### What’s Sky Academy?

Sky Academy is a set of initiatives that use the power of TV, creativity and sport to help young people build practical skills and experience to unlock their potential.

Launched in 2013, Sky Academy aims to reach one million young people by 2020.

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sky Sports Living for Sport</strong></td>
<td>Multi-week and one-day sports projects with schools, supported by world-class athlete mentors, to inspire young people and help them to build confidence and practical skills.</td>
</tr>
<tr>
<td><strong>Sky Academy Skills Studios</strong></td>
<td>A half-day interactive experience giving eight to 18-year-olds the chance to come behind the scenes at Sky and make their own TV report, linked to topics they are studying at school.</td>
</tr>
<tr>
<td><strong>Sky Academy Careers Lab</strong></td>
<td>A full-day careers experience giving 16 to 19-year-olds the chance to take part in practical workplace challenges at Sky and learn about jobs in media, business and technology.</td>
</tr>
<tr>
<td><strong>Sky Academy Starting Out</strong></td>
<td>One to three-year paid graduate programmes and apprenticeships; and work experience and placement opportunities at Sky to help give the best start to working life.</td>
</tr>
<tr>
<td><strong>Sky Academy Scholarships</strong></td>
<td>A scholarship programme of mentoring and financial support for up-and-coming talent in sport, the arts and TV to boost their careers.</td>
</tr>
</tbody>
</table>
As a successful company, Sky makes a significant and growing economic contribution to the markets where we operate. We support thousands of jobs and invest billions in the creative industries. However, we also know that using our position as Europe’s leading entertainment company gives us the opportunity to reach beyond our business to make a positive impact on society. It’s something we know our customers value, and it’s an important part of making sure our business is successful for the long term.

In the UK and Ireland, we’ve chosen to focus on supporting young people. We think it’s time for businesses to step up and work alongside schools and colleges to help prepare young people for a successful future. Given the power of our brand, it’s an area in which we believe we can make a real difference. That’s why we created Sky Academy. It uses the power of TV, creativity and sport to help young people build practical skills and experience. We’ve set ourselves the target of reaching one million young people in the UK and Ireland by 2020.

With a set of initiatives that cover all ages, from primary school right through to those starting their careers, we’re making the most of our strengths in media and technology. We’ve linked up with educational specialists, and brought together role models from across the world of TV, creativity and sport to help set young people on a path to success.

All our initiatives are supported by Sky staff, including well-known faces from our TV channels. They can provide real-life inspiration to young people and help them understand the range of potential careers in our industry and beyond. Sky Academy is a commitment that we’re very proud of. We know it’s not only making a difference to young people, but also to the future of our business and, we believe, to the media and technology sector as a whole. Visit sky.com/academy to find out more about getting involved.

Jeremy Darroch
Group Chief Executive

Unlocking potential

“Sky Academy is a commitment that we’re very proud of. We know it’s not only making a difference to young people, but also to the future of our business.”

Jeremy Darroch
Group Chief Executive

A view from outside

“Employers routinely ask teachers to equip youngsters with the skills they will need in the workplace. But far too few of them actually engage with schools. Sky is an exception. Sky Academy not only provides young people with the opportunity to see what skills they will need once they leave school, it also allows them to think about their potential. It gives them the chance to say, ‘Look, I can do this.’ And that is incredibly powerful.”

Ann Mroz, Editor, Times Education Supplement

For more information visit sky.com/academy
Sky Sports Living for Sport

Sky Sports Living for Sport is made up of multi-week and one-day sports projects with schools throughout the UK and Ireland. Founded on the belief that sport has the power to transform young people’s lives, the initiative aims to help them build practical skills and self-confidence. Working with the Youth Sport Trust, Sky Sports Living for Sport links teachers and their students with our dedicated team of over 90 world-class athlete mentors.

The initiative reaches one third of secondary schools across the UK and we’re on our way to achieving the same in Ireland. Young leaders from these projects build on what they’ve learned to run Sky Sports Living for Sport Live, a one-day sports experience for primary school students, supported by 2,000 Sky staff volunteers each year.

We’ve linked Sky Sports Living for Sport with our on-screen sports programming, including Sky Sports News HQ and Sky Sports Game Changers, to offer top tips and feature sports stars to inspire young people to get involved through sport.

Sport teaches vital life skills that can inspire young people in whatever they choose to do. This initiative uses sport to create aspirations, self-belief and self-esteem, which really does have the power to change lives.”

Baroness Sue Campbell, Chair, Youth Sport Trust

For more information visit sky.com/academy

Discover what sport has done for Bethan Gill, our 2014 Sky Sports Living for Sport Student of the year.
Sky Academy Skills Studios is a half-day interactive learning experience giving eight to 18-year-olds the chance to use the latest broadcast technology to make a TV report on subjects they’re studying at school. We’ve combined a behind-the-scenes tour at Sky with hands-on experience of our purpose-built studios where the students write, produce and direct their own short news bulletin.

The young people are supported by a specialist team and staff volunteers who help them use their creativity, communication, problem solving and teamwork skills as they explore topics linked to the curriculum, such as cyber-bullying and natural disasters.

We currently have two Skills Studios, one in West London and one in Livingston in Central Scotland. Each has the capacity to host 12,000 young people a year.

“Students who would never usually take a leadership role were able to shine. Thank you to the staff, who were welcoming and encouraging – we’ve had a phenomenal day.”

Laura Buchanan, Southville Junior School, Teacher
Sky Academy Careers Lab

Sky Academy Careers Lab is a full-day careers experience giving 16 to 19-year-olds the chance to take part in practical workplace challenges and learn about careers in media, business and technology.

Opened in 2014 by HRH The Prince of Wales and HRH The Duchess of Cornwall, Sky Academy Careers Lab opens up Sky’s London campus to young people who are exploring their future career options. Led by a specialist team and supported by Sky volunteers from across our business, students are given hands-on experience of life at Sky and work alongside Sky staff on a business challenge. They interview Sky’s senior leaders about working in the industry as well as using Careers Lab’s purpose-built technology to match their interests to a possible career. Students save what they’ve learned on the day using a specially-designed app so they can continue their journey when they get home.

“An amazing experience which really helped me think about future decisions I will have to make.”

Meg Larbey, Bohunt School, student

For more information visit sky.com/academy
Sky Academy Starting Out opens up Sky to young people, offering work experience and employment opportunities to help raise their aspirations and prepare them for the world of work. We support them to gain experience in their chosen career path, and encourage them to share their ideas and take on new challenges so they get the best start to working life.

We offer accredited, permanent positions for school and university leavers on one- to three-year paid graduate programmes and apprenticeships.

Our paid work placements give young people a step up into the workplace for up to 11 months, and our structured work experience programme offers the chance to explore the range of career opportunities available at Sky.

We work in a fast moving industry and our Software Engineering Academy helps talented young people learn the specialist digital skills which will help grow our business and kick-start their careers. We also work together with partners such as MAMA Youth, which helps disadvantaged young people into work through training and mentoring in broadcast media skills.

“Find out why Jonny Yapi has never looked back from his initial taste of working in the media sector

This apprenticeship has provided me with the best way to learn on the job, gain fantastic experience and also receive great qualifications, which could help me further progress my career.”

Priscilla Ossai, Software Academy apprentice
Sky Academy Scholarships

Sky Academy Scholarships is a scholarship programme of mentoring and financial support for emerging talent in sports, arts and TV to boost their careers.

Sky Academy Sports Scholarships is part of our commitment to develop sport at all levels. 12 of the UK and Ireland’s most exciting young athletes receive annual financial support over a four-year period running up to the Olympics. Along with media coaching and mentorship, this helps them fulfil their potential on the international stage.

Sky Academy Arts Scholarships offers five emerging young artists every year £30,000 and mentoring from Sky staff and arts industry experts. From choreography to jazz drumming, we’ve already helped set over 20 talented young artists on the path to successful careers.

Providing opportunities for young people to consider a career in the media, our six Sky Academy TV Scholarships fully fund courses run in partnership with the National Film and Television School, BAFTA and Ireland’s National Film School.

“...I genuinely believe that the Sky Arts Scholarships are a substantial and far-sighted contribution to the best arts practice in this country, and already we see tremendous talents being encouraged and developed as a result of it.”

Melvyn Bragg, Sky Academy Ambassador

Darren Campbell, Sky Academy Ambassador
We're on track to reach one million young people through Sky Academy by 2020. We're also making sure Sky Academy is having a positive impact on the young people who take part.

Research shows that helping young people build skills like resilience, teamwork, creativity and confidence helps them achieve more at school and improve their chances of success in life. And it’s these same skills that are often cited by employers as lacking when young people start work.

We've worked closely with teachers and education advisors to make sure Sky Academy supports learning at school. We've also worked with research specialists to create a way of measuring how Sky Academy is developing the skills that will help young people succeed.

We're measuring the short-term effects of our initiatives before and after young people take part as well as capturing the stories of their experiences. For example, we know almost 70% of those coming to Sky Academy Skills Studios say they have developed new skills, and teachers report over 90% of students taking part in Sky Sports Living for Sport are more confident as a result.

As well as measuring the immediate impact of our initiatives, we're also assessing the longer-term effects. We’re following up two years after young people have taken part in Sky Academy so we can learn more about how the skills they developed make a difference in their life and their work.

To find out more about the impact Sky Academy is having and to watch the stories, visit sky.com/academy

“I think sometimes the impact is a few years down the road. I’ve met a couple of the boys I worked with three years ago who have left school since then and they’ve said to me, ‘The best thing I did at school was Sky Sports Living for Sport’.”

Gordon Fagan, Lead Teacher for Sky Sports Living for Sport, Cardinal Newman High School, Lanarkshire

2 CBI/Pearson education and skills survey 2014.
“When I was young, I got the chance to do something I loved. And what I learned has helped me in my life. Every time I meet with young people and hear their stories, I am inspired by what they’re achieving through Sky Academy. In my role as ambassador, I hope to play a part in helping them unlock their potential.”

Jessica Ennis-Hill, Sky Academy Ambassador

Getting involved

Help us spread the word! Visit sky.com/academy to:

• Keep up to date on the latest news from Sky Academy
• Watch the stories of how Sky Academy is helping unlock potential
• Explore the opportunities on offer through Sky Academy Starting Out
• Find out how teachers can get their school involved with Sky Academy

Follow us at twitter.com/skyacademy and at facebook.com/skyacademy