Believe in Better
Our Ways of Working
Welcome

Our world is moving at high speed, always changing. And it’s the same for us here at Sky. But we like change, it keeps us dynamic, exciting and leading the way. We’re a big company. We’re optimistic and we do inspirational things. We didn’t get to be like this through chance, we have some strong beliefs which are important for the success of our business.

Our heart is in entertaining and connecting our customers. We also have an ongoing promise to be continually recognised as being socially and environmentally responsible, to be a good company to work with and, a great place to work. Everyone at Sky can play a part in this; each one of us can bring this to life by the way we work together and the values we share.

We want to create a business we can all be proud of. And to make this happen, we need brilliant people who inspire and deliver change all around them. Within this booklet you’ll find the tools you’ll need to help you do your bit; to help make better things happen for our Sky customers, our environment and for our workplace.

Jeremy Darroch
Group Chief Executive
How we do things

Whatever you do for Sky, we’re all part of the same team, with shared values. Here at Sky, we believe better business creates a better world, for our people, our communities, young people and the environment. That’s what makes Sky such an inspiring place.

Our Ways of Working supports the **Code of Conduct** we share with our parent Company, Comcast.
Sky’s Purpose and Values

At Sky, we share a Purpose that connects the work we do to the things that really matter for our customers, our people, our communities and our world. Our Values then shape how we’re able to deliver it and make it real.

**Our Purpose**
Why we exist. To bring better content and innovation to all of our customers, better connecting them to more of what they love.

**Forward-looking & Restless**
We believe in building a better tomorrow

**Creative & Action-orientated**
We believe in new ideas and making them happen

**Customer-led & Simplifying**
We believe in making things better and simpler for our customers

**Collaborative & Inclusive**
We believe we are better when we all work together

**Fair & Responsible**
We believe in doing the right thing

**Our Values**
The things we hold most important that define how we do what we do.

Find out more at: [https://ourpurposeandvalues.sky.com/](https://ourpurposeandvalues.sky.com/)
Doing the right thing

People power

At the very heart of everything we do is doing the right thing. We act honestly and with integrity. We’re responsible, respectful and fair with our customers, our colleagues, our business partners and the wider community. When we’re all doing our best, the creativity keeps flowing to provide our customers with the best experience.

We value and embrace difference. We all have the same opportunities to grow and develop, chances to share ideas and have a say.

Through Sky Forum we empower you to make suggestions about the business. It’s a place to have your voice heard and make a difference.

The best of you

If there’s one place you can be your very best, it’s here. We nurture and grow our peoples’ talent from within working with you to develop your skills and experience.

You have lots of resources to draw on including digital learning solutions, coaching and training courses, as well as the chance to experience cross-functional working.

If you’re at the top of your game, Sky will be too.
We support our people

Work-life balance
Balance is important to get right. Flexible working can play an important part in this. If you’d like to know more about working flexibly, just speak to your line manager.

Stay safe and healthy
The most important priority is your safety. Whatever part of the business you work in, it’s vital that you and your colleagues stay safe. So we’ll ask you to take a health and safety learning course every year. And if you ever notice any hazards, have an accident or a ‘near miss’, please let your line manager know.

Our Live Well programme offers a range of services including occupational advice and suggestions on how to stay physically healthy in day-to-day life. And we’ll help you eat well too, with a range of healthy and sustainable options in our canteens.

You are Sky
You need to be the best you can be. If you have the chance to represent us by attending an event or speaking to the media, we’ll give you all the support you need to make it a success. Speaking events are both an opportunity to tell the Sky story to key audiences, but also a potential reputational risk if not properly prepared for. To help us manage this, all colleagues:

- need approval from a member of the Corporate Communications team before agreeing to speak
- should only speak at events that are deemed strategically beneficial to Sky
- should ensure all content that is to be shown or discussed is approved by a subject matter expert at least two levels senior to the speaker (unless the opportunity is set up by the Corporate Communications team).
- Please send all speaker requests, well ahead of the event to SkySpeakers@sky.uk.
Inclusion

You’re welcome
We celebrate diversity. Because different people, with different perspectives make Sky a better business. Our customers are incredibly diverse, so we should be, too. That’s why we’re working hard to build an inclusive culture, where you can be yourself. Whoever you are. Wherever you’re from.

We look for people who’ll help deliver more of what our customers love. And we build teams that benefit from demographic diversity and diversity of thought, experience and contribution.

Let’s talk about RACE
Our team session explores generally avoided race issues. It’s facilitated by our BAME employees and based on their own experiences. So far, it’s been delivered to over 20 leadership teams, and people tell us it’s the most impactful learning experience they’ve ever had.

Women in Technology and Engineering
We support women to consider a career move through paid skills training, enabling them to apply for a role they may not have considered before. Find out more on Inclusion@Sky.

Our networks

- Armed Forces @Sky
- Body & Mind @Sky
- LGBT+ @Sky
- Women @Sky network
- Multiculture @Sky
- Parents @Sky
We support the communities in which we live and work

A company must be part of the community it serves. At Sky, we recognise the importance of our wider contribution to our customers, our people and our neighbours. As we look ahead to the future, we want to make sure we’re using our European footprint to make a significant positive impact in the communities in which we operate. That includes an inclusive culture in the workplace, creating careers for all, making our products accessible to everyone, and giving something back to our local areas.

In 2019, we launched Sky Cares, a new volunteering programme to work with local charities in areas where we live and work. Our focus is on the areas that mean the most to everyone here at Sky – environment, homelessness, loneliness and giving opportunities to young people. Volunteering helps our communities and builds our skills and wellbeing. Thousands of us have volunteered since we launched Sky Cares in 2019.

Find out more and sign up here: skyglobal.sharepoint.com/sites/SkyCares

If you’d like to donate to a charity through payroll giving or matched funding, we’ll support you. Visit My Sky Rewards to find out how easy it is to apply.
We believe that our future depends on investing in the next generation of talent. That’s why we built programmes that help young people develop their skills, discover more about our industry and contribute to solving society’s biggest challenges. Through initiatives like Sky Academy Studios, Sky Scholars and MAMA Youth Project, we continue to inspire young people to be their best.

**Sky Academy Studios**

Sky Academy Studios gives schoolchildren a taste of life in the media. We use the power of TV to open young minds and develop young people’s creative skills. More than 140,000 young people have come to our studios since we launched in 2012. You can get involved as a volunteer or look out for school holiday Academy sessions for your family.

**MAMA Youth Project**

The MAMA Youth Project recruits, trains and nurtures 18-25 year olds from under-represented groups or with limited educational or employment opportunities. The aim is to equip young people with the skills and experience necessary to secure long-term and fulfilling employment in the TV and media industry. In the UK, a total of 492 young trainees have now been through the programme.

**Scholarships**

We have a strong focus on inspiring young people to be their best, which is why our scholarship programmes offer a unique combination of financial support, personal development, learning, mentoring and practical experiences.

Through the Hillary Rodham Clinton Global Challenges Scholarship, we – in partnership with Swansea University – support the next generation of leaders committed to addressing urgent global issues, including the rights and protection of children online, and modern slavery.
Keeping children and young people safe

We’re committed to the wellbeing and safety of children and vulnerable adults, whenever they interact with our company, whether that’s as employees, students, children, visitors or users of our products and services.

**Children@work**

Every week at Sky we welcome children into our workplaces thanks to Sky Academy Studios. We also work with children to produce some of our programmes for a younger audience.

It’s a real privilege to work with children and to get their views on the ways of the world. But when children come to Sky, we all have a responsibility to make sure they enjoy their time here and are protected. Have a look at the child safeguarding good practice here.

If you ever think that a child is being harmed or at risk, please report it to the employee responsible for child safety straight away. And if you’re working or volunteering with children, read our [Child Safeguarding Approach](#).
Looking out for our customers

We are here to serve our customers. If we don’t get that right nothing else works.
We’ll do this through:

• Excellent customer service.
• Providing clear and honest information.
• Considering the needs of everyone using our products and services.
• Protecting our customers information.
• Reassurance that their children are safe when using our products.
• Easy access to our products and services.
• Responsible journalism.
• Advertising that adheres to the latest rules and standards
Responsible products and services

Experiences to remember
We want our customers to enjoy Sky and keep coming back to us, so we strive to always be professional, honest and helpful.

If anything ever goes wrong, make sure you check our Complaints Code to help a customer understand how they can go about making a complaint.

Keeping information safe and secure
We are always professional, honest and respectful. When you’re working at Sky, you may handle personal or sensitive information about customers or employees. Everyone has a responsibility to themselves, their colleagues, Sky and Sky customers to think about privacy and data protection in any activity and to keep confidential information like this safe.

To understand how to look after personal data, we have clear data protection policies and processes and we’ll ask you to complete data protection training every year. We are each responsible for proactively raising any safety or security concerns about personal information.

Protecting our younger viewers
At Sky we are committed to the wellbeing and safety of children and vulnerable adults, whenever they interact with Sky; whether that’s as employees, students, visitors or users of our products and services. To find out more on our approach please visit our Child Protection and Safeguarding site.

Responsible, Accessible and Inclusive, by design
Everyone should be able to enjoy a great Sky experience. That’s why we focus on Responsible Product Design, and work to make the end-to-end customer experience accessible across our content, products and customer services.

If you’re working on digital platforms or content, please look at our Sky Accessibility to make sure our websites and apps are all accessible.

We also have a dedicated Access contact centre team to help our vulnerable customers and customers with disabilities with their Sky service.
Our content

Responsible journalism
We pride ourselves in delivering journalism of the highest standards and our news coverage is always fair, accurate and impartial.

Our Sky News Editorial Guides help us produce high quality news, maintaining the highest ethical and editorial standards. If you’re a Sky journalist, you have a responsibility to understand our guidelines, as well as the Ofcom Broadcasting Code.

Advertising rules
We follow the Advertising Standards Authority’s (ASA) UK Code of Broadcast Advertising, which means that our advertisements must never mislead or cause offence or harm, especially to children or vulnerable people.

All the adverts we show must be approved by Clearcast, an industry body that checks advertisements against the Broadcasting Committee of Advertising Practice (BCAP) code before they are shown.

If someone tells you they are concerned by something they have seen on Sky, ask them to get in touch online at contactus.sky.com/uk or by calling 0333 759 3788.
Our responsible sourcing principles

1. Complying with the law is non-negotiable.
2. Good environmental management is good business.
3. Less is more: cut emissions and waste.
4. Coming to work should be a choice.
5. Work shouldn’t harm your health.
6. Workers should be of an appropriate age.
7. Fair pay for sensible hours.
8. Treat everyone fairly and equally.
9. Communicate with transparency and openness.
10. Work with us and the wider supply chain to continuously improve.
Taking action for the environment

Sky

We’re going net zero carbon by 2030. Because the world can’t wait. To get there, we’ll cut the carbon emissions created by our business, by our suppliers across the world and by the use of our tech products, by at least 50%. We’ll plant trees, mangroves and seagrass to absorb what we can’t cut...yet. And we’ll spread the word through our channels and shows, inspiring as many people as we can to join us and #GoZero.

Find out more about how you can get involved on Today@Sky.

What is net zero carbon?

Being a net zero carbon business means reaching a total of zero carbon emissions, not just in the business itself, but in its supply chains and the use of its products by customers. Zero is achieved by reducing carbon emissions, by becoming more energy efficient and using renewable sources of energy, and for carbon emissions that cannot be cut yet by balancing (or ‘offsetting’) them with investments in carbon reduction; such as planting trees mangroves and seagrass.
Sky Ocean Rescue

Sky Ocean Rescue partnered with WWF in 2017 to create a legacy for ocean health. For a sustainable future, it’s essential that we help improve the health of the ocean and allow marine environments to recover from degradation, including impacts from shipping, mining, overfishing, climate change and plastic pollution.

Our oceans need us more than ever and we need your help.

That’s why we are building a movement of Ocean Heroes who understand that the challenges facing our climate and oceans are at a scale that require urgent political intervention.

We are asking our Heroes to commit to achievable everyday actions that improve our climate and ocean health.

Join us and sign up to be an Ocean Hero here.
Protecting the environment

Our great buildings
Our buildings are designed to let you work flexibly and virtually when you need to. With technology like Skype, meetings don’t have to involve travelling.

Waste not want not
We send zero waste to landfill. You can play a big part, simply by recycling what you use. So look out for the recycling bins at work – you can recycle food waste, plastics, papers and cans.

Moving in the right direction
We encourage you to travel on public transport and Sky shuttle buses. If you buy a season ticket for train or bus travel, we can help by providing a loan. If you cycle to work, all our sites have storage facilities and we offer tax-efficient schemes to help you buy a bicycle too.

If driving is the only option, there are still ways we can be kinder to the environment. We support car sharing and offer park and ride schemes at a number of our sites and are installing electric vehicle charging points at all of our sites. We’re also transforming our 5,000 vehicles to create a zero emissions fleet.

Working with our suppliers
Whenever we purchase products from suppliers, we try to choose environmentally efficient and friendly products. We work closely with our suppliers to influence them to get to net zero carbon too. For example, one of our suppliers in China uses renewable energy in its factories thanks to our support.

Products that make a difference
When we design Sky products, we think about energy use, maintenance and end recycling. We work to use fewer raw materials and more recycled content, helping us reduce transport emissions and packaging. The Sky Q box is 50% smaller than the SkyHD model, reducing the amount of materials used and space transporting it.

When customers return Sky products to us, we reuse or recycle it. To find out more, visit Sky.com/recycle.
Talk to us

If you have a question or suggestion just ask. If you raise a concern your confidentiality is important to us and we will ensure it is addressed in a safe and protected environment.

**Concerned about your role?**
If you think something isn’t working well please talk to your line manager or call People Plus on 0333 1001111.

**Concerned about malpractice or wrongdoing?**
Call our confidential whistleblowing line on 0808-234-9777 or read how to report your concerns in our **Whistleblowing Policy**.

**We’ll deal with it**
If you raise a concern, our **Whistleblowing Policy** ensures your views will be heard without prejudice or harassment. We have a fair and consistent approach to investigating any misconduct you tell us about.
Useful resources and contacts

You can find all of our policies on People@Sky our.intranet.sky/peopleatsky including:

- Child Safeguarding Approach
- Gifts and hospitality
- Whistleblowing
- Data protection
- Digital online accessibility guide
- Volunteering
- Social media
- Anti-Bribery Corruption
- Anti-Money Laundering

Through today@sky you can access:

- Sky Forum: at.sky/forum
- My Sky Rewards: sky.orbitbenefits.com
- My Sky Development: learning.sky.com
- Health, Fitness and wellbeing: our.intranet.sky/SkyHealth-Fitness
- Travel@Sky: our.intranet.sky/how-to-buy/Travel
- How to Buy: our.intranet.sky/how-to-buy
- IComply@Sky: skyglobal.sharepoint.com/sites/OnlineBrandProtection

Internal contacts:

- Corporate Communications email: skypress@sky.uk
- PeoplePlus email: peopleplus@Sky or call 0333 1001111
- Legal department: our.intranet.sky/legal-department
- Company Secretary’s office email: company.secretariat@sky.uk

Other online resources:

- Sky’s Early Careers website: workforsky.com/earlycareers
- Sky’s supplier standards: skygroup.sky/suppliers
- Signs of modern slavery: modernslaveryhelpline.org/about/spot-the-signs