



## **BSKYB ENVIRONMENT POLICY**

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The Environment Policy provides the overall framework from which Objectives, Targets and specific environmental projects are developed.

Sky is the UK's leading entertainment and communications company, operating the most comprehensive multi-channel television service. Over 9 million homes - a third of households across the UK and Ireland - enjoy the very best entertainment, movies, news and sports channels on Sky Digital. In delivering entertainment through the TV, PC and mobile, customers have more control and flexibility over what, how and when they watch. Over four million customers now choose Sky+, Sky's digital video recorder, to record and store their favourite programmes and over half a million homes enjoy the unprecedented picture and sound quality of Sky+ HD, which offers 10,000 hours of high definition programming over 29 channels every month. Sky is also the UK's fastest growing broadband and fixed-telephony provider with over 1.6 million customers taking Sky Broadband and over 1.3 million customers taking Sky Talk.

Our policy is to apply our creativity, commitment and innovation to our services to secure continual improvement in our environmental performance whilst minimising business risks and securing compliance.

In achieving this policy, we have developed our environmental management programme to include processes for developing projects on an annual basis to help achieve our long-term targets, including monitoring systems to enable us to benchmark our performance and assess our progress toward achieving our targets.

Through our Environmental Steering Group, we have embedded our environmental vision, policy and targets across the company.

We will endeavour to fulfil these commitments by:

- Continuing the development of an environmental management framework, including a detailed environmental management strategy and plan for the implementation of our environmental policy and achievement of our objectives and targets;
- Maintaining our Environment Steering Group as the central internal body for reviewing and setting environmental policy, objectives and targets. As well as ensuring ongoing environmental performance improvements and the development of staff environmental awareness and participation;
- Continually reviewing and understanding the range of environmental impacts arising from our activities, services and products and where practicable, develop strategies to reduce those impacts, which take account of our stakeholders' views
- Complying with regulatory requirements and identifying new areas where we can improve our environmental performance, focussing our efforts on those activities with the most significant impacts;



- Reducing energy and resource consumption by implementing efficiency measures consistent with best practice, over cost effective timescales;
- Influencing and managing our suppliers and contractors to ensure that goods procured and services undertaken comply with our environmental policy;
- Encourage more sustainable purchasing practices that include the use of more environmentally friendly materials, with a particular emphasis on reducing ozone depleting substances, and preventing the release of pollutants;
- Minimising the generation of waste, particularly paper, and implementing reuse and recycling initiatives.

We are also committed to openly communicating our progress towards addressing environmental impacts to interested internal and external parties, in particular, through our annual corporate responsibility review - The Bigger Picture Review - and if appropriate, in other formats that promote further engagement. We will respond appropriately to reasonable requests for information.

In relation to this policy, we will:

- Ensure that it is understood, implemented and maintained at all levels in the organisation and is supported by suitable education and training;
- Periodically review this policy, our vision and performance targets through the Environment Steering Group, to take account of changes in the organisation, legislation, fiscal measures and stakeholder views;
- Set related environmental objectives and targets for our most significant impacts and define the means of achieving them and improving our environmental performance.

The Director of Responsibility and Reputation has final responsibility for the implementation and review of the above Environment Policy and is supported in this respect by the Head of Environment.