

BT aligns Sustainability and commercial priorities

Hriday Ravindranath, Chief Product & Digital Officer, BT's Global Business

Video transcript

Hriday Ravindranath [00:00:18] We actually run what's called a customer advisory board, which we do every six to nine months or so, and we invite 25 of our top customers to advise us on on on how we actually prioritize our investments on our prior portfolio and actually one of the topics we feature on there now regularly and will continue to do so is sustainability so that we can actually gather feedback from our customers in terms of how we can help them make their businesses more sustainable through the products and services we offer to them.

Hriday Ravindranath [00:00:46] I genuinely believe that in order to tackle this, corporates and multinationals need to really work together and collaborate and come together to actually drive action on this to really make a difference.

Hriday Ravindranath [00:01:03] So here at BT we've actually been leading the climate agenda for over 30 years. We've actually been one of the - we were one of the first companies to actually make commitments on climate action dating back to the early 90s.

And with that, we've been working very hard to decarbonize our own business, but also working with our suppliers to help them decarbonize theirs. I mean, it's one of the key criterias also in terms of when we actually choose which suppliers and partners we work its work with. So we actually, you know, bring in a really important role with, you know, the kind of spend we have with with our supply base. We play a very important role to actually incentivize the ecosystem to also do the same.

Hriday Ravindranath [00:01:44] And we're also starting to build sustainability by design into our product portfolio so that we can also help our customers lives and businesses also become far more sustainable. Obviously, climate being a very important part in that in that overall agenda. Most recently, of course, we've we've launched our BT Manifesto, which literally aligns climate action, sustainability, responsible business to also our commercial agenda. So it is a it is a framework that helps us ensure that we are continuing to invest in this and it's something that we absolutely take very seriously in BT.