



Impact Report 2021

SEEING THE BIGGER PICTURE

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Dana Strong

Group Chief Executive

It has been a year of innovation and renewal. In 2021, we reset our 10-year vision, launched Sky Glass, one of our biggest new products, and began creating Sky Studios Elstree, our new film and TV studios. We announced SkyShowtime, our new European streaming service, and set our sights high for the year ahead. We did it all because we're deeply ambitious for our customers. We're reinventing what we do to give them the best entertainment, the best connectivity and the best possible experience.

This restless drive towards a better future extends to everything we do. We believe it's our responsibility to be the best corporate citizen we can be, making a positive impact on our industry, our society and the wider world. Looking back on 2021, we can think about our wider impact in three important ways:

Powering the cultural economy

Through our significant investment in original film and TV, our award-winning free-to-air channels, Sky News and Sky Arts, and 30 years of innovative sports broadcasting, we are contributing to the cultural conversation.

We invest in Sky News' journalism and trusted news with no agenda. Sky News is seen as the most accurate source of TV news, according to Ofcom, and reaches nearly 170 million, including 25 million the UK. Sky Arts is now the UK's only dedicated free-to-air arts and culture channel.

In 2021, we invested over £500 million in original content and plan to air 200 new Sky Original shows in 2022. We export this world-class original European TV to audiences across the world. We expect Sky Studios Elstree to attract £3 billion in production investment to

the UK. We employ over 30,000 people across Europe and support thousands more jobs and countless partners in the creative and tech sectors.

Sky is part of the fabric of the creative industries. Pushing boundaries, setting new standards, partnering with the best and energising the industry. All this powers the cultural economy in the UK and beyond.

Leading on the environment

The climate crisis affects us all. For years, at Sky, we have been raising the profile of environmental issues. Ensuring that we cover the climate crisis comprehensively and clearly, raising awareness and campaigning for a better future, for everyone.

Last year, we continued to transform the way we work to meet our ambitious target to make Sky net zero carbon across our value chain by 2030. We reduced our direct emissions significantly in the last year.

When we launched Sky Glass, the world's first carbon neutral TV, we set a new standard for sustainability that we hope will become a global benchmark.

At COP26, we were Principal Partner and Media Partner. We built a dedicated Sky News channel which amplified people's voices to call for ambitious commitments and tangible action from world leaders.

Addressing inequality

At its heart, Sky is an inclusive business, welcoming in millions of customers from all walks of life. We believe in a fair world where everyone gets the opportunity to live up to their potential.

So we're building a culture of inclusivity within Sky, where people from all backgrounds can do the best work of their lives. And we're championing causes outside Sky, that level the playing field for disadvantaged groups and create new opportunities for people to shine.

In 2021, we invested £10 million across our markets to raise awareness of racial injustice, to make a difference in communities affected by racism, and to improve representation and progression of minority groups at Sky.

We use the power of TV to help young people gain vital digital and storytelling skills. Last year, we took our Sky Up Academy Studios experience on the road, to reach an additional 10,000 children. We also continued our ground-breaking programme, The Edit, for schools with Adobe.

In early 2022, we launched Sky Up, an ambitious new project to tackle the digital divide by providing support to a quarter of a million people through a new £10 million fund. Sky Up supports under 25s in low-income areas and over 65s – those most at risk of digital exclusion in our society.

Through all this, we make sure that our values shine through in the way we do business. We are committed to the United Nations Global Compact, and its principles on human rights, labour and anti-corruption.

So, looking back, 2021 was an extraordinary year for us, for our customers and for our communities. We hope 2022 will be just as transformative.




SKY AT A GLANCE

Europe's leading direct-to-consumer media company

£14,744m
revenue

23m
customer
relationships

170m
reached by
Sky News

34,335
employees

£1.8bn
tax paid
across Europe

£27.8m
investment for
societal impact

0
net zero carbon
by 2030



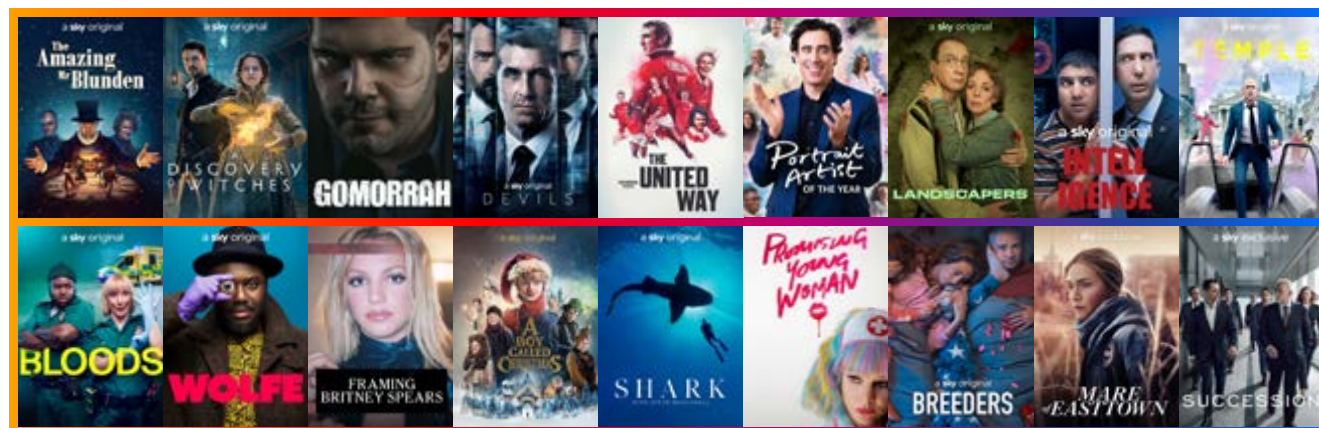
- ① **UK and Ireland:** 12 suppliers distributing, repairing and recycling Sky products and mobiles, plus providing satellite dishes, cables and accessories
- ② **Italy, Czech Republic:** three suppliers distributing Sky products across Europe and repairing Sky products
- ③ **Germany and the Netherlands:** recyclers
- ④ **Poland:** four suppliers manufacturing, refurbishing, repairing and recycling Sky products
- ⑤ **East & South East Asia:** 13 Sky product partners plus engineer uniform manufacture, component suppliers and mobile handset provider

COMCAST
Proud to be part of the Comcast Group
Headquartered in Philadelphia, USA
168,000 employees worldwide

- Germany, Austria and Switzerland:**
TV, Sports and Original content
- Italy:** TV, News, Sports, Original content and Broadband
- SkyShowtime territories:**
Albania, Andorra, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Finland, Hungary, Kosovo, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, and Sweden
- UK and Ireland:** TV, News, Sports, Original content, Broadband, Talk and Mobile (includes international News bureaux, in-house Technology Hub in Portugal and Public Affairs in Belgium)

The best original and acquired content

sky studios



A selection of our channels

sky atlantic **sky arts** **sky max** **sky news** **sky cinema**
sky nature **sky documentaries** **sky sports** **sky tg24**

Industry-leading products and services

sky glass

Sky Glass dramatically simplifies the way customers watch TV by integrating hardware, software and content.

sky Q

sky +

sky soundbox

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

sky store

No.1 digital retailer in the UK

Paramount+

Features an expansive catalogue of original series, hit shows and popular movies across every genre from world-renowned brands

sky kids

The best kids content whenever and wherever in a safe environment

sky SHOWTIME

Home to 10,000+ hours of the very best entertainment, movies and original series across over 20 European territories

peacock

Sky TV can access the growing catalogue of world-class original and iconic TV shows and movies from across NBCUniversal free of charge

NOW

sky

WOW

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

sky worlds

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

sky talk

Leading internet service provider in multiple territories

sky broadband

sky mobile

Award-winning network with over 2m customers

sky connect

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

adsmart

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

sky media

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. In a rapidly changing world, we work with our customers, our people, our partners and our communities to make sure we're getting it right on the issues that matter.

With our customers

NGOs including the [Valuable 500](#)(1), [RNIB](#)(2) and [Business Disability Forum](#)(3) help us make our products as accessible as possible, for everyone. We provide our vulnerable customers with specialist teams and signpost to third party services to help us offer the right support.

With our industry

Partners including the [Responsible Media Forum](#)(4), the [TV Industry Human Rights Forum](#)(5), [AdNetZero](#)(6), and the [Albert Consortium](#)(7), help us tackle the big issues.

Our suppliers and partners

Organisations including [Business in the Community](#)(8) the [UN Global Compact](#)(9), [Responsible Business Alliance](#) (10) and the [Carbon Disclosure Project](#)(11) help us to assess risk and keep raising our standards.

For the wider world

We have partnered with groups that campaign for change in the same areas as us, including [Business in the Community](#)(12), [WWF](#)(13), [Business for Nature](#)(14) and [Kew Royal Botanic Gardens](#)(15) who share our passion for the natural world. We use our voice with the [Prince of Wales' Corporate Leaders Group](#)(16) and the [Aldersgate Group](#)(17) who are pushing for a more efficient, low-carbon economy. We're members of the [Centre for Sport and Human Rights](#)(18) who advocate for respect for human rights by all actors in sport, and partner with [Kick it Out](#)(19) and [Mission 44](#)(20) to stand up for equality.

You can find the full list of our key stakeholders on our [Documents and Policies](#)(21) page 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, 16 in fact. We're always learning.



Intelligence S2

sky max



Gangs Of Baboon Falls

sky nature

SUSTAINABLE DEVELOPMENT GOALS



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

Acting on what matters

There are standards that all businesses have to meet. Then there are higher standards we want to meet, and new standards we believe need to be set.

We identify where our most significant impacts are, and where we can make the biggest difference. We develop our strategy, based on the [UN Sustainable Development\(22\) Goals](#). On the left, are the goals where we can make a significant contribution.

For the detail of how our strategy aligns with the UN SDG Goals, please see our [Documents and Policies page\(23\)](#).

We carry out an analysis to understand the wider societal impacts relevant to our business. Through discussion with our stakeholders, this helps us to ensure our strategy is right for us all. 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, from how we protect our customers' data to the way we form our strategy. Everything we do matters today, and for future generations. You can find a full breakdown of our material areas of focus and methodology on our [Documents and Policies page\(24\)](#).

The challenges of the last two years 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.

Our impact

Doing business responsibly

All this is underpinned by strong values. We respect human rights and our environment. We source responsibly, and do the right thing for our people, our customers and our communities.

POWERING THE CULTURAL ECONOMY



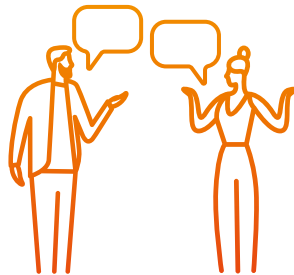
Supporting thousands of jobs across our industry



Making the arts accessible to everyone – for free

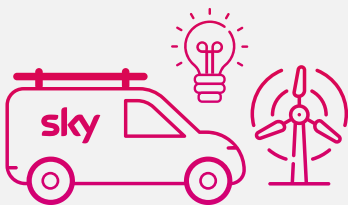


Giving the world news everyone can trust



Contributing to the cultural conversation

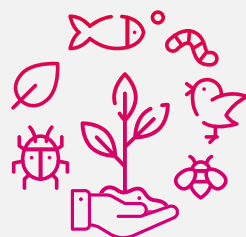
LEADING ON THE ENVIRONMENT



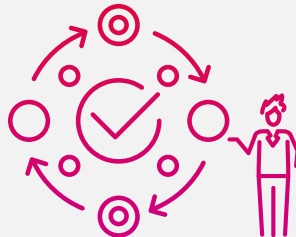
Transforming our business and supply chains to get to net zero by 2030



Using our voice to advocate for change and mobilising millions to take action



Investing in nature to fight the climate and biodiversity crises



Sharing our methodology with competitors to enable rapid change

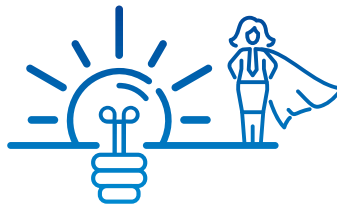
ADDRESSING INEQUALITY



Championing diversity and inclusion within our business, through our channels and platforms and partnering to drive systemic change



Volunteering in the communities in which we live and work



Inspiring young people to broaden their horizons and build their skills for the future



Giving marginalised people access to digital skills and services



On set of Sky Original The Rising

Powering the cultural economy

The stories we tell about ourselves, our lives and our nations, define us. They shape history. They inform our decision-making. They express our hopes and dreams. The UK has a profound history of storytelling. Sky is proud to be at the forefront of this, with our creative partners. We make an important creative and economic contribution to the film and TV industry, helping to power the cultural economy in the UK and beyond.

SUSTAINABLE DEVELOPMENT GOALS



Supporting our industry and our culture

In 2021, we launched 125 original series and Sky Glass, the first streaming TV with Sky inside. It's also the **world's first CarbonNeutral™ TV**, setting a new standard for sustainability. We announced SkyShowtime, a new streaming service that will offer 90 million European households access to our award-winning content in 2022. We continued to build Sky Studios Elstree, which we hope will be the **world's most sustainable TV and film studio**. Sky Studios Elstree will guarantee our ability to produce brilliant TV, creating 2,000 local jobs through construction and operation. Sky Studios Elstree fully opens in 2023 and has the potential to bring around £3 billion in production investment to the UK in its first five years.



Sky Studios Elstree opening in late 2022

We believe everyone should have access to fearless, independent journalism, to understand our changing world. We also believe access to the arts enriches everyone's lives. So we broadcast **Sky News and Sky Arts for everyone to watch, free of charge**. Through our channels, stars and shows, we're making sport more inclusive. We're championing elite women's sport, offering new ways for people to engage with sport and welcoming in fans from all ages, genders and backgrounds.

We are expanding our connectivity services, giving customers better ways to connect to the people and content they love. It's our mission to give people better value, better products and better service. We serve 23 million customers across Europe with TV, internet and phone services.

Highlights

125

new Sky Originals aired in 2021 across Europe

In 2022, we will invest over

£500m

on first-run UK originated content

Sky Studios Elstree could attract

£3bn

in production investment, in first five years

Expected to create over

2000

new jobs through Sky Studios Elstree

23m

Sky customers across Europe

Provide free content to everyone, including Sky News, Sky Arts and kids content



Landmark. Sky Arts on a mission to create the UK's next major landmark

Supporting the arts through the pandemic and beyond

Sky Arts, the UK's only channel dedicated to arts and culture, exists to bring more art to more people. In 2020, Sky Arts went free-to-air. Since then, our audience has increased by 236%, or an extra 3.1 million viewers each week.

In 2021, closures made many cultural institutions lose their audiences overnight. Sky Arts stepped in. Through the lockdowns, we helped organisations like the National Theatre and Bristol Old Vic, broadcasting critically-acclaimed productions such as *Romeo and Juliet*, *Touching the Void* and many more to theatre lovers across the UK.

We shone a light on the plight of grassroots music venues with *The Live Revival*, taking household names like Paul Weller back to the pubs and clubs they first played in.

We created *Landmark*, a series where artists from across the UK created public art for their local communities. Favour Jonathan, our winning artist, was commissioned to create a statue for Coventry which sat at the heart of their City of Culture celebrations.

And we invested £150,000 in bursary schemes to sponsor up and coming artists, dancers, musicians, writers, actors and visual artists.

As millions of us return to the venues we love, Sky Arts will keep working to support the UK's cultural recovery. We'll keep sponsoring emerging talent, for instance, through our Access All Arts Week for schools in June and more. And we'll keep bringing the best of British culture to audiences across the UK and the world.



Death of England: Face To Face



Working alongside Sky Arts during this challenging period allowed us to take a new direction, creating two original films. *Romeo and Juliet* and *Death of England: Face to Face* were the result of this unique collaboration, bringing together the exceptional skill and craft of creatives that work across theatre and film. With Sky Arts being free-to-air, we reached audiences across the UK.

Rufus Norris, Artistic Director and Joint Chief Executive, the National Theatre

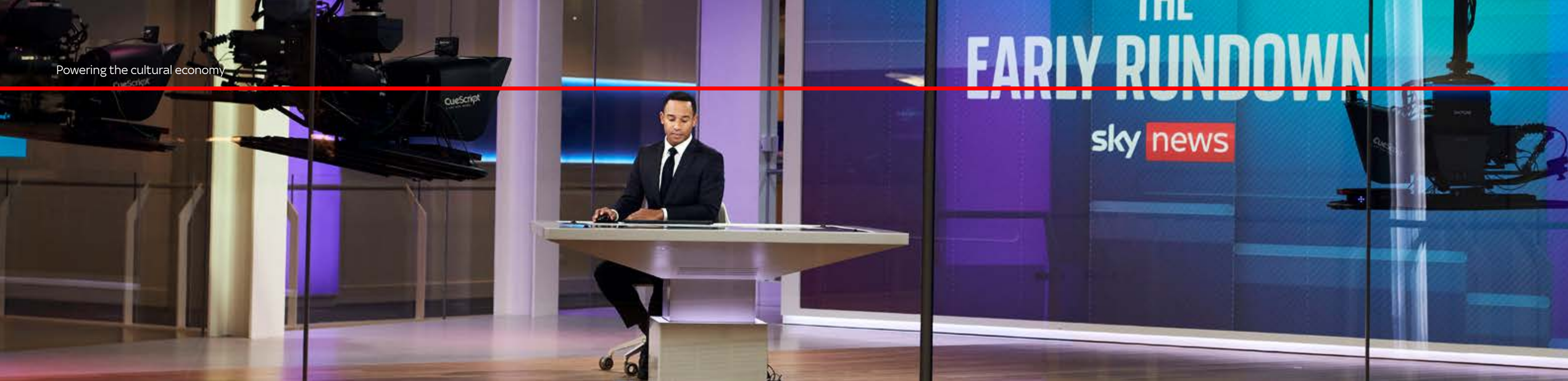
sky arts

Highlights

Went
free-to-air
in 2020

Audience increased by
236%

Invested
£150k
in bursary schemes



Sky News Studio on our Osterley Campus

News everyone can trust

Good journalism helps people understand what is happening in the world and how it affects their local community. In an age of fake news and misinformation, it has never mattered more. That's why Sky News is available to 170 million people around the world, for free.

Last year, we continued to invest in high-quality journalism and eyewitness reporting. Our global network of correspondents were on the front line of the important global issues in 2021, from the riots at the Capitol in Washington to the devastating floods in Germany; we believe that to have your ear to the ground you need to be on it.

We put data at the heart of our journalism to reveal emerging trends and the reality behind the rhetoric. Last year, our Data and Forensics team invested in talent and technology to meet our audience's appetite for data-driven insights.



At a time when we are bombarded with information and opinion, it has never been more important for us to invest in and champion trustworthy journalism.

John Ryley, Head of Sky News



Our coverage was recognised at the annual Royal Television Society Awards. Sky News **won six RTS awards** including **News Channel of the Year** for the fifth year running. We scooped **Best Home and International Coverage**. Nick Martin won **Special Journalist of the Year** for his ground-breaking coverage of care homes during the pandemic. Stuart Ramsay's report 'A warning from Italy' was 'brave and powerful', bringing home the reality of the pandemic in its early stages. Head of Sky News, John Ryley, won an **Outstanding Contribution Award**. The judges commended Sky News for providing 'crucial information' that 'affected us all'.



John Ryley, Head of Sky News



Bill Gates live from COP26

Sky News is independent, impartial and unafraid to hold those in power to account. We are committed to bringing quality news, where and how our audiences want it.

According to Ofcom's 2021 report, News Consumption in the UK, **viewers think Sky News is the most accurate source of TV news**. They value its quality, depth of analysis and unique content, rating it highest for offering a range of opinions and helping people understand what's going on in the world today. Sky News won 'Channel of the Year' at the Royal Television Society awards for the fifth year running.

Last year, **85 million people per month watched Sky News**. Available on multiple platforms - digital, broadcast, audio, social - we're committed to providing quality news, where and how our audiences want it.

Always innovating, we launched The Daily Climate Show, a daily news programme dedicated to the climate crisis. Sky News became a founding member of the albert News Consortium, working towards net zero carbon news production.

Sky News is editorially independent and fully funded until 2028. Part of the Comcast Group, Sky TG24 and NBC News are Sky News' sister channels.



WWF and Sky Zero program for restoring sea grass meadows

Leading on the environment

We live in unprecedented times. People across the world are feeling the effects of the climate crisis. As Europe's leading commercial broadcaster, it's our role to manage our own impacts and bring people clarity, providing detailed news and analysis of environmental issues.

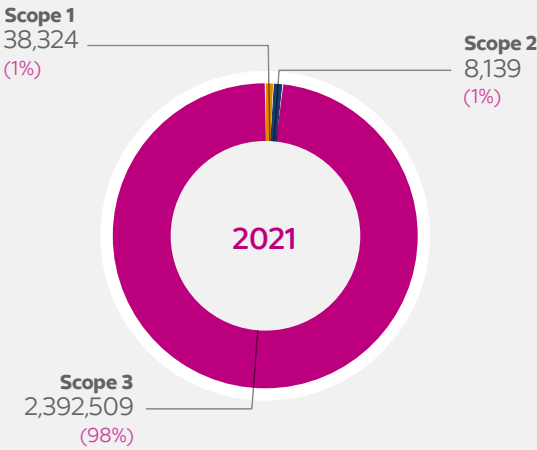
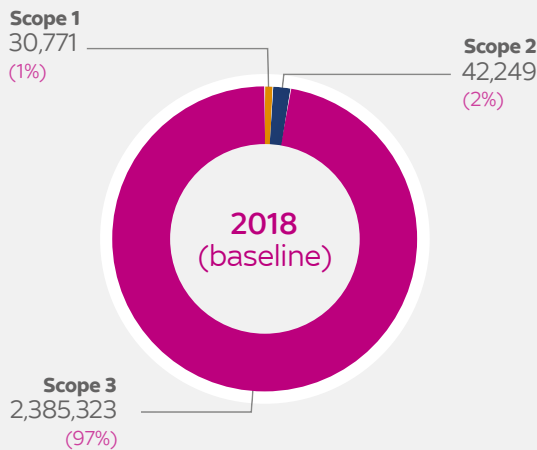
SUSTAINABLE DEVELOPMENT GOALS



Our progress

We are working towards our ambitious target of making our business **net zero carbon across our operations and value chain by 2030**. We continue to connect with our millions of customers and our thousands of partners and suppliers to support them to reduce their carbon emissions.

Carbon emissions (tonnes CO₂e)



Find our full scope 1, 2 and 3 carbon emissions data for 2018-2021 in our Data Section

Highlights

36.4%
reduction in direct carbon emissions, since 2018

Procured
100%
renewable electricity

200,000
native trees planted in Scotland



Launched the world's first CarbonNeutral® TV, Sky Glass

#GAMEZERO

created a new template for major sporting events to cut carbon emissions, in partnership with fans and suppliers

Acted as Principal Partner and Media Partner at COP26.

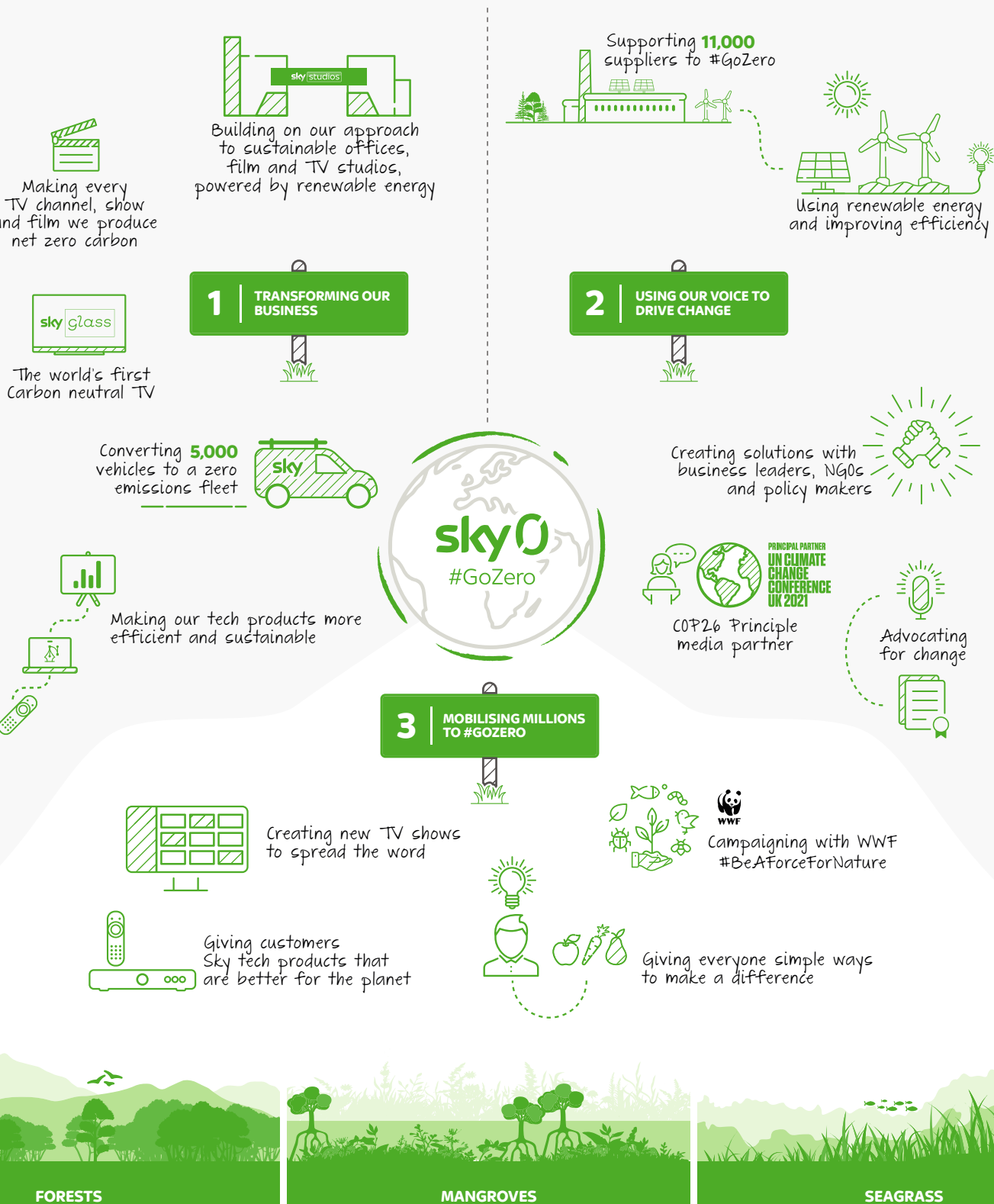
Launched 'The Daily Climate Show' the first prime-time news programme dedicated to environmental issues

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

We were the **first media company to go carbon neutral**. Since 2006, we've been reducing emissions and offsetting what we can't cut yet (Scopes 1, 2 and selected scope 3).

The IPCC is clear that we must limit the global temperature rise to 1.5°C above pre-industrial levels. To align and contribute, it is our responsibility to have credible, verifiable targets and to reduce our carbon emissions in real terms. Our approach must protect and restore natural systems and ensure a just transition for everybody our transformation affects. So in 2020, we launched Sky Zero, our commitment to be net zero carbon by 2030, two decades ahead of the UK and EU legal requirements, because the world can't wait.

- Our SBTi(25)-approved target is to halve our absolute carbon emissions by 2030. It covers emissions from our own operations (Scopes 1 and 2) and our entire value chain (Scope 3)
- We are working with Royal Botanical Gardens, Kew, to develop our nature strategy
- Our approach to human rights applies to Sky Zero just as it does to the rest of our business.

Sky Zero is governed by Sky's Group Executive, underpinned by delivery groups in each area of our business and reporting into Comcast's Environmental Executive Task Force. We seek out information, learn and discuss and develop the continual evolution of our approach with experts. We publish what we learn and share it within and beyond our industry.

Transparent reporting is crucial. Which is why, as of last year, we publish our approach to our Scope 3 measurement in full. As recognised in the GHG Protocol Scope 3 Corporate Value Chain Standard(26), Scope 3 calculations commonly rely on estimated approaches. We continue to work with our suppliers, peers in our sector, and beyond, to explore enhanced reporting frameworks and standards. Accurate primary data is key to measuring the impact of the emissions reduction initiatives we implement.

What are scopes 1, 2 and 3?

Scope 1 – emissions released directly from company operations (e.g. gas boilers and vehicle fuel)

Scope 2 – indirect emissions from purchased electricity, steam, heating and cooling

Scope 3 – indirect emissions in the value chain, such as our global suppliers, and customer-use of our products

According to the Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Standard



Sky Zero campus campaign

Transforming our business

Our operations

Throughout 2021, we made **rolling upgrades to lighting** across the campus of our UK headquarters campus. For our sites in Scotland, we began phase one of a new building management optimisation programme to improve the energy efficiency of our sites.

We’ve **switched our UK gas tariff to renewable gas**, produced from sources like agricultural materials, food waste and wastewater. Using this gas results in lower greenhouse gas emissions than the gas derived from the fossil fuels it replaces.

Our new Innovation Centre building opened its doors in spring 2022. It is our **first all-electric building**, with over 473 square metres of solar

photovoltaic panels, which provide 20% of the electricity needed to run the building. It is a flexible, sustainable and inspiring space, with a people-led ethos.

Our ambition is for Sky Studios Elstree to be the world’s most sustainable film and TV studio. The campus will be powered by solar and renewable energy, harvest rainwater and use sustainable LED lighting and electric vehicles through its operations. There will be no single-use plastic in the operation of the site.

We continue to be a CarbonNeutral® company, now in our 15th year of offsetting unavoidable emissions. We publish details of all the projects we’ve supported.



New Innovation Centre opened in Spring 2022

Powering Sky

In line with our commitment to use 100% renewable electricity, we increased our use of directly purchased renewable electricity tariffs across Europe to 89.7%, from 69.8% in 2020. Sky Italia switched to 100% renewable electricity in 2021. We continue to engage our landlords

for sites where we don’t choose the electricity tariff. Where we can’t control the source of electricity, we buy traceable renewable energy certificates aligned to the location, generated and retired from the market the same year as the electricity use.

Sky’s electricity provision	MWh in 2021	% of 2021 Sky Group electricity use	% of 2020 Sky Group electricity use
On-site renewables: solar, wind and biomass	5,548	2.5%	2.5%
Renewable electricity tariffs	197,587	89.7%	69.8%
Energy Attribute Certificates	17,273	7.8%	27.7%

Lower carbon transport

We’re committed to **EV100**, the campaign to transition vehicle fleets to electric by 2030. Our UK van fleet is one of the biggest contributors to our operational emissions. So in partnership with manufacturers, our engineers are continuing to put new electric vans through their paces. Our feedback is helping to refine the technology and shape development of suitable electric alternatives for today’s diesel vans.

We’ve added to our facilities teams’ fleets, with **13 all-electric vehicles now in use** on our sites.

And as we welcomed our employees back to our sites, we **switched our diesel shuttle buses to Hydrotreated Vegetable Oil (HVO)** fuel made from waste, as an interim solution until we introduce electric shuttle buses later in 2022. Meanwhile, we’re continuing to transition our company car fleets to electric and hybrid vehicles across our markets.

In Italy, our Company Car Policy was updated to ensure that **all new company cars will now be EV**, plug-in or hybrid.



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



Introducing Sky Glass

In October 2021, we launched Sky Glass, our first streaming TV. Our product teams developed Sky Glass with efficiency in mind. Using detailed lifecycle analysis insights, they understand the TV's impacts across its lifespan (including seven years of use in customer homes).



It's great to see carbon impact integral to product development and life cycle. Important to moving towards a Net Zero future.

*Tanya Steele,
CEO WWF UK*

Our products

Reducing the footprint today, whilst working towards net zero:

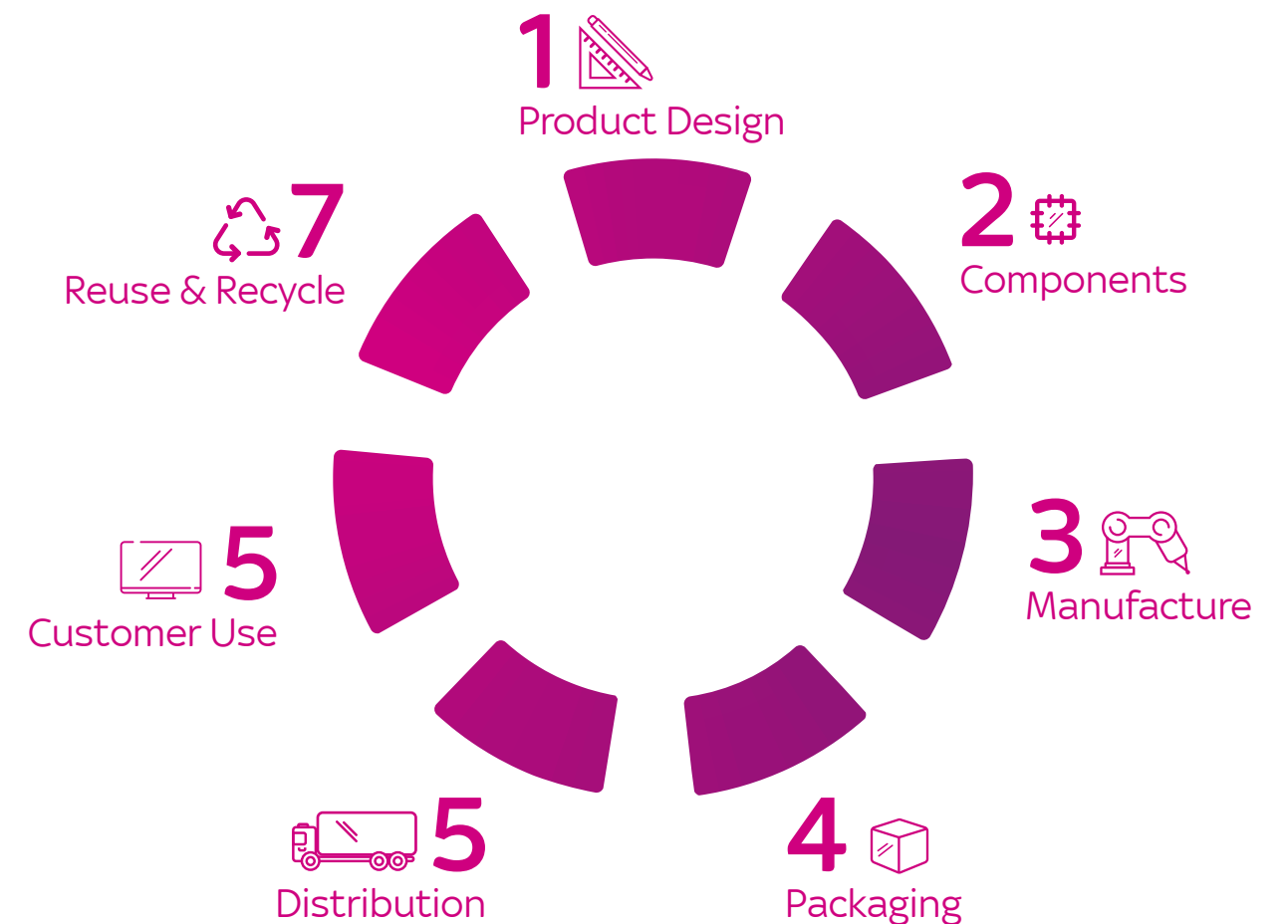
The tech: with the TV, set-top box and soundbar all built into one product, Sky Glass saves up to 50% electricity compared to having a separate TV, Sky Q set top box, and soundbar.

The packaging: Sky Glass is the only TV that comes in recyclable packaging free from single-use plastics. The packaging is taken away by our installers, ensuring it can be reused as much as possible.

Engaging our suppliers: sustainability is at the heart of our long-term engagement with partners, driving efficiencies and carbon reductions associated with the creation of our products.

Renewable energy and carbon offsetting: so that Sky Glass is powered from renewable electricity for its first year of use in customer homes, we invested in Energy Attribute Certificates. And for the carbon emissions we can't yet avoid, we are offsetting with Verified Carbon Standard Projects, which enable wind power infrastructure. This meant that Sky Glass became the world's first TV to be certified as CarbonNeutral®.

Beyond carbon neutrality: we've supported the planting of 200,000 native trees in Scotland, sowing the seeds for a net zero future.





How Sky Studios Elstree will look when it opens in 2022

Highlights

Ongoing improvements in the measurement of our supply chain emissions

Manufacturer Picotronics moved production into new, energy efficient LEED Gold certified factory

Rolling out contractual sustainability requirements to key new suppliers

Our supply chain

We have long-standing close working relationships with our product suppliers, and a track record of successful sustainability engagement. We're continuing to evolve our model for suppliers to calculate their full Scope 1, 2 and upstream Scope 3 emissions associated with Sky.

We support our manufacturing partners to map their emissions reduction pathway, encouraging them to undertake energy audits, work towards ISO50001 energy management certification and report their emissions annually. We introduced our Sky Glass suppliers to the programme. Quarterly business review meetings always include climate change, human rights and conflict minerals.

And we're engaging a growing number of indirect suppliers on emissions reductions too. Through the Carbon Disclosure Project, a total of 82 of our direct and indirect suppliers disclosed information about their approach to greenhouse gas emissions in 2021.



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

Incentivising green production through suppliers

We're setting up Sky Studios Elstree to be a low emissions facility from the moment it opens. Building on our established contractual sustainability clauses, responsible business capability had equal weighting with commercials when choosing preferred suppliers. We've included sustainability clauses within every contract, including an 'enablement' clause, requiring them to provide customers with adequate information on emissions from their products.

Bridging the gap: value chain emissions data that captures true impacts

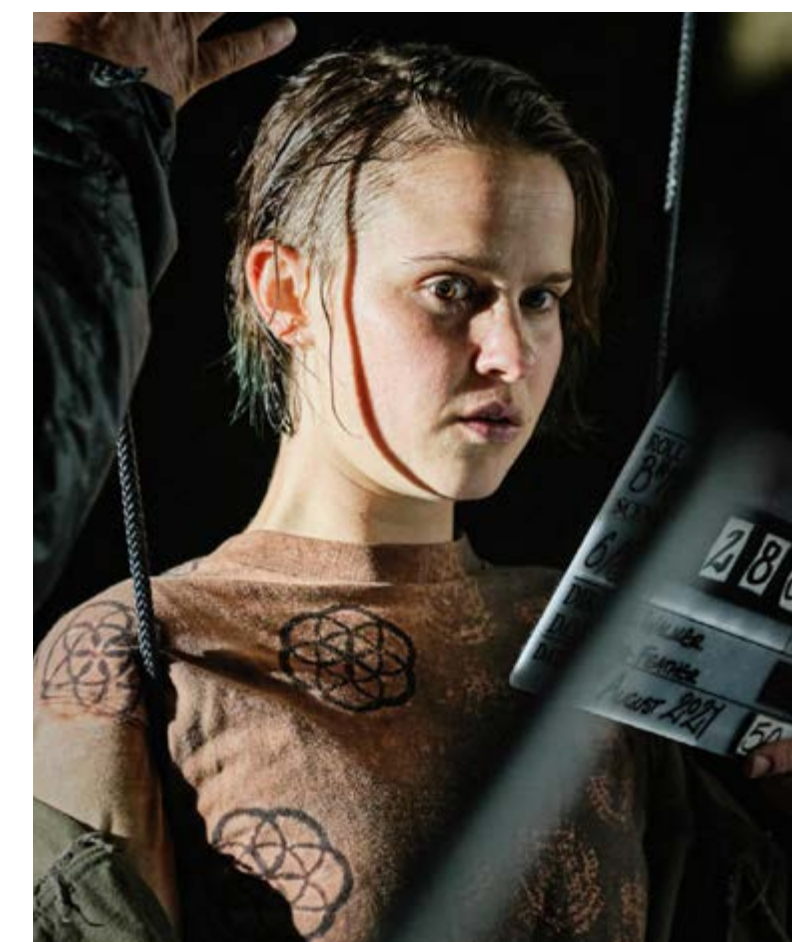
The Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Standard provides a global framework for companies to understand and report their emissions. However, current data availability often means companies rely on industry averages to complete an estimate of their footprint.

We need to move to more primary data to be able to reflect the carbon savings we are making in our supply chain.

That's why we continue to engage a growing number of suppliers year on year through CDP Supply Chain. And we welcome the recent launch of [the Carbon Call](#)(27), a dedicated initiative to solve greenhouse gas accounting challenges

that companies face. We'll engage with this initiative through [CLG Europe](#)(28).

Following an in-depth mapping exercise of suppliers, we've increased the supplier-specific information used in our emissions calculations to cover 48% of supplier-related emissions in 2021.

On set of *The Rising*, our first fully in-house production

Highlights

Carbon footprint calculation and sustainable production certification programme rolled out to Sky Studios original content in Italy and Germany

ALBERT

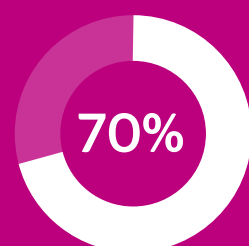
Certified albert Carbon Neutral productions: Sky Originals, Sky News, Sky Sports News and Sky Sports host broadcasts

BROADCAST TECH INNOVATION Awards

Award for Sky News satellite vans battery and solar panel refit

sky sports

Reduced host broadcast emissions by



through remote production for #GameZero

Making TV

We are **founding members of albert**, the industry-governed organisation tackling the environmental impact of TV production, which celebrated its tenth anniversary in 2021

Sky News

In January 2021, Sky News became a **founding member of the albert News Consortium**. Sky News now measures its production emissions and creates albert-certified CarbonNeutral® Productions..

Sky Sports and Sky Sports News

Since January 2021, all **Sky Sports hosted outside broadcasts have been albert certified** and Sky Sports News became certified in 2022. Remote production means fewer people and less equipment must travel. Our Sky Sports outside broadcasts in the UK and Ireland run out of mobile studios and these are now powered with lower emissions fuels, Green D+ HVO.

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

In January 2021, we published our Sustainable Production Principles(29); clear, industry-leading guidelines to help productions lower emissions and achieve albert sustainable production certification. And to enable rapid change, we've made these guidelines available through Creative England for other companies to adapt for themselves.

Every one of our commissioned productions has sustainability written into their contracts. And all our UK-commissioned productions and a growing number of Italian-commissioned productions are certified CarbonNeutral® Productions.

Ahead of Sky Studios Elstree opening its doors and together with major studios across the UK and North America, **we've worked with albert and Arup to launch the world's first Studio Sustainability Standard.**

sky news



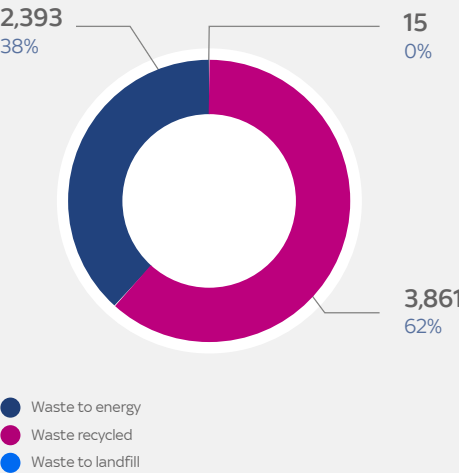
Sky News Climate Live provided continuous TV coverage of **COP26 summit**, running at the same time as the main Sky News channel. Our brand-new cloud production technology meant fewer people travelling to Glasgow, and our reusable set, now in its tenth year, meant our coverage was as sustainable as possible.



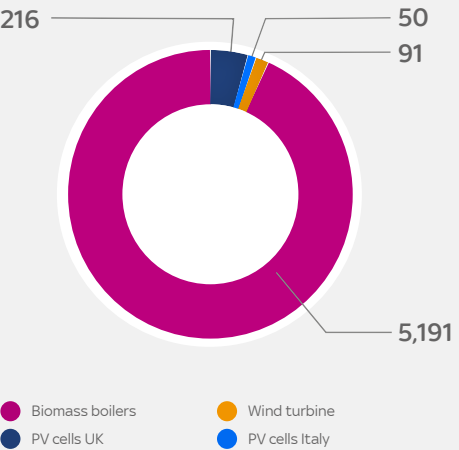
To respond to breaking news stories across the UK, Sky News has a fleet of eight Rapid News Gathering vehicles, nicknamed RaNGers. In 2021, we piloted a new power system, which halves the vehicles' emissions. Built-in battery storage provides power for eight hours of editing or around four hours of satellite uplink time. Rooftop solar panels provide a 'trickle charge' to keep the batteries topped up when the vehicle is parked. Of the eight vehicles in the fleet, seven have been converted under this program, with one remaining vehicle in conversion in 2022.

In Season 2 of Temple we've included a continuous drum beat of sustainability and climate change themes

Total Sky Group waste (tonnes) 2021



On-site Sky Group renewable energy (MWh) 2021



Our progress – data

Sky Group carbon emissions and carbon intensity¹

We have been reporting our carbon footprint since 2005/06, year on year we’ve continued to reduce our Group operational carbon intensity year on year. We have made encouraging progress on key Scope 3 areas, including primary data on product use showing the impact of improved energy efficiency and retiring older devices. However, variations in purchased products and a methodology tied to spend continue to mask the impact of supply chain initiatives. We’re working to increase the proportion of primary data in these categories.

Notes to environmental data

1. We measure our CO₂e 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.
2. Our 2021 carbon intensity and Scopes 1 and 2 GHG emissions data have been independently assured by ERM CVS. 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 & 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. Carbon intensity uses the Scope 1 and 2 location-based emissions.
3. UK and Ireland figures include our offices in Belgium, Portugal, international news bureaux and UK and US joint ventures
4. Germany and Austria figures include Switzerland
5. Our total gross CO₂e emissions include all Scope 1 and Scope 2 location-based greenhouse gas emissions; our Scope 2 market-based GHG emissions are taking into account contractual instruments. Our energy providers retire, on our behalf, the Guarantees of Origin (GOs) and Renewable Energy guarantee of Origin (REGOs). In addition we offset our total emissions, including our Scope 1, market-based Scope 2 and selected scope 3 emissions through the voluntary purchase of Energy Attribute Certificates covering any non-renewable electricity use and carbon offsets certified to ICROA-aligned standards. For more information please see our Carbon Neutral Policy.
6. We have re-baselined Categories 6 and 7 having improved the primary data available, and reinstated subsequent years as required. Further reinstatements have been made to Categories 3, 5 and 6 as per note 2 above, and an immaterial update to Category 11 following updated product categorisation. See our Basis of Reporting for further details.

	Sky Group baseline (2018)	Sky Group (2019)	Sky Group (2020)	Sky Group (2021)	UK & Ireland (2021) ³	Italy (2021)	Germany & Austria (2021) ⁴
Carbon intensity ²							
Revenue (£m)	14,841	15,040	14,464	14,744	10,891	2,082	1,770
Carbon Intensity (tCO ₂ e/£m revenue)	6.90	6.32	6.16	6.06 ^(RA)	5.67	10.76	2.95
Energy consumption Scope 1 and Scope 2 (kWh)	n/a	374,109,062	377,093,211	400,474,465	280,703,720	100,938,697	18,832,132
Carbon emissions (tCO ₂ e) ⁵							
Scope 1							
Diesel	182	167	170	329	111	215	3
Fuel Oil	28	25	26	22	n/a	n/a	22
Gas	6,480	14,891	15,971	16,397	3,815	12,581	n/a
Vehicle fuel	22,652	22,216	18,851	20,073	17,297	1,376	1,401
Refrigerants	1,429	918	1,430	1,503	434	1,019	50
Total Scope 1 ²	30,771	38,217	36,448	38,324 ^(RA)	21,657 ^(RA)	15,191 ^(RA)	1,475 ^(RA)
Scope 2 (market-based purchased energy)							
Purchased district heating (market-based)	571	656	811	634	n/a	297	337
Purchased electricity (market-based)	41,678	24,253	20,766	7,516	3,038	2,617	1,861
Total Scope 2 (market-based purchased energy) ²	42,249	24,909	21,577	8,149 ^(RA)	3,038 ^(RA)	2,914 ^(RA)	2,197 ^(RA)
Scope 2 (location-based purchased energy)							
Purchased district heating gross (location-based)	571	656	1,158	941	n/a	297	644
Purchased electricity (location-based)	70,999	56,203	51,517	50,114	40,090	6,917	3,108
Total Scope 2 (location-based purchased energy) ²	71,570	56,860	52,675	51,055 ^(RA)	40,090 ^(RA)	72,14 ^(RA)	3,751 ^(RA)
Total Scope 1 and Scope 2 (market-based purchased energy)	73,019	63,126	58,024	46,473	24,695	18,105	3,673
Total Scope 1 and Scope 2 (location-based purchased energy)	102,341	95,077	89,122	89,378	61,746	22,405	5,227
Joint Ventures contribution to total Scope 1 and 2 (market-based) (tCO ₂ e)	808	1,061	1,037	543	510	33	n/a

	Sky Group baseline (2018)	Sky Group (2019)	Sky Group (2020)	Sky Group (2021)
Upstream emissions				
1. Purchased goods and services	883,327	818,141	759,488	864,060
2. Capital goods	44,793	20,221	65,115	115,056
3. Fuel and energy related activities	9,195	7,064	5,748	4,566
4. Upstream transportation and distribution	91,528	54,235	50,058	47,945
5. Waste generated in operations	387	240	89	140
6. Business travel	18,716	20,635	6,264	4,640
7. Employee commuting	39,044	38,965	3,198	26,720
8. Upstream leased assets	0	0	202,069	147,936
Total upstream	1,086,990	959,501	1,092,029	1,211,063
Downstream emissions				
11. Use of sold products	1,308,595	1,226,034	1,224,767	1,180,094
12. End of life treatment of sold products	967	750	789	1,352
Total downstream	1,309,562	1,226,784	1,225,556	1,181,446
Total Scope 3	2,396,552	2,186,285	2,317,584	2,392,509

PRINCIPAL PARTNER UN CLIMATE CHANGE CONFERENCE UK 2021

IN PARTNERSHIP WITH ITALY

Live dedicated channel providing unrivaled coverage of the COP26 agenda from a studio on location



The Daily Climate Show was broadcast live every day from Glasgow

The rolling 'Climate Crisis' agenda on Sky News and Sky News Climate Live featured global voices, breaking news, reports from all over the world, and in-depth insights



Dana Strong facilitating the Leaders Summit at Glasgow COP26

Together for our planet

We were Principal Partner and the Media Partner for the COP26 summit, the UN Climate Change Conference that took place in Glasgow, Scotland. At this critical time for climate action, we were proud to be able to support the delivery of the summit working alongside the UK Government who hold the COP26 Presidency.

To use our voice to advocate action in our industry and beyond, we:

- Launched ground-breaking research in partnership with The Behavioural Insights Team that shows how broadcasters and content creators can inspire behaviour change on environmental issues. The research includes a set of behavioural science principles, to successfully nudge viewers to take action.
- Facilitated critical dialogue with Dana Strong, Group CEO of Sky, hosting the session at the World Leaders Summit on Accelerating Clean Technology. At the session world leaders, business, innovators and royalty set ambitious goals on clean tech.
- Hosted several events to encourage businesses, industry and policy makers to employ creative and innovative thinking when engaging audiences and to drive sustainable behaviour change. Our events focused on the power of TV to engage millions around the world, and showcased sport and entertainment content with climate messaging at its core. We're committed to leading the media industry to net zero.
- We signed The Climate Content Pledge, convened by albert, alongside 11 other broadcasters and streamers. All signatories committed to use our content to inspire and inform sustainable choices and behaviours.
- Sky Italia, who also acted as Principal Partner and Media Partner, actively took part in the official press conference of Youth4Climate ahead of COP26, where the Ministry of Ecological Transition presented the international appointments scheduled in Milan. The press conference was moderated by the Mayor of Milan, Giuseppe Sala and the Minister Roberto Cingolani.
- We offered millions a front row seat and behind the scenes access to COP26.

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

Informing global standards for climate and nature

Only a global movement will help tackle the climate crisis. The future depends on our successes and failures. 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 back in 2020, we joined Business for Nature. Through our longstanding partnership with WWF, we are on a mission to protect and restore UK nature. And with the Royal Botanic Gardens, Kew, we're supporting efforts to define reforestation best practice globally.



Restoring our lost sea grass meadows

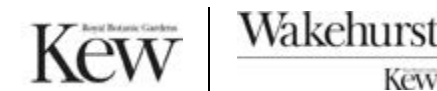
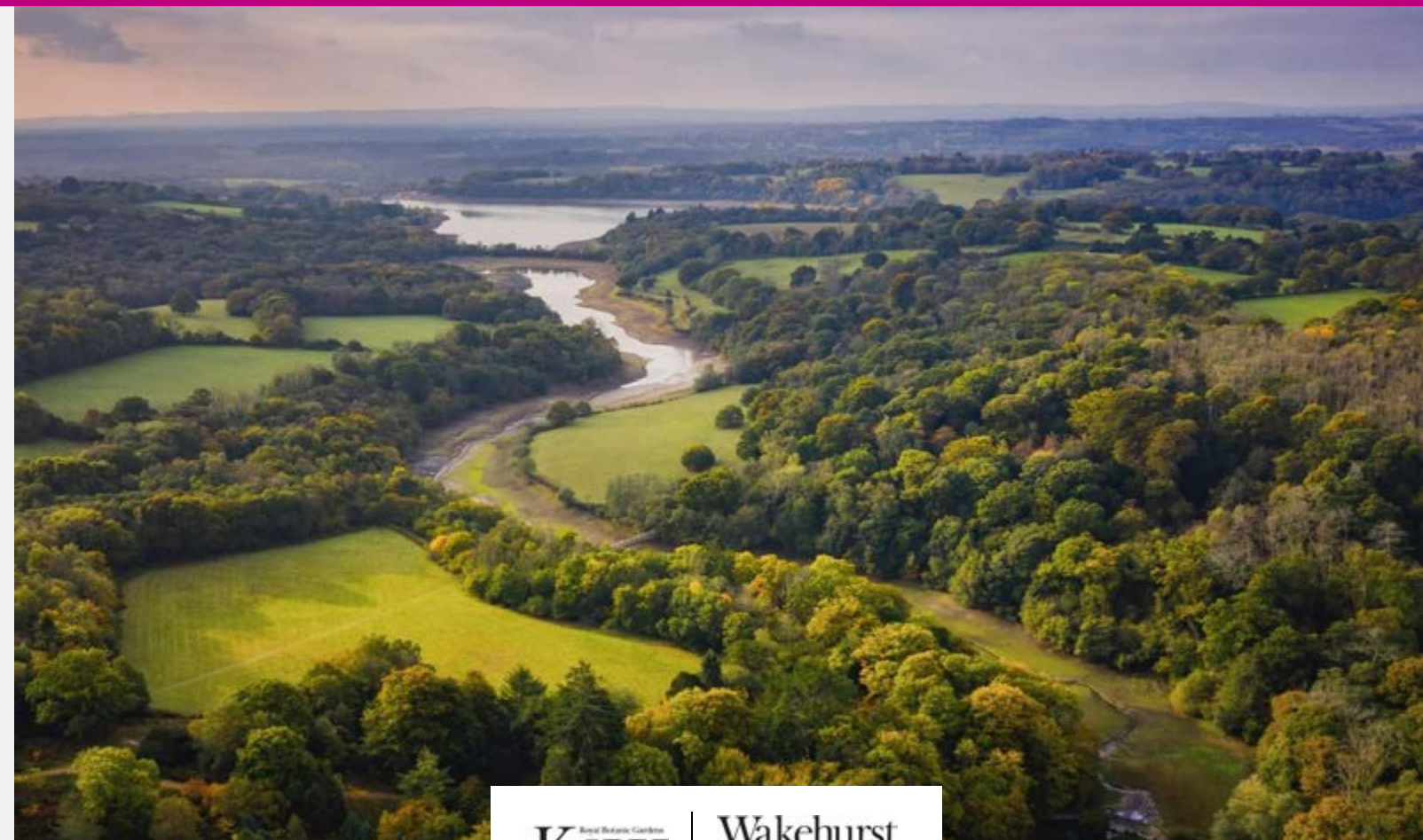


Planting seagrass with WWF

Seagrass increases biodiversity and purifies our seaside waters, while absorbing and storing carbon up to 35 times faster than tropical rainforests. Incredibly, seagrass accounts for between 10-18% of all living carbon in the ocean whilst only occupying 0.1% of the seafloor.

WWF and Sky Zero have been working on the UK's first large-scale efforts to restore our lost meadows to help our climate. At a pilot site in West Wales, WWF and Sky Zero worked with experts from Swansea University and Project Seagrass to plant over one million seeds to create the UK's first restored seagrass meadow. Now, the Sky-WWF Seagrass project is expanding to other parts of the UK with Sky Zero committed to plant an additional one million seeds as part of an experiment with government to trial a variety of new seagrass planting methodologies in the Solent, Southampton to find the most effective for British waters.

WWF and Sky Zero are working to restore more ecosystems more quickly – building and enabling a policy environment for restoration and developing cutting-edge technology to help us move from handfuls to hundreds of restored seagrass meadows across the UK.



Bird's-eye view of Wakehurst

Contributing to nature research

Natural climate solutions will play a key role in helping address the climate and biodiversity crises. The way we **invest in nature** to conserve, restore and manage land better is key to both removing carbon dioxide already in the atmosphere, halting biodiversity loss and reversing land degradation with benefits for communities.

Through our **longstanding partnership with RBG Kew**, we aim to tackle the question of the role of business in investment in nature, and address some of the challenges on how best to navigate nature investment effectively.

In the last two years, this has resulted in our support for the publication of the [10 golden rules for restoring forests | Kew\(30\)](#), and [The Kew Declaration on Reforestation for Biodiversity, Carbon Capture and Livelihoods](#).

[| Kew\(31\)](#), signed by over 3,000 global experts and concerned citizens from 114 countries.

In addition, in 2021, our collaborative approach with RBG Kew's Science and Horticulture experts is informing a new reforestation programme in the Cairngorms in Scotland, through which we're planting 200,000 native trees. This partnership, working with the landowner and Climate Impact Partners, has been established as part of our new TV – Sky Glass.

As part of our support for RBG Kew's Landscape Ecology Programme, we're supporting the mapping of landscapes, including the carbon stored at Kew and Wakehurst, developing methods and data that can be used more widely to understand how different terrestrial landscapes and habitats store carbon.



Alex Crawford reports from the frontline of wildfires impacting communities in Turkey

“.....
Global warming is not something we fear.
It is something we experience right now...
We can beat climate change.

Queen, Cameroon

Championing climate justice and promoting a just transition

Severe weather events across the world in 2021 reinforced the message that the impacts of climate change are with us. Climate change impacts the most vulnerable first and both mitigation and adaptation must happen now. They also need to be fair and just.

Giving global voices a platform

As world leaders met in Glasgow for COP26, Sky journalist Alex Crawford's reports from the front line of the climate crisis drew the public and leaders' attention to the devastating effects of a prolonged drought on Madagascar's people.

And Sky Kids film 'COP26: In Your Hands', featured six young climate activists, from six different continents, who showed the world how climate change is already having an impact on their lives, delivering an emotive call to action to world leaders.

Supporting a just transition

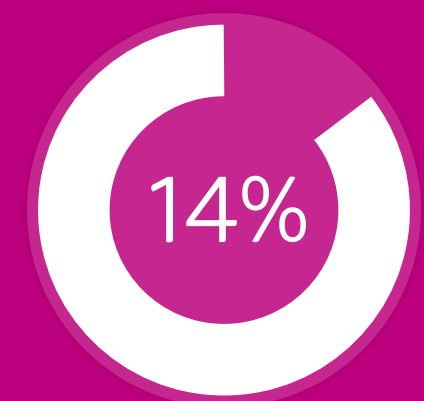
We're committed to human rights in the way we promote the transition to net zero and restoring nature. We respect the rights and wellbeing of everyone we impact, today and tomorrow.

We apply the UN Guiding Principles on Business and Human Rights, focusing on the potential impacts on the most vulnerable and seek to learn from diverse stakeholders. We've joined a number of industry discussions to inform our approach and raise human rights considerations as part of supplier and partner engagement, across our Sky Zero business transformation journey.

“.....
We all have a responsibility to do what we can to help protect our planet for the next generation.

Lucy Murphy, Director of Kids Content, Sky

In 2021, we jointly funded research with BITC, YouGov and other businesses to better understand public perceptions of change, fairness and priorities for a just transition to net zero



It told us that only 14% of the public think that negative consequences of the just transition will be shared equally and that most people don't think their employer is preparing them with the right skills.



The Day the Moon Came to Earth

Mobilising millions

The Day the Moon Came to Earth

We launched 'The Day the Moon Came to Earth' across all Sky markets in September 2021, to inspire people to minimise their environmental impact and protect the beautiful planet we call home.

The campaign plays on the 'overview effect' emphasising the beauty and magnificence, yet fragility, of our planet. We wanted to highlight the impact that climate change is having on things we all love, and importantly remind everyone that we live somewhere wonderful that can still be saved if we all play our part.

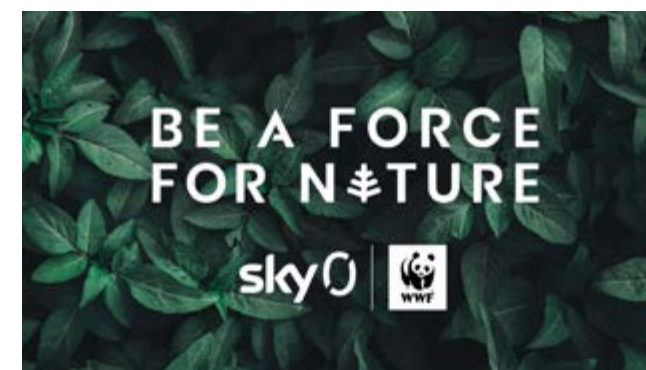
The advert was developed using CGI 3D/CG animation, utilising low-emissions tech and carbon offsetting to ensure it was a net zero carbon production.

We recognise customers desire to play their part in this movement, and believe individual action is increasingly important.

We have seen increased traffic to our Sky Zero website, which offers inspiration to all and advice on a range of actions people can incorporate into their daily lives.



The Day the Moon Came to Earth



Campaigning for Change with WWF

Sky and WWF joined forces in 2009 with a mission to tackle some of the world's most pressing environmental issues. From tackling devastating deforestation in the Amazon, to restoring and protecting ocean habitats and fighting the climate emergency, we're working together to make an impact.

Force for Nature

Following on from the success of our Ocean Heroes campaign, our new partnership brand campaign, Force for Nature, highlighted the power of the UK's natural habitats. It positioned nature as an advanced climate technology.

Campaigning with WWF at Westminster



Ocean Heroes

Our oceans play a critical role as heroes in the climate crisis. Our Ocean Heroes campaign ran from January to June 2021 and inspired thousands of people to become an Ocean Hero with Sky and WWF, sparking genuine action including a petition asking the UK Government to publicly commit to a holistic Ocean Recovery Strategy.

Game Zero

As part of our COP26 partnership, Sky and the Cabinet Office worked together on the **world’s first elite level net zero carbon football match**. Working in partnership with Tottenham Hotspur and alongside independent carbon specialists RSK and Natural Capital Partners, Sky set the target of making the match itself net zero certified. The ambition was also to inspire millions of fans watching the match to reduce their own carbon footprints.

First, we measured the emissions of a match held at Tottenham Hotspur Stadium*, and used this as our baseline. We cut emissions as much as possible. We then offset any emissions could not be cut with the help of Natural Capital

Partners, through a community reforestation project in East Africa, which will remove carbon emissions from our atmosphere.



This exercise gave us a blueprint for teams and athletes around the world to use, as they look for ways to reduce their environmental impact. [Read the full case study](#)(32).



Our first net zero broadcast

We achieved a **70% reduction in emissions from production** crew covering the match.



We had more production staff working remotely and used green biodiesel in our production vehicles and for the on-location generator. Pundits and the team travelled to the match in the most sustainable way possible.



#GAMEZERO



The Clubs slashed emissions created by players’ travel by over 80% simply by powering coaches with biodiesel



Fans walked 36,000 miles and drove 225,000 miles in electric or hybrid carts to and from the game



On matchday, everything at Tottenham Hotspur Stadium was powered by 100% renewable energy – electricity and green gas



94% more vegetarian and plant-based meals were sold at this match, compared to our baseline game

How sport can help kick carbon

Millions of people around the world love and follow sport. Sport doesn't exist in a vacuum and we are already seeing how the climate crisis is affecting sport. It's important that we harness the power of sport to engage fans on what they can do to help avoid long-term impacts on the games we love.

Knowledge is power. Sky Sports provided **climate training to all of our pundits**, so they have the baseline knowledge to talk about the climate crisis, in their own words.

There is always a climate story to tell in every sport, so we find it and get it to the fans. We ran a Summer of Sustainability across several sports, including climate messaging in the

coverage of the events. Cricket's Climate Crisis - a short-form documentary with former England player Ebony Rainford-Brent, explores why cricket is one of the sports most under threat due to climate change.

Sky Sports received multiple awards for its commitment to sustainability in the industry, including 'Media Organisation of the Year' for our work driving social change through sport, the 'Media and Outreach Award' from BASIS for our Summer of Sustainability campaign, the 'Green Award' for our commitment to sustainable approaches in our work and the DPP 'Committed to Sustainability' award.



Media Organisation of the Year



Media and Outreach Award



Green Award



Committed to Sustainability award.



Fans walked 36,000 miles to get to Game Zero



Ebony Rainford-Brent discusses Cricket's Climate Crisis



I joined a climate change training session set up by Sky and it had a huge impact on me. I was of course aware of climate change but didn't realise the scale of the issue. As a result I wanted to do more. I made lifestyle changes at home and committed to bring this important topic to the viewer watching football on Sky Sports. My sustainability highlight for 2021 would therefore have to be 'Game Zero' which put the sustainability message front and centre as part of our flagship Premier League show. Sky Sports has a great opportunity to give athletes a platform to use their voice on this subject and I will continue to try to find opportunities for them to speak... because when they do, real change can occur.

Stephen Livesey, Sky Sports football director

Using our content

We have a responsibility to use our reach and voice to empower our customers, partners and industry peers to drive change for a better world.

Our Planet Test launched in 2021, ensuring programme makers actively consider the environment and champion sustainability, both on screen and off, across all genres. From powerful natural history documentaries to sub-plots in drama, to incidental behaviours from characters in entertainment shows.

We signed the Climate Content Pledge (33) alongside 11 other British broadcasters, leading the industry in using content to increase understanding of ways to tackle climate change.

Sky Nature also launched in Germany in September, it's home to breathtaking natural history programming, dedicated to exploring the beauty and wonder of the nature. We hope it will inspire viewers to act, to protect our world.

Temple Series 2

Deliberately set against the background of a world in crisis.

Sky News the Daily Climate Show

The first of its kind, our daily news programme dedicated to climate issues.

Life on the Frontline

Sky News documentary exploring the immense impacts of climate change – from extreme rainfall and cyclones to rising sea levels – on the people of Bangladesh and the south of India.

OBKI the alien

Animated series that explores issues around climate change in an informative and entertaining way for 5-9-year-olds through Obki's adventures with his friend, the Orb.

Celebrity Landscape Artist of the Year

This special episode saw celebrities showcase their artistic flair as they painted a coastal view under environmental threat in Whitstable.

X Factor Italia

Special episode during COP26 focusing on the climate crisis.

Venice: A Concert for our Climate

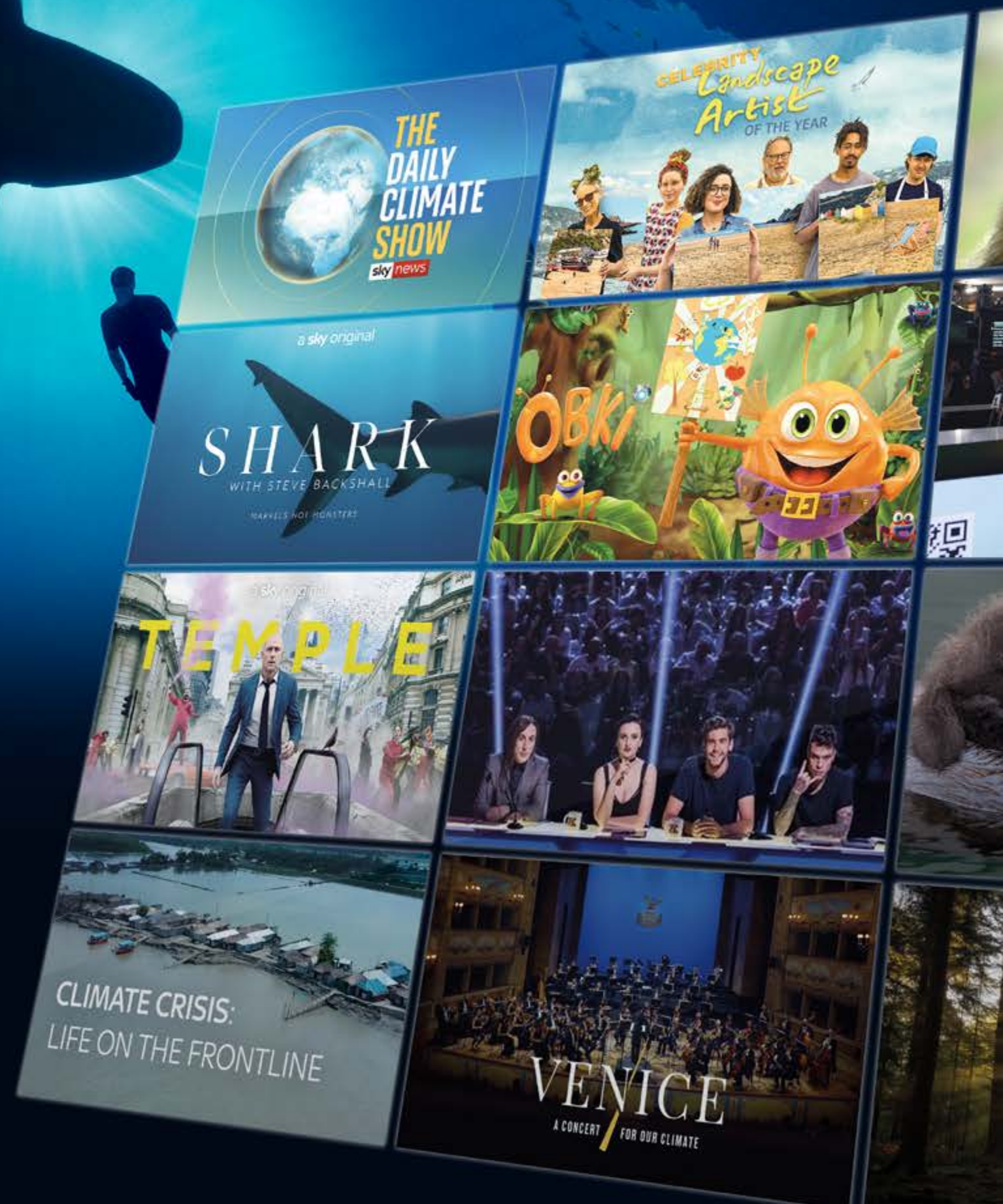
La Fenice Opera House in Venice, a city that is threatened by the climate crisis and rising sea levels, was home to a specially created orchestral performance with a message of hope.

Shark with Steve Backshall

Over 11,000 sharks are being lost every hour, because of overfishing, shark finning and habitat destruction every hour, Steve confronts this uncomfortable truth and joins shark advocates across the globe to help turn the tide for sharks.

Romulus series 2

With the help of Albert and Zen2030, this aimed to be the most sustainable Italian Sky Original production so far, with the lowest environmental impact, at every stage of production.





Naomi Schiff, presents on Sky Sports

Addressing inequality

We believe in a fair world where everyone gets the opportunity to live up to their potential. So we’re building a culture of inclusivity within Sky, where people from all backgrounds can do the best work of their lives. We’re using our voice to raise awareness. And we’re championing causes outside Sky, that level the playing field for disadvantaged groups and create new opportunities for people to shine.



Driving systemic change

In 2020, we pledged **£30 million over a three-year period** to promote racial equality and drive inclusion.

We’re focusing on addressing systemic issues to interrupt cycles of inequality where they start.

When it comes to education, black Caribbean children are two and a half times more likely to be permanently excluded from school than their white peers, with catastrophic consequences. So, we committed over £1 million to a partnership with Sir Lewis Hamilton’s charitable foundation, Mission 44, aiming to keep children in school, transforming their lives for the better.

We donated over £1 million to local charities working on inclusion in Italy, Germany, the UK and Ireland. Many were identified by our colleagues.

We continued our partnership with the Valuable 500, the biggest corporate movement on disability inclusion. As one of their ‘Iconic Leaders’ we’re focusing on customer insight and inclusive research to support the rest of the Valuable 500.

We want our investments to improve as many lives as possible. Our Diversity Advisory Council of external experts has played a significant role in supporting our ambitious commitments to diversity and inclusion, choosing the best causes and partners to invest in, and collaborating with our internal Diversity Action Group.

Highlights

£30m
to promote racial equality
and drive inclusion

Diversity Advisory Council

Continued partnership



£1m
donated to local charities
working on inclusion

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
Diversity Officer at OLX Group



Proud to be Black panel

Representation matters

Through our platform, we can amplify new voices and shine a spotlight on under-represented communities.

To mark Pride, Black History Month, International Women's Day and more, we created themed collections of inspiring film and TV for our customers to enjoy. In Italy, Valore D and TG24 created content to highlight the issue of gender balance, featuring powerful characters telling stories that aren't often told. Sky Italia also hosted live celebrations and livestream events in collaboration with other companies, to respect and celebrate diversity.

And we're bringing new voices to the table. In 2021, we launched our first collection of powerful stories about people with disabilities.

We established The Screenwriters' Fellowship, a year-long partnership with screenwriter Bisha K. Ali and Netflix to support up-and-coming screenwriters from Black, Asian and other under-represented ethnic backgrounds. Each writer was given a bursary and industry mentor, enabling them to gain TV credits and advance their careers.

The Sky Documentaries shorts initiative will provide up to £500,000 to fund several shorts. This programme will invest in a new wave of UK film making talent, supporting creatives from under-represented minorities, including those from black, Asian and minority ethnic or traveller communities. Potential initiatives include:

- DBK partnership
- Birmingham rep
- Netflix / Bisha K Ali
- Box of Tricks

Understanding and addressing the issues that lead to young people being excluded from school is really important to me.

I am grateful to have the support of Sky to help Mission 44 take action. Through this partnership I hope we can deliver meaningful change by arming schools with the proper strategies to support and empower young black students, instead of giving up on them.

Sir Lewis Hamilton,
Founder of Mission 44

MISSION44

Levelling the playing field

As Europe's leading sports broadcaster, we're playing our part to make sport more inclusive.

We partner with public service broadcasters and use digital platforms to share moments of sporting history. With Channel 4, we broadcast the final race of the Formula 1 Championship. Around 7.4 million people saw Lewis Hamilton and Max Verstappen in this historic sporting moment.



Sport changes lives. As Europe's leading sports broadcaster, we use our voice – our stars, channels and shows – to make sport more welcoming, for everyone. Our relationship with sport goes deeper than TV. We play an important role in sport's success, bringing millions of fans from all walks of life closer to the sports they love.

Jonathan Licht, MD, Sky Sports



We believe every child deserves the same opportunity to play sport. In partnership with the England and Wales Cricket Board, the Dynamos Cricket Intros offered free courses to young people, giving them the opportunity to fall in love with a sport they might not ordinarily connect with. For families like the Patels, this also provided the chance to build new skills, make new friends and finally run off a bit of steam.

Highlights

£1m

committed to
Sir Lewis Hamilton's

MISSION44

21%

of UK adults started
following more women's sport



£3m

partnership with Kick It
Out to end discrimination
in football

Launched MBA Scholarship Programme

to enable under-
represented groups to
qualify for senior roles in
football

Partnerships with England & Wales Cricket Board and Kick it Out

to identify and address
issues of equality, diversity
and inclusion (EDI) within
cricket



Women's Super League coverage

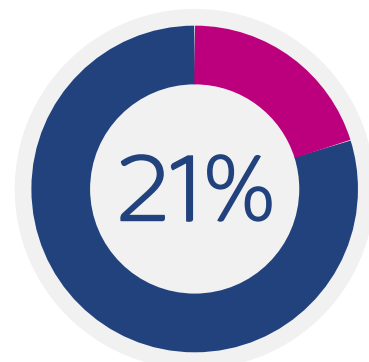
Bringing fans to women's sport

Last year, we aired even more elite women's sport. We showed every match of the Vitality Netball Superleague and 35 women's golf tournaments, including all five Majors and the Curtis Cup.

The Barclays FA Women's Super League came to Sky Sports with the biggest commercial broadcast deal for domestic women's football in the world.

We promoted equal prize money for female and male stars of The Hundred, showing every match live to record audiences.

According to our research, 21% of UK adults started following more women's sport.



Northern Superchargers' Phoebe Graham hails the platform The Hundred has given the women's game



Michael Holding and Ebony Rainford-Brent

Tackling racism in sport

We launched a three-year, £3 million partnership with Kick It Out to end racism in football.

In partnership with Kick It Out, we funded a programme to sponsor students from under-represented backgrounds to gain Football Industries MBAs, enabling them to take leadership roles in football and drive positive change.

Our live Cricket coverage of the first Test between England and West Indies won a BAFTA. Before a single ball was bowled, Michael Holding and Ebony Rainford-Brent shared their reflections on racism and hopes for change.





Sky Glass has motion and voice activation

An inclusive Sky

We want all our customers to enjoy the best Sky has to offer, so we're working to make our products and services accessible.

Subtitles and audio description help more people to enjoy our content and Sky has a long track record in this space. We own 38 channels and create access services for that content. In 2021, our dedicated in-house team produced 7,000 hours of pre-recorded subtitles and over 36,000 hours of live subtitles. Our expert audio describers, write and voice their descriptions. They produced 1,600 hours of Audio Description (AD).

We continue to partner (and have since day one) with the British Sign Language Broadcasting Trust (BSLBT) who create TV content in British Sign Language (BSL) and champion Deaf identity. The catalogue from BSLBT is available to all our customers via the BSL Zone on-demand channel. We've also introduced sign language flags to clearly identify more signed language content across our platform, to help our customers find it all easily.

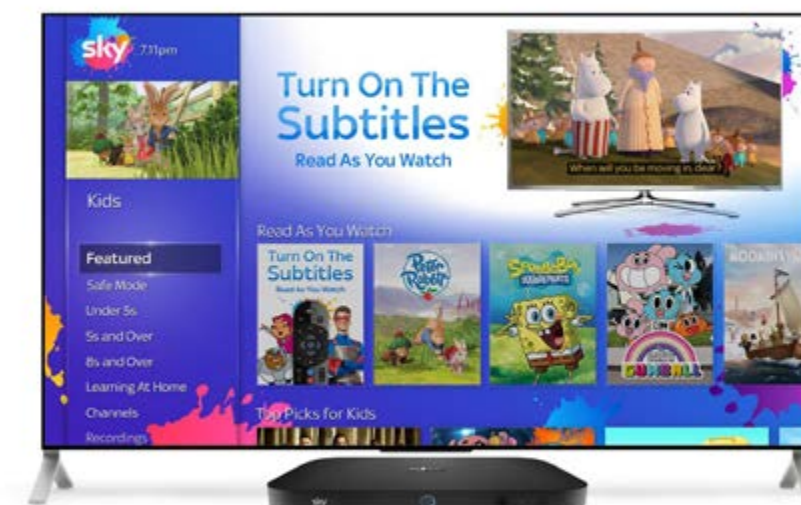
On Sky Q across Europe and Ireland and on Sky Glass, high contrast display, voice search and

voice control come as standard. We use voice to help customers discover an audio description landing page, for all audio described content on hundreds of TV channels, segmented by genre, ready to record.

For Sky Glass, we have introduced voice commands which let you control your TV without the remote control. Our customers tell us it's game changing in terms of accessibility.

Voice guidance on Sky Q in the UK and Ireland continues to help blind customers navigate Sky Q independently. And we made further progress in developing our solution to roll out audio description on demand through 2022/23.

For all our people, a virtual Centre of Excellence, ongoing training and a champions' network help build accessibility across our business. We're continuing to build awareness, empathy, know-how and best practice to embed accessibility and inclusion into the Sky culture. Dana Strong, our Group CEO, is leading this work, by taking on the role of an Iconic Leader as part of the Valuable 500.



Browsing this new Audio Description page has enabled me to find more programmes with AD that otherwise I might not have known existed! ... it is very good that I can find all programmes with Audio Description in one place.

Visually impaired Sky customer

Highlights

Launched Sign Language flag on content

Launched an audio described landing page, bringing all content into one place, easy

Introduced voice interaction on Sky Glass without needing a remote control

An accessible Sky

We're building an inclusive culture where we can listen to each other, be authentic and innovate together. We've invested in creating a dedicated team to drive diversity, inclusion and wellbeing across the Sky Group. We're growing our focus with dedicated roles on accessibility and wellbeing.

Ethnicity targets

Representation and progression:

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

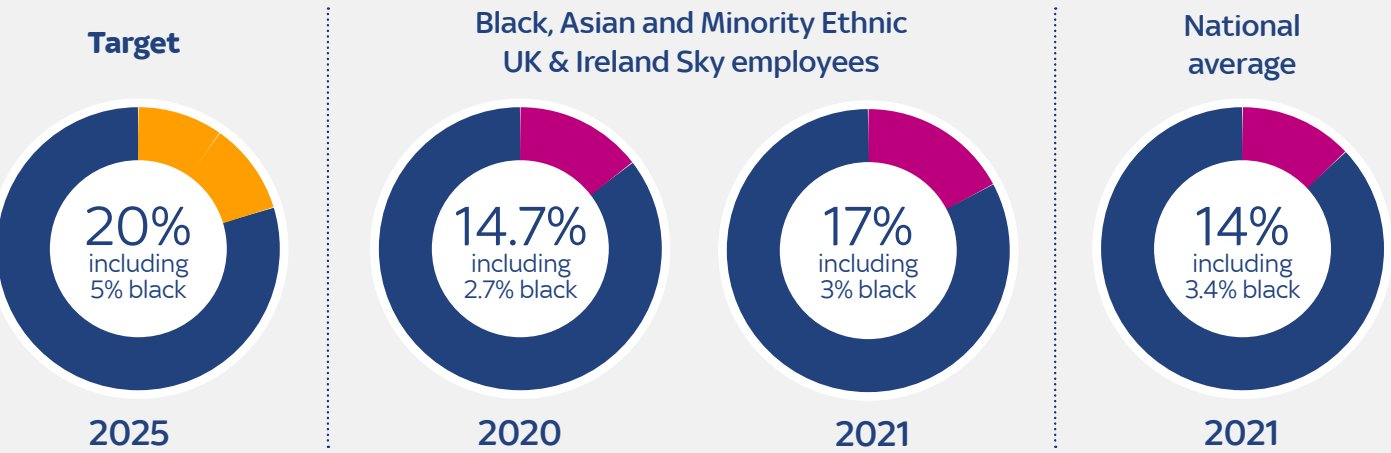
Our current representation mirrors the average ethnicity across the UK and Ireland. But when we've looked at our locations, we have the opportunity to better reflect the demographics of the regions we're based in, at every level of our business.

Our commitment: By 2025, 20% of our people in the UK and Ireland will be from Black, Asian or other ethnic minority backgrounds with 5% of that figure coming from black communities. We're making progress and are on track to meet our commitment.

Across the rest of the Sky Group, the regulations around diversity data are different but our commitment to diversity is the same.

In Italy, our gender balance project measures and drives representation across all levels of the business. And in 2021, we launched our successful UK & Ireland Women at Sky network in Italy. And in Sky Deutschland, the Executive team now includes 58% women which is a 38% increase from 2020.

We are on track to meet our target for 2025



Culture change

Culture change requires all of us.

That's why over 2,000 of us came together to celebrate Allyship week. Our first Group wide inclusion celebration where we focused on the power of active allyship.

We continue to support our volunteer-led employee networks who provide a voice for diverse communities at Sky. Our networks help us mark the moments that matter with campaigns and activities through the year to raise awareness.

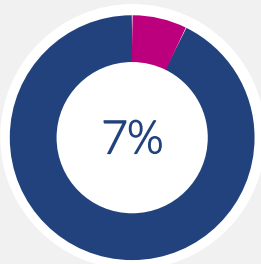
Sky Italia hosted a number of internal events to amplify voices and educate on key issues. They launched Il Caffè de Lunedì (The Monday Coffee) to bring together colleagues to discuss personal stories and journeys related to Diversity and Inclusion, as well as hosting internal events such as 'Success Stories Beyond Boundaries', discussing how ethnic stereotypes have affected professionals in their careers.

We launched e-modules across the Sky Group created by our communities for our community. Focused on conscious inclusion, we provided practical tools to our people to become inclusion advocates. This is the start of our journey to create easy-to-use, impactful resources to support our people.

Notes to diversity data

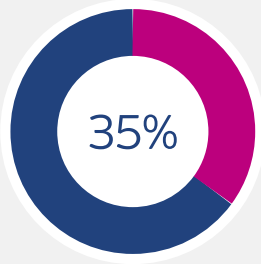
1. Sky Italia and Sky Deutschland do not collect or hold data regarding the ethnicity of their employees.
2. Number of HC employees within the Reward Leadership Bonus Group at year end across all territories.
3. Based on headcount. Defined for the purposes of this report as those included in the Leadership Bonus Group which includes members of Sky's executive group. For more information, please see the Basis of Reporting.

Employees with a disability in 2021

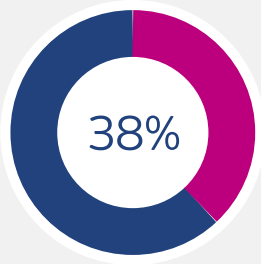


We achieved high levels of declaration vs average

Gender diversity 2021 (% female employees)²



Senior managers^(LA)



All employees^{3(LA)}



Sky Cares volunteer at Ham Common

Our approach

We're unlocking possibilities to help create a **better future**, with the support of thousands of our employees. We'll volunteer 250,000 hours by 2025 and aim to connect 250,000 individuals to the digital resources, tools and skills they need to succeed.

Caring for our communities

Throughout Europe, all 34,000+ Sky employees can give back to their local communities on company time. Launched in 2019, Sky Cares focuses on three areas: improving our environment, lifting loneliness, and helping people achieve their potential through Sky Up. Over a third of our employees have volunteered with Sky Cares so far. As a media partner to the Disasters Emergency Committee, in addition to the important Sky News coverage of the crisis in Afghanistan, we supported the DEC Appeal through Sky channels.



Inspiring young people

We want to inspire young people, broaden their horizons and help build their skills for the future. We're helping young people build up a digital 'backpack' of skills through participation in our Young People programmes, focusing on those from disadvantaged backgrounds across Europe.

Introducing Sky Up

Access to technology, connectivity, and digital skills has the power to unlock possibilities and strengthen our economy. So we have launched Sky Up, a programme designed to help build a future in which everyone can fully participate in our digital society.



Improving our environment



Volunteers at Ham Common

Lifting loneliness



To hear a smile TV advert

Helping people achieve their potential through Sky Up



Sky Up aims to unlock possibilities



Sky Cares volunteer at Ham Common



Addressing inequality

Barbara, Time to Care advert

Caring for our communities

Our Sky Cares programme has continued to adapt to the changing circumstances surrounding the pandemic. We offered online workshops at the start of the year, with more in-person volunteering from August onwards. We saw a 45% increase in volunteering from 2020. A particular focus of our volunteering time has been dedicated towards combating loneliness.

32,642 hours volunteered in 2021	5,084 of our people across Europe volunteered in their communities this year	58 charity partners across Europe
19,500 hours of befriending calls made to Sky customers in need	484 484 tickets for cultural events provided to 207 children from deprived families	3,000 meals served to homeless people in the UK
22,700 befriending calls made to the elderly in the UK	€100k donated towards the victims of the flood disaster in Germany and Austria	3,688 items of litter collected on UK beach and river cleans
£71,000 raised through 'Donate Your Data' for NSPCC. Sky Mobile customers funded Childline for Christmas Day and Boxing Day, supporting 1400 children.		1,600 Christmas hampers gifted to UK charity staff and their beneficiaries

Time to care

In June, we launched our new campaign to help tackle loneliness amongst older people, Time to Care. We'd already partnered with Age UK to volunteer over 10,000 hours, delivering 320,000 care packages and meals across the country.

Sky Cares in the Republic of Ireland has also been involved in a similar 'Get Started, Keep in Touch' digital buddying scheme with Age Action, calling members every week for five weeks.



Somebody ringing you once a week...it's something to look forward to. I speak to a young man called Gary, he's been a really good friend.

Barbara, Sky customer

In these difficult and uncertain times older people need friendly connections like never before. This is where Sky comes in: through Time to Care, Sky employees will be doing something tangible to help us support the millions of older people who may otherwise have no one to turn to. We're so grateful to Sky for keeping older people in their minds.

Steph Harland, Chief Executive, Age UK

Right now, loneliness among older people in Scotland is at record levels with many going for days without speaking to anyone. It has a devastating impact on both their mental and physical health. Getting a phone call from Sky and having a friendly chat makes such a difference, boosting the person's wellbeing and letting them know they're not alone.

Age Scotland

Highlights

22,700

calls through Time to Care
befriending line made to older
Sky Customers in the UK

Employees from Sky's
customer service group receive
dedicated time each week to
speak to older people

We launched a
befriending line
to support Sky's
older customers

We joined the
**Tackling Loneliness
Network**



Supporting young people

Sky Cares partnered with leading UK children's charity, NSPCC in June 2021. Sky volunteers have taken part in lunch clubs and skills days and made 500 gift hampers for Childline volunteers last Christmas.

Our Donate Your Data initiative enabled Sky customers to donate spare Sky Mobile data, which we converted into a monetary donation, raising £71,000. This funded Childline for Christmas Day and Boxing Day.

We're a proud supporter of NSPCC's Childhood Day, using our platforms to raise awareness and funds, through a Sky Cinema Childhood Day Collection, Sky FYI and social media.

Our partnership activities reached over 19 million people across the UK.



Giving young people access to people in senior roles that they really wouldn't usually interact with has been really beneficial for them to get such insight.

Badu Sports, charity partner

Working with Sky Cares has empowered our young people to know they have exactly the right skills to thrive in the corporate world. It's important that when organisations are actively wanting to do this work they also do the deeper work to understand the challenges and see talent. Sky Cares continues on this journey with us. Collaboration equals success.

Nana Badu, CEO, Badu Sports

BADU

Sky Cares is a proud sponsor of the Badu Sports Mentoring Programme, supporting a group of innovative, aspirational young adults aged between 14-18 to fulfil their full potential. This year, we supported the Badu Mentoring Group with virtual mentoring sessions and the group met with our UK CEO Stephen van Rooyen and McLaren CEO Zak Brown.



Supporting communities

Our employees love connecting with nature. Through Sky Cares, they are participating in projects to help restore nature and support communities.

Tree planting in Italy

Sky Italia CEO Andrea Duilio, and his leadership team of around 50 people, have been supporting the restoration of Parco Porto di Mare, near Sky's Milan office. In December, the team of volunteers planted hundreds of trees. The park has been restored for the enjoyment of local communities.

Flood relief in Germany

When heavy rains swept across western Germany in the summer of 2021, causing disastrous flooding, Sky Deutschland donated €100k to towards flood relief. Sky Sports News covered the issue and provided free advertising space to aid organisations was provided to support the appeal.

Sky also offered paid leave for up to five working days for those helping with the flood disaster in Germany and Austria.

Homelessness

Sky Cares volunteers have devoted 1,553 hours to homelessness causes over the course of 2021. Remote volunteering included donations to Sky Cares homelessness partners and local food banks as well as supporting Crisis, through their Changing Lives grants scheme.

Sky's support of NishkamSWAT meant they were able to serve an extra 3,000 meals, opening a new Monday evening outreach service.

NISHKAM SWAT



Sky volunteers supporting NishkamSWAT



Without Sky, I think we would be left really short of volunteers. Just knowing Sky is going to be there every Monday, gives us a lot of comfort."

NishkamSWAT charity partner

Helping young people achieve their potential

We use the power of TV and innovation to open young minds. We aim to develop creativity, collaboration and communication, and inspire students to have the confidence to tell their own stories.

The Edit: Be the Change, Shape it

Since launching, **78,000 young people have registered to be part of our partnership with Adobe, the Edit.** Through the Edit, we focused on equality, diversity and inclusion, with the help of our partners, Kick it Out.

This programme for schools helps close the digital divide by improving the digital and media literacy skills of young people across the UK & Ireland.

The Edit will be expanded into Italy, with the introduction of a new topic on Health and Wellbeing.



Everyone should have the opportunity tell and share their story using digital and creative skills.

Claire Darley, Adobe's Vice President for Digital Media in Europe, Middle East and Africa

Since the project, pupils across the school have been using the skills learned from completing The Edit, and staff have been using Spark to plan digital content into lesson.

Teacher, Outwood Academy

Angellica Bell helping schools with The Edit campaign

Sky Up Academy Studios

Sky Academy Studios was built to give young people, like Aashika, the belief that they can have a future in film and TV. Since its launch in 2012, it's opened the minds of over 167,000 children, developing their creativity, collaboration and communication skills, providing an experience they might never have accessed. Sky Up Academy Studios reopened its doors in March 2022, bringing young people back onto Sky sites for the first time since the pandemic began.

In early 2022, we launched Sky Up Academy On Tour, which will reach over 10,000 young people aged 11-14 building digital skills for the future in hard-to-reach communities and challenging entry barriers in the creative industry.

In Italy, we also launched Sky Academy Digital, a new project dedicated to developing digital skills amongst schoolchildren and increasing their awareness of the climate emergency.



Aashika in the Sky Academy advert



Aashika has been our 24 hour news reporter since she visited the Sky Academy Studios.

Aashika's mum

Sky Up On Tour





Vaidehi alongside her work and the animation by Dreamworks



Dana Strong with Students in the Academy Studios

Sky Studios Elstree calling on young talent

In 2021, students local to Sky Studios Elstree were asked to create Sustainability Heroes to inspire positive change for the planet. From over 1,500 entries, Vaidehi Sonigra was selected as the winner. Her story was turned into a short animation, courtesy of DreamWorks, part of Sky's sister company NBCUniversal.

In 2022, we announced a major expansion to create Sky Up Academy Studios Elstree, a fully immersive learning environment that educates and inspires young people about a career in media and film production.



I've always wanted to be an illustrator, and seeing my drawings come to life with my voice has been incredible.

Vaidehi Sonigra

The creativity shown by these young people has been amazing. By building Sky Studios Elstree we're creating over 2,000 local jobs and we're committed to developing young local talent. We're excited to work with many more young people in the area work in the future.

Nishy Lall, Head of Young People at Sky

#KeepConnected

This is a platform launched in 2020 for young people to create and share news reports about their experiences during lockdown. It held a World Poetry Day special. This was designed to raise awareness of some of the mental health challenges faced by young people through the pandemic. They used poetry to express their feelings in such challenging times.

Content Academy

In 2021, we made a new commitment to bring diverse talent into Sky, to create content.

Content Academy, aims to build future skills and diversify our workforce. Through a broad range of programmes and experiences for young people, we'll offer them an insight into the world of content. Critically, we'll open pathways to employment at Sky and the broader industry for all.

We hired 18 graduates in partnership with Creative Access (50% female, 70% BAME) and six school leavers (33% female, 33% BAME) into two brand new programmes across Sky News, Sky Sports, Sky Studios and UK Content. All are paid, 12-month positions.

Introducing Sky Up

In early 2022, we set an ambitious new goal to tackle digital inequality and provide support to a quarter of a million people through a new £10 million fund.

We're focusing on supporting under 25s in low-income areas and over 65s - those we've identified as being most at risk of digital exclusion in our society. Alongside the creation of 100 digital hubs, we will offer Sky Up tech grants for young care leavers and Sky Up Academy Studios will see a major expansion at Sky Studios Elstree and On Tour.



As an entertainment and technology company, we are committed to using our platforms, our people, and our reach to be a force for good.

Sky Up represents our mission to unlock possibilities in a digital world, so that individuals from all backgrounds have the resources, skills and opportunities they need to create a better future.

Dana Strong, Chief Executive



Sky Up Academy mobile studio taking the experience to schools



Sky Up On Tour



Sky Sports Scholars

We're committed to the development of sport for everyone. Sky Sports Scholarships have supported many of Europe's most promising young athletes, helping them to be the best they can be. In 2021, as sporting events resumed and some of the scholars got back to attending competitions, our support sponsorship and mentorship continued.

Supporting new talent

Our support of the London Screen Academy and Mama Youth gives young people practical and relevant skills to build a solid foundation for a future career in film and TV Production. Hundreds of young people have benefited from these programmes. It's wonderful to see so many of them thriving in successful careers in the industry.



Sky Sports Academy Gymnast Joe Fraser

Samantha's story

Samantha Kinghorn is part of the Glasgow disability sports club Red Star and is the fastest ever British wheelchair racer, regardless of classification over 100m, 200m, 400m and 800m. She is silver and bronze medallist at the Tokyo Olympics. Being a Sky Sports Scholar has built Sammi's confidence, helped her improve her performance, sustained her through injury and helped build a network of lifelong support.



Competing in sport and athletics can be quite isolating sometimes, so it's a real comfort to know that Sky are supporting me because they believe in me.

With the Sky Scholarship, I was able get myself a little accessible flat, a lot closer to where I train. I've been able to race abroad more, chasing the bigger races and race the faster people who would make me faster.

It's helped build my confidence and my followers. Being on Sky Sports has meant I've been asked to go on other TV programmes, because they'd seen me speak really well on Sky.





Sky Connect

Doing business responsibly

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. We collaborate for greater understanding and share what we learn outside our business too. Our approach to responsible business is guided by where we have the biggest impact and opportunity to influence.

SUSTAINABLE DEVELOPMENT GOALS



Our approach

Protecting the environment

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. From circular products, to reducing our emissions and protecting nature. Our principles and commitments inform the actions our employees take everyday. You can read more about this in our Leading on the Environment section.

Respecting human rights

We're committed to respecting, protecting and remedying the rights of every person involved in our business.

Sourcing responsibly is core to how we work. From our operations and the construction of new buildings, to the making of our TV and film content; from the raw materials to the end-of-life repair and recycling of our products, we set high standards. We then support our partners and suppliers to meet them. We use our voice to champion respect for human rights in our partnerships and on our platforms.

But we can't achieve respect for human rights alone. Collaboration within the media and technology industries, with our partners and with organisations that represent workers is key.



Sky Cares volunteers on a Plant Patrol river clean



On set of Code 404



Colleagues at our Sky Central Campus



ROI Womens football team Sponsored by Sky

Doing the right thing for our people

Great place to work

At Sky, we listen to our people and encourage everyone to help make Sky a great place to work. Hybrid working is the future of work at Sky, where we offer the best of both worlds – onsite and virtually – so everyone can thrive.

Over the last year, we equipped people with the tools and support to make hybrid work and continued to achieve high levels of engagement. Over 80% of our people participated in our People Survey, on which we continue to outperform external benchmarks in all our markets.

Wellbeing

Our Wellbeing programme brings together resources and support services available for our people to access any time, any day. This includes free confidential support 24/7, healthy living benefits, including a healthcare plan, an occupational health team, health and fitness resources and financial wellbeing tools. Blue Sky, our initiative to support people experiencing domestic abuse, is for anyone worried about their safety or concerned about their own behaviour. We help with emergency accommodation and counselling support.

Developing talent

We want everyone at Sky to thrive. Our efforts to support this in 2021 have included:

- Our new Inclusive Learning e-modules co-designed by our people, plus practical and impactful resources created by the Inclusion at Sky team
- New Advisor Development Programme launched to provide self-guided learning for our Contact Centre and Retail Advisors, including personal brand, communication and time management



Respecting human rights

As defined in the UN Guiding Principles on Business and Human Rights, we continue to implement a range of human rights policies and processes to address a range of salient issues.

Our Group Human Rights Policy Statement explains our commitment to respecting and promoting human rights.

In 2021, we improved our processes to get ahead of emerging risks and issues in our supply chain. We've conducted maturity assessments across our responsible procurement, human rights and responsible minerals programmes and our Human Rights Leadership Group has undertaken training on managing human rights risks and the implementation of due diligence approaches.

In 2022, we'll do more to embed due diligence across the Sky Group, with a focus on our German and Italian supply chains. We'll publish our approach to supporting and promoting a Just Transition and improve transparency of our high-risk supply chains.

Human rights in sport

We want to play our part in advancing a world of sport that fully respects and promotes human rights. As an Advisory Board member for the Centre for Sport and Human Rights, we supported events to increase awareness of human rights issues around sport. We help to build and make use of tools that the Centre produces and we work with our peers to promote human rights.

Highlights



Over 100 ethical audits conducted to understand the human rights impacts in the TV supply chain



Worker engagement surveys result in improvements in working conditions



Published case study on preventing labour exploitation in construction

Sourcing responsibly

We aim to understand and improve the human rights and environmental impacts of the way we source. Through our responsible procurement strategy we build our understanding with risk assessments and engagement with stakeholders including suppliers and workers, we collaborate and use tools provided through the responsible Business Alliance, Ecovadis, Stronger Together, the TV Industry Human Rights Forum and Centre for Sport and Human Rights to build appropriate due diligence processes and engage with suppliers and business partners.

Our products

We tailor our due diligence, training for our people, and support for 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.

In 2021 we conducted **over 100 ethical audits** of the Sky Glass supply chain ahead of launch. This helped us to understand and address risks of labour exploitation in this particular supply chain, which was new to Sky.

Our Group Supply Chain Compliance team attends, reviews and manages the results of SMETA and RBA audits, plus conflict minerals reporting where relevant. They 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 issues that audits identify in electronics and marketing merchandise supply chains and we work to remedy these.

Responsibly sourcing minerals

Our Conflict Minerals Policy 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. These are some of the highest risk minerals for exacerbating conflict and being extracted with forced or child labour. We are working to meet the OECD guidance for responsible mineral supply chains.

As part of the Responsible Minerals Initiative (RMI), we use tools such as the Conflict Minerals Reporting Template to identify high-risk minerals in our product supply chain and to help suppliers map and provide information on the origin and processing of minerals.

We've received disclosures from 75% of relevant suppliers, up from 70% at the end of 2020. We are following up with non-conforming suppliers and will support where further due diligence is needed, such as third-party audits of smelters. But we know there is more to be done and we are working collaboratively to improve transparency.

You can read more about our approach to human rights and management of the risks of forced labour for the people who work for Sky, on our sites, or in our varied our supply chains, in our Human Rights and Modern Slavery Update and Responsible Mineral Sourcing Report.



Over 100 ethical audits of the Sky Glass supply chain

Better work in waste and recycling

To help improve identification of and address the risks of modern slavery within the waste and recycling industry and supply chain, **we work with other businesses as part of the Indirect Procurement Human Rights Forum** to produce a best practice guide, which our Product and Operational Waste and Recycling partners now make use of to inform their practice.

Working with the construction sector

With our first major construction project now complete, we have **published a case study on Preventing Labour Exploitation in Construction**, with partners ISG and Stronger Together. This shares the lessons learned and improvements made across Sky construction projects, ISG's wider portfolio and Fast Forward audits as a result of the unique collaboration. We presented this at Construction Week and shared what we've learned through a series of webinars as part of the Stronger Together Construction Industry Leadership Group.

You said, we did

The people working in our business and supply chains are the best people to inform how we and our suppliers and partners can ensure their rights are realised. In 2021 **we identified more opportunities to better listen to them**. We empowered our partners to implement changes in response. It's important for the people who participated to know they've been listened to and that their feedback has been acted upon.

The people who make our Sky products

Surveys across five sites across China, the Philippines and Vietnam demonstrated an improvement in satisfaction, after employers made improvements including working patterns, canteen and facilities provisions, and training.

On our construction sites

Worker engagement surveys highlight areas for improvement. ISG used a system of boards called 'You said, we did' to provide feedback to workers about improvements which then drove greater participation in follow up surveys.

Doing the right thing for our customers

Safe, ethical and accessible

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, complying 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.

For 2022, our Data Ethics Handbook provides our people with the tools to ensure integrity, encourage innovation and ethical considerations for our people when using data in their work.

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, plus 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.



Positive

sky documentaries

Assurance and governance

How we report

Assurance

In addition to our internal audit function, we engaged ERM CVS to carry out independent assurance under the International Standard on Assurance Engagements ISAE 3000 (Revised) on the 2021 data for selected key performance indicators, defined as material through our strategy. The assured data, on which ERM CVS issued an unmodified conclusion, is denoted by an (RA) for reasonable assurance and an (LA) for limited assurance 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](#)(34). You can find out more about our reporting criteria and performance metrics in our [Basis of Reporting documentation](#)(35).

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](#)(36), 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 expert external [Diversity Advisory Council](#)(37) 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](#)(38)

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.

The Time Traveller's Wife

sky atlantic



Working together

Convening partners

Certifications and Awards

Since 2006

Diversity, inclusion and equality for everyone

CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS

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.

Report reference website links

- 1 www.thevaluable500.com
- 2 www.rnib.org.uk
- 3 <https://businessdisabilityforum.org.uk>
- 4 <https://responsiblemediaforum.org/home>
- 5 www.tvhumanrights.org
- 6 <https://adassoc.org.uk/ad-net-zero/>
- 7 <https://wearealbert.org>
- 8 www.bitc.org.uk
- 9 www.unglobalcompact.org
- 10 www.responsiblebusiness.org
- 11 www.cdp.net/en/
- 12 www.bitc.org.uk
- 13 wwf.org.uk/who-we-are/who-we-work-with/sky
- 14 www.businessfornature.org
- 15 www.kew.org
- 16 www.corporateleadersgroup.com
- 17 www.aldersgategroup.org.uk
- 18 www.sporhumanrights.org
- 19 www.kickitout.org
- 20 www.mission44.org
- 21 www.un.org/sustainabledevelopment/sustainable-development-goals/
- 22 ww.un.org/sustainabledevelopment/sustainable-development-goals/
- 23 www.skygroup.sky/documents-policies
- 24 www.skygroup.sky/documents-policies
- 25 <https://sciencebasedtargets.org>
- 26 <https://ghgprotocol.org/standards/scope-3-standard>
- 27 <https://carboncall.org>
- 28 <https://www.corporateleadersgroup.com/corporate-leaders-group-europe/members-clg-europe>
- 29 www.skygroup.sky/skystudios/production
- 30 www.kew.org/read-and-watch/10-golden-rules-for-reforestation
- 31 www.kew.org/read-and-watch/kew-declaration-reforestation
- 32 www.skygroup.sky/game-zero
- 33 <https://wearealbert.org/2021/11/03/broadcasters-and-streamers-sign-up-to-the-climate-content-pledge/>
- 34 www.skygroup.sky/documents-policies
- 35 www.skygroup.sky/documents-policies
- 36 www.skygroup.sky/documents-policies
- 37 www.skygroup.sky/en-gb/article/experts-appointed-to-new-diversity-advisory-council-to-steer-sky-s-ambitions-on-diversity-and-inclusion
- 38 www.skygroup.sky/bigger-picture



The Lazarus Project

sky max