

Sky – Bigger Picture Impact Report 2017/18 GRI-referenced claim

Approach

We believe that doing business well is the only way to do business. That means being responsible in how we go about our business, acting on issues that matter, inspiring young people to be their best and inspiring others to take action.

We build our approach and determine the focus areas within it based on our assessment of materiality. Our material issues can be found on the [Bigger Picture](#) page of our website.

We provide a GRI Index with our reporting to make it easier for us and for our stakeholders to understand our performance in relation to other companies inside and outside our industry. This material references the **GRI Standards** and reports on GRI 102: General Disclosures 2016, GRI 103 Management Approach 2016 and selected Topic-specific Standards. The index also reflects the additional GRI G4 disclosures for the media sector in the GRI G4 Media Sector Supplement.

For the specific standard disclosures, we chose to construct our index starting with our material issues, as this best reflects our approach to sustainability. We then mapped selected relevant **Topic-specific Standards** as closely as possible to our material issues.

For each of these aspects we have chosen to report on the indicators that are material. For some aspects, that means we have chosen some indicators while for others all indicators are relevant. In addition, we have also disclosed according to the guidance set out by the **GRI G4 Media Sector Supplement** because some of the aspects included are more relevant to us.

For some of the aspects there are material indicators we do not report on, or we have chosen not to, because they are commercially sensitive. We have also confirmed that some of the media sector-specific disclosures are not relevant to us as a home entertainment and communications company.

While some GRI Standards aspects directly link to one of our material issues, other GRI Standards aspects – for example, media literacy – touch on several of our material issues. For this reason you will find that not all of the aspects are in the order found in the GRI framework.

GRI-referenced Index

Key

(M): Indicates additional disclosures linked to the GRI G4 Media Sector Disclosures

(A): Indicates external assurance

GRI 101: Foundation 2016

GRI 102: General Disclosures

Disclosure	Reporting requirements	Page number(s) and/or URL(s)
1. Organizational profile		
102-1	Name of the organization.	Annual Report 2018 , page 71 About Sky
102-2	Activities, brands, products, and services a. A description of the organization's activities. b. Primary brands, products and services, including an explanation of any products of services that are banned in certain markets.	About Sky - 'At a glance' Annual Report 2018 , pages 2 and 3
102-3	Location of the organization's headquarters.	Annual Report 2018 , page 140 Contact Us
102-4	Number of countries where the organization operates; names of countries with significant operations/relevant to the sustainability topics covered in the report.	Annual Report 2018 , pages 14-21
102-5 (M)	Nature of ownership and legal form.	Annual Report 2018 , CEO Statement 31 Oct 2018 and page 81 Our Management

102-6 (ai)	<p>Markets served, including:</p> <ul style="list-style-type: none"> i. geographical locations where products and services are offered; ii. sectors served; iii. types of customers and beneficiaries. 	<p>Annual Report 2018, pages 5-9</p>
102-7 (ai,) (A)	<p>Scale of the organization, including:</p> <ul style="list-style-type: none"> i. total number of employees; ii. total number of operations; iii. net sales (for private sector organizations); iv. total capitalization (for private sector organizations) broken down in terms of debt and equity; v. quantity of products or services provided. 	<p>Annual Report 2018, pages 4, 10-11, 14-23 and 61</p>
102-9	<p>A description of the organization's supply chain, including its main elements as they relate to the organization's activities, primary brands, products, and services.</p>	<p>Bigger Picture Impact Report 2018, pages 22 - 23 Policies: Sky's Modern Slavery Statement 2018</p>
102-10 (A)	<p>Significant changes to the organization's size, structure, ownership, or supply chain, including:</p> <ul style="list-style-type: none"> i. Changes in the location of, or changes in, operations, including facility openings, closings, and expansions; ii. Changes in the share capital structure and other capital formation, maintenance, and alteration operations (for private sector organizations); iii. Changes in the location of suppliers, the structure of the supply chain, or relationships with suppliers, including selection and termination. 	<p>Annual Report 2018, CEO Statement 31 Oct 2018 and pages 4-7</p>
102-11	<p>Whether and how the organization applies the Precautionary Principle or approach.</p>	<p>The precautionary principle is one factor we take into consideration in the decisions we make. For example, we conduct Life Cycle Assessments on new products we develop. As a result of these, we have developed a 'decision-tree' which sets out the relative environmental impact of different product design choices and how they can have knock-on impacts across the business. This 'decision tree' has been embedded across all new product design considerations. Our Sustainable Products video explains what we are doing in detail.</p>
102-12	<p>Externally developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes or which it endorses.</p>	<p>Bigger Picture Impact Report 2018, pages 22-24 and 28 Responsible Business</p>

102-13	A list of the main memberships of industry or other associations, and national or international advocacy organizations.	Sky's Government Engagement Policy (available from our Corporate website)
c. Strategy		
102-14	A statement from the most senior decision-maker of the organization (such as CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and its strategy for addressing sustainability.	Annual Report 2018 , pages 4-7 Bigger Picture Impact Report 2018 , page 1
102-15 (M)	A description of key impacts, risks and opportunities.	Annual Report 2018 , pages 4- 9, 12-27 Our Strategy
d. Ethics and integrity		
102-16 (M)	A description of the organization's values, principles, standards and norms of behaviour.	Bigger Picture Impact Report 2018 , page 1 Responsible Business On-screen Standards Production About Sky News Policies
102-17	A description of internal and external mechanisms for: <ul style="list-style-type: none"> i. seeking advice about ethical and lawful behavior, and organizational integrity; ii. reporting concerns about unethical or unlawful behavior, and organizational integrity 	Sky plc Group Whistleblowing Policy and Guidance (available from our Corporate website) Sky's Ways of Working and Modern Slavery Statement 2018 (available from our Corporate website)

e. Governance		
102-18	<ul style="list-style-type: none"> a. Governance structure of the organization, including committees of the highest governance body. b. Committees responsible for decision-making on economic, environmental and social impacts. 	Annual Report 2018 , pages 31-45 Corporate Governance Our Management Bigger picture governance
102-19	<p>Process for delegating authority for economic, environmental, and social topics from the highest governance body to senior executives and other employees.</p>	Annual Report 2018 , pages 31-45 Corporate Governance Our Management Bigger picture governance
102-20	<ul style="list-style-type: none"> a. Whether the organization has appointed an executive-level position or positions with responsibility for economic, environmental, and social topics. b. Whether post holders report directly to the highest governance body. 	Annual Report 2018 , pages 31-45 Corporate Governance Our Management Bigger picture governance
102-22	<p>Composition of the highest governance body and its committees by:</p> <ul style="list-style-type: none"> i. executive or non-executive; ii. independence; iii. tenure on the governance body; iv. number of each individual's other significant positions and commitments, and the nature of the commitments; v. gender; vi. membership of under-represented social groups; vii. competencies relating to economic, environmental, and social topics; viii. stakeholder representation. 	Annual Report 2018 , pages 31-45

102-24	<ul style="list-style-type: none"> a. Nomination and selection processes for the highest governance body and its committees. b. Criteria used for nominating and selecting highest governance body members, including whether and how: <ul style="list-style-type: none"> i. stakeholders (including shareholders) are involved; ii. diversity is considered; iii. independence is considered; iv. expertise and experience 	<p>Annual Report 2018, pages 31-45</p>
102-25	<ul style="list-style-type: none"> a. Processes for the highest governance body to ensure conflicts of interest are avoided and managed. b. Whether conflicts of interest are disclosed to stakeholders, including, as a minimum: <ul style="list-style-type: none"> i. Cross-board membership; ii. Cross-shareholding with suppliers and other stakeholders; iii. Existence of controlling shareholder; iv. Related party disclosures. 	<p>Annual Report 2018, pages 31-45</p>
102-27	<p>Measures taken to develop and enhance the highest governance body's collective knowledge of economic, environmental, and social topics.</p>	<p>Annual Report 2018, pages 31-45</p>
102-30	<p>Highest governance body's role in reviewing the effectiveness of the organization's risk management processes for economic, environmental, and social topics.</p>	<p>Annual Report 2018, page 45 Bigger picture governance</p>
102-32	<p>The highest committee or position that formally reviews and approves the organization's sustainability report and ensures that all material topics are covered.</p>	<p>Annual Report 2018, page 45 Bigger picture governance Our focus areas</p>

<p>102-35</p>	<p>a. Remuneration policies for the highest governance body and senior executives for the following types of remuneration:</p> <ul style="list-style-type: none"> i. Fixed pay and variable pay, including performance-based pay, equity-based pay, bonuses, and deferred or vested shares; ii. Sign-on bonuses or recruitment incentive payments; iii. Termination payments; iv. Clawbacks; v. Retirement benefits, including the difference between benefit schemes and contribution rates for the highest governance body, senior executives, and all other employees. <p>b. How performance criteria in the remuneration policies relate to the highest governance body's and senior executives' objectives for economic, environmental, and social topics.</p>	<p>Annual Report 2018, pages 46-60</p>
<p>102-36</p>	<p>a. Process for determining remuneration.</p> <p>b. Whether remuneration consultants are involved in determining remuneration and whether they are independent of management.</p> <p>c. Any other relationships that the remuneration consultants have with the organization.</p>	<p>Annual Report 2018, pages 46-60</p>
<p>102-37</p>	<p>a. How stakeholders' views are sought and taken into account regarding remuneration.</p> <p>b. If applicable, the results of votes on remuneration policies and proposals.</p>	<p>Annual Report 2018, pages 46-60</p>

f. Stakeholder Engagement		
102-40 (M)	A list of stakeholder groups engaged by the organization.	Working with others Best Experience Great place to work Environment Responsible Sourcing and Human Rights
102-41	Percentage of total employees covered by collective bargaining agreements.	<p>We do not have collective bargaining agreements, however all employees are able to join a trade union, although we do not ask them to disclose this to us. We also have an internal mechanism for staff to input into the direction of Sky, as well as feedback on operational issues, called Sky Forum which meets regularly throughout the year.</p> <p>Annual Report 2018, page 63l</p>
102-42	The basis for identifying and selecting of stakeholders with whom to engage.	Working with others
102-43	The organization's approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the reporting preparation process.	Strategy Working with others Customer service Bigger Picture Impact Report 2018 , pages 22-23 Annual Report 2018 , pages 5-7
102-44	Key topics and concerns that have been raised through stakeholder engagement including: <ol style="list-style-type: none"> a. how the organization has responded to those key topics and concerns, including through its reporting. b. the stakeholder groups that raised each of the key topics and concerns. 	Bigger Picture Impact Report 2018 , pages 22-23 Annual Report 2018 , pages 5-7
6. Reporting practice		

102-45 (A)	<ul style="list-style-type: none"> i. A list of all entities included in the organization's consolidated financial statements or equivalent documents; ii. Whether any entities included in the organization's consolidated financial statements or equivalent documents is not covered by the Report 	Annual Report 2018 , page 91
102-46	<ul style="list-style-type: none"> a. An explanation of the process for defining the report content and the topic boundaries. b. An explanation of how the organization has implemented the Reporting Principles for defining report content. 	Our strategy Our focus areas Basis of reporting documents
102-47	A list of the material topics identified in the process for defining report content.	Our focus areas
102-48	The effect of any restatements of information given in previous reports, and the reasons for such restatements.	Bigger Picture Impact Report 2018 , pages 26-27
102-49	Significant changes from previous reporting periods in the list of material topics and topic Boundaries.	Bigger Picture Impact Report 2018 , pages 26-27 Basis of reporting documents
102-50	The reporting period for the information provided.	Bigger Picture Impact Report 2018 , page 29 Reports
102-51	If applicable, the date of the most recent previous report.	
102-52	Reporting cycle .	
102-53	The contact point for questions regarding the report or its contents.	Contact us Bigger Picture Impact Report 2018 , page 29

<p>102-55 (a, bi and bii)</p>	<p>a. The GRI content index, which specifies each of the GRI Standards used and lists all disclosures included in the report.</p> <p>b. For each disclosure, the content index shall include:</p> <ul style="list-style-type: none"> i. The number of the disclosure (for disclosures covered by the GRI Standards); ii. The page number(s) or URL(s) where the information can be found, either within the report or in other published materials; 	<p>Bigger Picture Impact Report 2018, page 29 Assurance statement</p>
<p>102-56 External Assurance (A)</p>	<p>a. A description of the organization's policy and current practice with regard to seeking external assurance for the report.</p> <p>b. If the report has been externally assured:</p> <ul style="list-style-type: none"> i. A reference to the external assurance report, statements, or opinions. If not included in the assurance report accompany the sustainability report, a description of what has and what has not been assured and on what basis, including the assurance standards used, the level of assurance obtained, and any limitations of the assurance process; ii. The relationship between the organization and the assurance provider; iii. Whether and how the highest governance body or senior executives are involved in seeking external assurance for the organization's sustainability report. 	<p>Bigger Picture Impact Report 2018, page 29 Assurance statement</p>

GRI 103: Management Approach 2016 (M)

103-1	Explanation of the material topic and its Boundary	Our focus areas Basis of reporting documents
103-2	The management approach and its components	Our Approach Our focus areas Basis of reporting documents
103-3	<p>Evaluation of the management approach</p> <p>For each material topic, the reporting organization shall report the following information:</p> <ul style="list-style-type: none"> a. An explanation of how the organization evaluates the management approach, including: <ul style="list-style-type: none"> i. the mechanisms for evaluating the effectiveness of the management approach; ii. the results of the evaluation of the management approach; iii. any related adjustments to the management approach. b. An explanation of how the organization manages the topic. 	Our Approach Our focus areas Basis of reporting documents

Topic-specific Standards

Key

(M): Indicates additional disclosures linked to the GRI G4 Media Sector Supplement

(A): Indicates external assurance

Sky material issue	GRI aspect	Disclosure(s)	Reference/direct response
Helping grow the economy in UK, Ireland, Germany, Austria and Italy	GRI 201: Economic Performance 2016	201-1: Direct economic value generated and distributed	Annual Report 2018 , pages 4 and 22-23 Bigger Picture Impact Report 2018 , pages 1-2
	GRI 203: Indirect Economic Impacts 2016	203-1 (M): Infrastructure investments and services supported 203-21: Significant indirect economic impacts	Bigger Picture Impact Report 2018 , pages 1-2 and 20 Accessibility approach Responsible Business: Environment
Investing in creative industries AND Investing in sport	Content creation (M)	M2: Methodology for assessing and monitoring adherence to content creation values M3: Actions taken to improve adherence to content creation values, and results obtained	Best Experience About Sky News Sky Production
Upholding good editorial standards Upholding good advertising principles	GRI 417: Marketing and Labelling Marketing communications (M)	417-3: Incidents of non-compliance concerning marketing communications	Bigger Picture Impact Report 2018 , page 24 Best Experience Annual Report 2018 , pages 17 and 28-29
Child safety online	Content dissemination (M)	M4: Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision making) and results obtained	Best Experience Bigger Picture Impact Report 2018 , page 24
Accessibility of products and services	GRI 203: Indirect Economic Impacts 2016	203-1 (M): Infrastructure investments and services supported	Best Experience Bigger Picture Impact Report 2018 , pages 22-23

	Content dissemination (M)	M4: Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision making) and results obtained M5: Number and nature of responses (feedback/complaints) related to content dissemination, including protection of vulnerable audiences and informed decision making and accessibility, and processes for addressing these responses	We have a 180-strong dedicated Accessible Customer Service team, which provides specialised support to over 75,000 customers. We have a dedicated accessibility website for our customers, which provides a range of ways to provide feedback/gain assistance. We collect information on the number and nature of responses related to accessibility, but we do not report these figures externally. Best Experience Bigger Picture Impact Report 2018 , page 24
	GRI 418: Customer Privacy 2016	418-1 (b and c): Substantiated complaints concerning breaches of customer privacy and losses of customer data	We do not publicly report on the number of data protection complaints. Best Experience Bigger Picture Impact Report 2018 , page 24
Skilled and diverse workforce	GRI 401: Employment (M)	401-2: Benefits provided to full-time employees that are not provided to temporary or part-time employees	Great place to work Bigger Picture Impact Report 2018 , page 28 Policies
	GRI 404: Training and Education 2016	404-2: Programs for upgrading employee skills and transition assistance programmes	Great place to work
	GRI 201: Economic performance 2016	201-3 (a-c): Defined benefit plan obligations and other retirement plans	Annual Report 2018 , pages 85 and 94 We do not publicly report the level of participation in retirement plans, or the percentage of salary contributed by employee or employer.

	GRI 404: Training and Education	404-3: Percentage of employees receiving regular performance and career development reviews	All employees are included in our annual performance management process (PDPs). All employees are required to have an annual rating submitted by their manager which links directly to their pay review outcome. Everyone is performance measured on both their objectives (the what) and their behaviours (the how) - linked to Sky's purpose and five defined values. We also strongly encourage quarterly interim reviews as well as ongoing performance and feedback conversations throughout the year. The Sky PDP form is hosted online where both the employee and manager can access it throughout the year and update it.
	GRI 405: Diversity and Equal Opportunity 2016	405-1: Diversity of governance bodies and employees	Annual Report 2018 , pages 62 We do not currently report the breakdown of employees by age group. Bigger Picture Impact Report 2018 , page 28
	GRI 405: Diversity and Equal Opportunity 2016	405-2: Ratio of basic salary and remuneration of women to men	Sky releases Gender Pay Gap Report
Health, safety and security of our people and assets	GRI 403: Occupational Health and Safety 2016 GRI 403: Occupational Health and Safety 2016	403-2 (M): Hazard identification, risk assessment and incident investigation 403-2 (M): Hazard identification, risk assessment and incident investigation	Responsible sourcing & Human rights Bigger Picture Impact Report 2018 , page 28 Policies Responsible sourcing & Human rights Bigger Picture Impact Report 2018 , page 28 Policies
Operational impacts on the environment	GRI 302: Energy 2016	302-1: Energy consumption within the organization 302-3: Energy intensity 302-4: Reduction of energy consumption 302-5 (M): Reductions in energy requirements of products and services	Bigger Picture Impact Report 2018 , page 26 Sustainable Products



	GRI 305: Emissions 2016	305-1 (A): Direct (Scope 1) GHG emissions 305-2 (A): Energy indirect (Scope 2) GHG emissions 305-3 (A): Other indirect (Scope 3) GHG emissions 305-4 (A): GHG emissions intensity 305-5: Reduction of GHG emissions	Annual Report 2018, page 63 Bigger Picture Impact Report 2018 , page 26-27
	GRI 305: Emissions 2016	305-1 (A): Direct (Scope 1) GHG emissions 305-2 (A): Energy indirect (Scope 2) GHG emissions 305-3 (A): Other indirect (Scope 3) GHG emissions 305-4 (A): GHG emissions intensity 305-5: Reduction of GHG emissions	Annual Report 2018, page 63 Bigger Picture Impact Report 2018 , page 26-27
	GRI 306: Effluents and Waste 2016	306-2 (M): Waste by type and disposal method	Note: We are not a publishing business and therefore reporting practices to recycle or safely dispose of paper, inks etc. is not as material as, for example, our environmental impact through production. Environment Bigger Picture Impact Report 2018 , page 26
Social, environmental and ethical aspects of our supply chain	GRI 414: Supplier Social Assessment 2016	414-1: New suppliers that were screened using social criteria 414-2: Negative social impacts in the supply chain and actions taken	Responsible Sourcing & Human Rights Bigger Picture Impact Report 2018 , page 23 Modern Slavery Statement 2018 (available from our Corporate website)
	GRI 308: Supplier Environmental Assessment 2016	308-1: New suppliers that were screened using environmental criteria G4-EN33308-2: Negative environmental impacts in the supply chain and actions taken	Responsible Sourcing & Human Rights Bigger Picture Impact Report 2018 , page 23 Environment
Governance of our business	General Disclosures - see above		
Remuneration of our executives			
Succession planning			

Compliance with law and regulation	GRI 2015: Anti-Corruption 2016	205-1: Operations assessed for risks related to corruption	<p>Sky's code of conduct, Ways of Working, outlines our anti-bribery and corruption policies. Risk assessments of the anti-bribery and corruption programme are carried out on an annual basis.</p> <p>The Sky News editorial guidelines for all Sky News employees are designed to ensure journalism, provenance and output is conducted to the highest ethical and editorial standards. In addition, an e-learning module is available and is tailored to those areas of the business where additional training is required in this area.</p> <p>Best Experience Editorial Guidelines Sky's ways of working Policies</p>
	GRI 415: Public Policy 2016 (M)	415-1: Political contributions	Annual Report 2018 , page 67
	GRI 206: Anti-competitive Behaviour 2016	206-1: Legal actions for anti-competitive behaviour, anti-trust, and monopoly practices 419-1: Non-compliance with laws and regulations in the social and economic area	Annual Report 2018 , pages 28-29
	GRI 419 Socioeconomic Compliance	419-1: Non-compliance with laws and regulations in the social and economic area	Annual Report 2018 , pages 28-29 Editorial Guidelines

