



Our material areas of focus

We believe better business creates a better world. That's why we push ourselves to achieve the highest standards of sustainability and responsibility. We continually look for where we have the biggest responsibility and can make the greatest impact as a leading media and tech company across Europe, with global audiences and a global supply chain.

There are standards that businesses have to meet. Then there are further standards we want to meet, and new standards we believe need to be set. Focussing on what we can make better, our approach is based on the [UN Sustainable Development Goals](#), to help us respond to the challenges the world faces.

We carry out a materiality analysis to understand the wider societal impacts relevant to our business. This, and ongoing listening to our customers, our people, our partners and communities, helps us to ensure our strategy is the right one. Every few years we do a thorough review and update our goals before making new plans to achieve them.

We updated our materiality assessment in 2020/2021, which included:

- A review of peer materiality assessments
- A review of general ESG rating frameworks and their priority areas for the media, entertainment, broadcasting and technology sectors as appropriate, including the Sustainable Accounting Standards Board, (SASB), MSCI ESG Focus Indexes, Sustainalytics, Dow Jones Sustainability Index (DJSI) and FTSE4Good
- A combined ranking of peer and ESG rater priorities
- Insights from interviews with other sustainability experts
- Best practices and guidance on reporting our response to the COVID-19 pandemic
- Consideration of our historic materiality assessments and long-standing areas of focus
- Applying our Believe in better lens, looking for opportunities and going well beyond risk management

The table below describes our material areas of focus.

Material Issue	Why it's important	Sky focus areas
Responsible and sustainable content	<p>We need to maintain our track record of high quality accurate, impartial and original journalism, our editorial standards and good marketing and advertising principles.</p> <p>We go beyond by making our news and arts content available to all. We understand the power of our platforms, so we also use our voice for good, seeking opportunities to practice anti-racism and champion sustainable consumption and awareness through our content.</p>	<p>Better Lives and Better World</p> <ul style="list-style-type: none"> • Enriching peoples' lives through free access to the arts and trusted news • Telling untold stories and using the power of our voice to highlight racial injustice • Inspiring millions to take action on climate change
Carbon impact of our operations	<p>It's clear from the science that climate action is necessary, and the time to act is now, driving change that is good for people and planet. To hold warming below a 1.5°C threshold those of us that can must bring net zero forward. A business of our size, scale and reach has a responsibility to act.</p>	<p>Better world</p> <ul style="list-style-type: none"> • Becoming net zero carbon across our value chain by 2030, reducing emissions by at least 50% • Inspiring others to #GoZero, and with WWF continuing to campaign for healthier oceans, which are essential to fight the climate crisis • We've been a CarbonNeutral® Company since 2006. We cut the carbon emissions created by our direct activities and offset the rest. We're committed to continuing to power our business with renewable energy and improving efficiency
Data privacy, cybersecurity and child safety online	<p>Our customers trust us to look after their information securely. We want to give them and their families the confidence to enjoy the benefits of TV and the internet safely.</p>	<p>Better Lives and Better Business</p> <ul style="list-style-type: none"> • We champion online safeguards to keep our customers safe and have strong systems to protect their personal data

<p>Corporate Governance and Business Ethics</p>	<p>Good corporate governance is key to our values as part of the Comcast group and to our relationship with our stakeholders. In addition to ensuring we comply with all relevant laws and regulations, we work together with regulators to tackle industry-wide material issues, such as children’s online safety, piracy and climate action.</p>	<p>Better Business and Governance and Assurance</p> <ul style="list-style-type: none"> • We’re signatories to the UN Global Compact and its ten principles on human rights, labour, environment and anti-corruption and align our strategy to the UN Sustainable Development Goals • We report transparently on our social and environmental impact annually. Historic reporting can be found at https://www.skygroup.sky/reports • We work in partnership with expert stakeholders across our material issues to drive positive change
<p>Diversity and inclusion</p>	<p>We want to ensure our content reflects the diversity of our audiences, to better connect our customers to more of what they love. And we want our products and services to be as accessible as we can make them, so everyone can enjoy the best Sky has to offer.</p> <p>We want our business to better reflect the communities in which we live and work and to create a culture where everyone can bring their full selves to work.</p>	<p>Better Lives and Better Business</p> <ul style="list-style-type: none"> • Ambitious targets for under-represented groups on-screen, behind-the-scenes and within our business, at all levels • Making a difference in communities impacted by racism through partnerships, such as with Kick It Out. • Sharing the best of British and European storytelling with the world • Products and services which are accessible by design
<p>Talent development and attraction</p>	<p>Our people, who work to keep the world informed, to support our communities, to look after our customers and to keep us all entertained, are key to Sky’s success. Supporting their development helps us ensure the best workforce now and for the future.</p> <p>We also know that we will be better placed to serve our customers if we have a workforce that reflects them, and includes diverse talent.</p> <p>We want to play a leading role in making the television industry more accessible to people from all backgrounds.</p>	<p>Better Lives, Better Communities and Better Business</p> <ul style="list-style-type: none"> • Supporting the next generation of creative industry, sports and news talent, through partnerships, bursaries and early careers opportunities, particularly focussed on under-represented groups. • Inspiring young people, broadening their horizons, and helping them gain skills and experience to reach their potential, with a focus on diversity, fairness, new opportunities and the environment. • Improving representation and progression of minority groups across Sky Group

<p>Health, safety and wellbeing</p>	<p>We want to provide a secure and healthy environment where employees can thrive.</p> <p>We support our local communities through charity partners and volunteering.</p>	<p>Better Lives, Better Communities and Better Business</p> <ul style="list-style-type: none"> • Putting people first during the pandemic, prioritising measures to keep people safe, supporting their wellbeing and keeping them connected • Creating long-lasting change for our communities through our Sky Cares volunteering programme and charity partnerships across Europe
<p>Environmental impact of our products</p>	<p>Our products and their impacts are key to us achieving net zero carbon.</p>	<p>Better World</p> <ul style="list-style-type: none"> • Energy efficiency innovation for new and existing products • Service model for Sky Q and broadband hubs so we can ensure every box we've made is in use, refurbished or recycled
<p>Responsible supply chain</p>	<p>Creating positive working relationships with our suppliers to identify and reduce social, ethical and environmental impacts helps to minimise risks in the supply chain and improve not only what Sky does, but our suppliers and wider society too.</p>	<p>Better Business and Better World</p> <ul style="list-style-type: none"> • We're committed to respect, protect and remedy the rights of every person involved in our business. Our approach is guided by the UN Guiding Principles on Business and Human Rights • We conduct ongoing environmental, human and labour rights impact assessments across our activities and tailor our due diligence, training for our people, and support to suppliers based on our impact and risk assessments • We're supporting our suppliers across the world to work towards a net carbon zero world, alongside us