



BSKYB ENVIRONMENT OBJECTIVES & TARGETS

Our environment strategy drives operational improvements, is integral to our product development process, inspires actions by Sky employees and customers, and involves our partners and supply chain. We continually track our operational progress in absolute terms and against our objectives and targets.

OBJECTIVES & TARGETS

Inspire Action

- Inspire 1 million customers to join in and make a tangible environmental impact by 2012

Pioneer Green Technologies

- Develop products with the lowest possible carbon impact.
- Extend auto standby and seek new ways to pioneer green technologies to save our customers energy and money in the home.

Reduce Our Operational Footprint

- Reduce CO₂ emissions by 10% by 2010 from 2003 baseline.
- Reduce energy use and increase energy efficiency across owned building.
- Reduce emissions from business travel.
- Purchase all UK electricity from renewable energy supplies and increase the use of on site renewables.
- Increase recycling rate to 70% by 2012.
- Divert 90% of waste from landfill by 2012.
- Conserve water by keeping our water consumption to within +/- 10 m3 per FTE/yr.

Influence Our Supply Chain

- Require all key suppliers to have an environment policy and report their carbon footprint with reduction targets by 2012.
- Measure the total carbon emissions in the supply chain.
- Support suppliers to set targets to reduce CO₂ emissions.

Measure Our Impact

- Manage and report on environmental performance.
- Involve all our employees in improving our environmental performance.
- Ensure continuing legal compliance across the company.