbeing, successfully reducing slips, trips and falls by 37% from their high level in 2010/11.

We met our target of 10% of our staff volunteering in 2011/12. While we fell short of our match-funding target, our promotion to staff resulted in a significant increase in uptake over the year.

We're encouraging diversity and inclusion in our industry with 69% of our entertainment production companies signed up to the Creative Diversity Network Pledge.

We work closely with our suppliers to understand the risks across the supply chain. We recognise that we need to quantify our performance, and have agreed a new target to assess 100% of the strategic suppliers in our supply chain operations against our Responsible Sourcing Principles by July 2013.

Inspiring action to make a positive difference

We're very proud of the progress we are making right across all our initiatives to make a positive difference to UK and Irish society.

We met our target of raising £4 million for Sky Rainforest Rescue, our partnership with WWF to help save 1 billion trees in the Amazon rainforest, six months ahead of schedule.

With 688,000 more people cycling since 2009, we're on track to meet our goal of one million more people cycling regularly by 2013.

This year we exceeded our annual target of 750 schools taking part in Sky Sports Living for Sport by 20%. And we know this programme is having an effect with 83% showing improvements in attitudes to learning and 70% improving their health and wellbeing.

We received over 1,500 applications from the best arts organisations in the UK for the Sky Arts Ignition Series and 356 of the most exciting young artists in the country applied for the Ignition Futures Fund.





Recognition for our work

At Sky we are proud of what we achieve and seek recognition for what we are doing. From our day-to-day work to our national campaigns we have been rewarded for a number of our initiatives.

For example, we won the Institute for Fundraising Award for the best business-charity partnership for Sky Rainforest Rescue with WWF and the prestigious Arts & Business Sponsorship Award for the Sky Arts' partnerships with the Hay, Cheltenham, Bath, Dublin and Cumbria Book festivals. The Corporate Award we received at the 2011 Women of the Future Awards, recognised us as one of the UK's leading employers for women. And we won the Business Community Impact Award in Hounslow, west London, for the work we do with our local community.

We benchmark ourselves against global companies, helping to communicate our commitments to our investors. In 2011, we were identified as one of 11 globally leading companies in the Publishing Media sector of the Dow Jones Sustainability Index. We retained Platinum in Business in the Community's Corporate Responsibility Index, scoring 98%, the highest in the media sector. And we featured in the Carbon Disclosure Project's Leadership Index for our approach to the disclosure of climate change information.

Reporting standards we follow

For the second year Sky has chosen to report according to the Global Reporting Initiative's (GRI) Sustainability Reporting Guidelines, following the newly released Media Sector Guidelines as well as GRI-G3.1 to help select the measures to report against. We have done this to make it easier for us and for our stakeholders to understand our performance in relation to other companies inside and outside our industry. We have self-assured at Level C.



Get in touch

This year we have redeveloped our Bigger Picture website to reflect a more interactive style of reporting. We welcome your feedback by visiting www.sky.com/thebiggerpicture

You can keep up-to-date or comment on our work by following us on twitter [@SkyBiggerPic](https://twitter.com/SkyBiggerPic). And you can contact us directly by emailing biggerpicture@bskyb.com

In March 2012, Sky Rainforest Rescue, together with WWF, won an Institute of Fundraising Award for the best business-charity partnership.





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