



sky

# Impact Report 2020

SEEING THE BIGGER PICTURE

Wild Animal Babies

sky nature



# Introduction

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ENO's unique drive-in rendition of Puccini's *La bohème*, broadcast on Sky Arts

## Dana Strong

### Group Chief Executive

For all of us, 2020 was a year unlike any other. Across Sky's markets in Europe, the pandemic affected everything we do and in response we have all made changes to the way we work. This was a time for everybody to do their bit and make a difference where they could.

In this report we'll explain how we have adapted our approach at Sky in the face of the pandemic. We'll share some of our most compelling stories and we'll explain what we've achieved across four themes:

**Better lives:** Across the globe, many of us found ourselves prioritising the things that matter most; the protection and wellbeing of those closest to us. That's what happened in our business too, as we put our customers, communities and people first. For example, we made Sky Arts free for everyone, because we believe that everybody should have access to the arts. We will continue to encourage the recovery of the cultural economy, which has been so affected by the pandemic.

**Better Communities:** We support our local communities, and work to inspire young people to believe in better for themselves and their future. For example, through the pandemic Sky employees volunteered over 22,000 hours of their time through our Sky Cares programme across the Sky Group, helping those most in need. And, working with Age UK, we launched Time to Care to help tackle loneliness, including the introduction of our own Sky befriending line, offering weekly friendship calls. Through the programme we will have one million interactions with older people each year.

**Better Business:** This year, we have made great strides in diversity and inclusion. We are dedicated to improving representation and progression within our business, as well as using our voice

in tackling racism and discrimination, including partnering with Kick it Out to put an end to racism in football. We have appointed a new Diversity Advisory Council to advise us on how we can best deliver real and lasting change, and we're an Iconic Leader amongst the Valuable 500, committed to disability inclusion. We have committed £30 million across our markets over the next three years to deliver on our commitments.

**Better World:** Our long-standing commitment to the environment continues and we are transforming our business to become net zero carbon by 2030. Our Sky Zero campaign will inspire our customers and suppliers to join us to go zero. As a Principal Partner and Media Partner to COP26, we will continue to use our voice to drive change - because the world cannot wait. We also became a signatory to the United Nations Global Compact, committing to its principles on human rights, labour, environment and anti-corruption.

I'm proud of the resilience and adaptability that our colleagues across Europe have shown during this difficult period. Their unrelenting focus on supporting our customers, communities and each other has been incredible.

The challenges of the last year demonstrate how Sky employees at every level have shown what it means to believe in better.

On a personal note, it is a privilege for me to lead Sky forward, building on the huge achievements of Jeremy Darroch and the team. There are few businesses that have the track record of Sky. I look forward to working with our all of teams to continue to build on our history of great innovation, harness our powerful brand, and maintain our exceptional focus on our customers as we shape our next chapter.

— “ —

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# SKY AT A GLANCE

Europe's leading direct-to-consumer media company

**£14,464m**  
revenue

**23.4m**  
Customer relationships

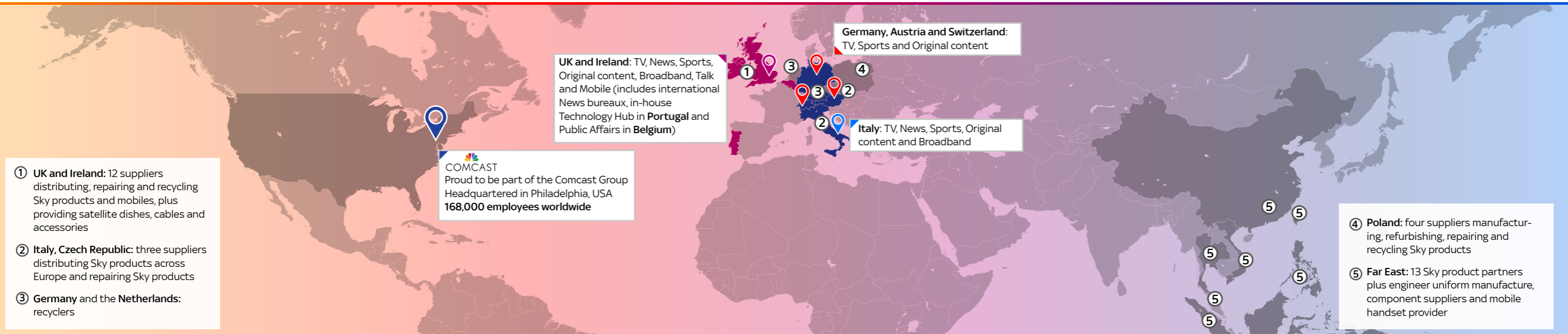
**100m**  
Homes reached by Sky News

**34,677**  
employees

**£1.7bn**  
tax paid across Europe

**£27.2m**  
investment for societal impact

**0**  
net zero carbon by 2030



## The best original and acquired content

sky studios



## A selection of our channels



## Industry-leading products and services



World-leading set-top boxes, in 60% of Sky homes across Europe



Sky's OTT platform delivers billions of live and on demand encrypted video streams every year



The best kids content whenever and wherever in a safe environment



Creating unique perspectives on major events from sports to news to entertainment



No.1 digital retailer in the UK



Leading internet service provider in multiple territories



Award-winning network with over 2m customers



Better broadband for small businesses: purpose-built products, exceptional service, and no hidden fees



Award-winning targeted advertising platform making TV advertising accessible to all business including niche brands and SMEs



Advertising sales reaching over 93% of the UK population and representing over 130 channels

## Working better together

Our stakeholders have an interest in what we do and how we do it. They are invaluable supporters and critical friends. We work with our customers, our people, our partners and communities to make sure we're getting it right on the issues that matter.

### For customers:

NGOs including the [RNIB](#) and [Business Disability Forum](#) help us make our products as accessible as possible, for everyone.

### For our industry:

Partners including the [Responsible Media Forum](#) and the [BAFTA albert Consortium](#) help us tackle the big issues.

### For our suppliers and partners:

Organisations including [Business in the Community](#), the [Responsible Business Alliance](#) and the [Carbon Disclosure Project](#) help us to assess risk and keep raising our standards.

### For the wider world:

Groups that campaign for change in the same areas as us, including [WWF](#) who share our passion for the oceans and the [Prince of Wales' Corporate Leaders Group](#) and the [Aldersgate Group](#) who are pushing for a more efficient, low-carbon economy.

You can find the full list of our key stakeholders [online](#).

This report is our chance to look back at what we've done and what we're doing.

We've been writing this report for a few years now, 15 in fact. We're always learning.



Rob & Romesh Vs

sky one



Wild Animal Babies  
sky nature

### SUSTAINABLE DEVELOPMENT GOALS

<b>3</b> GOOD HEALTH AND WELL-BEING	<b>4</b> QUALITY EDUCATION
<b>5</b> GENDER EQUALITY	<b>7</b> AFFORDABLE AND CLEAN ENERGY
<b>8</b> DECENT WORK AND ECONOMIC GROWTH	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE
<b>10</b> REDUCED INEQUALITIES	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES
<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION	<b>13</b> CLIMATE ACTION
<b>14</b> LIFE BELOW WATER	<b>15</b> LIFE ON LAND
<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS	<b>17</b> PARTNERSHIPS FOR THE GOALS

For the detail of how our strategy maps to the SDGs, see [here](#).

## Acting on what matters

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. Focusing on what we can make better, our approach is based on the [UN Sustainable Development Goals](#).

We carry out a materiality analysis to understand the wider societal impacts relevant to our business. This, and listening to our stakeholders, 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.

From the way we govern our business to the content we create, how we protect our customers' data to the way we form our strategy, everything we do and include in this report is done because it matters most. You can find a full breakdown of our material areas of focus and methodology [here](#).

The challenges of 2020 changed what we did and the way we did it. But we hope you'll see that three important things didn't change:

- How we listen to our people, communities and partners
- How we assess what's possible and what's truly transformative
- How we seek opportunities to use our voice and our platforms for good.

# We believe in better

Better lives, better communities, better business and better world

## Our goals

## Value we create

### BETTER LIVES

120 MILLION PEOPLE WITH FREE AND EASY ACCESS TO ROBUST AND INDEPENDENT JOURNALISM



**Enriching people's lives**  
We connect millions of customers to the stories, ideas and people they love, whenever, wherever, however they like. We broadcast Sky News and Sky Arts free-to-air, for everyone.



**More relevant stories**  
We seek out untold stories that need to be heard and create original film and TV in local languages.



**Products and services for everyone**  
We use technology that is inclusive by design to connect to everyone, easily and seamlessly protecting people's privacy and data.



**Safer, happier kids**  
We create a safe space for children to explore and enjoy the best TV and the best of the online world.

### BETTER COMMUNITIES

250,000 YOUNG PEOPLE FROM ALL BACKGROUNDS WITH BROADER HORIZONS BY 2025



**Stronger communities**  
By 2025, we aim to have volunteered for 250,000 hours in the communities where we live and work.



**Stronger culture**  
We share the best of British and European storytelling with the world.



**Stronger creative industries**  
We support 400,000 jobs and nurture home-grown talent from across the UK and Europe.



**More opportunities and skills for young people**  
Each year, we give 25,000 school children a taste of life in the media. We sponsor young people from under-represented backgrounds to break into the industry.

### BETTER BUSINESS

FAIR AND ETHICAL DOING BUSINESS IN A RESPONSIBLE WAY



**Promoting online safety and protecting people's data**  
We champion online safeguards to always keep our customers safe and have strong systems to protect their personal data.



**Creating an inclusive culture**  
We celebrate diversity. Because different people, with different perspectives make Sky a better business.



**Respecting human rights**  
We embed the United Nations' Guiding Principles on Business and Human Rights in our work. We respect, protect and remedy the rights of everyone we impact.



**Reducing our environmental impact**  
We work to reduce all our environmental impacts and are proud to be a carbon neutral company, offsetting the emissions we can't cut, yet.

### BETTER WORLD

NET ZERO CARBON BY 2030, REDUCING OUR EMISSIONS BY AT LEAST 50%



**Reducing emissions by at least 50%**  
By 2030, we'll cut emissions from our business, our supply chains and the energy use of our Sky products.



**Using our voice**  
We're advocating for greater action from policy-makers and calling for business collaboration on climate action.



**Healthier oceans with WWF**  
We're campaigning with WWF for healthier oceans, which are essential to fight the climate crisis.



**Millions inspired to take action**  
We're using the power of our TV channels and shows to inspire millions to join us and take action on the big issues.

We're using our scale and reach to make a positive impact



Keeping Sky VIP customers entertained

We connect millions of people to the stories, ideas and people they love. In 2020, having a digital connection and access to independent journalism, the arts and entertainment became even more important. For some, it became a lifeline.

- » The year at Sky
- » Putting people first during the pandemic
- » Championing diversity and inclusion on screen
- » Arts for everyone
- » Technology to connect everyone
- » A safe space for kids to watch, learn and play

SUSTAINABLE DEVELOPMENT GOALS



## The year at Sky

2020 was a year like no other we've experienced, globally. There's a lot we did as a business, beyond what's covered in this impact-focused report.

### Innovation

Our technology connects people to the things they love. From bringing new apps like Amazon Prime Video to customers across the Sky Group, to opening our first bricks and mortar shops in the UK, innovation is at the heart of our business.



### Diversity and Inclusion

We're taking positive steps to become a more diverse and inclusive business. To tackle racial injustice, we've put in place a new programme to invest £30 million across our markets over the next three years.



### Sports

In a year where live sport was brought to a halt, Sky Sports pushed the boundaries of innovation to bring fans even closer to the action when it returned to screens.



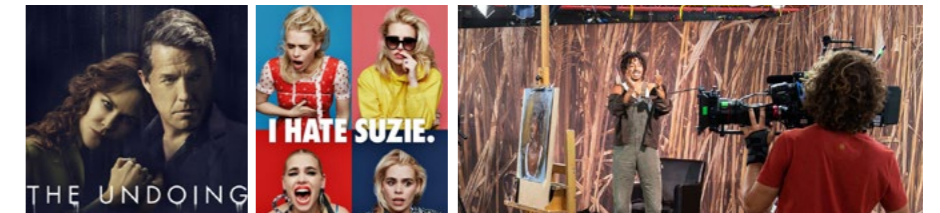
### COVID-19

As the COVID-19 pandemic took hold, we prioritised keeping our people safe and our customers informed and entertained.



### Film and TV

With heart-stopping dramas, eye-widening documentaries, smash-hit comedies and world-leading arts, entertainment and kids content, our content connects with our customers in the UK, throughout Europe and the world over.



Find out more about what we've done this year [www.skygroup.sky/year-at-sky](http://www.skygroup.sky/year-at-sky).

Putting people first during the pandemic

Powerful new commitments on diversity and inclusion

sky arts becomes a free-to-air channel



sky nature

sky documentaries

sky comedy

Our newly-launched channels

Safeguarding our campuses, Osterley UK

## Putting people first during the pandemic

Throughout the COVID-19 crisis, we've worked to keep the world informed, to support our communities, to look after our customers and to keep us all entertained. We've focused on:

### Our customers

Keeping people connected, safe and entertained



Prioritising Talk and Broadband services, whilst reducing our need to be in homes



Making Sky Arts free-to-air and investing in more creative content, supporting the cultural economy



More learning and entertainment for kids



Everyone who could, worked from home transforming the way we work



Safe and secure workplaces for key workers, with free COVID-19 testing on site



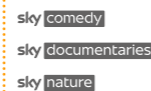
Moving to remote news and sports broadcasting wherever possible



Free access for Sky customers to additional content and apps to help them stay entertained and healthy at home



Tackling loneliness through our new Sky Befriending line to support customers in the UK with weekly friendship calls



Launched Sky Comedy, Sky Documentaries and Sky Nature, and cinema releases straight to Sky Store



Full pay for all employees and on-site staff, from hospitality to production teams, when they need to isolate



Flexible working and additional leave for carers



Additional wellbeing support, from online GP and mental health pathways to meeting-free Friday afternoons

### Our business customers and partners

Helping them survive and thrive



Pausing charges for Sky Business customers when they were closed



Working with our key partners to make it possible to meet orders in a way that prioritised safety and wellbeing



Providing £2.5 million support for SMEs to advertise on TV with AdSmart



Dedicated COVID-19 care teams and budgets for health and safety of all TV production cast and crew



Donating £500,000 to The Film and TV Charity for COVID-19 relief fund to support workers and freelancers



Joining forces on new industry-wide guidance for producing television safely

### Our industry

Additional wellbeing and mental health support for everyone working on our productions

# Championing diversity and inclusion on screen

We're in a powerful position to practice anti-racism. To improve diversity and inclusion within our industry, our communities, and beyond.

We see. We hear. We commit.

## BLACK LIVES MATTER

Here's how:

1. Improve ethnic minority representation at all business levels
2. Make a difference in communities impacted by racism
3. Use the power of our voice to highlight racial injustice

We understand the power of our platform, so we use our voice for good. Covering the social justice movement across the world and airing a Sky News documentary on the murder of George Floyd across our channels and free on [YouTube](#).

Curating and sharing content on our platform to help understanding of Black experiences was just the beginning.

What's My Name: Muhammad Ali



## Highlights

### BLACK LIVES MATTER

curated content on [Sky on-demand](#)

### Ethnic minority representation

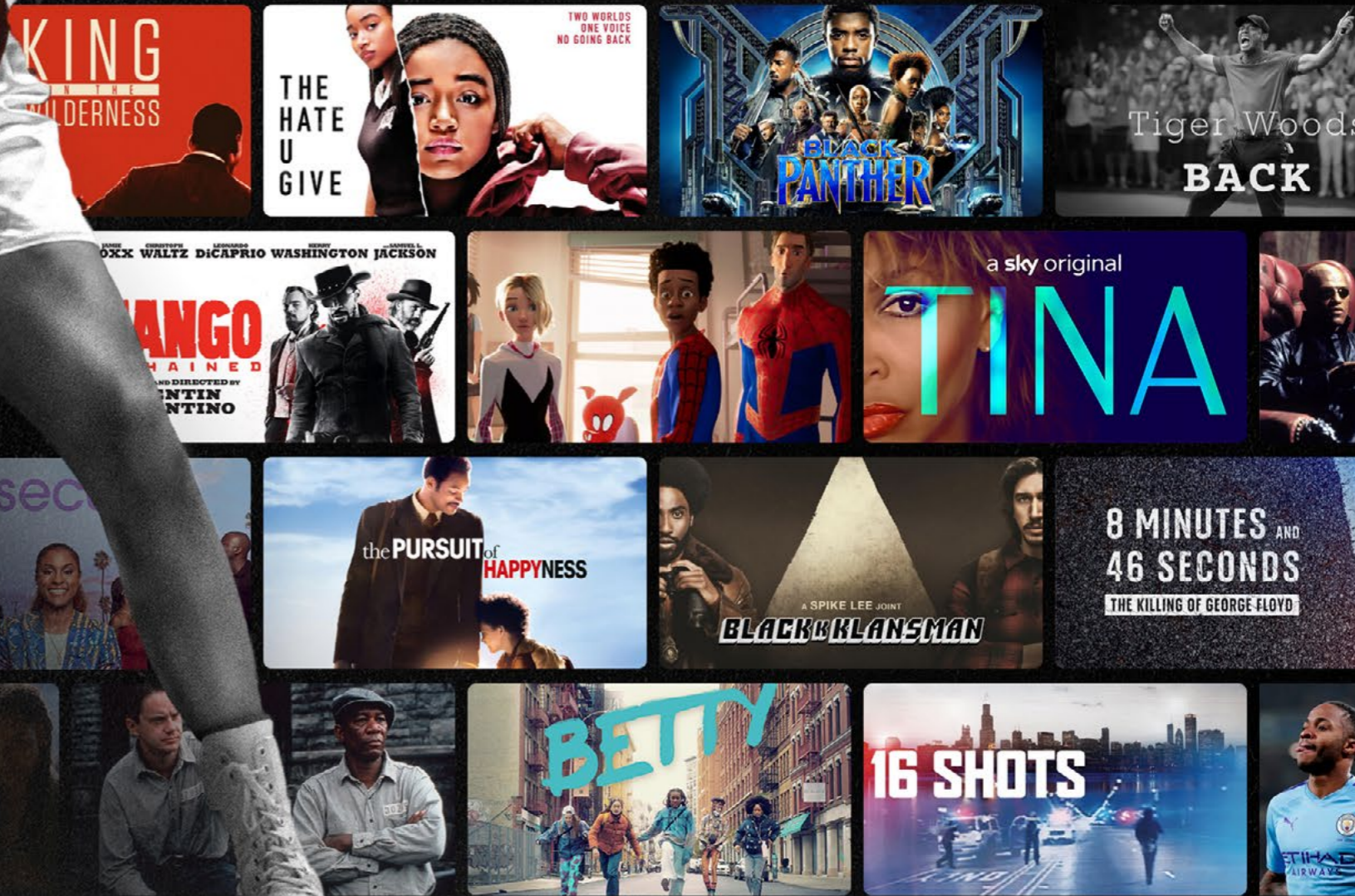
target reached in senior roles on UK commissioned productions

### Diversity Advisory Council

External experts appointed

### £30 million

investment pledged across our markets over the next 3 years





Ex-footballer and Sky Sports pundit Micah Richards filming Micah Richards: Tackling Racism

### Partnering to end racism in Sport

Sky has a diverse audience of millions of fans worldwide. And a powerful voice. It's our responsibility to take a stance.

That's why we're Kick It Out's key broadcast media partner. We'll use our platforms to amplify their fight for equality and inclusion in football. And we're committing £3 million of support over the next three years to tackle discrimination in all its forms in the sport.



Sky Sports Cricket Commentators **Ebony Rainford-Brent** and **Michael Holding** were awarded the Freedom of the City of London and won RTS, SJA and BAFTA Awards for 'England v West Indies First Test - Black Lives Matter' in which they called for an end to institutionalised racism through meaningful change in society



Dynamo and crew filming Dynamo: Beyond Belief

### Diversity on screen and behind the scenes

Sky is a founding member of Project Diamond, set up in 2016 to measure and improve the diversity of TV in the UK. Sky was the first broadcaster to set goals for Black, Asian and Minority Ethnic representation in commissioned productions. In the 12 months to the end of July 2020, we continued to exceed our 20% target for diversity in casting, and 10% target for representation in senior (Head of Department) production roles.

In our push to be more diverse and inclusive, one area that continues to be a challenge is increasing diversity in the writer's room. So we're continuing to invest in finding new voices through Sky Table Reads, a monthly event with more than 100 guests, where casting directors introduce diverse writing talent to producers and execs.

In September 2020, we announced that among writers, ethnic minority representation across original drama and comedy reached 17%, a 9-point improvement on Sky's full-year report announced earlier in the year.

We have also introduced targets addressing disability, as the Diamond data shows us this is another area for improvement.

Read about the steps we're taking to continue to improve diversity and inclusion inside our business within the Better Business section.



20%

exceeded our 20% target for diversity in casting

17%

of writers across original drama and comedy are from an ethnic minority background

9-point improvement



ENO's unique drive-in rendition of Puccini's La bohème, broadcast on Sky Arts"

## Arts for everyone

We believe everyone should have access to the arts and the more people we encourage to participate, the better our world becomes. Sky Arts is the only channel in the UK dedicated to the arts and culture. So we made it free for everyone.

Isolated in our homes we have reached out for culture to bring us together. The arts are good for our health and mental wellbeing. They help create a kinder, more empathetic, diverse and thoughtful society. And creative industries contribute nearly £112 billion to the UK economy and need all our support to recover and thrive.

Sky Italia also made the best of Sky Arte free online. And in support of Munich's cultural institutions closed by the pandemic, Sky Deutschland created a tree bearing 100 tickets, to give to families through Sky Cares.

“As a TV channel, we can't fix the situation for culture. But we can be part of their story of recovery.

The crisis for culture is anything but over. But I hope that we can build on and amplify the brilliant work that leaders in the arts are doing to keep the country's greatest cultural assets alive.

Philip Edgar-Jones,  
Director of Sky Arts



“I am delighted that Sky Arts is opening up its vast array of programming to the nation's living rooms, for us all to enjoy.

Caroline Dinenge, UK Culture Minister



audience increase for Sky Arts

46million

people watched Portrait Artist of the Week

20,000

portraits painted by viewers



Benjamin Zephaniah, Life & Rhymes

# LIFE & RHYMES



## New voices on TV

Broadcast on Sky Arts, Life & Rhymes is a socially-distanced celebration of spoken word, broadening the audience for this specialist artform.

At a time when we needed to feel connected to something, Life & Rhymes gave us exactly that: sharing diverse thoughts and ideas in dynamic and relevant ways, amplifying new voices on TV and bringing this emerging artform to a wider audience.

First-time Co-creator and Associate Producer Isaac Nartey is one of our Sky Academy Studios leaders (read more under Investing in Young People).

He's also a poet, and spoken word is his passion. He pitched the programme to Sky Arts, and approached the MAMA Youth Project about production.

MAMA Youth gives young people aged 18-25 from under-represented groups or with limited opportunities, their first break in the media industry. They're based at Sky's UK HQ and the charity's commercial arm, Licklemor Productions, generates opportunities for its alumni.

Working with Benjamin Zephaniah, Licklemor Productions and CPL Productions, Isaac brought the idea to life and to screen.



free-to-air spoken word TV programme in the UK

MAMA Youth Project alumni gained real-world experience as part of the production team and Licklemor productions broadened their catalogue of work, giving them more opportunities. Another of our Sky Academy Studios leaders and a MAMA Youth Alumni, Mehul Bhatt, presented the Life & Rhymes feature on arts magazine show Unmuted.

547 young people trained since 2007

100+ alumni worked for 100+ production companies

96% in employment a year from completion





## Technology to connect everyone

When we design Sky products and services, we make them as accessible as we can, so everyone can enjoy the best Sky has to offer.

Subtitles and audio description make content more accessible. We exceed local regulatory requirements across Sky channels in the UK and are sharing ways of working across the Group to increase our coverage.

Across Europe, we've made sure content on TV apps such as iPlayer, Netflix and Disney+ on our Sky Q boxes is also accessible. All in one place, easy. Championing British Sign Language, we partner with the British Sign Language Broadcasting Trust who create TV content in BSL.

On Sky Q across Europe, high contrast display, voice search and voice control come as standard. We also introduced voice guidance in the UK and Ireland to help blind customers navigate Sky Q independently.

With Sky Mobile in the UK, we have also introduced Doro handsets to our portfolio, designed with a more intuitive user interface, louder and clearer sound, an easier to read display, built-in assistance button and excellent safety features for greater security.

For all our people, a virtual Centre of Excellence, ongoing training and a champions' network help build accessibility into more roles.

### Highlights

#### Voice guidance

on Sky Q in the UK and Ireland

#### Newly-built Access Services Teams

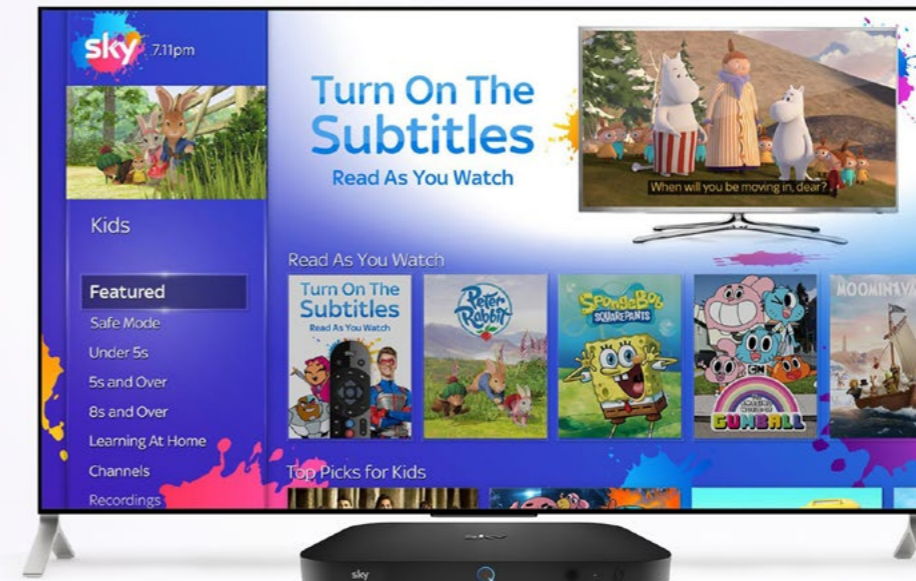
working across the Group

#### More content

available with access services on Sky platform across the Group

“As a blind couple, living on our own without sighted help, the difference having speech on our Sky Q box is like night and day.”

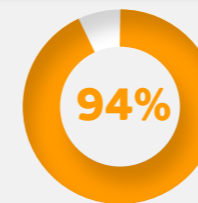
Steve Nutt



## A safe space for kids to watch, learn and play

With Sky Q Kids Safe Mode, parents can lock their box in the Kids section. And of course, we have PIN protection at any other time. In the UK and Ireland, our Parents' Guide in partnership with [Common Sense Media](#) provides ratings for 3,500 movies and helps families make informed viewing choices.

Currently one in four children in the UK leave primary school without being able to read fluently, and same-language subtitles on children's content can double their chances of becoming a proficient reader. So we promoted the Turn On The Subtitles (TOTS) campaign and launched a collection of always-on subtitled kids' programmes in the UK.



of children engage with the subtitles when watching their favourite shows

Beyond TV, we offer broadband services in the UK and Italy, where we have parental control settings available to keep customers and families safe.

And with Sky Mobile in the UK, we offer the Spacetalk watch to keep families confidently connected.



### Highlights

#### Sky Kids subtitled collection

to help literacy in the UK and Ireland

#### More educational content

available in the UK and Ireland

#### Safety settings

on our broadband product

“Some ideas are so powerful that something must be done about them. Subtitles improving literacy is one of those ideas. We are incredibly grateful for the support of Sky, Viacom and Warner Media who are taking this seriously.”

Oli Barrett MBE, Co-founder of Turn on the Subtitles



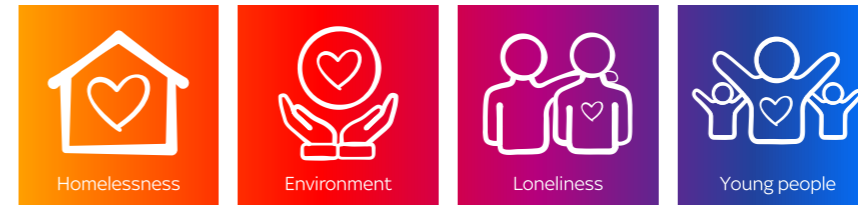
'The Edit' session at Bolder Academy

Thousands of us support our local communities. Our aim is to volunteer 250,000 hours by 2025. And we hope to inspire 250,000 young people to believe in better, for themselves and for their future.

## Caring for our communities

Throughout Europe, all 34,000+ Sky employees can give back to our local community on company time. Launched in 2019, Sky Cares focuses on four causes close to our hearts: helping the homeless, improving our environment, helping end loneliness, and inspiring the next generation.

### Our pillars



### Our goals

- Make a difference through each volunteering opportunity
- Create long-lasting change for each charity and the people it helps
- Give all our people the chance to connect with each other
- Cover the cost, and more, of each volunteering day

## Adapting to COVID-19

As the impact of the pandemic was felt throughout our communities across Europe, we quickly found new ways to support our charity partners, bringing us closer than we could have imagined.

In the UK and Ireland, the enthusiasm of our people to support the NHS and HSE was incredible, so we increased our volunteering allowance for these two organisations from two to five days per person per year.

In Italy, nurses couldn't get vital face-to-face training, so our studios supported hospitals by producing videos to train them in managing COVID-19.



“  
Sky has gone above and beyond, showing a commitment to continue their support for our charity. To have someone to call, who can not only help, but take all the burden off you was invaluable. Nothing was too much trouble... they were an absolute joy to work with.

Jamie Boyd, Social Bite



Sky Home Service Engineers delivering packages on behalf of our charity partners



Our Home Service teams transported meals for Social Bite

### SUSTAINABLE DEVELOPMENT GOALS



- » Caring for our communities
- » Investing in young people



Highlights

Sky Group



**22,470**  
volunteer hours

UK and Ireland



**20,346**  
volunteer hours

Italy



**608**  
volunteer hours

Germany and Austria



**1,516**  
volunteer hours

50% increase in volunteering hours from 2019

69 charity partners across Europe



**300,000**  
items delivered by our engineers in the UK



**5,000**  
cards and presents donated, written and wrapped (UK and Germany)



**1,000**  
calls made to the elderly in the UK



Sky Deutschland CEO, Devesh Raj, receives the City of Munich Award

In Munich, we were praised for our contribution to the welfare of its residents. Our projects met the needs of our partners and showed our long-term commitment and the motivation of our volunteers.



**997**  
trees planted by Sky Cares volunteers in Germany



**Award**  
Sky Deutschland wins City of Munich award for social commitment



**57**  
online volunteering workshops supporting charities with materials and expertise

Helping the homeless and vulnerable



NishkamSWAT looks after the immediate needs of the homeless. Based on the Sikh concept of Langar (free community kitchen), they serve around 5,000 meals a week. But when lockdown measures were announced, they faced an immediate surge in demand.

They switched rapidly from serving food communally to delivering directly. NishkamSWAT Help was created to provide free meal deliveries to the homeless, the vulnerable, those in isolation, care homes, hostels, sheltered housing and refugees. And they provided free meals to NHS staff working in hospitals across London.

We helped scale delivery to meet demand. With customer visits reduced, our engineers gave their time and vans to boost delivery by an extra 130 meals a day. And our logistics experts supported the complex coordination of deliveries and management of peak mealtimes.



**100 of our volunteers devoted over 3,000 hrs of support**

By the end of July, almost 13,250 meals had been delivered by our volunteers and more than 4,000 meals were provided to NHS staff

Restoring nature



In Germany, 997 native oak saplings were planted and protected, all made possible by our partners, Stiftung Gute-Tat, with expert guidance from Bayerischer Waldbesitzerverband e.V. Why did we stop at 997? We gave three saplings to the local kindergarten for the children to enjoy planting them and learn about their importance from an early age.

Without Sky, many of our social partners would not be able to implement these projects at all, because they lack the staff.

Petra Bauer Wolfram, Gute-Tat Foundation in Munich and the Region



Sky Studios CEO Gary Davey and other Sky volunteers support NishkamSWAT on the Strand in February 2020

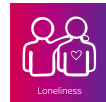
Without Sky volunteers we wouldn't have been able to serve as many vulnerable, elderly and isolated residents. This service was a lifeline to so many. At the start of the pandemic, it was so difficult for people to adjust to shielding and this new way of life. However, Sky's support was immeasurable for us and those we were serving.

Kirpa Kaur, NishkamSWAT



Sky Deutschland volunteer carrying oak saplings

## Lifting loneliness



Age UK's vision is to make the UK a great place to grow older, by providing advice and support to older people most in need.

When face-to-face activities were paused, local centres closed and the elderly advised to self-isolate, Age UK's helpline saw an overwhelming surge in demand. Many older people began to rely on basic essentials being delivered to them.

We got involved. Fast. We delivered much-needed care packages and shopping to the elderly. And we helped Age UK and Age Scotland trial home-based corporate volunteering on The Silver Line friendship helpline, providing an immediate response to anyone feeling lonely and in need of instant support.

By the end of 2020, our volunteers had clocked up 604 hours of supportive chats, helping Age UK show the viability of the programme to other corporate partners.

In Ireland, our people have been supporting Age Action with their 'Getting Started Kit' initiative, helping older people improve their digital literacy skills and become more connected, informed and supported. They've also helped raise funding for Age Action's support services for older people.

In 2019, we connected with Age UK members in our communities, hosting Christmas events up and down the country. We weren't going to let the pandemic stop us showing our support in 2020. Our people donated thousands of gifts and handwritten Christmas cards to local Age UK, Age Scotland and Age Cymru centres. Our engineers delivered hundreds of Christmas presents to elderly residents and volunteers on behalf of Age Scotland and local Age UK centres.



“  
**The reaction of those that I visited was priceless and I would do it every day given the opportunity. You can't buy the feeling it gives you knowing you've made a difference, however small in the bigger picture...I know when I came home, my wife said that I was buzzing.**

Volunteer Driver



Engineers delivering Christmas packages (above) engineers delivering Valentine's Day cards for Age UK (bottom left) engineers organising Christmas packages (bottom right)



## Sharing our knowledge and platforms



In Italy, we've been giving free advertising slots to charities for many years. In 2020, our charity partners became unable to promote what they do face to face, and couldn't afford production costs, so we stepped up to create and produce adverts for them.

We began skills-based virtual workshops giving them the opportunity to work with and learn from our experts as they moved their services online. Then, we made sure young people had access to tech and

equipment. And we're now running a new series of skills-based virtual workshops, giving a solid and useful understanding of working life.

All the workshops are now freely available to our charity partners, our people, and the local schools too.

UK children's charity, Youth Sport Trust, passionately believe that sport and play can bring life-changing benefits for all young people. Our partnership goes back years, as does their annual National School Sport Week campaign.

Adapting to COVID-19, we supported YST to supercharge 'National School Sport Week at Home' through Sky Sports' presenters and commentators, content and social media channels. Sky people also volunteered as NSSW Ambassadors in their communities. The usual celebration of PE and school sport became family activities, virtual challenges and 'bubble' sports days, and reached two million people.



Sky Italia's workshops and further support have helped...





## Investing in young people

We want to reach 250,000 young people from all backgrounds by 2025. Inspiring them, broadening their horizons, and building their skills for the future.

With a focus on diversity, fairness, new opportunities and the environment.



Sky Academy Studios in Livingston

### Powering young creativity

We believe in the power of TV and innovation to develop young people's creativity, collaboration and communication.

Since opening Sky Academy Studios in Osterley, Milan, and Livingston, we've reached over 166,000 young people. We had to close our doors to school groups in March 2020, and they stayed closed for the rest of the year. At that time almost 7,000 young people had already visited us in 2020.



Sky Academy Studios in Osterley

## Highlights

### #KeepConnected

gave young people a voice on Sky News FYI during lockdown

### The Edit

reaches across the nations of the UK and Ireland

### Made history

Sky Sports scholar Molly Thompson-Smith becomes the first British woman to win a European climbing medal

### Our goals

- Give young people of all backgrounds a voice and build their self-belief
- Open up our industry to young people from underprivileged backgrounds
- Engage and support local communities

### Keeping connected

We launched #keepconnected as a platform for young people to create and share news reports about their experiences during lockdown.

Giving tools and resources to teachers and parents, supporting them in giving young people a voice and an opportunity to inspire others, with over 100 schools participating across the UK, we helped keep many young people better connected.

### Building skills

The restrictions we faced last year gave us the opportunity to find ways to do more, for as many young people as possible.

With a focus on low-income areas of the UK and Ireland, we partnered with Adobe to launch The Edit to build digital and media literacy skills.

A free, ready-to-go, curriculum-aligned, on-demand toolkit supporting teachers and young people with distance learning. The Edit gives them the opportunity to create a short video news report raising awareness of the climate change issues in their community.

During 2020, almost 530 individual schools got involved, with more than 550 teachers and over 18,500 young people taking part. And we're now laying the groundwork to launch a digital literacy programme for young people across Italy too.



“Pupils have been using the skills learned from completing The Edit, and staff have been using Adobe Spark to plan digital content into lessons.

*Teacher at Outwood Academy Shafton in South Yorkshire*

“I never thought I'd be able to make a video for Sky. I'm not good with technology. I showed myself that with hard work I can do it.

I surprised myself, I didn't think I'd be able to edit by myself.

*Students at Outwood Academy Shafton in South Yorkshire*



Angellica Bell helping schools with The Edit campaign



Derin Adetosoye won Sky Sports Scholars Formula E's Open Talent Call for Presenters

### Presenting an opportunity

Derin Adetosoye was fascinated by the media and wanted to know more. She visited Sky Academy Studios when she was 14 years old.

She's since gone on to build a successful YouTube channel, and gained broadcasting experience with BBC Bitesize and the British Council. And she's become the first Black presenter of Formula E.

“When you're 14/15 you hear about different jobs, but it's rare to get a real feel for them. When I was at Sky, it felt like I was where I was meant to be.”

Derin Adetosoye

### Sporting Opportunities

We're committed to the development of all sport at all levels. With Sky Sports Scholarships, we support 12 of Europe's most promising young athletes, helping them to be the best they can be, breaking records, representing their countries and looking forward to competing at the Tokyo Olympics and Paralympics.

Although different during 2020, our support, sponsorship, and mentorship continued.



Sky Sport Scholars from left to right: Imani Lansiquot, Andrew Pozzi, Francesca Summers, Marta Bassino, Joe Fraser, Samantha Kinghorn, Molly Thompson-Smith, Max Litchfield, Ellen Keane, Emily Appleton, Daniel Altmaier and Freya Anderson



A student behind the scenes at the LSA

### Supporting new talent

The London Screen Academy (LSA) is a free sixth form academy educating the next generation of talent behind the screens, with students aged 16 to 19 years old. Everything they offer is practical and relevant, helping students to build a solid foundation for their future career in film and TV production.

We've been on board since before they opened. Enriching the learning of young people through projects and access to our industry experts. We support learning activities and help deliver their curriculum. And our Early Careers Team attend careers fairs to help LSA students understand the roles available to them.

“Sky have given us invaluable support. Their commitment to young people, the creative industries and diversity is inspirational. With both funding and advice, they've been instrumental in developing diversity and inclusion within our school.”

Charlie Kennard, LSA Principal

### Marta's story

Being a Sky Sports Scholar has helped me in so many ways. The funding has allowed me to increase time with my coach and improve my nutrition. And I've learned how to better express myself in front of the cameras. I've become more meticulous, more present in my training. It's difficult to describe these last

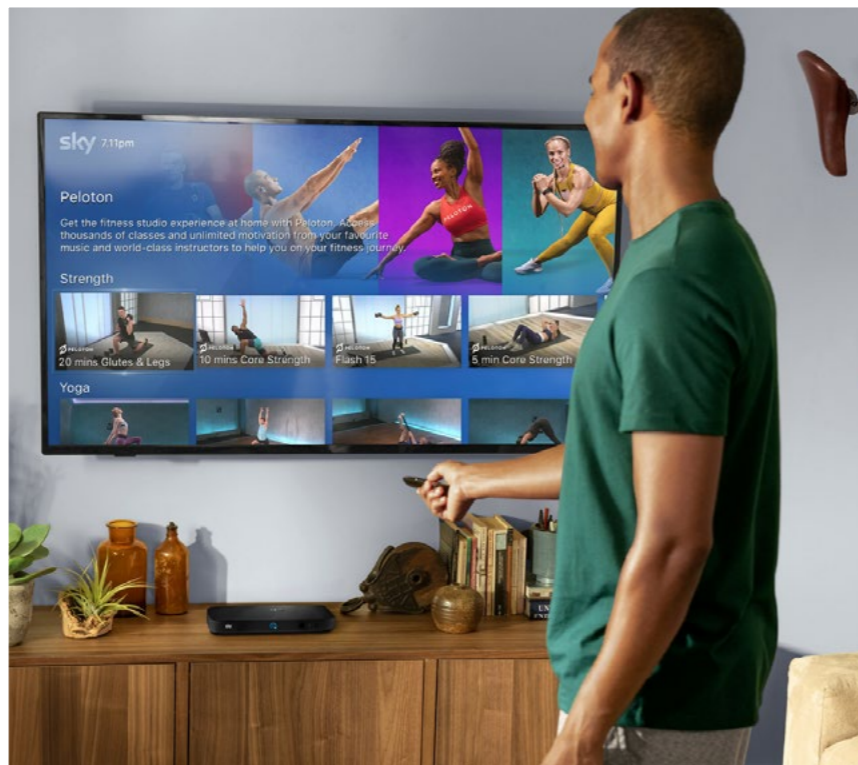
12 months. A year of firsts and fulfilled dreams.

I want to thank everyone at Sky Italia and Sky UK for this wonderful experience, for choosing me and making this all possible. I hope that I inspire other young athletes and they can experience this amazing programme.

Marta Bassino went on to win her first World Championship gold medal at the FIS Alpine World Ski Championships 2021

Marta Bassino receiving her trophy





Transforming the media and entertainment industry for 30 years

As a business, Sky helps to create jobs, opportunities and products that improve people's lives, and it's important that we do it all responsibly. It's vital that we collaborate for greater understanding. And then share our learnings outside of our own business too.

SUSTAINABLE DEVELOPMENT GOALS

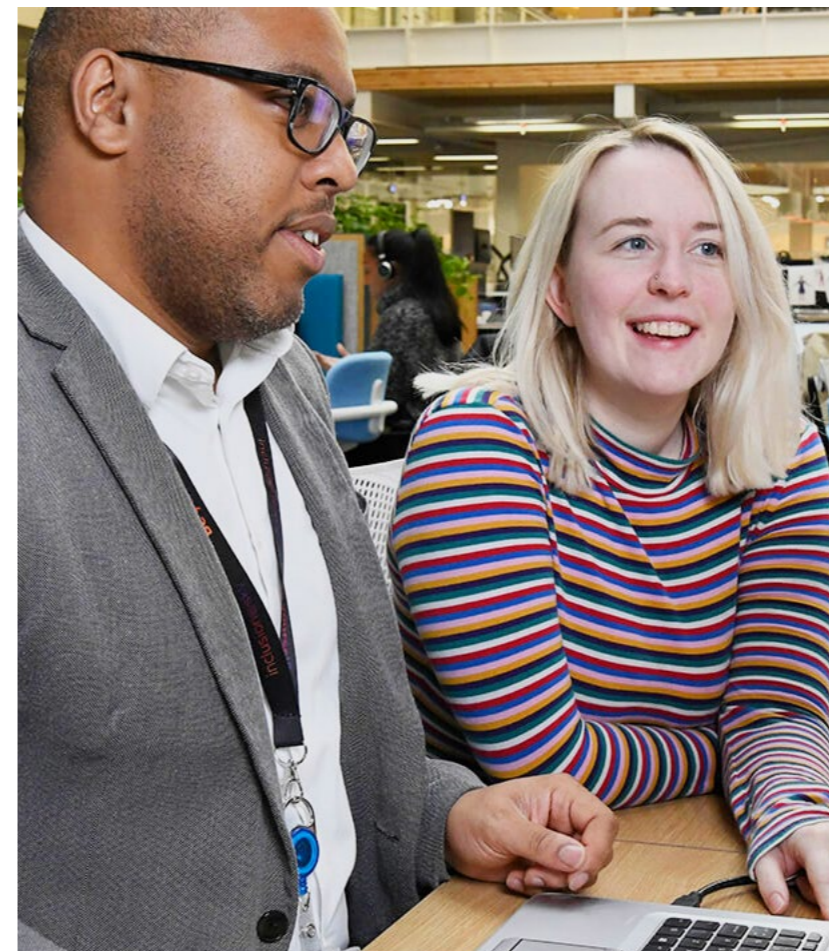


- » Celebrating diversity
- » Doing the right thing: Data and anti-corruption
- » Respecting human rights
- » Responsible sourcing

## Fostering a diverse and inclusive business

Our approach to inclusion is to create a culture where people can bring their full selves to their work. And we're driving an ambitious Diversity and Inclusion programme.

### Our four key pillars:



## Highlights

### Set ambitious targets

to increase Sky UK and Ireland and Sky Deutschland's diversity and representation

### Diversity and Inclusion department

established in Sky Italia

### Gender balanced

Technology leadership team across Sky Group

## Representation and Progression

We want Sky to better reflect the communities in which we live and work.

Our current representation mirrors the average ethnicity across the UK and Ireland. But when we've looked at our locations, we have an opportunity to better reflect the demographics of the regions we're based in, at every level of our business.

In Italy and Germany asking our people to share ethnicity information would be a breach of the law, so we take different approaches across the Sky Group.

Sky Deutschland have set themselves new targets around gender, disability and nationality. And in Sky Italia, the Diversity and Inclusion and HR teams have launched a gender balance project, to measure and foster better gender representation across all departments and levels. The information gathered will support Sky Italia's Directors in defining targets for each business area.



### We've already:

- Refreshed job advertisement language to be more inclusive across Sky UK and Ireland and Sky Deutschland
- Set an aim for UK and Ireland shortlists to be reflective of location demographic when hiring
- Advertised roles in places that attract more diverse candidates

And we continue to work on embedding diversity and inclusion further into our people processes.



**Our focus will be on making systemic changes to ensure that we recruit, retain, develop and progress diverse talent, whilst holding ourselves accountable for meeting these targets.**

*Denise Peart, Sky's Chief Talent, Diversity and Inclusion Officer*

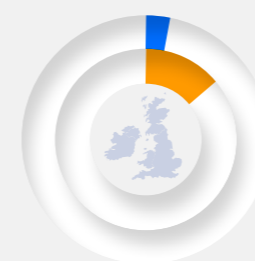


### 20 and 5 by 2025

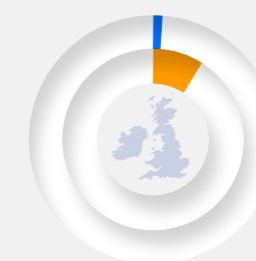
In the UK and Ireland, we've set new targets for 20% of employees at Sky to be from Black, Asian or Minority Ethnic background by 2025. This target includes at least 5% Black representation and applies to all levels of our business, including our leadership teams.

Teams within Sky will set specific targets based on the demographics of where they are based, colleague attrition and progression opportunities. Meeting these targets is built into our Executive's objectives. We'll publish our progress annually in this report.

### UK and Ireland - where we are now



All UK and Ireland employees  
**14.7%**  
Black, Asian and Minority Ethnic  
Including  
**2.7%**  
Black



UK and Ireland Leadership team  
**9%**  
Black, Asian and Minority Ethnic  
Including  
**1%**  
Black



Get into Tech aims to provide a unique and supportive environment in which women with little or no previous technical experience can learn some of the skills necessary to begin a career in technology

**Technologically diverse**

Our largest area of growth is technology, where women are underrepresented. Our Get into Tech, Sky Returners and Sky Software Academy initiatives are working. From 17% in 2014 to 26% today, we're well on the way to reaching our UK and Ireland target of 30% of our tech roles being held by women. And through our Women in Tech scholarships we encouraged more women to pursue a career in technology.

— “ —  
**There is clear evidence that businesses with greater cultural and ethnic diversity perform better. Getting this right will enable us to make better business decisions.**

*Stephen van Rooyen, EVP and CEO UK and Europe*

**sky**  
 Diversity Advisory Council



**Caroline Casey**  
 Founder, The Valuable 500



**Kanya King**  
 Founder & CEO, MOBO Organisation



**Piers Linney**  
 Entrepreneur



**Leon Mann**  
 Founder, The Black Collective of Media in Sport



**Ndidi Okezie**  
 CEO, UK Youth



**Baroness Usha Prashar**  
 Crossbench Member, House of Lords



**Roland White**  
 Global Director of Diversity & Inclusion, Microsoft



*Sky Group CEO, Dana Strong, commits to being a Valuable 500 Iconic Leader*

**Culture**

We want everyone at Sky to feel valued, respected and seen. We want to empower all our people to foster a more inclusive environment.

Our Diversity Advisory Council help shape our strategy. They work with our internal 12-member Diversity Action Group, who represent a cross-section of our workforce.

**Led by our people**

One of Sky's strengths is our passionate employee-led networks across the Group. In 2020, the Unity Programme was established by a group of Sky employees. The Programme focuses on raising cultural awareness, education and amplifying the voice of the Black community.

In Sky Italia the 'Cantiere Inclusion - Community Direction' is a new cross-department team working

on Diversity and Inclusion, in particular on gender balance, LGBT+, ethnicity, culture and mindset.

**Using our voice**

We're members of the Valuable 500, the biggest corporate movement on disability inclusion. And as one of thirteen 'Iconic Leaders', we'll deliver tools and resources for all 500 businesses.

We also work with the Business Disability Forum in the UK, Parks - Liberi e Uguali and Valore D in Italy and Pfennigparade in Germany, to work towards more inclusive workplaces.

Read more about how we're using our voice as a broadcaster and are supporting our customers access content through accessible products and services in Better Lives.



## Doing the right thing

### Keeping our customers' and our people's data safe

We only collect data we need from our customers to provide and improve Sky's services, and from our people as part of their employment.

We have strong systems and governance controls in place to keep that data safe and comply with all relevant laws. Sky's Group Data Governance Committee maintains oversight of data and privacy-related activity. Local Data Governance Committees oversee our range of policies, standards and governance mechanisms tailored to our business activities.

Where we share data with third parties, our [Supplier Security Standards](#) apply. We take a risk-based approach to auditing suppliers who process data, and require third-party verification that they meet the required standards for the highest-risk.

All our people complete compulsory training each year on data protection. And across the business, our network of over 200 Data Protection Champions help promote awareness and support compliance year-round.

### Speaking up

Listening to the people who make up our business is how we make things better. By talking about our [Code of Conduct](#) and giving regular training, we actively encourage our people to speak up.

We have two helpline options for people to raise concerns. The [Comcast Sky Listens](#) helpline is for our people, suppliers and business partners. And our people can also raise concerns through our internal employee support service in each territory. Our internal Whistleblowing Policy sets out what people can expect and prohibits retaliation against whistleblowers.

## Highlights

### New Codes of Conduct

for employees and suppliers and business partners launched across Sky Group

### New annual compliance training

package compulsory for all employees

### Benchmarked our grievance approach

with national whistleblowing charity [Protect](#)

### Anti-bribery and corruption

Our [Codes of Conduct for Employees and Suppliers and Business Partners](#) state our zero-tolerance of corruption, and require compliance with all relevant anti-corruption laws. Our internal policy for all employees sets out guidance, particularly for high-risk areas such as gifts and hospitality or engagement with government officials, and the mechanism to report incidents.

Our Group Compliance function is responsible for monitoring legal changes, risk-assessments and reviewing our policies on anti-bribery and corruption. They ensure appropriate governance, oversight and procedures are in place. And every year, all of our people complete compulsory training on anti-bribery and corruption.



Instinct  
sky witness



## Highlights

### Published our Conflict Minerals Policy

mapped and put in management structures for conflict minerals risks in our supply chains

### Piloted third-party worker satisfaction surveys

with our main manufacturing partners Picotronics, Zinwell and WNC

### Extended our approach to understand and prevent labour exploitation in construction

to Sky Studios Elstree

## Respecting human rights

We're committed to respect, protect and remedy the rights of every person involved in our business.

Our commitments are set out in our Human Rights Policy, Codes of Conduct for Employees and for Suppliers and Business Partners, and Conflict Minerals Policy. In 2020, we launched mandatory annual training for all our people on our Principles of Business Conduct. And meeting our supplier Code of Conduct and supporting sustainability policies is part of our standard terms and conditions for suppliers.

We conduct ongoing human and labour rights impact assessments across our activities. Our Human Rights Leadership Group involves representatives from across the business whose role is to address any issues and identify leadership opportunities. The Group is responsible for understanding issues and embedding mitigations in their areas. We draw on external stakeholder input, including representatives from vulnerable groups. Our incident response protocol is victim-centred, and includes a review of our own systems each time.

## We focus on our salient issues



## Responsible sourcing

We tailor our due diligence, training for our people, and support to suppliers based on our impact and risk assessments. For our highest risk suppliers we have an audit programme which covers Tier 1, 2 and 3 suppliers and includes pre-contract audits. Our Group Supply Chain Compliance team attends, reviews and manages the results of [SMETA](#) and [RBA](#) audits, plus conflict minerals reporting where relevant, and work with suppliers in the first instance to address any issues below the RBA or our [Code of Conduct](#) standards.

Recruitment fees, long working hours and fair pay are the most common risks that audits identify in electronics and marketing merchandise supply chains. This year, COVID-19 has significantly increased these risks and safety measures affected our audit programme, so we piloted virtual audits in response.

### Better work

We collaborated with our three largest manufacturing partners to introduce third-party worker wellbeing surveys. We now plan to roll out worker surveys with all of our direct manufacturing suppliers, as well as associated management training. Picotronics' new Taishan factory has built-in provision for disabled workers and accessible apartments for the accommodation blocks, a significant move towards greater inclusion.

### Working with the construction sector

We have two major Sky construction projects running this year. We've used this opportunity to work with the sector to pilot approaches to understand and prevent labour exploitation, from a client perspective. With construction partner ISG, we've mapped risks and delivered on-site 'toolbox talks', and management training and support on labour rights and identifying exploitation. We're now expanding this approach with partners BAM and L&G in Sky Studios Elstree's construction. We've become a sponsor of Stronger Together's multi-stakeholder [Construction Programme](#) to share lessons with others in the industry.

### Mapping our minerals sourcing

Our [Conflict Minerals Policy Statement](#) sets out our due diligence and management systems for identifying the sources of tin, tantalum, tungsten and gold (3TG) used in the manufacture of Sky-branded products. Our approach is based on the [OECD](#) guidance for responsible mineral supply chains.

To identify high-risk minerals in our product supply chain, we work through the [RMI](#), using the Responsible Minerals Assurance Process ([RMAP](#)). Building on our work to map relevant suppliers, we've now implemented a strategy to roll out reporting using the RMI Conflict Minerals Reporting Template (CMRT), provide supplier training and respond to risks.

We've received disclosures from 70% of relevant suppliers and are targeting 100% in 2021. We are following up with non-conforming suppliers and where further due diligence is needed, such as third-party audits of smelters, we will support them. We now publish the [list of smelter and refiners used by our suppliers](#).

Conflict minerals reporting is mandatory for all our new suppliers, and we review and update our list of relevant suppliers biennially.

### Better productions

We're founding members of the [TV Industry Human Rights Forum](#), a working group set up to understand and address human rights risks in the television industry. Our commissioned research showed that labour exploitation risks are most common in ancillary TV roles, for example cleaning, catering and security. We're now piloting tools for productions to embed into their procurement processes. And we're expanding the research to understand labour exploitation risks in international news, sports and documentary-making.

To provide further support against misconduct or bullying, on scripted and non-scripted productions in the UK we're introducing mandatory Respect in the Workplace training across our productions, so everyone is clear on expected behaviour. Alongside this, we're introducing a dedicated Safeguarding Representative on each set and we will ensure there is better signage of whistleblowing and support helplines in the workplace and on set, so people are clear on how to report any concerns they have.



Behind the scenes on Riviera 2

Read more about how our people and suppliers can speak out on any concerns under [Speaking Up](#) and more details on our annual progress on addressing labour exploitation in the [Comcast Statement on Supply Chain Values and Modern Slavery](#).



How Sky Studios Elstree will look when it opens in early 2022







Sky Zero  
#GoZero campaign

We have to act on the environment to protect our world and our business over the long-term. So we're taking a bold position. We've set out to become net zero carbon by 2030. We're pushing ourselves to transform. And we're using our reach and our voice to make a difference.

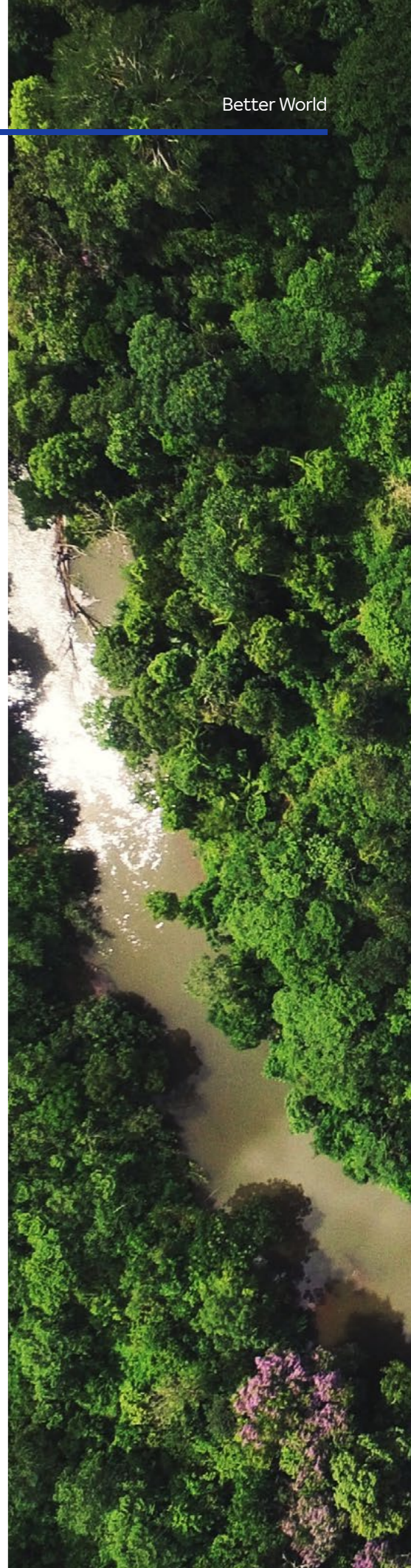
### SUSTAINABLE DEVELOPMENT GOALS



- » Sky Zero
- » Transforming our business
- » Using our voice
- » Mobilising millions
- » Sky Ocean Rescue

## Our Sky Zero achievements

- February 2020** – Commitment to become net zero carbon by 2030
- May 2020** – Sky Sports wins the SVG One Planet Award
- June 2020** – All UK Sky Originals to be certified CarbonNeutral®
- July 2020** – Sky Sports first broadcaster to commit to UNFCCC's Sports for Climate Action Framework
  - Sky Sports a founding member of the albert Sports Consortium
  - Work begins on Sky Studios Elstree due to open 2022 and targeting most sustainable studio in the world
- September 2020** – Sky Sports announces key football live broadcasts will be albert certified
- October 2020** – Jeremy Darroch receives the MIP SDG Award for contribution to the UN's Sustainable Development Goals
- November 2020** – Sky announces 151 new PHEV engineer vans
- January 2021** – Sky announced as Principal Partner and Media Partner for COP26
  - Sky publishes Sustainable Production Principles and Planet Test for Sky Originals
  - All Sky Sports host broadcasts to be albert certified productions
  - First fully-electric commercial vehicles join the Sky fleet
  - Sky News a founding member of the albert News Consortium
- March 2021** – Sky Zero Footprint Fund launched, a £2m campaign to inspire change through advertising sustainable initiatives
- April 2021** – Sky News launches The Daily Climate Show
- May 2021** – Sky's 2030 net zero targets approved by the Science Based Targets initiative

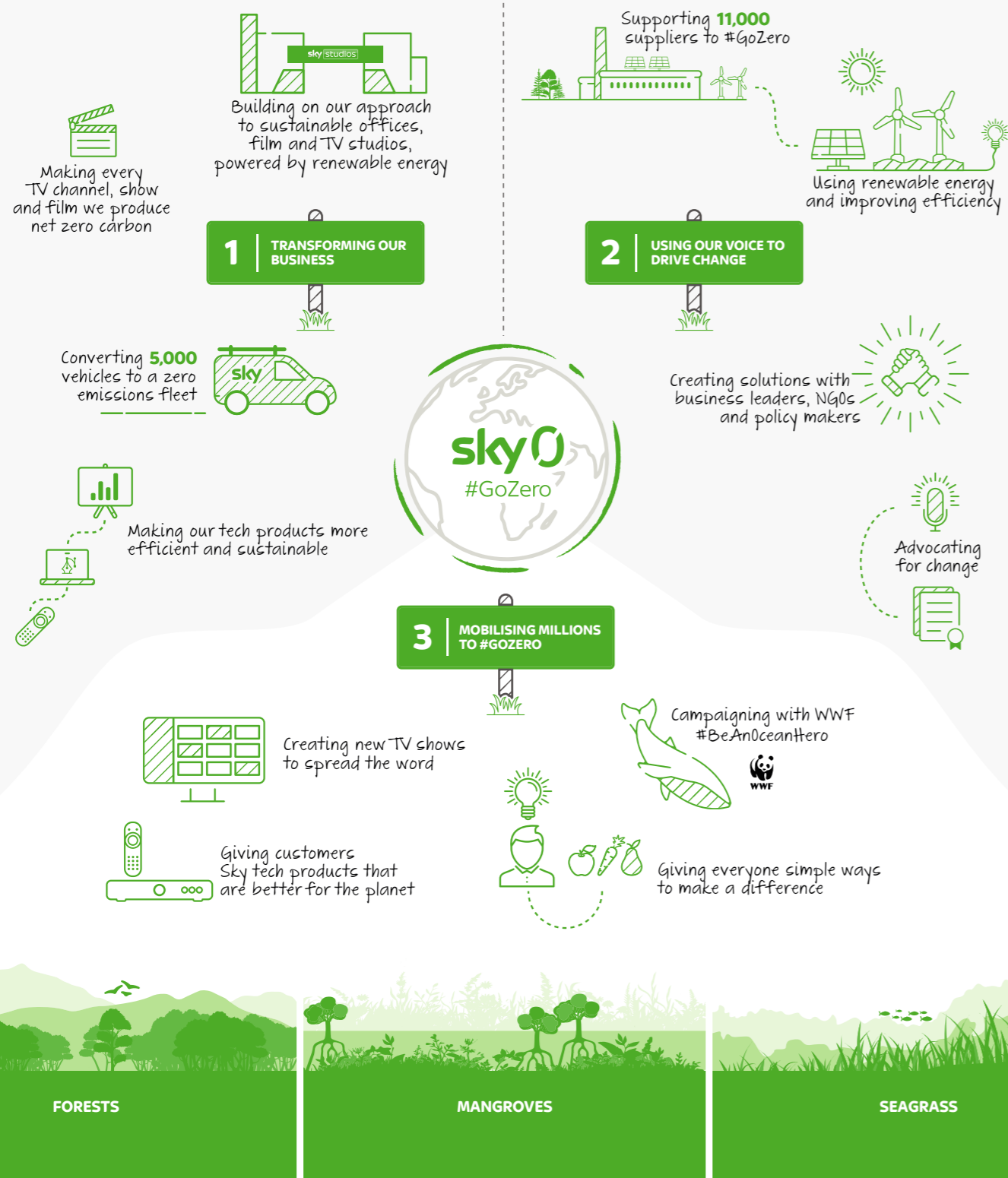


# NET ZERO CARBON BY 2030

BECAUSE THE WORLD CAN'T WAIT

We'll cut emissions from the use of our tech products, from our global supply chains and from our business by at least 50%. And plant trees, mangroves and seagrass to absorb the carbon we can't cut... yet.

## THREE WAYS WE'RE TAKING ACTION



## How we're doing it

To help limit global temperature rise to 1.5°C above pre-industrial levels, our targets must be credible and verifiable, and reduce carbon emissions in real terms. Our SBTi-approved target is to halve our absolute carbon emissions by 2030 and covers emissions from our own operations (Scopes 1 and 2) and our entire value chain (Scope 3).

Like many, our focus in 2020 had to encompass adapting to the COVID-19 pandemic, ensuring business and supply chain continuity and making sure people could work safely. We want to build back better, and we embedded that into our approach.

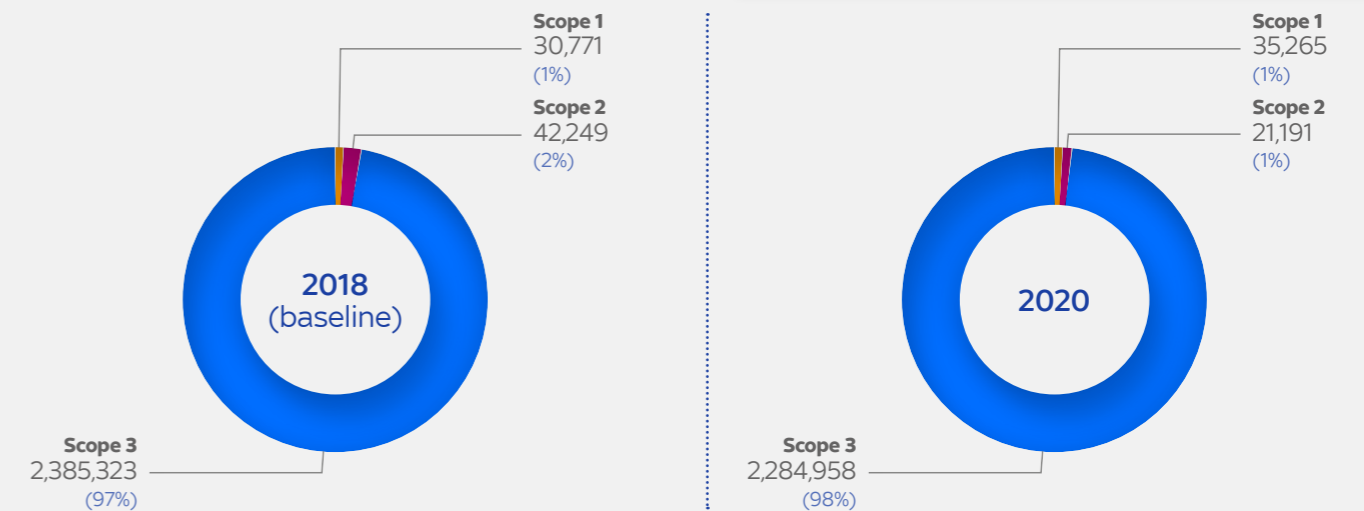
Turning a corporate climate pledge into a transformational reality is a complex task. Sky Zero is governed by Sky's Group Executive, underpinned by delivery groups in each area of our business. We seek out information, learn and discuss our approach with experts. And we share our data and lessons learnt.

Transparent reporting is crucial. Which is why we're publishing in full our approach to our Scope 3 measurement. As recognised in the [GHG Protocol Scope 3 Corporate Value Chain Standard](#), Scope 3 calculations commonly rely on estimated approaches. We are working with our suppliers, peers in our sector, and beyond to replace estimates with primary data.

We're also continuing to restore our world's biodiversity with our partners, and find nature-based solutions to absorb emissions we can't cut yet.

We've reduced our emissions by **22.7%** across Scopes 1 and 2, and 4.8% across all Scopes from our 2018 baseline

### Carbon emissions (tonnes CO<sub>2</sub>e)



Find our full scope 1, 2 and 3 carbon emissions data for 2018-2020 in our [Data Section](#)

## Highlights

**22.7% reduction**  
in Scopes 1 and 2 carbon  
emissions since 2018 baseline

**2020 renewable  
energy target met**  
across Sky Group

**151 plug-in hybrid  
electric vans**  
join Sky's commercial fleet

**Joined the  
EV100 initiative**  
committing to a 100%  
electric fleet by 2030

**Launched our  
homeworking  
survey**  
to understand remote  
working emissions

## Transforming our business

### Our operations

We continue to be a CarbonNeutral® Company, our 14th year of compensating for remaining unavoidable emissions. We publish all the projects we've supported in our Carbon Neutral Policy.

Our engineers, journalists and broadcast operations employees were classified as key workers. Most of our buildings remained open during lockdown periods and we powered down non-essential functions. Thousands of our people in the UK and Ireland completed our detailed homeworking survey, showing savings of more than 1 tCO<sub>2</sub>e per person, mostly through not commuting. We plan to roll out the survey to Sky Italia and Sky Deutschland.

We're continuing to invest in LED lighting and our technology teams improved the energy and cooling efficiency of our data centres and larger 'point of presence' technical sites respectively.



The wind turbine at Sky's Osterley Headquarters in the UK

### Powering Sky

We've achieved our RE100 commitment to source 100% renewable electricity by 2020.

On sites we own and control, we've invested in renewables and set targets for 20% on-site generation for all new buildings and large refurbishments. We buy 100% renewable electricity tariffs, backed up by traceable certificates. We engage our landlords to switch their own tariffs to renewable electricity.

And where existing contracts stand, or we're unable to influence others, we buy traceable renewable energy certificates aligned to the location, generated and retired from the market the same year as the electricity use. Over the autumn, we launched a renewable electricity offer to our people in the UK and Italy to help them reduce their emissions at home.

Long-term, we'll continue to increase the amount of direct renewable energy that powers our sites across the Group.



Renewable electricity

**RE100**  
CLIMATE GROUP | CDP

### How we've reached our goal

	MWh in 2020	% of 2020 Sky Group electricity use
On-site renewables: solar, wind and biomass	5,185	2.5%
Renewable electricity tariffs	142,434	69.8%
Energy Attribute Certificates	56,558	27.7%



Our hybrid vans help us cut emissions today, while working towards finding 100% electric solutions for tomorrow

### Lower carbon transport

We've now signed up to [EV100](#), with over 100 other companies committed to transitioning their vehicle fleets by 2030.

Our UK van fleet is one of the biggest contributors to our operational emissions. In November 2020, we assigned 151 new plug-in hybrid electric vans to low-mileage Sky engineers. Geofencing technology switches the vans into electric-only mode in urban and low emission areas. And we work closely with manufacturers to constantly trial new vehicles with our engineers.

Our UK facilities teams have 11 fully electric vans used mainly on our sites, and our company car policies across the Group now prioritise electric vehicles.

### Our products

The electricity use of our products in customer homes across Europe is one of the most significant contributors to our footprint. We've cut it by 9.6% against our 2018 baseline.

## Highlights

**9.6% reduction**  
in product use carbon emissions against 2018 baseline

New ways to improve **energy efficiency** through software updates

**Service model extended** to broadband routers



Our Sky Q box and Sky Broadband hub are now offered on a service model, ensuring the equipment is in use, refurbished or recycled

### Efficient design

Our industrial product designers, hardware and software teams work together to make our products. We've put a particular emphasis on sustainability training this year, and over 70 people across Group Supply Chain and Group Product took part in new training together. Every webinar and resource is available to the rest of the business and our Tier 1 and Tier 2 product suppliers.

We use software updates to introduce new features to Sky Q boxes in customers' homes. We've created a dedicated team within Group Product, working to find ways to drive significant new energy efficiencies the same way. They're exploring every aspect of how and when our boxes are used and every detail of energy consumption across our Sky Q models and between countries. They've already identified efficiencies that we'll be rolling out later this year.

In March 2020, we introduced a service model for our new broadband contracts, bringing them in line with our Sky Q boxes. Sky retains ownership of the equipment, so we can ensure every box we've made is in use, refurbished or recycled, increasing resource efficiency.

We're now refurbishing more Sky Q boxes than we manufacture. Using automation, we're focusing on improving the speed and efficiency of repair, improving disassembly time, using a paintless finish and removing labels and glue from the process.

We're continuing to work with the [University of Bristol](#) and other broadcasters on the [DIMPACT](#) tool, which maps the impact of the digital media content delivery to people's devices. This will enable digital content companies to make more informed decisions to reduce carbon emissions.



## Our supply chain

Our Group Product Supply Chain team embarked on an ambitious programme to transform our understanding of our Scope 3 product supply chain emissions. We have long-standing close working relationships with these suppliers and a track record of successful sustainability engagement. We created a model to support our suppliers to calculate their full Scope 1, 2 and upstream Scope 3 emissions and the proportion associated with Sky. This replaces the common challenge of partial reporting and estimates, with a full picture of our most significant value chain emissions. Our suppliers can now also share this data with other customers.

Working with our product suppliers from manufacture to recycling, we collected actual data and established the exact proportion of emissions associated with Sky. We're working to map each supplier's reduction pathway, encouraging them to undertake energy audits, work towards ISO 50001 energy management certification and report their emissions annually. Building on their sustainability training programme's success, our Group Product Supply Chain team plans to recommend a training plan as part of supplier onboarding.



Circuit board manufacturing process

## Highlights

### Primary emissions data gathered

from all product suppliers

### Collaborative sustainability training programme

created across Group Product Supply Chain and Product Design teams, and suppliers

### Improved energy efficiency and reduced emissions

achieved by manufacturers Zinwell and Picotronics

Three of our manufacturers' sites have photovoltaic panels. We're exploring more efficient shipment options with our freight partners. And our UK logistics partner, Unipart Logistics, confirmed they've switched their business to renewable energy in 2021.

Through the Carbon Disclosure Project, a total of 71 suppliers disclosed information about their approach to carbon emissions to us, including several of the suppliers we engaged more closely.

We'll transfer the lessons we're learning across our broader supply chain, working to encourage more suppliers to disclose actual emissions to us and others. In 2020 we re-baselined our supply chain footprint, using more recent data on industry average emissions. We use this database to estimate the emissions of all the suppliers we don't yet have actual data for.



Solar panels on the roof of Picotronics' nearly completed Taishan factory, which opened in early 2021



A League Of Their Own (S15), achieved albert sustainable production 3 star certification



Laura Woods reporting for Sky Sports

### Making TV

We were founding members of albert, an industry-governed organisation tackling the environmental impact of TV production. It's now in its 10th year, and we're proud to be joining albert's International Partnership, rolling out albert's sustainable production tools across all of Sky's territories.

We're encouraging all our people to undertake albert's Sustainable Production Training, as well as arranging bespoke sessions for our senior leaders in commissioning and production.

### Drama, Comedy, Entertainment, Arts, Factual and Kids TV

In June 2020, we became the first broadcaster in the UK to commit to carbon neutral productions for our UK-commissioned Sky Originals.

We've published new Sustainable Production Principles; clear, industry-leading guidelines to help productions lower emissions and achieve albert sustainable production certification. In Germany we've been part of the Green Shooting working group since 2017, who are now targeting 100 sustainable productions by the end of 2021. Every one of our Sky and Sky Deutschland commissioned productions has sustainability written into the contract.

The Principles also introduce a new Planet Test to ensure all production, editorial and commissioning teams across Sky and Sky Studios consider how the programme could create positive change and awareness.

Building work is well underway for the new Sky Studios Elstree which aims to be the world's most sustainable film and TV production studios when it opens in 2022.

## Highlights

### Sustainable Production Principles and Planet Test

launched, for every Sky Studios and Sky UK commission



a founding member of albert Sports Consortium

Sky Sports is the **first broadcaster to commit**

to UNFCCC Sports for Climate Action Framework



a founding member of albert News Consortium

### Sky Sports and Sky Sports News

We're a founding member of albert's new Sports Consortium and became the first broadcaster to commit to the UNFCCC Sports for Climate Action framework. Through it we've committed to promote greater environmental responsibility, reduce our climate impact, educate and advocate for climate action and promote responsible consumption.

In Autumn 2020, the 2020/21 Premier League and EFL seasons

achieved albert sustainable production certification and Transfer Deadline Day secured the highest 3-star certification. From January 2021, every UK Sky Sports host broadcast is now albert certified.

When the pandemic hit, we rapidly accelerated our remote production development to bring our fans live sport, reducing the equipment and people travelling to events. We've also introduced five new fully electric vehicles

### Sky News

And we're a founding member of albert's newest consortium dedicated to News. We'll work with other broadcaster members to set standards for sustainability in an industry with complicated demands on reporting.



At Sky News, we have campaigned for the removal of single-use plastics, appointed a dedicated climate change reporter and brought our audiences climate change stories from around the world. The albert consortium provides a fantastic platform to share best practice among peers, including learnings from Sky's overall ambition to be net zero carbon by 2030.

Sarah Whitehead, Deputy Head of Newsgathering, Sky News



won the **2020 SVG Europe Award** for Sustainability in Sports TV and the **Editor's Choice award** for Sky Zero at the Broadcast Tech Innovation awards 2020

into our Sports fleet. And we've trialled and successfully implemented low-carbon Green D+ HVO fuel on all our Sky Sports Outside Broadcasts in England, Wales and Scotland.



## Using our voice

### We champion:

- A science-based approach across the whole value chain
- The inclusion of nature in any climate strategy and ambition
- Putting people at the heart of a just transition

### Global standards for climate and nature

Only a global movement will help tackle the climate crisis. It's our successes and failures that the future will be built on. If done well, net zero strategies have the ability to transform the environment but if done badly they will be a catalogue of missed opportunities.

That's why we champion the [Business Ambition for 1.5°C](#) as part of the [UN Global Compact's Race to Zero](#), and in 2020 joined [Business for Nature](#). Through our longstanding partnership with WWF, we're supporting the [restoration of our seas](#), and calling for a new UK Marine Protection Act. And with the [Royal Botanic Gardens, Kew](#) we're supporting efforts to define reforestation best practice globally.

## Highlights

### Principal Media Partner for the COP26

international climate change summits in Milan and Glasgow in 2021

### Joining the Business Ambition for 1.5°C

Founder signatories to the Responsible Media Forum Climate Pact

### Founding advisory board members

of the Advertising Association's Ad Net Zero and AdGreen initiatives

## Case Study

Tree planting dominates political and popular agendas, often portrayed as an easy answer to the climate crisis. But planting the wrong trees in the wrong place can cause considerable damage for people and nature.

We sponsored new research and a dedicated conference to bring together global

perspectives on practice and policy, go beyond the headlines and find ways of raising the standard of global reforestation. Over 2,400 people from 113 countries on six continents participated.

RBG Kew and BGCI issued ten [golden rules](#) for reforestation, highlighting how forests can be restored to maximise carbon

capture, recover ecosystems, and help people's livelihoods. They've been widely adopted as best practise by conservation organisations across the globe. And we hope that they'll influence and support additional initiatives through COP15 on nature in China and COP26 on climate in the UK and Italy.



Reforestation for biodiversity, carbon capture and livelihoods 24-26 February 2021



## Collaborating with government and business

As a Principal Partner of the COP26 international climate summit, Sky will support its successful delivery, working alongside the UK and Italian Governments who hold the COP26 Presidency in partnership. We also help shape the business climate agenda through BITC's [Net Zero Carbon Taskforce](#) and [Challenge 2030](#) and the [Aldersgate Group](#) in the UK, and the [Prince of Wales' Corporate Leaders Group](#) on climate change and building back better at a European level.

## Leading our sector

We recognise the opportunity for our sector to collaborate, move fast and adopt best practice. We launched the [Media Climate Pact](#) as part of the [Responsible Media Forum](#). And working with the [Advertising Association](#) we co-founded [Ad Net Zero](#) and [Ad Green](#) to transform the impact of advertising for the better.



Sky Executive Chairman Jeremy Darroch was awarded the inaugural **MIP SDG award** in recognition of Sky Group's track record in setting the highest standards in sustainability and responsibility and taking action on environmental issues.



PRINCIPAL PARTNER  
UN CLIMATE CHANGE CONFERENCE UK 2021  
IN PARTNERSHIP WITH ITALY



Sky News presenter Anna Jones, The Daily Climate Show



## Highlights

**sky news**

Launches The Daily Climate Show and [A New Climate](#)

**sky sports**

editorial climate strategy

**>200k people signed**

our petition for better ocean protection with WWF

“ Sport has reach like few others and an immense power to bring positive social change through the actions and words of its athletes, clubs, governing bodies and fans. Now it is time for sport to use its force to act and accelerate our journey to net zero.

Steve Smith, Executive Director of Content, Sky Sports

## Mobilising millions

### Using our content

We're using our scale and reach as Europe's leading direct-to-consumer media and entertainment company to start new conversations and inspire as many people as we can to join us and #GoZero. As the Principal Partner and Media Partner of the COP26 Summit, we're committed to report on this pivotal moment for climate recovery.

Sky News continues to increase its coverage of the climate crisis through its dedicated climate correspondent, Hannah Thomas-Peter. We've also launched the first daily news programme dedicated to climate change and the environment, in a prime timeslot.

Sky TG24 produced and broadcast Impact, a special four-part series focused on the climate crisis and possible future solutions. And Sky News' Alex Crawford travelled the length of the Nile to bring the scale of the plastic crisis to our screen. [The Plastic Nile](#) won the 2020 FPA Media Awards Environment Story of the Year.

And our Sky Sports teams are [weaving climate stories](#) into their coverage, from weather and air quality affecting athletes' performance to sustainable clothing for our presenters, because it is not just about the way we make TV. We've rolled out carbon literacy training to everyone in Sky Sports. And with [ECIU](#) we've developed specialist training for our presenters, commentators and pundits to give them the tools to tackle the subject with confidence.

### Inspiring people to #GoZero

We want to mobilise millions, using our voice to educate, enable, and encourage our people and 23.4 million customers to get involved. And we're a partner of [Count Us In](#), whose mission is to inspire 1 billion people around the world to reduce their carbon pollution and challenge leaders to deliver bold, global change.

### Campaigning for change

Our ocean is the beating blue heart of our planet and the largest habitat on earth. In the race to tackle climate change, the ocean is one of our best solutions and our greatest hope. We want the UK Government to commit to significant action on ocean recovery, to bring our seas back to health and set an example for the global community to follow.

With WWF, we're asking millions of people to step up and be an [#OceanHero](#). Enabling everyone to find their ocean personality, do things they enjoy that will help ocean recovery and to call for change with us.



### Case Study

[Can an online quiz help save our ocean?](#)

a) yes b) yes c) yes

We took the popularity of personality quizzes and created one to help people find their own ocean superpower: Finfluencer, Sharktivist, or Tide Turner. Each Ocean Hero was given a set of lifestyle actions that line-up with their core values and superpowers, ranging from simple, every day actions, to big-picture political activity.

With this simple quiz, and the thousands of Ocean Heroes we've recruited, we're aiming to support significant political change to UK marine policy.



## Sky Ocean Rescue

We launched Sky Ocean Rescue to tackle plastic pollution in our seas. As well as raising awareness of the ocean plastics crisis, we committed to eliminate all single-use plastics from our operations, products, and supply chain.

Since then, we've saved almost 1,000 tonnes of single-use plastic across our business. We've removed it completely from our product packaging and merchandise, which will remain 100% single-use plastic free.

We didn't stop there; we went deep into our supply chain. Our Tier 2 molders make the plastic casing of our products. The raw material, tiny plastic pellets, can easily leak into normal waste systems and waterways. These 'nurdles' now have special handling and any waste is collected and reused if possible. And our central supplier has changed to using resin instead, with additional safety measures to prevent plastic pollution.

Our logistics partners in the UK, Italy and Germany, and our repair facilities have eliminated the shrink wrap normally used for transporting products. And we're continuing to explore circular economy solutions for the small amount of single-use plastics our product suppliers haven't been able to remove yet, and engage third-parties to drive further change to their packaging.

When COVID-19 began to affect our workplaces, we used single-use plastic PPE to keep our key workers safe. As soon as we had completed ethical and safety audits of new suppliers, we moved to reusable options. Some single-use PPE remains in use, where there's no available alternative.

We've removed all single-use plastics from our front-of-house cafés, but items like food packaging and bin bags remain a challenge that we need industry solutions for. Which is why we launched our Sky Ocean Rescue commitments, we created an impact investment fund to help develop new technologies.

Our leading single-use plastic-free SIM card design and industry engagement were recognised with Sky Mobile winning CSR Initiative of The Year at the Mobile Industry Awards 2020.



## Highlights

### Helped suppliers introduce new processes

for minimising plastic waste and maximising reuse

### Guidance for TV productions

and alternatives to single-use plastics in our Sustainable Production Principles

### Switched to reusable, ethically sourced PPE

for our key workers as soon as possible



## Investing in the future

Sky Ocean Ventures was set up to accelerate ideas that could make system-level changes to solve the ocean plastic crisis.

During 2020 we supported three new innovators. We celebrated our three-year anniversary having invested in a total of 25 companies. To showcase the incredible achievements of the people behind the ideas, we brought everything together in a high-profile Portfolio Event.

## Our innovations attack the plastic problem across three dimensions:

- **Material innovation** - to create superior materials that can outperform plastics and be more sustainable
- Solutions that inspire **responsible consumption** by designing out waste through product and delivery innovations
- Step-change technology-led improvements in the collection, sorting and recycling of waste plastics, to create a more **circular economy**



## sky ocean ventures

### Impact at a glance

<p><b>25</b> Investments</p>		<p><b>2000+</b> hours committed via Sky volunteers</p>	<p><b>2.5m</b> impressions generated by content on social media</p>
<p>Portfolio companies in <b>3 continents and 6 countries</b></p>	<p><b>13</b> Of our companies have gone on to raise more funding</p>	<p><b>8</b> Sky business areas supporting the portfolio</p>	<p><b>Spoken at</b></p>
<p>Partnering with</p>	<p><b>£85m+</b> of additional capital raised from public and private sources</p>	<p>A message in a reusable bottle</p>	<p><b>Featured in</b></p>
<p>Our portfolio has been recognised globally</p>	<p><b>Loop</b> <b>eugène</b> by USER</p> <p>~ 25K Sky customers engaging with products from the portfolio</p>		
<p>Our innovators are working with the biggest brands in the world</p>			

## Environment

### Sky Group carbon emissions and carbon intensity<sup>1</sup>

We have been reporting our carbon footprint since 2005/06. Once again, we've succeeded in reducing our Group operational carbon intensity. There are a wide range of factors that affect our Scope 3 footprint, particularly variations in purchased goods and services and capital goods. These will change year to year depending on our spend with our most significant suppliers and their own approach to reporting.

Read more about our work to reduce our emissions on in our [Better World](#) section.

- » Sky Group carbon emissions and carbon intensity
- » Beyond carbon
- » Our wider contribution
- » Accessibility and people data

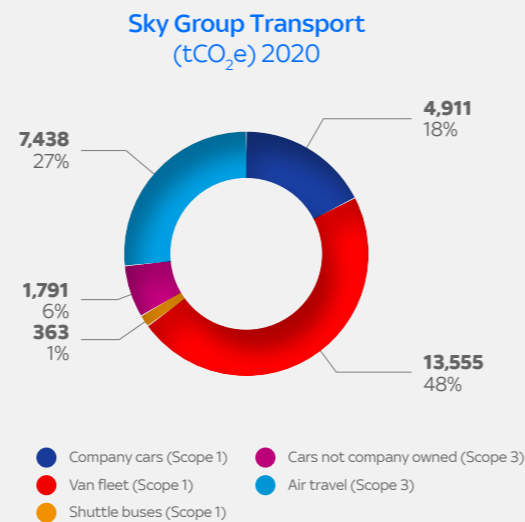
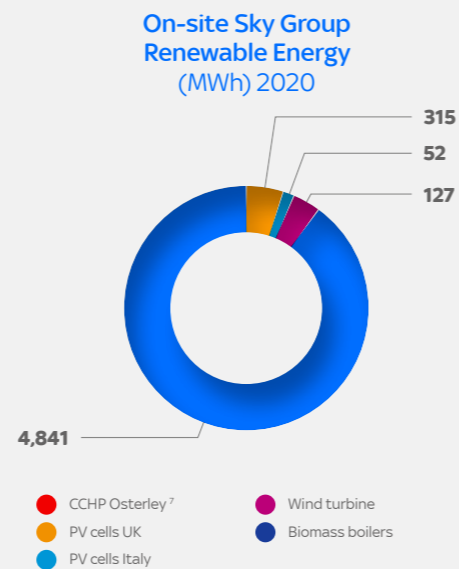
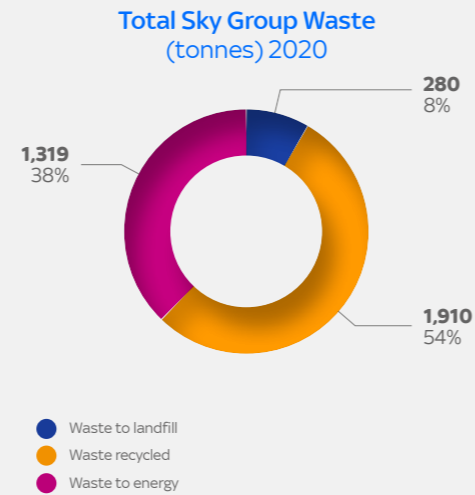
	Sky Group Baseline (2018)	Sky Group (2019)	Sky Group (2020)	UK & Ireland <sup>3</sup> (2020)	Italy (2020)	Germany & Austria (2020)
<b>Carbon Intensity<sup>2</sup></b>	n/a					
Revenue (£m)	14,841	15,040	14,464	9,873	2,726	1,862
Carbon intensity (tCO <sub>2</sub> e/£m revenue)	6.90	6.32	6.05 <sup>(A)</sup>	5.93 <sup>(A)</sup>	8.31 <sup>(A)</sup>	3.38 <sup>(A)</sup>
<b>Energy consumption Scope 1 and Scope 2 (kWh)</b>	n/a	374,109,062	361,616,827	240,674,393	98,972,811	21,969,624
Carbon Emissions (tCO <sub>2</sub> e) <sup>5</sup>						
<b>Scope 1</b>						
Diesel	182	167	160	111	46	3
Fuel Oil	28	25	41	n/a	n/a	41
Gas	6,480	14,891	15,218	3,679	11,539	n/a
Vehicle Fuel	22,652	22,216	18,829	15,552	1,446	1,832
Refrigerants	1,429	918	1,017	417	496	105
<b>Total Scope 1<sup>2</sup></b>	<b>30,771</b>	<b>38,217</b>	<b>35,265<sup>(A)</sup></b>	<b>19,758<sup>(A)</sup></b>	<b>13,526<sup>(A)</sup></b>	<b>1,980<sup>(A)</sup></b>
<b>Scope 2 (market-based purchased energy)</b>						
Purchased district heating (market-based)	571	656	611	n/a	308	303
Purchased electricity (market-based)	41,678	24,253	20,580	4,983	13,119	2,478
<b>Total Scope 2 (market-based purchased energy)<sup>2</sup></b>	<b>42,249</b>	<b>24,909</b>	<b>21,191<sup>(A)</sup></b>	<b>4,983<sup>(A)</sup></b>	<b>13,427<sup>(A)</sup></b>	<b>2,780<sup>(A)</sup></b>
<b>Scope 2 (location-based purchased energy)</b>						
Purchased district heating gross (location-based)	571	656	611	n/a	308	303
Purchased electricity (location-based)	70,999	56,203	51,665	38,829	8,829	4,015
<b>Total Scope 2 (location-based purchased energy)<sup>2</sup></b>	<b>71,570</b>	<b>56,860</b>	<b>52,276<sup>(A)</sup></b>	<b>38,820<sup>(A)</sup></b>	<b>9,137<sup>(A)</sup></b>	<b>4,318<sup>(A)</sup></b>
<b>Total Scope 1 and Scope 2 (market-based purchased energy)</b>	<b>73,019</b>	<b>63,126</b>	<b>56,456</b>	<b>24,741</b>	<b>26,954</b>	<b>4,761</b>
<b>Total Scope 1 and Scope 2 (location-based purchased energy)</b>	<b>102,341</b>	<b>95,077</b>	<b>87,541</b>	<b>58,579</b>	<b>22,664</b>	<b>6,298</b>
Joint Ventures contribution to total Scope 1 and 2 (market-based) CO <sub>2</sub> e (tCO <sub>2</sub> e)	808	1,061	1,068	1,016	52	n/a
<b>Scope 3<sup>6</sup></b>						
<b>Upstream emissions</b>						
1. Purchased goods and services	883,327	818,141	759,488			
2. Capital goods	44,793	20,221	65,115			
3. Fuel and energy related activities	9,195	7,064	4,435			
4. Upstream transportation and distribution	91,528	54,235	50,058			
5. Waste generated in operations	387	240	192			
6. Business travel	16,181	17,890	9,325			
7. Employee commuting	30,351	55,884	10,291			
8. Upstream leased assets	n/a	n/a	202,069			
<b>Total upstream</b>	<b>1,075,761</b>	<b>973,675</b>	<b>1,100,972</b>			
<b>Downstream emissions</b>						
11. Use of sold products	1,308,595	1,226,034	1,183,194			
12. End of life treatment of sold products	967	750	792			
Total downstream	1,309,562	1,226,784	1,183,986			
<b>Total Scope 3</b>	<b>2,385,323</b>	<b>2,200,459</b>	<b>2,284,958</b>			

### Beyond carbon

We focus on reducing all of the environmental impacts that come with running a large media and tech company. Our [Environment Policy](#) sets out our continued commitments and management systems. We now send zero waste to landfill from our main sites across Europe, and we're turning our attention to influencing landlords and continuing to reduce overall waste. The hybrid vans and electric company cars we've introduced are helping to drive down our fleet emissions.

#### Notes to environment data

- We measure our CO<sub>2</sub>e emissions according to the Greenhouse Gas Protocol, the global standard for reporting greenhouse gas emissions. See our [Basis of Reporting](#) for further details, including emission factor sources.
- Our 2020 carbon intensity and Scopes 1 and 2 GHG emissions data have been independently assured by ERM CVS. See previous reports available at <https://www.skygroup.sky/reports> for details on historical assurance. Group figures may not match totals due to rounding and variations in foreign exchange rates. As data needs to be collected and analysed for reporting before the end of the financial year, Scopes 1 and 2, waste and business travel data for October-December is estimated using actual data from the same period in the prior year. Each year we reinstate and publish the previous year's data with a full year of actual data.
- UK and Ireland figures include our offices in Belgium, Portugal, international news bureaux and UK and US joint ventures.
- Germany and Austria figures include Switzerland.
- Our total gross CO<sub>2</sub>e emissions include all Scope 1 and Scope 2 location-based greenhouse gas emissions, and our market-based emissions are those remaining after emissions factors from contractual instruments have been applied. Our energy providers retain, on our behalf, the Guarantees of Origin (GOs) and Renewable Energy Guarantee of Origin (REGOs). In addition, we offset our total gross emissions, including Scope 1, location-based Scope 2 and selected Scope 3 emissions, through the purchase of Voluntary Carbon Standard offsets. For more information see our [Carbon Neutral Policy](#).
- We have re-baselined our Scope 3 emissions for Categories 1, 2, 4 and 9, using both primary or more recent data on industry average emissions than in prior years. We have made further adjustments to move emissions between categories for our 2018 data, where new primary data has informed a change to methodology in subsequent years, to ensure our baseline is consistent with current reporting. Some information previously reported across two categories has been merged. For further information, see our Scope 3 [Basis of Reporting](#).
- Review underway following November 2016 fire incident.



## Our wider contribution

We are part of the cultural, economic and community fabric of the nations we operate in, and you can read more about what we do in our communities in our [Better Lives](#) and [Better Communities](#) sections.

We're proud to pay our fair share of taxes, and paid over

**£1.7bn**

in tax in 2020 across Sky Group

### Measuring our community contribution

We use the [Business for Societal Impact \(B4SI\)](#)<sup>1</sup> framework to analyse our community contribution. Our total societal contribution, through community initiatives, Sky Ocean Ventures and procurement this year is more than £27.2m, up from £23.4m in 2019. Through our people's payroll giving and match-funding, customer donations to emergency appeals, and impact investment partnerships, we've leveraged another £1.3m on top of this.

Community Contribution	2019	2020 <sup>2</sup>
Cash	£16,922,913	£10,105,279
Time	£1,554,063	£1,039,766
In-Kind	£1,726,438	£3,071,443
Management	£3,295,010	£2,654,594
<b>Total</b>	<b>£23,498,424</b>	<b>£16,871,083</b>
<b>Business Innovation for Societal Impact</b>		<b>£3,106,273</b>
<b>Procurement for Societal Impact</b>		<b>£7,197,193</b>

Throughout the pandemic we promoted the [National Emergencies Trust](#), [Disasters Emergencies Committee](#) and [Germany Red Cross COVID-19 appeals](#) on our platforms.

### Employee Volunteering

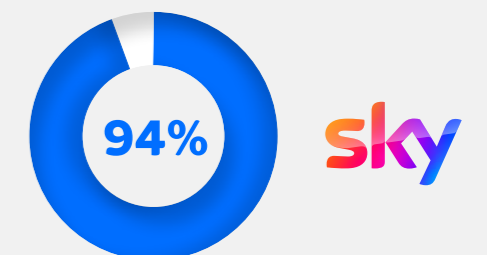
In spite of repeated lockdowns across Europe, more than 7% of our people still volunteered through Sky Cares in 2020, both in person and digitally.



more likely to volunteer in their own time and get involved in their community

78% said volunteering boosted their confidence

95% said volunteering increased their sense of achievement and wellbeing



said volunteering increased their pride in working for Sky

**80% were more likely to recommend Sky as a place to work**

#### Notes

- B4SI was formerly the London Benchmarking Group
- 2020 community contribution assured by Corporate Citizenship. Some aspects of our contribution have moved between categories with the introduction of the new B4SI framework, replacing the older LBG framework.



## Accessibility and people data

### Accessibility

Our provision of subtitles and audio description of UK on-screen TV content continues to exceed our regulated quotas across all Sky channels.

Accessibility (average across channels)	Ofcom regulated quota - 2020	2019	2020
Subtitling	68.36%	85.87 (across 28 channels)	78.85% (across 32 channels)
Audio description <sup>1</sup>	8.86%	33.22 (across 25 channels)	26.33% (across 29 channels)

### Diversity<sup>2</sup>

Read more about our targets and 2020 steps to ensure Sky is a great place to work for everyone, that reflects the communities we're based within the [better business](#) section.

Employee diversity	2019		2020	
	Number	%	Number	%
Black, Asian and Minority Ethnic employees (UK and Ireland only <sup>2</sup> )	3,386	13	3,862	14
Disabled employees	1,963	6	2,066	6

Gender diversity	2019			2020		
	Number (F)	% (F)	Total Number	Number (F)	% (F)	Total Number
Senior Managers <sup>3</sup>	137	30	454	167 <sup>(A)</sup>	32 <sup>(A)</sup>	519 <sup>(A)</sup>
All employees	12,351	38	32,596	13,041 <sup>(A)</sup>	38 <sup>(A)</sup>	34,677 <sup>(A)</sup>

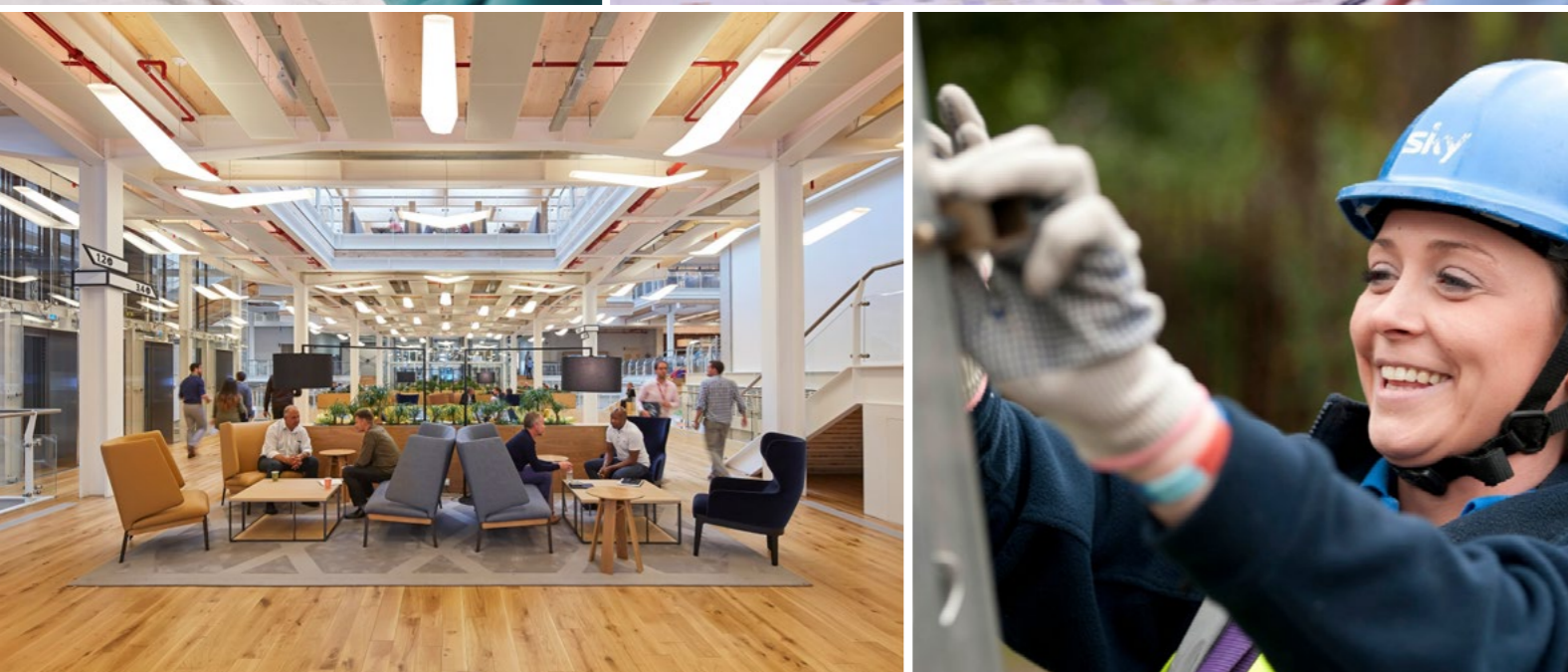
### Health and Safety

This year our accident rate remained below 0.1 per 100,000 hours worked, where we have kept it for the past 4 years.

UK and Ireland	2019	2020
Total number of reportable incidents	52	37 <sup>(A)</sup>
Incident rate per 100,000 hours worked as defined by RIDDOR	0.12	0.08 <sup>(A)</sup>

#### Notes to people data

1. News and Live Sports channels are excluded from audio description requirements due to their live nature.
2. Sky Italia and Sky Deutschland do not collect or hold data regarding the ethnicity of their employees.
3. Based on headcount. Defined for the purposes of this report as those included in the Leadership Bonus Group which includes members of Sky's executive group. For more information, please see the [Basis of Reporting](#).





Mary Poppins Returns  
sky store

## How we report

### Assurance

In addition to our internal audit function, we engaged ERM CVS to carry out independent limited assurance under the International Standard on Assurance Engagements ISAE 3000 (Revised) on the 2020 data for selected key performance indicators defined as material through our strategy. The assured data, on which ERM CVS issued a clean unqualified conclusion, is denoted by an (A) in the Data tables of this report. For full details of the scope of the assurance engagement, the assurance procedures and ERM CVS' conclusions, please see [ERM CVS' full Independent Assurance Statement](#). You can find out more about our reporting criteria and performance metrics in our [Basis of Reporting](#) documentation.

### Sustainability Governance

Sky's Executive management team oversee responsibility for the environmental, social and ethical impacts of the company's activities, including ensuring that our strategy takes account of the interests of all our business' stakeholders, approving the Bigger Picture strategy and [associated policies](#), monitoring progress and approving our Bigger Picture Impact Report. This includes our responsible business approach, and our work with our customers, employees through our Sky Forum, Works Council, Diversity Action Group and employee networks, communities, suppliers and campaigning for environmental action. The strategy is implemented by steering groups and teams in each

of our territories. Key to the implementation of our diversity and inclusion commitments has been the appointment of our new expert external [Diversity Advisory Council](#) in January 2021 to steer this area.

### About our reporting

Unless otherwise stated, the information covered in this report refers to all sites and operations for Sky Limited companies across our Group: Sky UK and Ireland, Sky Deutschland and Sky Italia. We consider that reporting is most effective if it is based around a framework of the issues most relevant to our business and our stakeholders.

Find out more at [Skygroup.sky/bigger-picture](https://www.skygroup.sky/bigger-picture).

COMMUNICATION  
ON PROGRESS



This is our **Communication on Progress** in implementing the Ten Principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.

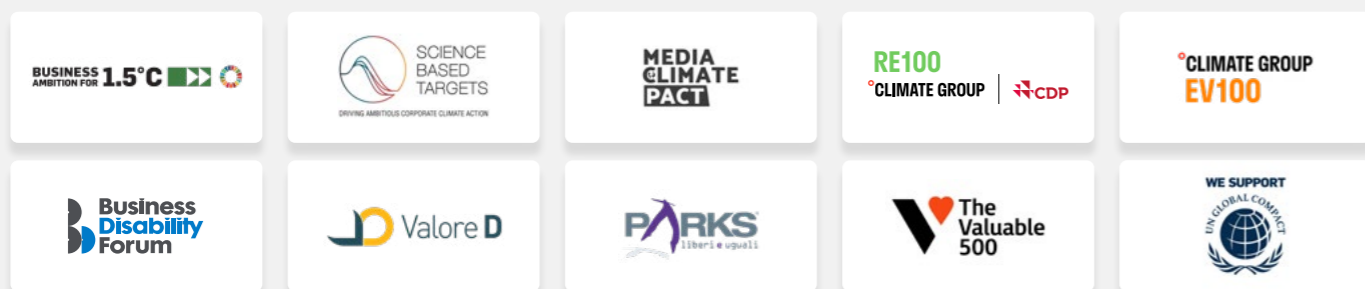


## Working together

### Convening partners

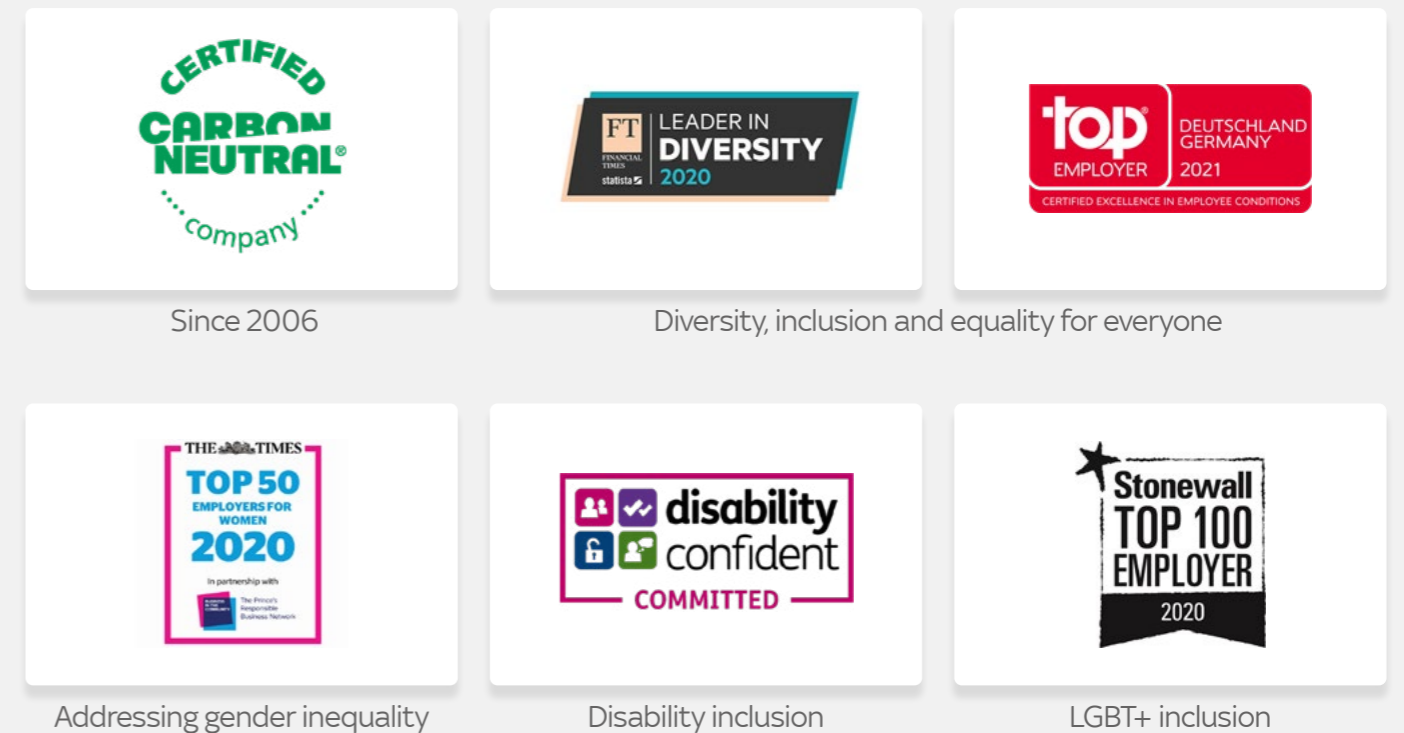


### Our commitments



Since January 2020, Sky has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.

### Certifications and Awards



The Sky logo is displayed in a white, lowercase, sans-serif font. The letters are bold and modern, with the 'y' having a distinctive shape. The background is a blurred green forest scene with a person's shoulder and arm visible on the right side.

believe in better

— “

Climate change is reshaping how we do business. It's changing the industry that you operate in and the world we live in. It's no longer theoretical.

For those of us leading change within a business, it's part of our decision-making, risk management and our organisation's operational health.

**Now is the time for action, not just intention and as a Principal Partner and Media Partner for COP26, we want to drive real change, because the world cannot wait.**

Dana Strong

Sky Group Chief Executive