British Sky Broadcasting Group plc
Environment targets to 2020

Fewer
Better
Bigger
Neverland

Fewer, Better, Bigger

We depend on the environment to help keep our business running through the energy we use and the products we create. Operating efficiently, saving energy and using resources wisely help us deliver great products and services with minimal environmental impacts. With our reach we have an opportunity and a responsibility to help our people, suppliers and customers to take action to protect the environment and tackle climate change. We want to make it easy for them to save energy through our products, and we want to inspire them to take action by helping protect a billion trees in the rainforest.

Our environment strategy sets 10 bold targets and commitments that will result in fewer impacts, better, more sustainable products and services, and inspire our customers to take action on environment issues.

“In 2009 we set ourselves bold environment targets, some of which we’ve met ahead of time. At Sky, we are continually looking for new ways to improve our performance and that’s why we’re pushing ourselves to achieve even more. The commitments we’ve now made will see us working with our business partners and our customers to help them to make an even greater difference.”

JEREMY DARROCH, CHIEF EXECUTIVE

2005

Measuring and reducing our emissions since 2005
Fewer Impacts

Do more with less whilst reducing our impacts on the environment

We will achieve this by setting measurable targets to 2020 compared to 2008/09 baseline

TARGET:
Halve our emissions relative to revenue*

To meet this target we are also committed to:
• Continuing the purchase of 100% of our electricity from renewable sources
• Maintaining a high sector position in the annual Carbon Disclosure Project Investor report
• Continuing to have zero net emissions by offsetting our remaining emissions from our operations and business travel with Verified Carbon Standard or Gold Standard offsets
• Providing our people with engagement activities each year, to inspire adoption of environmentally friendly behaviours

TARGET:
Increase energy efficiency by an average of 20% across all buildings by setting energy performance targets

To meet this target we are also committed to:
• Achieving at least a ‘BREEAM Excellent’ rating for all new builds
• Investing £30m into low-carbon efficiency projects across the business over the next five years
• Rolling out a green IT policy across the business

* 50% reduction in gross CO₂e emissions relative to revenue (t/£m)
TARGET:
Sky-owned sites to obtain 20% of their energy requirement from owned or controlled renewables

To meet this target we are also committed to:
- Exploring new on-site and off-site renewable energy technologies

TARGET:
Increase fleet fuel efficiency by 15%

To meet this target we are also committed to:
- Continuing to install telematics across the entire fleet
- Continuing to support fuel-efficient driving through training
- Pursuing deployment of progressively lower carbon vehicles that meet operational needs
- Trial EVs/low-emission vehicles

TARGET:
Reduce CO₂ emission from business travel by 20% per full time equivalent (FTE) employee

To meet this target we are also committed to:
- Increasing the use of video conferencing across all our sites
- Continuing to procure low-emission company car vehicles (below 120gCO₂)

TARGET:
Achieve zero waste to landfill at our main offices

To meet this target we are also committed to:
- Maintaining a recycling rate of 65% across Sky
- Reducing waste at source
- Reducing the amount of paper used at our sites by increasing the use of Multifunctional Devices (MFDs) and paperless transactions
- Recycling 100% of food waste at our main offices by composting and anaerobic digestion methods
- Being best-in-class with the efficient use of natural resources across our operations
- Maintaining the efficient use of water at our sites in line with good practice of +/- 1m³ from 10m³/FTE
- Investing in rainwater harvesting in all new buildings
- Reducing and using recycled or sustainably sourced paper for all customer communications

“Over the past five years we have worked on many initiatives to reduce our impact on the environment. Last year we rolled out a scheme that meant any ink cartridges used by Sky could be collected after use and taken back to the manufacturers for reuse.”

Simone Hindmarch-Bye, Co-founder, Commercial Group
Better Products

Lead the way with better, more sustainable products

We will achieve this by setting measurable targets to 2020

“Better Products ENvironment tarGeT 2020”

100% of returned products reused or recycled

“Better Products TargeT:
Improve the sustainability of our products year on year”

To meet this target we are also committed to:

• Designing sustainability into our products at the concept stage
• Reducing the total energy consumption of new set-top boxes and routers
• Promoting the use of auto standby of our products to save energy in the home
• Reducing the use of natural resources for new products
• Increasing the use of recycled content and closed-loop recycling
• Reducing carbon emissions resulting from production, distribution, install and maintenance
• Setting further KPis using a cradle-to-grave approach for our products
• Promoting the environmental benefits of our products including energy efficiency and recycling

TARGET:
-Reuse or recycle 100% of all our products returned to Sky

To meet this target we are also committed to:

• Leaving no waste at customer homes
• Ensuring the reuse approach for our products is as efficient as possible
• Reducing packaging associated with our products

Zero waste left at customer homes

"Our business partner UTL have introduced ground-breaking initiatives which ensure that product returns are not only recycled — but actually reused wherever possible.”

BILL NESBITT, SKY LOGISTICS AND REPAIR MANAGER
Bigger Reach

Inspire people to take action on the environment

We will achieve this by setting measurable targets to 2020

TARGET:

Work with our business partners to increase efficiencies across local loop unbundling, outside broadcast, logistics, production and third party business partners

To meet this target we are also committed to:

• Work with key production companies to reduce the impact and associated emissions
• Lead the way across our industry in promoting sustainable production
• Measure the carbon emissions associated with production across all genres and set production specific KPIs
• Engage our top 50 most carbon intensive suppliers to publicly report their carbon emissions and targets through the Carbon Disclosure Project
• Help small and local business suppliers understand and reduce their environmental impacts
• Continue to play a leadership role on key issues to address climate change

TARGET:

Help protect 1 billion trees in the Amazon rainforest through Sky Rainforest Rescue

To meet this target we are also committed to:

• Help customers and consumers in the UK and Ireland understand the issue of deforestation and what they can do to help
• Encouraging fundraising and matching donations £1 for £1 up to a total of £2 million more
• Supporting and engaging with governments and international bodies on deforestation
• Using our programming and communications to inspire our customers and employees to help tackle climate change with Sky Rainforest Rescue
• Providing our people with two paid days off a year to volunteer for a charity of their choice including environment options and Sky Rainforest Rescue

“Sky Rainforest Rescue is already widely regarded as a great example of how effective such partnerships between charities and business can be in defining new models for sustainable conservation. With increasing recognition that radical new models are needed to save our most precious ecosystems, we believe the lessons learned in Acre can be applied across other vulnerable forest regions through mechanisms like REDD+.”

DAVID NUSBAUM, CHIEF EXECUTIVE, WWF-UK

£2 million
more donated to Sky Rainforest Rescue

50
of our most carbon intensive suppliers engaged
For more information:

To find out more about what we do to reduce our impact on the environment and engage others to tackle climate change, visit sky.com/environment

To keep up-to-date or comment on what we are doing at Sky, follow @SkyBiggerPic and send us a tweet.

If you would like to contact us directly, send us an email: biggerpicture@bskyb.com