



BSKYB ENVIRONMENT

OUR VISION

- We believe that tackling climate change is one of the biggest intra- and inter-generational challenges we have ever faced. We see a real opportunity to find creative solutions to **maximise environmental sustainability** for everyone.
- While we do not have a large environmental impact compared to companies in other industries, by being in **1 in 3 households** we have the ability to influence millions.
- Our commitment is to be **a leading voice in inspiring environmental action**, manage our own impact, and pioneer green technologies into the marketplace. We aim to harness the will and energy of the Sky community to join in and **be part of the collective solution**.
- We won't simply minimise our own emissions, but save energy and money for our customers as well - we promise that over any 3 year period we will help our customers to **save more carbon dioxide than we emit through our operations**.
- Our environment program will **reach all of Sky** - British Sky Broadcasting, Easynet, Amstrad, Optimus, 365 Media.
- And through this work we intend to build **stronger relationships** with our customers and the Sky Community.