

Sky – Seeing the bigger picture 2013/14 GRI Index

Approach

Seeing the bigger picture is our approach to sustainability at Sky. Our strategy – our contribution, responsible business and inspiring action – is also informed by the views of our stakeholders, our assessment of the material risks to our business, and the opportunities we identify to make a positive difference to a more sustainable society.

We build our approach and determine the focus areas within it based on our assessment of materiality. Our material issues are detailed on the [materiality](#) page of our website.

We provide a GRI Index with our reporting to make it easier for us and for our stakeholders to understand our performance in relation to other companies inside and outside our industry. This year, we have used the GRI G4 framework for the first time. The index also reflects the additional GRI G4 disclosures for the media sector in the GRI G4 Media Sector Supplement.

We have reported on the general standard disclosures relevant to the ‘core’ in-accordance option.

For the specific standard disclosures, we chose to construct our index starting with our material issues, as this best reflects our approach to sustainability. We then mapped the relevant G4 aspects as closely as possible to our material issues.

For each of these aspects we have chosen to report on the indicators that are material. For some aspects, that means we have chosen some indicators while for others all indicators are relevant. In addition, we have also disclosed according to the guidance set out by the GRI G4 Media Sector Supplement because some of the aspects included are more relevant to us. That said, these guidelines have been designed for a broad range of media companies from broadcast to print.

As a first time G4 reporter, we have learned that for some of the aspects there are material indicators we do not report on or we have chosen not to because they are commercially sensitive. We have also confirmed that some of the media sector-specific disclosures are not relevant to us as a home entertainment and communications company.

While some GRI G4 aspects directly link to one of our material issues, other G4 aspects – for example, media literacy - touch on several of our material issues. For this reason you will find that not all of the aspects are in the order found in the GRI framework.



General standard disclosures

Key

(M): Indicates additional disclosures linked to the GRI G4 Media Sector Supplement

(A): Indicates external assurance

Disclosure	Description	Reference
<i>Strategy and analysis</i>		
G4-1	Statement from senior decision-maker	Annual Report and Accounts 2014, page 7-8 From our Chief Executive
G4-2 (M)	Description of key impacts, risks and opportunities	Annual Report and Accounts 2014, page 40-43 Materiality
<i>Organizational profile</i>		
G4-3	Name of the organization	Annual Report and Accounts 2014, pages 2-3 About Sky Annual Report and Accounts 2014, 79-80
G4-4	Primary brands, products and services	
G4-5	Location of the organization's headquarters	
G4-6	Number of countries where the organization operates; names of countries with significant operations/relevant to the sustainability topics covered in the report	
G4-7 (M)	Nature of ownership and legal form	
G4-8	Markets served (including geographical breakdown, sectors served, and types of customers and beneficiaries)	
G4-9 (M)	Scale of the organization	



G4-10	Employee data	People data (A)
G4-11	Total employees covered by collective bargaining agreements	<p>We do not have collective bargaining agreements, however all employees are able to join a trade union, although we do not ask them to disclose this to us. We also have an internal mechanism for staff to input into the direction of Sky, as well as feedback on operational issues, called Sky Forum which meets regularly throughout the year.</p> <p>Listening and responding to our people</p>
G4-12	Organization's supply chain	Responsible sourcing
G4-13	Significant changes during the reporting period regarding size, structure, or ownership	Annual Report and Accounts 2014, 79-80
G4-14	Whether and how the precautionary principle is addressed by the organization	<p>The precautionary principle is one factor we take into consideration in the decisions we make. For example, we conduct Life Cycle Assessments on new products we develop. As a result of these, we have developed a 'decision-tree' which sets out the relative environmental impact of different product design choices and how they can have knock-on impacts across the business. This 'decision tree' is being embedded across all new product design considerations.</p> <p>Environment - Better Products</p>
G4-15	Externally developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes or which it endorses	<p>Responsible business</p> <p>How we report</p> <p>Stakeholders</p>
G4-16	Memberships of associations and national or international advocacy organizations	



<i>Identified material aspects and boundaries</i>		
G4-17	Entities included in the organization's consolidated financial statements; Any entities from financial statements which are not included in the Report	How we report How we're doing 2013/14 - Basis of Reporting documents Annual Report and Accounts 2014 - Financial statements
G4-18	Process for defining the report content and Aspect boundaries How the organization has implemented the Reporting Principles for Defining Report Content	Materiality - GRI Index Stakeholders How we report
G4-19	All the material aspects identified in the process for defining report content	Materiality - GRI Index
G4-20	Report the Aspect boundary within the organization	Materiality Stakeholders How we're doing 2013/14 - Basis of Reporting documents (See also 'Social, environmental and ethical aspects of our supply chain' material issue below)
G4-21	Report the Aspect boundary outside the organization	Materiality Stakeholders How we're doing 2013/14 - Basis of Reporting documents
G4-22	Effect of any restatements of information; reasons for restatements	How we're doing 2013/14 - Basis of Reporting documents
G4-23	Significant changes from previous reporting periods in the Scope and Aspect boundaries	How we're doing 2013/14 - Basis of Reporting documents



<i>Stakeholder engagement</i>		
G4-24 (M)	List of stakeholder groups engaged by the organization	Stakeholders Customers and viewers Our people Our industry Shareholders Business partners Government and media Sustainability sector
G4-25	Basis for identification and selection of stakeholders with whom to engage	
G4-26	Organization's approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group; any specific engagement as part of reporting process	
G4-27	Key topics and concerns that have been raised through stakeholder engagement; how the organization has responded to those key topics and concerns, including through its reporting. Stakeholder groups that raised each of the key topics and concerns	
<i>Report profile</i>		
G4-28	Report period	How we're doing 2013/14 How we report Reports
G4-29	Date of most recent previous reports	
G4-30	Reporting cycle	
G4-31	Contact point for questions regarding the report or its contents	FAQs Contact us
G4-32	In accordance option GRI Content Index Reference to External Assurance	How we report Materiality - GRI Index How we report - Assurance Statement
G4-33	Organization's policy and current practice with regard to seeking external assurance	How we report How we report - Assurance Statement



<i>Governance</i>		
G4-34 (M)	Governance structure of the organization, including committees of the highest governance body. Identify any committees responsible for decision-making on economic, environmental and social impacts.	Corporate governance Sustainability governance Annual Report and Accounts 2014 - Bigger Picture Committee report Page 57-58
<i>Ethics and integrity</i>		
G4-56 (M)	Values, principles, standards and norms of behavior such as codes of conduct and codes of ethics	Our commitments Policies On-screen standards Positive contribution



Specific standard disclosures

Key

(M): Indicates additional disclosures linked to the GRI G4 Media Sector Supplement

(A): Indicates external assurance

Specific standard disclosures - mapped to material issues			
Our contribution			
<i>Sky material issue</i>	<i>G4 aspect</i>	<i>Indicator(s)</i>	<i>Reference/direct response</i>
Helping grow the economy	Economic performance	G4-EC1: Direct economic value generated and distributed	Financial data Positive contribution Positive contribution data (A) Note that while Sky operates in UK and Ireland, 96% of employees are based in the UK.
	Indirect economic impacts	G4-EC7 (M): Development and impact of infrastructure investments and services supported G4-EC8: Significant indirect economic impacts, including the extent of impacts	Positive contribution Positive contribution data (A) Community data (A) Note that while Sky operates in UK and Ireland, 96% of employees are based in the UK.



Improving customers' lives	Freedom of expression (M)	DMA	Positive contribution On-screen standards Safe and accessible Safe and accessible data (A) Government and media Our industry Annual Report 2014 pages 12-35
Investing in creative industries and sport	Media literacy (M)	DMA	Positive contribution Positive contribution data (A) Sky Academy Equality and opportunity - Championing diversity Sky Rainforest Rescue
	Content creation (M)	<p>M2: Methodology for assessing and monitoring adherence to content creation values</p> <p>M3: Actions taken to improve adherence to content creation values, and results obtained</p>	Positive contribution Positive contribution data (A) On-screen standards On-screen standards data Equality and opportunity - Championing diversity Business partners data (A)
Championing creativity and opening up the arts	Cultural rights (M)	DMA	Positive contribution Positive contribution data (A) Sky Academy Scholarships Equality and opportunity - Championing diversity



Responsible business			
<i>Sky material issue</i>	<i>G4 aspect</i>	<i>Indicator(s)</i>	<i>Reference/direct response</i>
Customer satisfaction	Product and service labelling	G4-PR5: Results of surveys measuring customer satisfaction	Customer service Customer service data Customers and viewers
	Audience interaction (M)	DMA	Customer service Safe and accessible Data protection Customers and viewers
Responsible gambling	None applicable		
Upholding good editorial standards Upholding good advertising principles	Marketing communications (M)	G4-PR7: Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion and sponsorship, by type of outcomes	On-screen standards On-screen standards data
	Freedom of expression (M)	DMA	
Child safety online	Content dissemination (M)	M4: Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision making) and results obtained	Safe online and on screen
Accessibility of products and	Indirect economic impacts	G4-EC7 (M): Development and impact of infrastructure investments and services supported	Safe and accessible Safe and accessible data (A)



services	Freedom of expression (M)	DMA	Safe and accessible
	Content dissemination (M)	<p>M4: Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision making) and results obtained</p> <p>M5: Number and nature of responses (feedback/complaints) related to content dissemination, including protection of vulnerable audiences and informed decision making and accessibility, and processes for addressing these responses</p>	<p>Safe and accessible Safe and accessible data (A)</p> <p>We have a 90-strong dedicated Accessible Customer Service team, in place for over ten years, which provides specialised support to over 60,000 customers. We have a dedicated accessibility website for our customers, which provides a range of ways to provide feedback/gain assistance. We collect information on the number and nature of responses related to accessibility, but we do not report these figures externally.</p>
Protection of customers' data	Customer privacy	G4-PR8: Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data	<p>Data protection On-screen standards</p> <p>We do not publicly report on the number of data protection complaints.</p>
	Protection of privacy (M)	DMA	<p>On-screen standards Data protection Policies</p>
Protection of IP and copyright	Intellectual property (M)	DMA	<p>On-screen standards Policies Data protection- Preventing piracy</p>

Compliance with law and regulation	Anti-corruption	<p>G4-SO3: Total number and percentage of operations assessed for risks related to corruption and the significant risks identified</p> <p>G4-SO4: Communication and training on anti-corruption policies and procedures</p> <p>G4-SO5: Confirmed incidents of corruption and actions taken</p>	<p>On-screen standards Policies</p> <p>Sky's code of conduct, Ways of Working, outlines our anti-bribery and corruption policies. Risk assessments of the anti-bribery and corruption programme are carried out on an annual basis.</p> <p>The Sky News editorial guidelines for all Sky News employees are designed to ensure journalism, provenance and output is conducted to the highest ethical and editorial standards. In addition, an e-learning module is available and is tailored to those areas of the business where additional training is required in this area.</p>
	Public policy (M)	G4-SO6: Total value of political contributions by country and recipient/beneficiary	<p>Annual Report 2013: Page 80 Government and media Law and regulation</p>
	Anti-competitive behavior	G4-SO7: Total number of legal actions for anti-competitive behaviour, anti-trust, and monopoly practices and their outcomes	Annual Report 2013: Page 44-45
	Compliance (social, and product responsibility)	<p>G4-08: Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations</p> <p>G4-PR9: Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services</p>	<p>Annual Report 2013: Page 44-45 On-screen standards On-screen standards data</p>



Skilled and diverse workforce	Employment (M)	G4-LA1: Total number and rates of new employee hires and employee turnover by age group, gender and region G4-LA2: Benefits provided to full-time employees that are not provided to temporary or part-time employees, by significant locations of operation	People data (A) Policies Note that while Sky operates in UK and Ireland, 96% of employees are based in the UK. We do not currently report employee figures by age group.
	Training and education	G4-LA9 (M): Average hours of training per year by employee by gender, and by employee category G4-LA10: Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings	Equality and opportunity - Creating a culture for success Equality and opportunity - Experiencing the world of work People data (A) Sky Academy data (A) We partially report on both of these indicators.
		G4-LA11: Percentage of employees receiving regular performance and career development reviews, by gender and by employee category	People data (A)
	Diversity and equal opportunity	G4-LA12: Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity	2014 Annual Report page 35 People data (A) We do not currently report the breakdown of employees by age group.
	Equal remuneration for men and women	G4-LA13: Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation	We do not disclose this information publicly.
Diversity on screen	Portrayal of human rights (M)	DMA	Equality and opportunity - Championing diversity Business partners data (A)



Indirect economic impacts		G4 - EC3: Coverage of the organization's defined benefit plan obligations	2014 Annual Report page 94 and 99 Equality and opportunity - The benefits we offer We do not publicly report the level of participation in retirement plans, or the percentage of salary contributed by employee or employer.
Health, safety and security of our people and assets	Occupational Health and Safety	G4-LA6 (M): Type of injury and rates of injury, occupational diseases, lost days, and absenteeism, and total number of work-related injuries	Safety and security Health, safety and wellbeing data Policies Death of Sky camera operator 2013
Wellbeing of our people			
Operational impacts on the environment	Energy	G4-EN3: Energy consumption within the organization G4-EN5: Energy intensity G4-EN6: Reduction of energy consumption G4-EN7 (M): Reductions in energy requirements of products and services	Environment - Fewer impacts Environment data (A) Environment - Better products
	Emissions	G4-EN15: Direct GHG emissions (Scope 1) G4-EN16: Energy indirect GHG emissions (Scope 2) G4-EN17: Other indirect GHG emissions (Scope 3) G4-EN18: GHG emissions intensity G4-EN19: Reduction of GHG emissions	Environment - Fewer impacts Environment data (A) Annual Report 2013, pages 31, 79



	Effluents and waste	G4-EN23 (M): Total weight of waste by type and disposal method	<p>Environment - Fewer impacts Environment - Bigger reach Environment data (A) Sky's Wood and Paper Purchasing Policy</p> <p>Note: We are not a publishing business and therefore reporting practices to recycle or safely dispose of paper, inks etc is not as material as, for example, our environmental impact through production.</p>
Sustainability of our products	Materials	G4-EN2: Percentage of materials used that are recycled input materials	<p>Environment - better products Environment data (A) Sky's Wood and Paper Purchasing Policy Responsible sourcing - Working in partnership</p>
	Products and services	G4-EN28: Percentage of products sold and their packaging materials that are reclaimed by category	<p>Environment - Better products Environment data (A)</p>
Social, environmental and ethical aspects of our supply chain	Supplier assessment for labor practices	G4-LA14: Percentage of new suppliers that were screened using labor practices criteria G4-LA15: Significant actual and potential negative impacts for labor practices in the supply chain and actions taken.	<p>Responsible sourcing Business partners data (A)</p> <p>We have assessed 100% of our strategic suppliers against our Responsible Sourcing Questionnaire across ethical, social and environmental risks in the supply chain. We are expanding our inherent risk assessments to include all suppliers with which we spend more than £100,000 a year and will report on this in 2014/15. This process will deepen our geographical understanding of where our risks are greatest.</p>
	Supplier environmental assessment	G4-EN32: Percentage of new suppliers that were screened using environmental criteria - next year G4-EN33: Significant actual and potential negative environmental impacts in the supply chain and actions taken	
	Suppliers human rights assessment	G4-HR10: Percentage of new suppliers that were screened using human rights criteria G4-HR11: Significant actual and potential negative human rights impacts in the supply chain and actions taken	<p>Next year, we will also report separately on the percentage of new suppliers that have been through the inherent risk</p>



	Suppliers assessment for impacts on society	G4-SO9: Percentage of new suppliers that were screened using criteria for impacts on society G4-SO10: Significant actual and potential negative impacts on society in the supply chain and actions taken	assessment.
Governance of our business	General standard disclosures - see above		
Remuneration of our executives			
Succession planning			

Inspiring action			
<i>Sky material issue</i>	<i>G4 aspect</i>	<i>Indicator(s)</i>	<i>Reference/direct response</i>
Helping young people build skills for a changing world	Media literacy (M)	M7: Actions taken to empower audiences through media literacy skills development and results obtained	Sky Academy Sky Academy data (A)
Getting more people active through cycling	None applicable		
Taking action to protect the environment	Media literacy (M)	M7: Actions taken to empower audiences through media literacy skills development and results obtained	Sky Rainforest Rescue Sky Rainforest Rescue data (A)

