



BT Launches Carbon Impact Assessment Service

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BT today announced that its newly formed Global Services sustainability practice has launched a service to help large corporates and public sector organisations reduce their energy consumption and carbon footprint.

BT's carbon impact assessment enables organisations to accurately calculate the amount of CO2 emissions produced as a result of the use of networked IT services. It also provides a set of workable solutions to help customers reduce their energy consumption and carbon footprint.

Initially available in the UK and USA, the BT carbon impact assessment takes into account the way people's work patterns (such as their travel and IT use) contribute to CO2 emissions, and how business operations, shared services, and building infrastructure add to an organisation's carbon footprint. The strength of the approach allows a number of business scenarios to be tested and an assessment made of the associated energy and carbon reductions, such as 'what if I virtualised all or part of my call centre?', 'what if I introduced agile working?', 'what if people didn't need to travel to meetings?';...

Dinah McLeod, head of sustainability practice, BT Global Services, said: 'Large organisations have many activities that can directly or indirectly cause the emissions of carbon. BT can credibly and demonstrably help a customer understand the role networked IT services plays in both producing and reducing carbon footprint. Importantly, when looking at clients' carbon emissions, we explore both the required behaviour change as well as any adjustments to their infrastructure. Many of our customers have yet to mobilise significantly in this area and can benefit from BT's learning and capabilities to help them in their development of more sustainable business solutions.'

BT is recognised as a business leader in the area of CSR and sustainability. It has been recognised as the world number one telco in the Dow Jones Sustainability Index for the seventh consecutive year and has achieved a 60 per cent reduction of its UK carbon emissions from a 1996 baseline. The company has set a further target to reduce emissions by 80 per cent from the 1996 baseline by 2016. BT's Group-wide Climate Change strategy has four key strands: reducing carbon emissions, influencing suppliers, influencing customers and engaging employees.

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About BT

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include networked IT services; local, national and international telecommunications services; higher-value broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2007, BT Group plc's revenue was 20,223 million with profit before taxation of 2,484 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York. For more information, visit www.bt.com/aboutbt

Contacts

Kristen Atkinson
+61 2 9994 4450
[mailto: katkinson@webershandwick.com](mailto:katkinson@webershandwick.com)