



# step up

## Impact Report 2022

BECAUSE THE WORLD CAN'T WAIT

# Introduction

|   |           |   |           |
|---|-----------|---|-----------|
| <b>Introduction</b>                         | <b>4</b>  |   |           |
| Foreword                                    | 4         |   |           |
| Sky at a glance                             | 6         |   |           |
| Our strategy                                | 8         |   |           |
| <b>Powering the cultural economy</b>        | <b>10</b> |   |           |
| Driving investment across our industry      | 11        |   |           |
| Making the arts accessible                  | 13        |   |           |
| News everyone can trust                     | 16        |   |           |
| <b>Leading on the environment</b>           | <b>18</b> |   |           |
| Transforming our business                   | 19        |   |           |
| Our progress                                | 21        |   |           |
| Our operations                              | 22        |   |           |
| Behind the making of TV                     | 24        |   |           |
| Our products                                | 25        |   |           |
| Using our voice to mobilise millions        | 26        |   |           |
| Expanding climate-related news content      | 28        |   |           |
| Helping fans look after the sport they love | 29        |   |           |
| Investing in nature                         | 30        |   |           |
| <b>Addressing inequality</b>                | <b>32</b> |   |           |
| Championing diversity and inclusion         | 33        |   |           |
| Championing women's sport                   | 38        |   |           |
| Practicing what we preach                   | 42        |   |           |
|   |           | Accessible products and productions   | 44        |
|   |           | Unlocking the digital world and inspiring young people -<br>Sky Up Digital Hubs | 46        |
|   |           | Celebrating 10 years of Sky Up Academy Studios                                  | 48        |
|   |           | Sky Up Academy Studios On Tour  | 49        |
|   |           | The Edit  | 50        |
|   |           | Sky Up Tech Grants  | 51        |
|   |           | Supporting our local communities  | 52        |
|   |           | <b>Responsible business practices</b>   | <b>56</b> |
|   |           | Working with our stakeholders   | 57        |
|   |           | Respecting human rights   | 58        |
|   |           | Responsible mineral sourcing  | 60        |
|   |           | Protecting our people   | 61        |
|   |           | Attracting and supporting diverse talent  | 62        |
|   |           | Championing employee wellbeing  | 63        |
|   |           | Bringing out the best in our people   | 64        |
|   |           | Protecting our customers  | 65        |
|   |           | Caring for our communities  | 66        |
|   |           | <b>Assurance and governance</b>   | <b>68</b> |
|   |           | How we report   | 69        |
|   |           | Data tables   | 70        |







## Dana Strong

### Group Chief Executive

In 2022, we continued to transform our business and I'm really proud of the way our teams rallied to give our customers even better value and even more of what they love. Sky Stream and Sky Glass are now reaching a new generation of people who've grown up streaming TV, and making it easier for everyone to enjoy the best of Sky. Sky Mobile was the fastest-growing UK provider and we kept growing our broadband business across the UK, Ireland and Italy.

As well as offering our customers the best TV experience, and the best ways to stay connected, we're determined to make a positive difference in the world. We used our scale, influence and ways of working to make life better for everyone, in three key areas:

#### Powering the cultural economy

At Sky, we make unmissable film and TV that people across the world want to watch. In 2022, we invested £500 million to make

original, European TV and we aired 200 Sky Originals.

We continued to share our trusted, independent journalism with people in 138 countries, free of charge. Sky News and Sky TG24 are available 24:7, online and have a growing footprint across all social platforms. Sky News was awarded News Channel of the Year for the fifth consecutive year at the Royal Television Society Awards.

In the UK and Ireland, we broadcast Sky Arts, free-to-air, making the arts accessible to everyone and attracting prime time audiences. And we go further to bring people closer to the arts, with a range of free initiatives. Through Access All Arts week, we reached over 200,000 primary school children, inspiring them to get creative.

#### Leading on the environment

Taking action to stop the climate crisis has never mattered more. Our Sky Stream Puck launched in 2022. It's the most energy-efficient way to connect to Sky. And we continued to make progress driving down our emissions across our business to meet our ambitious target to go net zero carbon by 2030.

To go net zero, we need the support of our customers and suppliers. That's why we keep on mobilising millions of people by sharing the latest news and ways to take climate action, across our channels and shows. And we continue to work with partners like WWF to champion nature-based solutions.

#### Addressing inequality

We believe everyone should be able to get online, and everyone should have the chance to fulfil their potential. So through Sky Up, we're giving young and older people access to the internet and we're raising the aspirations of thousands of school children.

Since Sky Up launched in 2022, we've opened 26 Digital Hubs at the heart of the community, giving kids the technology, connectivity and space to study outside school. And giving older people the basic skills and tools they need to access online services. We gave 86 young care leavers – and counting – a lifeline to the digital world, with our Sky Up Tech Grants. And throughout 2022, over 16,000 students from over 500 schools experienced Sky Up Academy Studios, giving them new skills, confidence and experience of a range of media careers they can aspire to.

Inclusivity is at the heart of our business. We build our products and services with inclusivity in mind. And we're creating a culture of inclusivity within Sky. We also continued to partner with Kick It Out to stamp out racism in sport, with the Black Equity Organisation to support Black entrepreneurs and with Mission 44, to keep kids at risk of exclusion, learning in schools.

We couldn't create positive change for our communities and for the wider world, without great ways of working. Our values shine through in everything we do. We are committed to the United Nations Global Compact and its principles on human rights, labour, the environment and anti-corruption.

I'm so inspired by the way our people keep showing up for our colleagues, customers and communities. Looking ahead to 2023, I'm excited for some big moments, from the opening of our first Sky Up Digital Hub in Milan to continuing to champion positive change for the planet with initiatives like Green Football Weekend.

# SKY AT A GLANCE

Europe's leading media and entertainment company

£29bn

contributed to European GDP

34,700

employees

£1.8bn

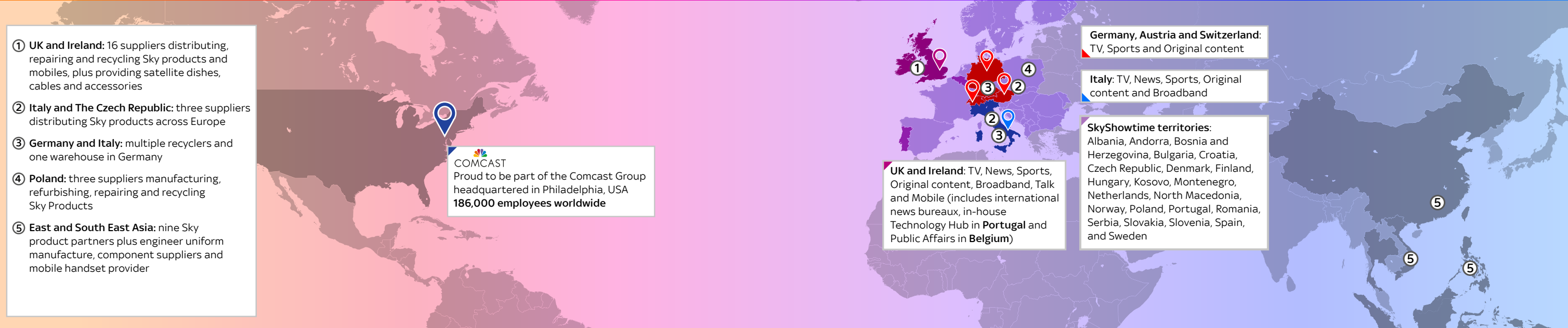
tax paid across Europe

£27.3m

investment for societal impact

0

net zero carbon by 2030



The best original and acquired content

sky studios



A selection of our channels



Industry-leading products and services





# Our strategy

At Sky, we are led by our purpose to bring better content and innovation to all of our customers, better connecting them to more of what they love.

We Believe in Better and are committed to making a positive impact on our industry, our communities and the wider world. There are three key areas in which we know we can go above and beyond to make the biggest difference: powering the cultural economy, leading on the environment and addressing inequality.

All this is underpinned by strong values and a continuous drive to champion and embed responsible business practices in everything we do. We respect human rights, we source responsibly, and we do the right thing for our people, our customers, and our communities.

Our strategy continues to be developed based on the UN Sustainable Development Goals (SDGs) and informed by our material issues which have been identified using rigorous contextual analysis and stakeholder engagement. We also remain committed signatories of the UN Global Compact, implementing universal principles on respect for human rights, anti-corruption and the environment.

Over the next year, we plan to refresh our alignment with the UN SDGs and review our material issues to ensure we are showing up in the most impactful way for people and planet. For more information on our work in this space please see our 'Reports and Policies' page online.

## POWERING THE CULTURAL ECONOMY



Driving investment across our industry



Making the arts accessible



Giving the world news everyone can trust

## LEADING ON THE ENVIRONMENT



Transforming our business



Using our voice to mobilise millions



Investing in nature

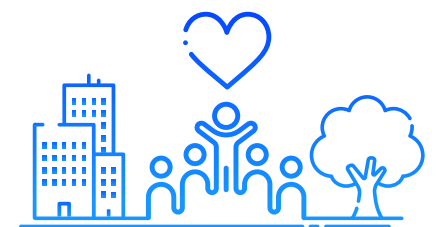
## ADDRESSING INEQUALITY



Championing diversity and inclusion



Unlocking the digital world and inspiring young people



Supporting our local communities



On set of A Town Called Malice

# 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.

## Driving investment across our industry

### Creating world class film and TV

In 2022, we commissioned over 200 new Sky Originals, 60% more than in 2021, and committed to doubling our investment by 2024 to meet demand, with Sky Originals responsible for half of our top 20 performing shows.

We're continuing to invest over £500 million annually in UK originated content and last year were incredibly proud to receive 30 BAFTA nominations and seven wins.

With the launch of SkyShowtime in late 2022 and the global distribution capabilities of our sister company NBCUniversal, we also have an increasingly global scale – enabling creators to tell stories on an even bigger canvas.



Behind the scenes of Brassic Season 4

## Highlights

**+200**  
Sky Originals

commissioned and £500 million invested in UK originated content

**+2,000 jobs**

supported through the development of

**sky studios** ELSTREE

**73% sky arts**

+1.9 million strong audience accessed the channel via Freeview

An estimated  
**208,000**  
children

participated in Access All Arts week

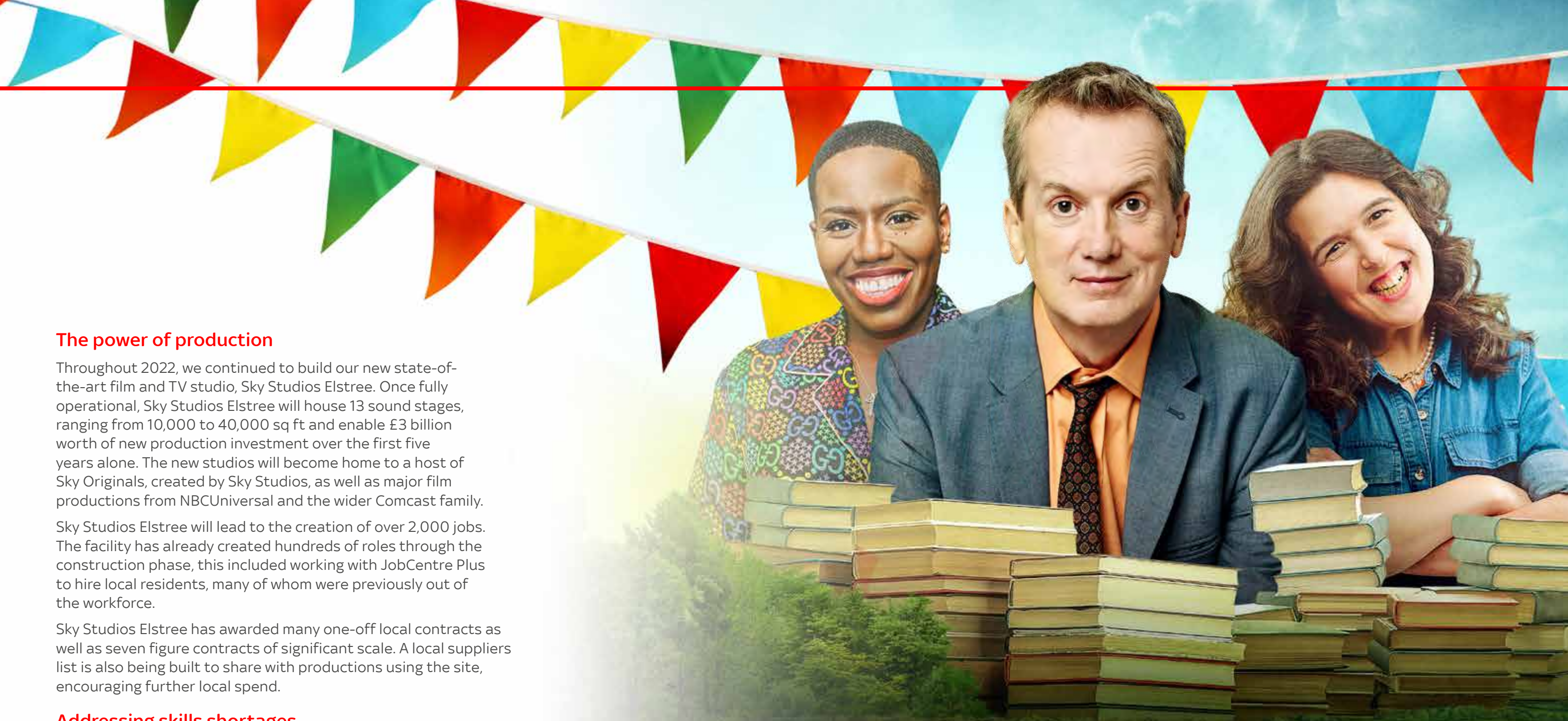
**+100m people**

reached via Sky News every month

**sky news**

awarded News Channel of the Year for a fifth consecutive year





### The power of production

Throughout 2022, we continued to build our new state-of-the-art film and TV studio, Sky Studios Elstree. Once fully operational, Sky Studios Elstree will house 13 sound stages, ranging from 10,000 to 40,000 sq ft and enable £3 billion worth of new production investment over the first five years alone. The new studios will become home to a host of Sky Originals, created by Sky Studios, as well as major film productions from NBCUniversal and the wider Comcast family.

Sky Studios Elstree will lead to the creation of over 2,000 jobs. The facility has already created hundreds of roles through the construction phase, this included working with JobCentre Plus to hire local residents, many of whom were previously out of the workforce.

Sky Studios Elstree has awarded many one-off local contracts as well as seven figure contracts of significant scale. A local suppliers list is also being built to share with productions using the site, encouraging further local spend.

### Addressing skills shortages

Sky Deutschland launched Skills for Film and TV production, bringing together public and private broadcasters as well as on demand services in Germany to help address skills shortages in the industry. Over the course of 2022, the group laid the foundations for a joint skilled labour strategy, funded relevant institutions and education providers and developed a database to match the demand for certain skill sets with training opportunities.

### Making the arts accessible

Sky Arts, the UK's only channel dedicated to arts and culture, exists to bring more art to more people. We're passionate about driving participation, inclusion and representation across every art form.

In 2020, Sky Arts went free-to-air. Since then, our audience has increased by 155% which is equivalent to an additional +1.9 million viewers reached each week. Freeview viewers in particular have embraced the opportunity to watch Sky Arts, accounting for 73% of our audience.

In Italy, Sky Arte organised several free events over the course of 2022 enabling more people to experience the power of the arts. Events included an outdoor concert at ArteParco Festival with Roberto Angelini and Rodrigo d'Erasmus, dedicated to songwriter Nick Drake. During the Venice International Film Festival, Sky Arte also celebrated the programme Indie Jungle with three live evening performances open to all.





Behind the scenes of National Theatre Live

### Contributing to culture

Not only are we incredibly proud of our original content but we also continue to champion the arts through our long-standing partnerships, including our sponsorship of National Theatre Live to which we have contributed £2.4 million to date. This support is invaluable in enabling more people to experience world-class theatre that is entertaining, challenging, and inspiring.

Since 2008, we have invested £698,000 to produce 76 hour-long TV programmes to showcase the best of Indian classical music, bringing the Darbar Festival from theatres onto screens for people across Britain.

We also continue to support emerging artists from diverse and underrepresented backgrounds via our bursary schemes and partnership with Creative UK's shortFLIX initiative. Our £150,000 annual investment in bursary schemes across music, dance, literature, visual art and theatre includes access to renowned mentors from author Bernardine Evaristo to dancer and choreographer Akram Khan. By alleviating some financial pressure and offering exciting showcase opportunities, the recipients of our bursaries can focus on their art and building strong foundations for success. We're also proud to broadcast the winners of shortFLIX – a short film initiative for aspiring new filmmakers aged 18-25 who are not in full-time education, employment or training - across our channels.



**The partnership with Sky Arts has enabled me and the AKC Legacy team to curate specifically designed mentorship programmes; ensuring that dance makers are supported and encouraged to further immerse, interrogate and explore their practice. It has been an inspiring two years of connecting with some incredibly gifted dance makers, all of whom present a very exciting future for British and international dance.**

*bursary mentor, Akram Khan*

**The mentoring has given me the ability to be more confident about my work and the work I want to write.**

*bursary recipient*

**I'm so pleased at how well this mentoring scheme has progressed. It is doing essential work in developing writers from marginalised communities who will soon enough be part of the movement to transform the literary landscape and make it more inclusive.**

*bursary mentor, Bernadine Evaristo*



Gods of the Game: A Football Opera

### Sharing the joy of singing

In 2022, shows such as Gods of the Game: A Football Opera - the first opera made for TV in over 20 years - brought members of the public together in beautiful and unexpected ways by including a 40-strong football fan chorus trained to sing opera.

To mark the launch of our new show Anyone Can Sing, we also transformed London's Speakers' Corner in Hyde Park into Singers' Corner in a bid to encourage more people to belt out a tune, whatever their ability.

Sky Arts research showed that eight in ten adults across the UK enjoy singing out loud, with 54% saying it makes them feel happy and relieves stress. With 65% of people wishing they could sing better, world-class vocal coach Nicky Spence was on hand throughout the day to provide free masterclasses.

### Increasing arts access in schools

In June 2022, we launched Access All Arts week, a new nationwide arts initiative for primary schools. Developed in partnership

part, with 1,460 schools downloading the resources and an estimated 208,000 children participating across the week.



97% of teachers who took part said the week was effective in developing their pupils' interest and engagement in the arts, and 91% said it had given their school more support and resources to draw upon.

with leading artists and arts organisations, from poet Benjamin Zephaniah to author Liz Pichon, the initiative provided free resources for teachers to take their classes on a week-long creative adventure across five forms of artistic expression. Over 6,000 teachers across the UK and Ireland registered to take

Teachers can access the full programme of free, ready-made learning materials via a content-rich website, providing a hub of activities, video content and competitions brought together by Sky Arts, and our partners. Access to the platform and all content is open to all as a permanent resource. Schools can also use the site's interactive map to connect with local arts organisations.





Beth Rigby interviews Boris Johnson



The Sky News Studio

## Highlights

**+100m**  
people reached via  
Sky News every month



awarded News Channel of the Year  
for a fifth consecutive year



News Provider of the Year at the  
British Journalism Awards

Rated the most trusted, accurate and  
high-quality TV news source in the UK

## News everyone can trust

Trustworthy 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.

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.

Last year we reached more than 100 million people every month across TV, digital, social and audio. Our team of more than 600 people cover stories from every region of the UK and around the world.

We believe in eyewitness journalism getting to the heart of the story, using powerful visuals and fact-led reporting to reveal the truth. While our digital team use technology and data to explain, analyse and share complex stories in compelling ways.



Sky News at the British Journalism Awards

## Delivering high-quality, trusted journalism

According to Ofcom research, audiences rate Sky News the most trusted, accurate and high-quality TV news source in the UK.

In 2022, Sky News was awarded News Channel of the Year for a fifth consecutive year at the Royal Television Society Awards, and News Provider of the Year at the British Journalism Awards.

## Reporting on big stories that matter

Record-breaking audiences turned to Sky News for non-stop coverage of stories like the war in Ukraine, UK political turmoil and the death of Queen Elizabeth II in 2022.

Our commitment to eyewitness reporting means we've had correspondents on the ground in Ukraine for every day of the conflict, while special correspondent Alex Crawford secured a memorable first exclusive interview with President Zelenskyy.

In Italy, Sky TG24's Live In programme was broadcast from cities Bergamo and Firenze. National and international guests covering topics such as politics, economics, science and culture discussed ideas and strategies to address the future challenges faced by society, alongside the latest breaking news.

## Investing in specialist teams

Always innovating, we continue to invest in our newsroom and have expanded our digital teams including the newly formed Open-Source Intelligence Team, data and forensics. These teams delve deep into the data, revealing trends and the truth, serving our audience's appetite for data-driven insights.

To better serve our audiences and the communities they live in, we've also recruited a dedicated cost-of-living correspondent, to cover the crisis in detail and deliver consumers information on the issues that affect them.

**“ You have to show the truth, to combat fake news and to bear witness. And that is why it's so important that journalists from every country go and do this work.**

*Sky News chief correspondent, Stuart Ramsay*





Aneeshwar Kunchala stars in COP27: Six Ways to Save Our Planet

# Leading on the environment

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

## Transforming our business

At Sky, we remain committed to our ambitious target to become net zero carbon across our operations and value chain by 2030.

Our science-based target is to halve our absolute emissions by 2030 and we will use our nature strategy to help us offset those emissions we can’t currently cut. Beyond 2030, we plan to decrease the amount we offset by continuing to drive transformational change across our operations and wider value chain. We’re proud of what we’ve achieved so far, but we know we still have a lot of work to do.

As the first media company to go carbon neutral in 2006, we continue to learn, evolve and share our approach because we know we can’t do this on our own. You can read more on our approach to offsetting our operational emissions in our Carbon Neutral Policy online.

We’re also working hard to support a just transition to net zero. We’re continuously reviewing the risks and opportunities for people and conducting human rights due diligence throughout our net zero business transformation programme. More information on our approach to respecting human rights is available in the ‘Responsible business practices’ section of this report.

## Highlights

On track to be  
**net zero**  
across Scopes 1 and 2 by 2030

Helped form an  
**industry-leading secretariat**  
to tackle internet-connected device emissions

Launched Sky Stream, our  
**most energy efficient product**

Sky Kids’ COP27 documentary received over  
**1m views**

**+85,000 people**  
committed to become a ‘Force for Nature’ with Sky and WWF

**+1.7m climate-positive actions**  
taken by sports fans

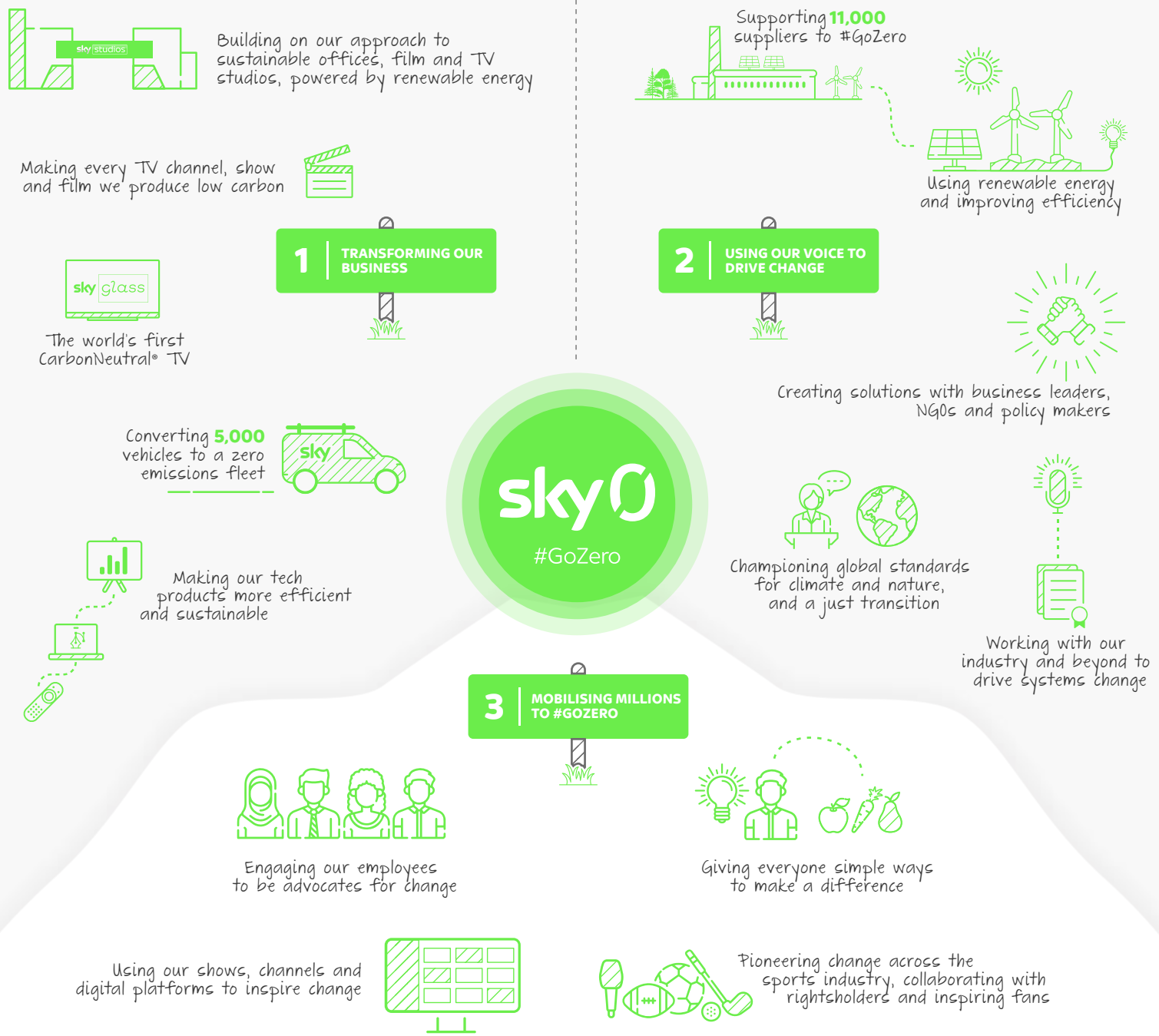


# NET ZERO CARBON BY 2030

BECAUSE THE WORLD CAN'T WAIT

We take a whole-of-society approach to net zero, supporting a just transition and climate justice. 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



Leading on the environment

The Innovation Centre at our Osterley Campus

### Our progress

As recognised in the GHG Protocol Scope 3 Corporate Value Chain Standard, Scope 3 calculations commonly rely on estimated approaches. Most of our emissions come from our purchased goods and services and so, we're committed to improving the accuracy and efficiency of our reporting.

**We've reduced our emissions across Scopes 1 and 2 by 56% since 2018**

In 2022, we designed and developed a new carbon accounting tool within our existing supply chain management software to help

more accurately measure and forecast for the embodied carbon within our product supply chain. We also continue to calculate the life cycle emissions of all our electronic products placed on the market which informs our strategy for reducing our Scope 3 emissions. We are assessing the impact of integrating this life cycle data into our emissions reporting.

And we continue to engage our suppliers through CDP Supply Chain to understand their targets and emissions, which helps us to replace estimated supplier emissions based on industry averages with supplier-specific data.

### Carbon emissions

| Year            | Scope 1 (tonnes of CO <sub>2</sub> e) | Scope 2 (tonnes of CO <sub>2</sub> e) | Scope 3 (tonnes of CO <sub>2</sub> e) |
|-----------------|---------------------------------------|---------------------------------------|---------------------------------------|
| 2018 (baseline) | 30,771                                | 42,249                                | 2,396,552                             |
| 2019            | 38,217                                | 24,909                                | 2,186,285                             |
| 2020            | 36,448                                | 21,577                                | 2,317,584                             |
| 2021            | 38,324                                | 8,149                                 | 2,392,509                             |
| 2022            | 29,374                                | 2,963                                 | 2,463,472                             |

Our full Scope 1, 2 and 3 carbon emissions data is available on pages 70-71 of this report.

FORESTS

MANGROVES

SEAGRASS





Our electric shuttle buses connect campuses with local public transport



Leading on the environment

Sky Studios Elstree

## Highlights

Reduced carbon emissions by

**272 tonnes**

per year with suite of electric shuttle buses

We are delighted to have achieved **BREEAM Outstanding certification** for our Innovation Centre building in Osterley

Around **10%** reduction in power use since 2019

We use **100% renewable electricity** to power our operations

## Our operations

### Powering Sky

We're also working collaboratively to reduce human rights risks and make informed buying choices across the value chain of renewable energy creation and battery storage to promote a positive transformation for workers and communities. For example, we've joined an industry initiative with Action Sustainability to develop responsible sourcing guidance for solar power. You can view our data tables on energy provision on pages 70-71 of this report.

### Electric connections

As a signatory of EV100, the campaign to transition vehicle fleets to electric by 2030, we're consistently trialling and rolling out new technology. In 2022, we unveiled a full suite of all electric shuttle buses that help to transport our employees to and from our campuses and connect them with local public transport. This change reduces our carbon emissions by 272 tonnes every year compared to our historic diesel fleet.

We also now have 149 plug-in hybrid electric vehicles (PHEVs) in our home service fleet and 16 full electric vans in our facilities teams' fleets, which are being trialled across a variety of regions and roles.

### Building for the future

In 2022, we implemented new building management practices to optimise energy efficiency within our owned buildings. Throughout the year, 96 separate energy conservation measures were implemented across our UK sites. These measures included reduced boiler flow temperatures, improved control of fan speeds and a widening between heating and cooling setpoints. Since 2019, we have reduced our power use by around 10%.

Our biggest construction project remains Sky Studios Elstree. Designed from the ground up with the most sustainable materials and technologies, Sky Studios Elstree continues to help us lead the way for the industry. In 2022, we partnered with industry body albert and engineering firm Arup to help create the Studio Sustainability Standard, through which we will demonstrate Sky Studios Elstree's sustainability performance and help drive up sustainable practices across the wider global studio ecosystem.

We also grew our existing programme to prevent labour exploitation and promote workers' rights on construction sites by developing a toolkit for labour rights considerations in the build and supply chains of future projects, including a 'Materials Guide' for project managers, designers and suppliers.

### Engaging our employees

At Sky, we know our employees play an important role in meeting not only our net zero target but helping to have a positive impact in the world more widely.

In 2022, we launched our W!n W!n (Waste not, Want not) campaign in the UK which bundles un-sold food items together and sells them to staff at a discounted price to help reduce food waste.

And in Italy, we collected 2,137 glass bottles for recycling following the installation of Sky Zero branded collection machines, reducing raw material use, emissions and waste.



Glass bottle collection machines



## Behind the making of TV

As part of the TV industry sustainability consortium, albert, and as a signatory to the UNFCCC Sports for Climate Action Framework, we continue to strive for best practice both on and off screen. For example, in June 2022 we launched the Sky Production Sustainability Pilot, a programme of dedicated, senior level sustainability advice on a range of Sky Originals, gathering expert insights to the barriers and opportunities to sustainable production.

In the UK, Sky Sports is working closely with rightsholders and other production companies to share knowledge and inspire positive change. For example, from the start of the 2022/23 season, the English Premier League began implementing several operational improvements including provision of venue power for rig days, reducing generator usage and catering for our crew as well as the vehicle footprint of the events.

In Germany, we're proud to be part of the Green Shooting Working Group, helping the production industry transition towards a more sustainable future via mechanisms such as a new set of industry sustainability standards launched in January 2022.

Sky News and Sky Sports News in the UK and Sky Sports in Germany also continue to roll-out our award-winning refit of production vehicles to enable them to run off batteries and solar power, eliminating idle engine running. Sky Deutschland is now measuring the carbon footprint of all its sports productions and has committed to all Bundesliga and second division games being carbon neutral productions.

Romulus Series 2 became our first production in Italy to complete albert certification. Sky Italia also began to test remote production for Serie B football matches, helping lower emissions on matchday by minimising transport and utilising Sky-powered infrastructure.

You can read more about how we're using our content to mobilise millions in the next section of this report.

## Highlights

Our UK productions including



continue to be certified carbon neutral

Launched the Sky Production Sustainability Pilot



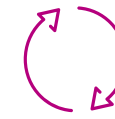
Continued to roll-out our award-winning refit of production vehicles

## Our products

In October 2022, we launched Sky Stream, our most energy efficient product ever, with an auto-standby mode of less than 0.5 watts, saving emissions and customer electricity costs.

Sky Stream's compact size saves materials and carbon emissions compared to existing product ranges and like our other products, the packaging is 100% recyclable, Forest Stewardship Council (FSC) certified, and free from single-use plastics.

We continue to follow sustainable design principles for our products including:



### Material efficiency

expanding the application of recycled materials across our TV products and accessories such as remotes



### Longevity

rolling out regular software updates so all customers have the latest user interface and experience, reducing the need to update hardware



### Reuse and repair

ensuring our products are repairable and refurbishable so we can extend their use and drive reuse across our customer base



### Energy efficiency

focusing on continuous improvements, regularly iterating our software and hardware designs



### Life Cycle Assessments (LCAs)

understanding where our biggest impacts lie, enabling us to make material changes across our product portfolio



### Human rights due diligence

including risk assessment, consideration of human rights impacts and improvements throughout the entire product life cycle

**In 2022, we refurbished more than two and a half million of our set top boxes**

## Our value chain

Beyond the work we continue to do to support our suppliers with mapping and reducing their Scope 1, 2 and 3 emissions, we're also looking at how we can decarbonise our wider value chain.

### Customer emissions accounting

Along with other leading technology companies we are proud to have formed a secretariat led by global climate consultancy the Carbon Trust, to tackle internet-connected device emissions. Together, we will develop the industry's first specification for measuring, accounting for, and decarbonising the emissions associated with connected devices while being used by customers.



## Using our voice to mobilise millions

As a signatory of the Climate Content Pledge, convened by albert, we have committed to using our content to inspire and inform sustainable choices and behaviours. In 2022, this included publishing our top five energy saving tips alongside other pledge signatories to help customers identify some easy ways to save money in their homes, whilst helping the planet by reducing energy use.

### Highlights

12  
Sky Studios  
scripted titles included  
climate messaging



COP27 documentary  
received over

1m views

Over 1.7m

climate-positive actions  
taken by sports fans

### Driving the change we want to see

To help measure our progress, we now categorise to what extent our productions have a climate-related element. This process takes place during the early development stages so that we can identify authentic and relevant ways to integrate climate-related messaging that enhances the entertainment value of our programmes.

Throughout 2022, we also continued to raise awareness of our Sky Zero campaign, encouraging our customers to join us in our journey to a net zero future. We shared bespoke content across Formula 1 coverage in Italy and Germany, pre-match climate-related content for the Bundesliga and more.

Our research has shown that Sky Sports customers aware of the Sky Zero campaign show a 40% greater willingness to make sustainable changes in sport than those not aware of the campaign.

However, our work in this space goes beyond the content we produce. It also includes our advertising and in 2022, we were proud to run our Sky Zero Footprint Fund for the second year in a row.

The £2 million fund puts the power of TV advertising behind business initiatives that are driving positive behavioural change for a more sustainable world. The winning campaign by Serious Tissues secured a total of £1 million in media value. All campaigns were rigorously judged by an expert panel for their creativity, impact, and credibility.



Sky Original Christmas Carole

### Bringing the Planet Test to life

In 2021, we announced the launch of our Planet Test, ensuring programme makers actively consider the environment and champion sustainability. This guidance was showcased in 2022's modern twist on the classic Dickens tale, Sky Original Christmas Carole, which was written with sustainability at the heart of its narrative.



**In the original, the polemical aspect was Dickens highlighting the plight of the poor and the indifference of the rich in Victorian society. We wanted to do a new take on it and the climate crisis felt like the biggest challenge to society right now. One of the lessons that our character learns is that the pursuit of money at all costs, particularly to the environment, isn't such a great thing.**

*Anil Gupta, Creative Director for Sky Studios Comedy*

### Informing and engaging future generations

Ahead of 2022's UN Climate Change Conference, COP27, Sky Kids' weekly news show FYI saw young presenters reveal research on how children feel about the climate crisis and top tips on how they can protect the planet. Sky Kids commissioned a study of 2,000 children aged 7-14 and found that 43% think climate change is the biggest issue the world is facing right now.

Sky Kids also developed COP27: Six Ways To Save Our Planet in which viewers were shown innovative solutions to help fight the climate crisis on an eye-opening journey across six continents. The documentary received over a million views by individuals, including schools, across all Sky platforms.

And Obki, the loveable eco-alien, returned for a second series. Families have been invited to join in on amazing eco-missions from understanding how to save the coral reefs to making everyday products out of bamboo. The series has received over half a million downloads.







Tom Heap on The Climate Show

### Expanding climate-related news content

From July 2022, presenter Tom Heap began hosting new weekend editions of The Climate Show on Sky News. Launched in 2021 alongside our podcast ClimateCast, The Climate Show was the first dedicated daily show on the climate crisis. Hearing from individuals and communities impacted and adapting to the climate crisis alongside scientists and policymakers, the programme continues to raise awareness of challenges and help explore solutions.

In addition, Sky Italia ran a second season of 'Impact - Soluzione per una crisi' on Sky TG24 with journalist Daniele Moretti exploring possible solutions for the climate crisis.

### Showcasing the best of nature and climate

Sky Nature and Sky Zero partnered with Verde Giffoni, a festival bringing together young people across Italy to discuss the environment, society and economic sustainability through films, debates, meetings, music and innovation. During the festival, Sky Nature held a panel debate to discuss how individuals can contribute to positive environmental change, starting with everyday actions.

In Germany, for the prime-time slot every Sunday, Sky Nature focused on climate-related content with empowering documentaries such as the BBC's Climate Change: Ade on the Frontline, which explores how lives are being affected and scours the globe for potential solutions.

And in July, we launched the first ever permanent climate and sustainability inspired content collection, live across Sky Glass and Sky Q. The Nature and Climate collection brings together the best content from across Sky, BBC, Disney+ and other broadcasters.



Golf fans get involved in Sky Zero activation

### Helping fans look after the sport they love

As part of our ambition to be net zero by 2030, we have committed to working closely with key rightsholders and governing bodies to help educate sports fans on the impact that climate change is already having on the world of sport, from flooded pitches to athletes suffering from heat-exhaustion.

Following the success of our award-winning Game Zero initiative in 2021, in 2022, we launched a new campaign to encourage sports fans to take action. Fans attending some of the biggest sporting events over the summer took more than 1.7 million climate-positive actions. The campaign was also localised for our audiences in Germany.

As part of this campaign, we created a first of its kind TV advert showcasing how climate change is threatening the word of sport with bespoke versions created for our audiences across the UK, Italy and Germany.

Sky Sports subscribers interested in learning more could tune into a Sky Sports documentary, Football's Toughest Opponent, exploring the impact of climate change on football and what governing bodies, clubs, managers and players are doing to tackle the climate emergency.

Sky Sports Netball also launched a six-part sustainability series showcasing what netballers are doing in the fight against climate change and inspiring audiences to do the same at home. Topics ranged from sustainable shopping habits and period products to plant-based diets.

### Some of the actions taken



420,000 instances of fans cutting down on transport emissions by using public transport, park and ride shares, cycling and walking



65% of fans attending The Open bringing or buying their own reusable bottle, refilling at the free on-site water stations



Over 69,000 cases of choosing to eat vegan or vegetarian alternatives instead of traditional meat-based matchday meals



## Investing in nature



Whilst our priority is to cut our carbon emissions by transforming our business, our approved science-based target is to halve our emissions across our value chain by 2030, absorbing our remaining emissions through the protection and restoration of natural habitats is also an important part of our net zero strategy.

Our long-term partnerships with experts and scientists at Royal Botanic Gardens (RBG) Kew and WWF have helped us to shape our thinking and maximise our positive impact, however, we're still learning. We will continue to evolve our approach over time and work to ensure the nature-based solutions we support have co-benefits for people and biodiversity, delivering on the principles of a just transition.

### Shaping our approach with RBG Kew

We have been working with RBG Kew since 2020 to deliver some incredible programmes that are helping to shape our approach to nature and our role in tackling the biodiversity and nature crises.

In the first year of our partnership, we supported RBG Kew's 10 golden rules for restoring forests. Published in 2021, this was



Scientific evidence shows that strong nature and land stewardship is central to achieving Paris Agreement goals. Nature-based interventions must be designed based on strong scientific evidence, with proper evaluation and monitoring processes established from the start. Sky takes an inquisitive approach to their work on climate action. That's why the Royal Botanic Gardens, Kew, global experts in biodiversity and nature, have been delighted to partner with Sky.

*Director of Wakehurst, Ed Ikin*

a scientific paper exploring how, when done correctly, reforestation can benefit people and planet. Also in 2021, we supported The Kew Declaration on Reforestation for Biodiversity, Carbon Capture and Livelihoods, signed by over 3,000 global experts and concerned citizens from 114 countries, aimed at promoting the long-term protection and restoration of natural forest ecosystems worldwide. As part of RBG Kew's Landscape Ecology Programme: Nature Unlocked at Wakehurst, we then supported the mapping of landscapes to understand how different terrestrial landscapes and habitats store carbon.

In 2022, we continued to work together to understand more about the guiding principles for supporting nature-based solutions, including how to maximise benefits to carbon, biodiversity and people.

Our partnership has continued into 2023 through the support of the Landscape Ecology Programme and its research on how carbon dioxide is captured, removed and stored in soil and fungi, and testing digital experiences for people to immerse themselves in nature.



## Campaigning for change with WWF

We joined forces with WWF 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.

Our ongoing Force for Nature campaign has been highlighting the power of the UK's natural habitats in the battle against climate change and asking the public to join a community of people who want to protect and restore one of the UK's most cutting-edge climate technologies – nature.

Together with WWF, our aim is to recruit 100,000 people to become a 'Force for Nature' and 60,000 to become supporters of WWF. Since launching the campaign, 85,131 people have signed up to become a 'Force for Nature' and 55,335 have become WWF supporters.



## Expanding the UK's seagrass meadows



Following on from our work between 2019 - 2021 to create the UK's first restored seagrass meadow in Pembrokeshire, the continued partnership between Sky Zero and WWF has enabled the expansion of seagrass projects to other parts of the UK. Together, we have committed to planting seagrass in the South of England, working with the Government to test the very latest seagrass planting methodologies to determine the most effective for different environmental contexts. This will enable the scaling up of seagrass restoration in England by providing an approved blueprint for the Government and other organisations interested in planting seagrass.

Seagrass increases biodiversity and helps remove pollutants from 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 less than 0.1% of the seafloor.



Our Force for Nature campaign with Sky has helped us plant over a million seagrass seeds and recruit more than 100,000 people to support our mission to protect UK nature and tackle climate change. Together, we're bringing our world back to life.

*WWF Chief Executive, Tanya Steele*





Schoolchild has a go at presenting at Dynamos Cricket wicket opening

# Addressing inequality

We believe in a fair world where everyone gets the opportunity to live up to their potential. Inclusion is at the heart of our business – in our products and services as well as the stories we tell. That’s why we’re using our voice to raise awareness and championing causes outside Sky, that level the playing field for disadvantaged groups and create new opportunities for people to shine.

## Championing diversity and inclusion

### Ongoing investment in systemic change

Since announcing our £30 million pledge to promote racial equality and drive inclusion, we have spent over £11 million to help ensure that more people at particular risk of being sidelined are given the chance to succeed. Our Diversity Advisory Council of external experts maintains a critical role in ensuring we deliver on this ambitious commitment.



## Highlights

**£11m invested**  
to help ensure those at risk of being sidelined are given the chance to succeed

A commitment to  
**five new KPIs**  
to increase disclosure and transparency around disability

**26 Sky Up Digital Hubs**  
onboarded and 86 young people signed up to Sky Up Tech Grants

**567 hours**  
of coverage for women’s sport

**16,358 students**  
from 543 schools engaged in Sky Up Academy Studios and On Tour

**51,710 hours**  
volunteered by 5,049 Sky colleagues as part of Sky Cares





Students edit their own news broadcast in Sky Up Academy Studios

### Tackling barriers for Black-owned businesses

Extend Ventures research has highlighted that between 2009-19, only 0.24% of the total invested in UK start-ups from venture capital funding went to Black entrepreneurs. Just 0.02% went to Black female entrepreneurs. And so, we're proud to have launched a £1 million partnership with civil rights group, the Black Equity Organisation (BEO), to deliver the Future 100 Growth Fund, backing Black British entrepreneurs to launch and grow their businesses.

Throughout 2022, we worked with the BEO to deliver a bespoke 12-week programme for the

first cohort of 20 founders. Support included a series of workshops focused on honing business plans and providing opportunities to learn from industry experts, Sky executives and mentors. The programme culminated in a Dragon's Den-style pitch day where founders presented their proposals to a funding panel in a bid to secure up to £15,000 investment. Seven businesses were successful and have received mentoring support into 2023, whilst our partnership continues to run further cohorts.



**If we can create cultures where people can truly thrive in their beautiful, unique difference. That's just the world I want to live in.**

*Caroline Casey, Founder, Valuable 500*

### Scaling up exclusion prevention

As part of our £1 million donation to Sir Lewis Hamilton's charity, Mission 44, we have been working to scale up small-medium-sized organisations focused on preventing exclusions and influencing national education policy.

## MISSION 44

Grants of £375,000 were made to The Difference and Just for Kids Law. The Difference will use the funding to expand its Leadership Programme which drives whole school and multi-agency approaches to meeting the learning, wellbeing and safeguarding needs of all children. Just for Kids Law will continue to scale its integrated approach to tackling the issues surrounding school exclusion, combining legal representation and advice, youth advocacy and policy influencing. By ensuring our funding is shared with experts directly involved in reducing inequality in schools, we hope to drive cultural change that lasts and embed dedicated resources within the education system.

Over the next year, our partnership with Mission 44 will select a number of Multi-Academy Trusts to engage groups of schools and bring strategic partners together to develop further learning and practices that will work to influence national policy.

## Highlights

# £11m

invested to help ensure those at risk of being sidelined are given the chance to succeed

# £1m

partnership backing Black British entrepreneurs

Bespoke 12-week programme delivered to support Black entrepreneurs

# £750,000

awarded to scale up organisations preventing the disproportionate exclusion of Black African and Caribbean children from school





Local school children enjoying the opening of the Dynamos Cricket wicket in London

### Increasing diversity in our talent pools

In August, we unveiled our new Assistant Commissioner programme, a two-year scheme designed to attract creatives from outside the traditional commissioning pool. Recognising that senior commissioning executives, with the power to select which programmes are made, are often from similar backgrounds, and with turnover low, the new scheme has been developed to bring in fresh perspectives and voices.

Sky Sports is also a proud partner of #Merky FC, a collaboration between adidas and Stormzy to enhance and protect diverse representation across the football industry. With only 6.7% of leadership positions in football held by those with Black Heritage, we will be offering multi-year, paid professional placements and opportunities to play our part in affecting change.

We also provided a £100,000 donation to support Kick It Out's new exploratory partnership with the England and Wales Cricket Board (ECB). The funding has helped to identify issues relating to equality, diversity and inclusion in cricket specifically, and highlight potential opportunities to build a more inclusive cricketing environment.



The Sky/Kick It Out Scholarship has given me a once in a lifetime opportunity to turn my passion for football into a career, alongside like-minded individuals and industry experts.

*Sarah, MBA scholar*

### Expanding our partnership with Kick It Out

Our £3 million partnership with football's leading anti-discrimination organisation, Kick It Out, continues to focus on:

- Providing Kick It Out with a platform and supporting their anti-discrimination campaigns
- Supporting development opportunities with The Edit and Sky Up Academy Studios, enabling school children to learn and talk about inclusion
- Sharing the skills of our talented people at Sky as additional resource
- Funding a scholarship programme for students from underrepresented backgrounds to gain a Football Industries MBA

### Reducing barriers to sport

In July, Sky Sports, in collaboration with the ECB and Lambeth Council, unveiled a newly renovated playground on Mawbey Brough Estate, London, installing a permanent Dynamos Cricket wicket. Children can scan a QR code to access fun videos on the Countdown Cricket app, helping them get a game started and encouraging further play.

In addition to the new play area, Dynamos Cricket Intros is reaching almost 15,000 children by hosting free multi-week courses in schools with high free school meal provision and distributing free kits in schools and

community centres across the UK. The scheme is also helping train 500 new coaches from different communities.

Since 2017, our investment in the ECB's Inspiring Generations vision has enabled nearly £250 million to be invested into recreational cricket, with 300,000 children having taken part in ECB national programmes, more than 4,500 grants awarded to clubs for new or improved facilities, and more than 400 new girls' teams and 300 new women's teams being set up since 2019.





WSL in action

## Championing women's sport

As the UK's leading investor in women's sport, Sky Sports remains committed to growing the audience and exposure to women's sport across our portfolio.

Visibility is key and Sky has a very important role to play in using the power of our platforms to normalise the visibility of not just women's sport but women in sport.

## UK Highlights

**567 hours**

of coverage for women's sport on Sky Sports Main Event, the most of any UK broadcaster channel

The most watched women's professional boxing event in history with over

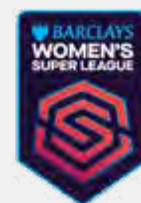
**two million fans**

tuning in to Savannah Marshall vs Claressa Shields in October 2022, 38% of which were women

The most watched Women's Super League (WSL) football fixture on pay-TV with a peak audience of

**482,000**

for the 2022/2023 WSL season opener between Liverpool and Chelsea



Incredible growth, with a

**171% increase**

in pay-TV viewing for the 2021/2022 season vs 2020/2021

# #GameCHANGERINNEN

Addressing inequality



Sky Deutschland has also introduced several initiatives to raise the profile of women's sport and help drive development opportunities for women looking to get involved in the industry.

## Sky Deutschland Highlights

Publishing

### #GameCHANGERINNEN

a new monthly magazine dedicated to women's sport

Running a Women's Sport Month in July, incorporating panel events for employees to better understand the barriers for women's sport

Partnering with 'Fussball kann mehr', a not-for-profit focusing on gender equality and diversity, to launch a joint education and training programme for female commentators

Hiring two new female football pundits to cover the Bundesliga



Sky Deutschland's new female pundits Tabea Kemme and Julia Simic







Republic of Ireland's Women's National Team

### Supporting players on and off the pitch

In September 2021, Sky Ireland was announced as the first ever, standalone Primary Partner of the Republic of Ireland Women's National Team (WNT). Since we began this partnership, our fundamental mission has been to provide a platform for the team to showcase their achievements on and off the pitch, growing their fanbase and inspiring younger generations.

Over the past year, the WNT has enjoyed incredible success, including qualification for their first ever World Cup, record match attendance and viewing figures. Recent research from Sky Ireland showed that one

in five adults say the success of the WNT has inspired them to take-up or play football, whilst support for the team has grown by 20%.

Sky is also committed to giving the WNT players the opportunity to grow and develop off the pitch. In 2022, Sky Ireland introduced the inaugural Sky WNT Fund - a €25,000 bursary awarded to five WNT players pursuing careers outside of football or undertaking academic studies to support them in the future. In its first year, recipients included Áine O'Gorman and Grace Moloney, both of whom used funding to complete their UEFA coaching licence training.



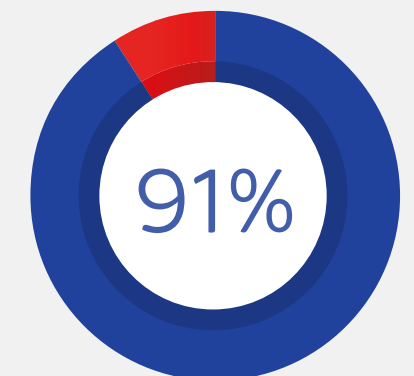
England women's rugby team at the World Cup

### Partnering with the Women's Sport Collective

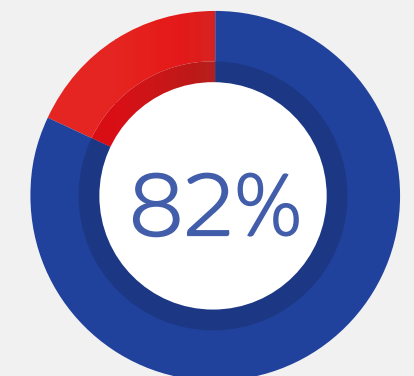
Research has shown that 91% of women working in sport face blockers in their career development, however, 82% have said that being part of a large network of women working in sport would assist their career progression.



Sky Sports is proud to have extended its partnership with the Women's Sport Collective, the networking group driving positive change for women in sport, enabling it to remain free to all members and an integral part of the sports industry. Having reached over 5,000 members, the group includes women working in all areas of sport at all levels from governing bodies, teams and agencies through to charities, media organisations and brands on a global scale.



of women working in sport face blockers in their career development



say being part of a large network of women working in sport would assist their career progression





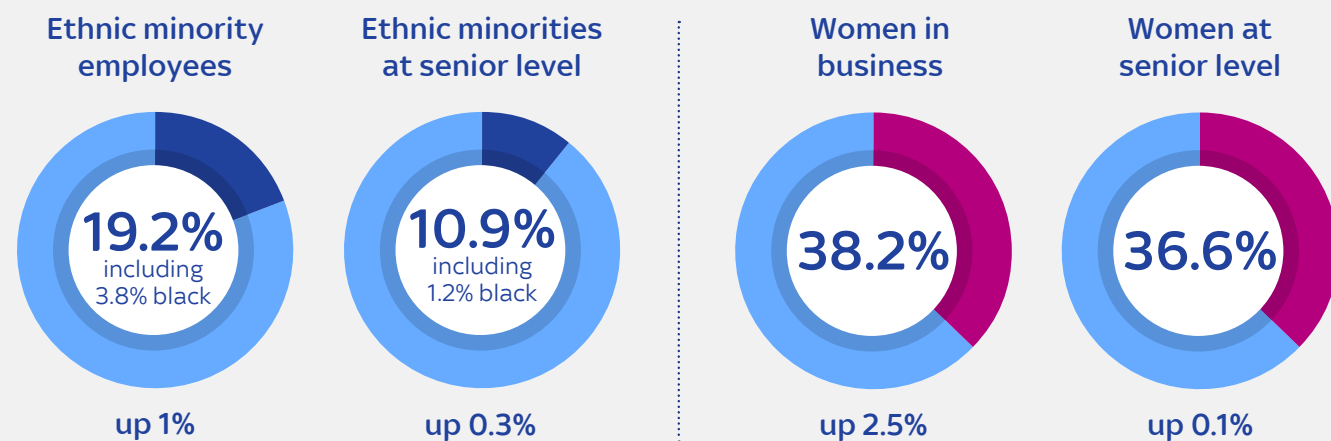
## Practicing what we preach

Our commitment to driving equality and inclusion runs throughout our organisation. We are passionate about building an inclusive culture where we can listen to each other, be authentic and innovate together. You can read more about what we're doing to support our people in our 'Responsible business practices' section.

We are dedicated to reflecting our customers and communities in our operations and actions and ensuring that we report our data transparently across our business.

By 2025, we have committed that 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. We also have a goal of reaching 50% gender split.

### 2022 employee diversity representation



Note: This year, our diversity data has been collated using a new methodology due to a change in internal systems. Therefore, when making year-on-year comparisons, please bear in mind there may be small disparities.

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

Some of the initiatives developed in 2022 that we hope will continue to drive meaningful and sustainable change for the diversity and inclusivity of our business include:

#### Count Me In

We already have very high levels of declaration for personal information and protected characteristics at 88% of our workforce. However, during Inclusion Week, we launched a campaign called Count Me In, encouraging employees to update their personal information on our HR platform, Workday. For the first time, we are collecting information that will enable us to gain insights into new areas such as social mobility and pronouns in addition to disability, gender identity and race. This will help us recognise, celebrate and support the diversity of Sky beyond what we have already set out in this report.

#### Championing disability inclusion

As part of our ongoing partnership with the Valuable 500, the biggest corporate movement on disability inclusion, we have committed to regularly update our progress on five key initiatives from 2023, to be included in our 2024 Impact Report. We hope these initiatives will help increase disclosure and transparency around disability, raise awareness of the work being done within Sky and accelerate our progress.

#### The five initiatives we will focus on are:

- **Self-ID:** Measuring the percentage of our workforce that self-identify as disabled
- **Ambition:** Outlining our programmes for disability inclusion and measuring our performance against them
- **Training:** The provision of mandatory disability inclusion training for managers and employees, recording the percentage of the workforce that has been trained
- **ERG:** The activities of our disability-specific employee resource group (ERG) and executive sponsorship
- **Digital Accessibility:** Undertaking a review of the digital accessibility of our corporate website(s)

77% of our workforce have disclosed disability-related personal information.

# 8%

of which have told us they have a disability, neurodivergence or other condition.





## Accessible products and productions

### Creating the right environment

As we continue to invest in driving diversity and inclusion in all areas of our business, in 2022 we hired a dedicated Head of Diversity and Inclusion for Sky Content and Studios who will work on our strategy and actions to improve representation and accessibility both on and off screen. Whilst we will have more to share in our 2023 Impact Report, we have already committed to hiring Accessibility Co-ordinators for drama productions and appropriate accessibility support on productions in other genres. These roles will proactively ensure anyone with accessibility needs is accommodated and all reasonable adjustments are made whether they are Sky employees, freelancers, or talent.

### Increasing inclusivity of content

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

Subtitles and audio description help more people to enjoy our content and we have a long track record in this space. By November 2022, we had a record 26 channels running at 100% subtitled. We also produced an average of 30% of content with audio description across 32 channels, a total of 1,600 new hours in 2022.

### Designing products for all

Our ambition at Sky is for our products and services to be built following an inclusive design methodology. This means embedding inclusion into our design and product development processes. We have already rolled out bespoke training which will be included in our learning platforms so that it can be made mandatory and help drive culture change via education.

We have also created an empathy lab which supports staff on their journey to understanding the impact that our product design and development has on the lives

of those with disabilities. This compassion inspires further conversations with people who have lived experience of disabilities, giving tangible meaning to our efforts. By learning from diversity, we will be able to help shape inclusive design for an innovative future at Sky.

### Supporting people with learning disabilities

Makaton is a language programme that combines signs, symbols, and speech to empower anyone living with learning or communication difficulties to understand and be understood. It has brought positive transformation to millions of lives by giving people a way to express themselves independently, overcoming frustration and promoting inclusion. There are currently more than 2.2 million people in the UK with speech, language, and communication difficulties and over one million Makaton users.



In 2022, we partnered with the Makaton charity to create a specific voice destination page to lead Sky customers to content that is deemed safe for Makaton users and includes catalogues of Makaton specific content. Whilst working with the charity, we discovered they were going through a digital transformation to give 24:7 digital access to all Makaton symbols and signs. Historically, the signs have only been available in line drawings. So, we donated our studios to enable the charity to film the signs within the national curriculum, providing the vocabulary required by teachers, parents, pupils, and other professionals that are essential for the early levels of critical subject areas such as English and Maths, making sure no-one is left out in the classroom.

## Highlights

A record  
**26**  
channels  
running at 100% subtitled

**1,600**  
new hours  
of content with  
audio description



A voice destination page  
for Makaton specific content





Young people experiencing the new Digital Hub at Badu

## Unlocking the digital world and inspiring young people

In early 2022, we set an ambitious 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 by 2025, we are offering Sky Up Tech Grants for young care leavers and Sky Up Academy Studios is undergoing a major expansion at Sky Studios Elstree and On Tour. To learn more about all these initiatives, take a look at our website; [www.skyup.sky](http://www.skyup.sky).

Building on this, we're passionate about inspiring young people, broadening their horizons and helping develop their skills for the future. For example, Sky Deutschland created live sports broadcasting opportunities for young people as part of the Sky Next Generations project. In 2022, young reporters were involved in commentating on the Bundesliga classic Borussia Dortmund vs FC Bayern.

### Sky Up Digital Hubs

In 2022, we onboarded 26 Sky Up Digital Hubs across the UK and Ireland and in Germany, we donated 500 new tablets to Hey Alter!, a non-profit distributing laptops to students in need. In 2023, we're looking forward to opening more and more hubs including an expansion into Italy.

**“ It's peace of mind to know that it's here, because sometimes it can be life or death if you register online. I am a bit of a digital dinosaur. If you don't adapt, you get extinct. ”**

*Sky Up beneficiary*

So far, more than 700 people have been able to access the internet and digital services through our Hubs with Sky volunteers heavily involved in helping to provide digital skills support. Almost 400 employees donated over 3,000 hours of support in 2022. The nature of this support varies depending on

the community centre we're partnered with. For example, in Age UK and Age Scotland, volunteers help members get set up on their devices, connect to the internet and explore basic functions such as using WhatsApp. Our partner Badu also offers an exciting range of IT facilities, workshops and volunteer talks to nurture digital creativity amongst young people and inspire them to explore careers in media and technology.

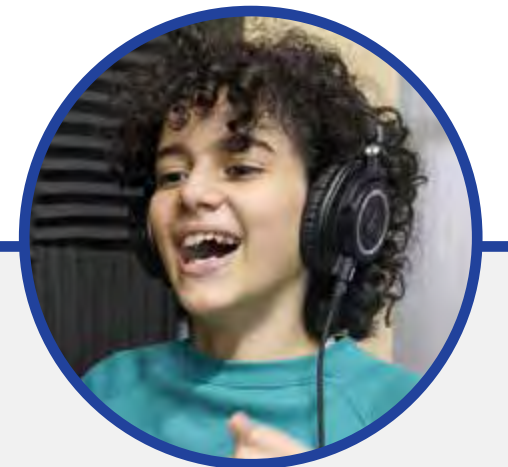
In Ireland, we launched the first Sky Up Digital Hub at a Peter McVerry Trust young person's service in Dublin. As well as providing a welcoming communal space to access IT devices and broadband for free, the new Hub runs a Pathways to Employment course offering 1-to-1 support with CV writing and interview skills.

Whilst we are still at the beginning of our Hub roll-out, we are delighted to already be

making a difference to the confidence and wellbeing of those at risk of digital exclusion. 77% of beneficiaries said they felt more confident going online because of their visit to a Hub and 92% said they felt better in themselves after attending a Hub session.

**“ It has made a massive difference. The whole initial set-up of the Digital Hub... The expertise of the engineers and the people who come to volunteer. [Sky's involvement] has been instrumental. ”**

*Hub partner*



## BADU

Throughout 2022, we continued to partner with Badu, a London-based organisation using sport to support young people and their families from underserved communities in Hackney. We maintained our support of Badu's Mentoring Programme by organising Insight Days, where Sky employees either visit the Sky Up Digital Hub and have conversations with young people about the media industry, or invite young people to our offices to give them the experience of what it is like to work in a corporate organisation.

**“ Sky really values what we do, who we are and how we do it. It values the community, and values these young people... I feel like with Sky, we've found a partner who understands the deeper fight and wants to do it right - with the empowerment of the people that they're serving. ”**

*Badu*





Students at Sky Up Academy Studios On Tour



Sky Up Academy Studios On Tour electric vehicle

### Celebrating 10 years of Sky Up Academy Studios

Since opening our doors in 2012, Sky Up Academy Studios has brought together 268,500 young people to help develop their digital storytelling skills through our unique, immersive studio experiences. We take young people behind the scenes of TV, helping them develop confidence and build essential skills such as creativity, collaboration and communication. Students create their very own content with cutting-edge technology,

see their bold ideas come to life and take their first steps towards amazing careers in the media. We work hard to ensure the experience is engaging for all pupils and that teachers can build on what the children learn in future lessons. Over the years we've seen our students become on-screen talent, join our Sky team and go on to inspire the next generation.



The more introverted people, those that are quieter and don't like the limelight on them, they get to do the behind-the-scenes stuff and be more involved...That's a big plus for me.

Teacher

### Sky Up Academy Studios On Tour

Sky Up Academy Studios On Tour is the same immersive experience delivered in our studios, transported across the UK in specialised electric vehicles containing all the broadcast equipment needed to engage and inspire the next generation.



Students enjoying Sky Up Academy Studios On Tour

Since launching in June last year, we have visited 18 schools in Suffolk, Bradford and Walsall, engaging 3,381 students from underserved communities in creating their own climate change campaigns. These campaigns were then shared in school assemblies enabling around 16,000 students to experience the power of On Tour and learn more about the importance of protecting our planet.



Our highest ability children from a disadvantaged background could see that they've got the same opportunities as someone that is high ability from an advantaged background.

Headteacher

### 2022 in numbers

12,977

students from 525 different schools took part

43%

of the schools involved came from underserved areas

84%

of students felt their confidence had improved

90%

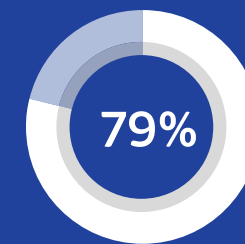
of teachers said the visit was very effective at developing their students' confidence

95%

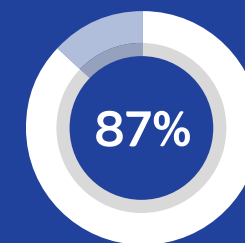
of teachers thought that the session raised their pupils' aspirations

99%

of teachers said the sessions helped develop team working, creativity, communication skills and media literacy



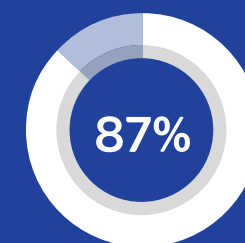
of students reported an improvement in how positive they feel about themselves



of students felt that their team working skills had improved and 81% reported an improvement in their confidence using technology that is new to them



of teachers surveyed felt that On Tour was effective at improving digital skills



of students reported an improvement in their understanding of the different careers in the media and broadcasting industry





Students filming their news report for The Edit

### The Edit

Delivered in partnership with Adobe, The Edit challenges students aged 8 to 18 years-old to create a short news report on the topic of climate change, ethnicity, diversity and inclusion or health and wellbeing. The Edit is helping to close the digital divide by improving the digital and media literacy skills of young people across the UK and Europe. Including our latest launch in Italy, The Edit engaged 38,119 young people in the 2021/22 academic year.



**“ It was a project that undoubtedly opened their eyes to the wider world and the job opportunities in that wider world.**

*Deputy Head*

### Providing a platform with Sky Studios Elstree

In 2022, Sky Studios Elstree launched a bespoke Sky Content Academy which is part of Sky’s broader work to support new talent and inspire young people. 12 students and graduates, 75% of which come from surrounding areas, have been selected for year-long paid roles in which they will receive specialist training and mentoring from world-class film makers as they rotate across a range of roles, giving them experience of working on productions as well as managing a busy studio facility.

In October, Sky Studios Elstree also came to the end of an 18-month partnership with local college, Elstree Screen Arts, in which

it provided industry mentors, insights and training to young filmmakers, helping them to create a four-part documentary project about the film and TV heritage of their local area. The documentaries received a premiere screening at Sky’s European headquarters, attended by parents, teachers, and industry guests. This event followed the hiring of Lauren Christy, Sky Studios Elstree’s Talent Manager, who is tasked with ensuring productions include the best local talent, while working closely with local schools in the area to provide training to the next generation of TV and film-making talent.



### Sky Up Tech Grants

Another arm of our work to tackle digital inequality is the roll-out of our Sky Up Tech Grants initiative, announced in 2022 with an investment of £220,000 to provide young people with equipment and connections to get online. The initiative is specifically targeted to help young people between 18 and 25 to live independently, after leaving the care system. We’re working with 150 young people in the first year alongside social impact agency Spectra, and the Local Authorities in Stockport, Gateshead and Dorset.

What the beneficiaries receive:



Free Sky Broadband for up to 18 months



A technology bundle including a laptop



Access to Sky run events focusing on skills, careers and wellbeing.

## 86 young people

have already signed up to collect their technology bundle and booked their free Sky broadband. We look forward to seeing this grow in 2023 and beyond.



## Supporting our local 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, which you can read more about in the previous section.

**We're proud to have committed to volunteer 250,000 hours by 2025. To date, we have volunteered 121,819 hours, almost 50% of the way towards our target.**

We work closely with our 60 charity partnerships across the Sky Group to not only share our time and resources but to raise awareness of the charity's individual missions, help them to grow and ensure volunteers have a deeper understanding and stronger connection with the issues they're helping to address.

### The power of volunteering

It isn't just the charities that benefit from Sky Cares but our people too. 92% of employees we surveyed said volunteering made them feel more connected to others and over 94% said it increased their sense of wellbeing and achievement.



**It was a really positive experience. I made some new friends at Sky too with people I had not met before. It's really good to do something new which is fulfilling.**

*Sky volunteer*

### 2022 highlights from across the Group

**51,710**  
hours volunteered

**5,049**

Sky colleagues taking part

**270**

tonnes of carbon absorbed with tree planting by Sky Italia

**14,649**

pieces of litter picked up on UK beach and river cleans

**15,103**

deliveries for Age UK, Age Scotland and Age Action Ireland

**50,616**

befriending conversations held







Sky volunteers at Planet Patrol clean up

## Improving our environment

In support of our ambition to lead the way on environmental sustainability, we are incredibly passionate about our work to improve and protect natural spaces nearest to where we live and work. Across the Sky Group in 2022, we dedicated 11,486 hours to environmental causes.

Sky Italia volunteers have supported Legambiente and Italia Nostra in their environmental activities, been involved in litter-picking across three different Sky sites and planted trees to help mitigate carbon emissions around our offices.

In Germany and Austria, colleagues worked on the restoration of Deininger Moor and Schelphof nature learning centre in Bielefeld as well as habitat preservation for the local lizard population at Biosphärenpark Wienerwald.

## Cleaning up our communities with Planet Patrol

Planet Patrol redefines what can be achieved through collective action and citizen science by placing power in the hands of volunteers to tackle environmental issues. One activation it offers are clean ups combining litter picking and data collection with outdoor activities such as paddleboarding and canoeing on rivers and canals. Once the litter has been collected, Planet Patrol's downloadable app is used by volunteers to categorise the litter according to criteria such as brands, types of litter and location. In 2022, Sky volunteers took part in 28 events across the UK collecting almost 4,000 pieces of litter and recording them in the Planet Patrol app.



**By returning to the same sites with Sky staff and gathering data on the litter collected, we can begin to understand trends and patterns. This is an important part of evidence-building and informing solutions on a local level. It's a long-standing partnership that clearly demonstrates Sky's commitment to working together for a cleaner environment and enhancing wellbeing by spending time in nature. Passionate volunteers dedicate precious time to help build a vital evidence base for change and without their support it would be impossible to capture on this scale.**

*Planet Patrol*



Sky volunteer helps Digital Hub beneficiaries

## Lifting loneliness

Launched in 2021, our Time to Care programme is dedicated to combating loneliness amongst older people. As a media organisation that engages with members of the public every day over the phone, in person and on screen, we know how powerful conversations can be and are well-placed to help tackle loneliness in our communities.

In the UK in 2022, we devoted 33,454 hours to tackling loneliness across three areas: our befriending programme which includes matching Sky customers with Customer Service staff for a weekly one-to-one call; our connectivity programmes, part of Sky Up, helping older beneficiaries get the resources and support they need to get online; and our community engagement programmes which centre around our partnerships with Age UK and Age Scotland and involve social events, food hampers, meal deliveries and more.



Colleagues in Ireland have been involved in similar schemes through their partnership with Age Action, resulting in 268 hours donated to the fight against loneliness and digital exclusion.



Sky volunteer helps Digital Hub beneficiaries



**I've been speaking to my friend for nearly a year, and it's been fantastic to hear him come to a better place from when we first spoke. I no longer have any grandparents so calling my friend each week has given me a tiny bit of that back, while helping him through his life. This service has been more than words can say, and I'll continue to do this for as long as possible.**

*Befriending volunteer*

**It is honestly the best thing I've ever done. I genuinely loved it. I referred to [my digital buddy] as my 'Sky Granny' because I just loved sitting and having the chats with her. I think I learned more from her than she learned from me.**

*Age Action digital volunteer*





# Responsible business practices

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.

## Working with our stakeholders

Our stakeholders have an interest in what we do and how we do it. They are invaluable supporters and critical friends who make sure we’re getting it right on the issues that matter.

### With our customers

NGOs including the Valuable 500 and RNIB 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, the TV Industry Human Rights Forum, the Carbon Trust, and the albert consortium, help us tackle the big issues.

### With our suppliers and partners

Organisations including the UN Global Compact, Responsible Business Alliance and the Carbon Disclosure Project 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, WWF, Business for Nature and Royal Botanic Gardens, Kew who share our passion for the natural world.

We use our voice with the Corporate Leaders Group and the Aldersgate Group who are pushing for a more efficient, low-carbon economy. We’re members of the Centre for Sport and Human Rights who advocate for respect for human rights by all actors in sport, and partner with Kick It Out, the Black Equity Organisation and Mission 44 to stand up for equality.

You can find the full list of our key stakeholders on our ‘Reports and Policies’ page online.

## Highlights

Rolled out  
**Inclusive Leadership training**  
to our top 300 leaders

Conducted  
**130 ethical audits**  
within our product supply chain

**Ranked 9th**  
out of 100 organisations in  
the Stonewall Workplace  
Equality Index

**Donated  
£890,000**  
to the Disasters Emergency  
Committee and UNICEF

**Invested  
£18.6m**  
in our local communities  
across the Group



## Respecting human rights

Protecting the rights of everyone we impact is core to who we are at Sky. We continuously evolve our approach to promoting respect for human rights, put in place measures to prevent and remedy any problems and collaborate for sustained change.

In 2022, we focused on expanding human rights due diligence in our indirect and direct supply chain with new and improved processes including our Supplier Compliance Programme. We also expanded our in-depth risk analysis across the Group, supported by category specific question sets, detailed guidance for buyers and suppliers and EcoVadis reviews.

### Our human rights approach



Working on this project with Sky has helped build capacity across our organisation and the experience we've gained here has enabled us to roll-out new training and processes across all of our construction sites.

*BAM, Construction partner for Sky Studios Elstree*

## Highlights

Developed a collaborative approach within the construction industry, focused on improving protections for workers in drylining - a hot spot for labour rights risk

Piloted Worker Rights Drop-In Clinics at our construction site in Elstree, with support from the charity Migrant Help

Joined the Indirect Spend Alliance to share our learnings and support procurement teams with implementing responsible sourcing best practice

Joined the Unseen Business Hub, cementing our long-term support for critical help services for victims of modern slavery, improving business practices and introducing human rights impact training for our people

### Human rights in sport

We want to play our part in advancing a world of sport that fully respects and promotes human rights. In 2022, all Sky Sports leadership teams participated in deep dive sessions on respecting human rights and our Sky Sports Working Group continued to drive the embedding of human rights in our sports broadcasting.

In partnership with the Centre for Sport and Human Rights, we also covered the human rights story surrounding the 2022 Qatar World Cup. Our content included the journey to the World Cup and the resulting impacts and changes for workers' rights.

### Human rights in TV

As part of the TV Industry Human Rights Forum, we have established a partnership with the Creative Diversity Network and our employee networks to encourage more inclusive security practices in production. We've also developed our approach to bringing human rights considerations into our risk assessments.

### Human rights in product supply chains

We tailor our due diligence processes, employee training, and supplier support depending 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 2022, we conducted over 150 ethical audits, 130 of which were within our supply chain.**

We have also continued to work with our product suppliers on improving standards, training and worker grievance channels. With our support, in 2022, two of our suppliers joined the Responsible Business Alliance (RBA) to enhance their own due diligence processes.

The RBA continues to help our suppliers to address any issues that do not meet their standards or our Code of Conduct. Recruitment fees, long working hours and fair pay are the most common issues identified by audits of electronics supply chains like ours. At Sky, our work with organisations such as the RBA helps us to remedy any issues such as these found within our supply chain. We've also become part of the RBA Gender Taskforce to enhance the RBA's approach to gender-based issues and improving working conditions for women.





## Responsible mineral sourcing

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 using forced or child labour.

We follow the Organisation for Economic Cooperation and Development (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 help suppliers provide information on the origin and processing of minerals.

We also use these tools to identify smelters within our supply chain. In 2022, where non-conformant smelters were identified, we engaged with suppliers to ensure conformant smelters are used in future. We're now working to implement further due diligence according to the OECD guidance.

You can read more about our approach to human rights and risk management throughout our value chain in our Human Rights and Modern Slavery Update and Responsible Mineral Sourcing Report, available on our 'Reports and Policies' page online.

## Protecting our people

Keeping our people safe is at the heart of everything we do, from our news teams reporting from conflict zones to our engineers working at height and those building Sky Studios Elstree.

Last year saw us transition out of the Covid pandemic, having dedicated much of our resource to instating and maintaining measures to keep our people and customers safe, and mitigating any disruption to our operations.

We also faced new challenges going into 2022, with the volatile global environment seeing Sky News and TG24 reporting from hostile locations around the world, including from the heart of Ukraine. We quickly evolved our approach to these deployments, upgrading our equipment, intelligence and support to keep our teams as protected as possible.

Construction of our new state-of-the-art TV and film studio Sky Studios Elstree required careful planning, as we ensured productions could safely kick off as building of further sound stages continued.

The day-to-day safety of our people remains just as important as these big-impact events and projects. We've rolled out new initiatives to enhance how we look after our employees. We've offered personal safety devices to all our engineers and retail team, allowing them to connect directly to assistance if they feel at danger when working in store or on the road. And we've evolved our incident reporting, allowing us to better understand the threats to our people, so we can adjust our plans and priorities accordingly.





## Attracting and supporting diverse talent

In addition to the progress set out in the 'Addressing inequality' section of this report, we have continued to remove barriers and identify opportunities to support diverse talent throughout 2022 by:

- Auditing our recruitment processes, upskilling hiring managers and running focus groups with employees
- Rolling out Inclusive Leadership training to our top 300 leaders - over 80% of which have now completed the training with 88% feeling comfortable having conversations about diversity and inclusion after completing the training
- Introducing specialist support for long-term carers and improving our reasonable adjustment process
- Promoting networking and idea sharing, for example, in Sky Italia over 400 colleagues take part in a weekly discussion on improving culture, ethnicity and inclusion
- Encouraging all employees to consider the role they play in creating a fair and inclusive culture at Sky during national awareness days

In 2023, we're looking forward to building on the above by:

- Developing a way to measure inclusion to recognise where initiatives are having an impact
- Creating a community of proactive inclusion advocates who are upskilled in navigating conversations around diversity and inclusion
- Working with external experts to improve our approach to providing workplace adjustments
- Rolling out additional tools and knowledge to minimise ill-being at work and doing more to champion social mobility

## Championing employee wellbeing

Throughout 2022, we offered more opportunities for our people to learn about wellbeing and the support the business can offer. For example, our Wellbeing Week Campaign in the UK focused on promoting self-care, empowering our leaders to prioritise wellbeing and challenging perceptions about mental health.

An external 2022 Deloitte report found that 51% of workers across the UK are experiencing diagnosable burnout symptoms. In response, we ran a series of workshops taking delegates on a journey from understanding the concept of burnout and why it is so prevalent to an exploration of strategies for preventing it. 75% of attendees rated the workshops as excellent and 99% were likely to use the practical advice shared moving forwards.

### Employee network highlights

Run by hundreds of volunteers across the company, our employee networks play a critical role in championing diversity and ensuring everyone, no matter their background or identity, feels welcome at Sky.

In 2022, our Women at Sky network in the UK surpassed more than 3,000 members, including a growing male cohort, and events covering topics such as multicultural representation in the media were attended

by hundreds of employees. In the coming year, we're looking to supercharge all our employee networks with professional coaching to support them with their plans for the business.



We launched local versions of our Women at Sky and LGBTQ+ at Sky networks in Italy and began the groundwork to launch a Body&Mind at Sky network, including running a panel event around non-visible disability.



In Germany, our LGBT+ employee network took part in multiple events to raise awareness and break down barriers and our Women at Sky network continued to provide opportunities for discussion, mentoring and profile raising.

## Highlights

Rolled out Inclusive Leadership training to top 300 leaders



Ranked  
**9th out of 100**  
organisations in the Stonewall Workplace Equality Index

Continued to develop our employee networks across the Sky Group



# sky People Survey



## Bringing out the best in our people

We want everyone at Sky to thrive and remain committed to listening to our people to ensure we're delivering improvements tailored to them.

Throughout 2022, we worked on developing our first Group-wide learning platform SkyLearn. Launching in the summer of 2023, the platform will enable all employees to access a wide range of digital learning offerings to support their growth and development.

We also added a new question to our Group-wide People Survey to understand more about what people want their managers to support them with. The two things that came out on top were around providing feedback and having great career conversations. As a result, we're rolling out new Manager Development training throughout 2023, in addition to our existing Leader Lens programme. Leader Lens gives managers 360 feedback, helping them to understand what they're great at and where they can develop, to ensure they continue to engage and inspire their team.

## Using skills analysis to drive performance

At Sky Italia, by analysing individual skill sets and matching these against strategic business priorities, top performing employees are given the opportunity to get involved in projects outside of their day-to-day role to help build their confidence, internal network and understanding of the wider business. This trial process has helped top talent transition to new roles and develop more smoothly through the company. 30% of those involved have since moved to a more senior role and 86% have changed their role.

In the UK and Ireland, we also rolled out two new programmes giving 155 home service engineers the opportunity to develop skills and transition into future careers in technology related roles. Over 10% have since secured a full-time position under our Software Engineering Academy with many more set to start their training in 2023.



## Protecting our customers

### Data protection and ethics

We only collect data we need from our customers and people to provide and improve Sky's services. 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, we set up a new Digital Ethics Network and our Digital Ethics Guidelines, workshops and model cards were put into use by our product development teams to help integrate fairness and inclusion into the product design and use-phase. To read more about how we're improving the accessibility of our products and services please see the 'Addressing inequality' section of this report.

### 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 our people complete compulsory training on anti-bribery and corruption.



## Caring for our communities

### Highlights

**Invested  
£18.6m**  
in our local communities  
across the Group

**£890,000  
donated**  
to the DEC and UNICEF



**12,850  
meals**  
served to homeless  
people in the UK

At Sky, we invest a significant amount into our communities across the Group. In 2022 this added up to £18.6m.

In addition to the Sky Cares volunteering initiatives set out in the 'Addressing inequality' section of this report, we also help our customers and colleagues to contribute more broadly to the causes that matter most to them and respond to global crises.

For example, in 2022, as part of Sky's ongoing partnership with the Disasters Emergency Committee (DEC) and UNICEF, we donated £850,000 across the Sky Group, providing invaluable support to those in need in Ukraine and neighbouring countries. We also raised £40,000 for the DEC's Pakistan Flood Appeal.

Homelessness is a cause particularly close to our employees' hearts and remains an important area for our volunteering within local communities. In 2022, our volunteers helped serve 12,850 meals to homeless people in the UK via our ongoing relationship with NishkamSWAT.



It's important to highlight what a massive difference [Sky's involvement] makes to the homeless community. We wouldn't be able to give out so much, or be able to help so much, without that. Everyone's always serving with a smile, everyone's very happy to be there.

*NishkamSWAT*

Sky Italia has supported several local community outreach projects over the course of 2022, with 298 volunteers dedicating 1,122 hours to humanitarian organisations and charities supporting those most at need including Nocetum, an organisation providing refuge to socially disadvantaged women and children and Opera San Francesco, a charity offering meals and a raft of support services to homeless people.

In 2022, Sky Deutschland and Sky Austria supported their respective national Special Olympics, with 42 volunteers dedicating 484 hours in total. A long-term partner of Sky Deutschland, Special Olympics is a global organisation that supports athletes with mental disabilities. Sky Sports News in Germany provided daily coverage of the games including a call for volunteers.

In Ireland, Sky donated an exhibition stand at the ALDE Party Congress to the Irish Refugee Council, giving them a helpful platform to engage with key stakeholders about the challenges facing people seeking international protection in Ireland. Sky Ireland also offered the Council access to Ukrainian speaking employees to support with ongoing translation needs for those fleeing war.



Sky's partnership has been invaluable in our efforts to support and empower young people in the International Protection Process and to access meaningful employment opportunities for refugees in Ireland. Their commitment to social responsibility and dedication to creating positive change has helped to break down barriers and open new avenues of opportunity for those who have been displaced from their homes.

*Nick Henderson, CEO of the Irish Refugee Council*

### Highlights

**298  
volunteers**  
dedicated

**1,122 hours**  
of support to charities in Italy

**484 hours**  
of support provided for the Special Olympics in Germany and Austria

Continued to support the





# Assurance and governance



## How we report

### Assurance

In addition to our internal audit function, we engaged Deloitte to carry out independent limited assurance under the International Standard on Assurance Engagements ISAE 3000 (Revised) on the 2022 data for selected key performance indicators defined as material through our strategy. The assured data, on which Deloitte issued a clean unqualified conclusion, is denoted by an (LA) in the data tables of this report. For full details of the scope of the assurance engagement, the assurance procedures and Deloitte's conclusions, please see Deloitte's Independent Assurance Statement on our 'Reports and Policies' pages online. Here, you can also find out more about our reporting criteria and performance metrics in our Basis of Reporting documentation.

### 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 sustainability strategy and associated policies, monitoring progress and approving our 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 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.

All policies and previous reports are available at <https://www.skygroup.sky/reports>

Funny Woman

sky max



## 2022 Data tables

### Notes to data

- We measure our CO<sub>2</sub>e emissions according to the Greenhouse Gas Protocol Corporate Standard, the global standard for reporting corporate greenhouse gas (GHG) emissions. See our Basis of Reporting for further details, including emission factor sources.
- Our 2022 carbon intensity and Scopes 1 and 2 GHG emissions data have been independently assured by Deloitte. 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 and 2 and waste for October-December is estimated where actual data has not been provided, using actual data from the same period in the prior year. Carbon intensity uses the Scope 1 and 2 location-based emissions.
- UK and Ireland figures include our offices in Belgium, Portugal, international news bureaux and joint ventures as defined under our operational control approach, reporting on fully consolidated joint ventures where we have operational control.
- Germany and Austria figures include Switzerland.
- Our total gross CO<sub>2</sub>e emissions include all Scope 1 and Scope 2 location-based GHG 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), including the voluntary purchase of Energy Attribute Certificates (EACs) covering any non-renewable electricity use. In addition, we offset our total emissions, including our Scope 1, market-based Scope 2 and selected Scope 3 emissions through carbon offsets certified to ICROA-aligned standards. For more information, please see our Carbon Neutral Policy.
- In 2022, we updated the emissions factor source for Categories 1, 2, 4 and 8 estimated emissions from USEEIO v1.1 to USEEIO v1.1.1 to align to Comcast, which led to an overall impact of -5%. See our Basis of Reporting for further details.

### Waste

| Sky Group Waste Totals | 2022 waste breakdown (tonnes and %) | 2021 waste breakdown (tonnes and %) | 2020 waste breakdown (tonnes and %) | 2019 waste breakdown (tonnes and %) | 2018 waste breakdown (tonnes and %) |
|------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Waste to energy        | 3,326 - 39%                         | 2,393 - 38%                         | 1,319 - 38%                         | 1,657 - 39%                         | 1,510 - 30%                         |
| Waste recycled         | 5,268 - 61%                         | 3,861 - 62%                         | 1,910 - 54%                         | 2,361 - 55%                         | 3,042 - 60%                         |
| Waste to landfill      | 18 - 0%                             | 15 - 0%                             | 280 - 8%                            | 298 - 7%                            | 512 - 10%                           |
| <b>Total waste</b>     | <b>8,612</b>                        | <b>6,269</b>                        | <b>3,509</b>                        | <b>4,272</b>                        | <b>5,064</b>                        |

### Renewable energy and electricity provision

| Sky's electricity provision                 | MWh in 2022 | % of 2022 Sky Group electricity use | % of 2021 Sky Group electricity use | % of 2020 Sky Group electricity use | % of 2019 Sky Group electricity use | % of 2018 Sky Group electricity use |
|---|-------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| On-site renewables: solar, wind and biomass | 4,068       | 1.8                                 | 2.5                                 | 2.5                                 | 2.4                                 | 1.9                                 |
| Renewable electricity tariffs               | 194,642     | 85.3                                | 89.7                                | 69.8                                | 67.0                                | 53.7                                |
| Energy Attribute Certificates               | 29,258      | 12.9                                | 7.8                                 | 27.7                                | 30.5                                | 43.9                                |

| On-site Sky Group renewable energy | 2022 breakdown (MWh) | 2021 breakdown (MWh) | 2020 breakdown (MWh) | 2019 breakdown (MWh) | 2018 breakdown (MWh) |
|------------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Biomass boilers                    | 3,683                | 5,191                | 4,841                | 4,699                | 4,471                |
| PV cells (UK only)                 | 283                  | 216                  | 315                  | 354                  | 431                  |
| Wind turbines                      | 54                   | 91                   | 127                  | 100                  | 91                   |
| PV cells (Italy only)              | 47                   | 50                   | 52                   | 52                   | 50                   |

## Carbon emissions

|  | Sky Group Baseline (2018) | Sky Group (2021) | Sky Group (2022)             | UK & Ireland (2022) <sup>3</sup> | Italy (2022)                 | Germany & Austria (2022) <sup>4</sup> |
|--|---------------------------|------------------|------------------------------|----------------------------------|------------------------------|---------------------------------------|
| <b>Carbon Intensity<sup>2</sup> (location-based)</b>   |                           |                  |                              |                                  |                              |                                       |
| Revenue (£m)   | 14,841                    | 14,744           | 14,521                       | 11,097                           | 1,820                        | 1,604                                 |
| Carbon Intensity (tCO <sub>2</sub> e/£m revenue)       | 6.90                      | 6.06             | 5.55 <sup>(LA)</sup>         | 5.27                             | 9.19                         | 3.36                                  |
| Energy Consumption Scope 1 and Scope 2 (kWh)           | n/a                       | 400,474,465      | <b>371,887,406</b>           | <b>285,689,978</b>               | <b>66,024,171</b>            | 20,173,257                            |
| <b>Carbon Emissions (tCO<sub>2</sub>e)<sup>5</sup></b> |                           |                  |                              |                                  |                              |                                       |
| <b>Scope 1</b>   |                           |                  |                              |                                  |                              |                                       |
| Diesel   | 182                       | 329              | 240                          | 121                              | 116                          | 3                                     |
| Fuel Oil   | 28                        | 22               | 36                           | n/a                              | n/a                          | 36                                    |
| Gas  | 6,480                     | 16,397           | 5,264                        | 5,264                            | 0                            | 0                                     |
| Vehicle Fuel   | 22,652                    | 20,073           | 22,836                       | 20,075                           | 1,350                        | 1,411                                 |
| Refrigerants   | 1,429                     | 1,503            | 960                          | 233                              | 677                          | 50                                    |
| Onsite Biomass   | n/a                       | n/a              | 38                           | 38                               | 0                            | 0                                     |
| <b>Total Scope 1<sup>2</sup></b>                       | <b>30,771</b>             | <b>38,324</b>    | <b>29,374<sup>(LA)</sup></b> | <b>25,731<sup>(LA)</sup></b>     | <b>2,143<sup>(LA)</sup></b>  | <b>1,500<sup>(LA)</sup></b>           |
| <b>Scope 2 (market-based)</b>                          |                           |                  |                              |                                  |                              |                                       |
| Purchased district heating (market-based)              | 571                       | 634              | 694                          | n/a                              | 116                          | 578                                   |
| Purchased electricity (market-based)                   | 41,678                    | 7,516            | 0                            | 0                                | 0                            | 0                                     |
| Purchased Cooling                                      | n/a                       | n/a              | 2,181                        | n/a                              | 2,181                        | n/a                                   |
| Purchased Heating                                      | n/a                       | n/a              | 89                           | n/a                              | 89                           | n/a                                   |
| <b>Total Scope 2 (market-based)<sup>2</sup></b>        | <b>42,249</b>             | <b>8,149</b>     | <b>2,963<sup>(LA)</sup></b>  | <b>0<sup>(LA)</sup></b>          | <b>2,385<sup>(LA)</sup></b>  | <b>578<sup>(LA)</sup></b>             |
| <b>Scope 2 (location-based)</b>                        |                           |                  |                              |                                  |                              |                                       |
| Purchased district heating (market-based)              | 571                       | 634              | 1,200                        | n/a                              | 116                          | 1,084                                 |
| Purchased electricity (market-based)                   | 41,678                    | 7,516            | 47,768                       | 32,772                           | 12,192                       | 2,804                                 |
| Purchased Cooling                                      | n/a                       | n/a              | 2,181                        | n/a                              | 2,181                        | n/a                                   |
| Purchased Heating                                      | n/a                       | n/a              | 89                           | n/a                              | 89                           | n/a                                   |
| <b>Total Scope 2 (location-based)<sup>2</sup></b>      | <b>71,570</b>             | <b>51,055</b>    | <b>51,237<sup>(LA)</sup></b> | <b>32,772<sup>(LA)</sup></b>     | <b>14,577<sup>(LA)</sup></b> | <b>3,888<sup>(LA)</sup></b>           |
| <b>Total Scope 1 and Scope 2 (market-based)</b>        | <b>73,019</b>             | <b>46,473</b>    | <b>32,338</b>                | <b>25,731</b>                    | <b>4,528</b>                 | <b>2,078</b>                          |
| <b>Total Scope 1 and Scope 2 (location-based)</b>      | <b>102,341</b>            | <b>89,378</b>    | <b>80,612</b>                | <b>58,504</b>                    | <b>16,720</b>                | <b>5,388</b>                          |
| <b>Scope 3<sup>6</sup></b>                             |                           |                  |                              |                                  |                              |                                       |
| <b>Upstream emissions</b>                              |                           |                  |                              |                                  |                              |                                       |
| 1. Purchased goods and services                        | 883,327                   | 864,060          | 923,812                      |                                  |                              |                                       |
| 2. Capital goods                                       | 44,793                    | 115,056          | 71,153                       |                                  |                              |                                       |
| 3. Fuel and energy related activities                  | 9,195                     | 4,566            | 2,644                        |                                  |                              |                                       |
| 4. Upstream transportation and distribution            | 91,528                    | 47,945           | 79,469                       |                                  |                              |                                       |
| 5. Waste generated in operations                       | 387                       | 140              | 181                          |                                  |                              |                                       |
| 6. Business travel                                     | 18,716                    | 4,640            | 14,233                       |                                  |                              |                                       |
| 7. Employee commuting                                  | 39,044                    | 26,720           | 30,443                       |                                  |                              |                                       |
| 8. Upstream leased assets                              | 0                         | 147,936          | 269,392                      |                                  |                              |                                       |
| <b>Total upstream</b>                                  | <b>1,086,990</b>          | <b>1,211,063</b> | <b>1,391,326</b>             |                                  |                              |                                       |
| <b>Downstream emissions</b>                            |                           |                  |                              |                                  |                              |                                       |
| 11. Use of sold products                               | 1,308,595                 | 1,180,094        | 24,295                       |                                  |                              |                                       |
| 12. End of life treatment of sold products             | 967                       | 1,352            | 2,618                        |                                  |                              |                                       |
| 13. Downstream leased assets                           | n/a                       | n/a              | 1,045,232                    |                                  |                              |                                       |
| <b>Total downstream</b>                                | <b>1,309,562</b>          | <b>1,181,446</b> | <b>1,072,145</b>             |                                  |                              |                                       |
| <b>Total Scope 3</b>                                   | <b>2,396,552</b>          | <b>2,392,509</b> | <b>2,463,472</b>             |                                  |                              |                                       |



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