

GLOBAL REPORTING INITIATIVE CONTENT LIST AND INDICATORS

EE has chosen to report in accordance with Global Reporting Initiative's (GRI) Sustainability Reporting Guidelines, GRI-4.0 Core. We have done this to make it easier for us and for our stakeholders to understand our performance in relation to other companies inside and outside our industry.

General standard disclosures

Disclosure	Page/ Link/ Comment	External Assurance
Strategy and Analysis		
G4 -1	See CEO Statement EE Limited Annual Report 2013 http://ee.co.uk/content/dam/everything-everywhere/Newsroom/Bonds%20and%20financials/EE_Accts_YE_2013_EY.pdf	
Organisation Profile		
G4 -3 – G4-9	See EE Corporate Website http://explore.ee.co.uk/our-company/about-ee EE Limited Annual Report 2013 http://ee.co.uk/content/dam/everything-everywhere/Newsroom/Bonds%20and%20financials/EE_Accts_YE_2013_EY.pdf	
G4-10	See information under G4-LA1	
G4-11	This data was not available at the time of publication.	
G4-12	See Ethical Supply Chain	✓
G4-13	See CEO Statement See EE Limited Annual Report 2013 http://ee.co.uk/content/dam/everything-everywhere/Newsroom/Bonds%20and%20financials/EE_Accts_YE_2013_EY.pdf	
G4-14	EE takes a precautionary approach the EMF and health issues, detailed on our corporate website under mobiles, masts and health issues. http://ee.co.uk/our-company/corporate-reponsibility/responsible-network	
G4-15	EE is signed up to and certified to: <ul style="list-style-type: none"> • ISO14001 • ISO18001 • ISO27001 	
G4-16	EE is a member of: <ul style="list-style-type: none"> • Business in the Community (BITC) • Business Disability Forum • Global E-Sustainability Initiatives • Founder partner of GO ON UK 	

Identified material aspects and boundaries		
G4-17	<p>EE Limited operates exclusively in the UK and form the scope of this Report.</p> <p>EE Limited holds interests in a number of joint arrangements, comprising both joint operations and joint ventures. These are:</p> <ul style="list-style-type: none"> • Midland Communications Distribution Limited • Mainline Communications Group PLC • Weve Limited <p>These are not included within the scope of this report.</p>	
G4-18	<p>The report content and the aspect boundaries are those defined through the identification of our CR priority issues.</p> <p>See Responsibility Management.</p>	
G4-19	See Responsibility Management.	
G4-20 -21	See Digital Skills, Youth Employment, Environment, Ethical Supply Chain, Customers with Disability, Responsible Selling, Unexpected High Bills, Data Protection, Customer Privacy, Customer Complaints, Network Information, Management Issues, Child Safety.	
G4-22	Carbon emissions: Revised baseline for 2010, 2011 and 2012 reflects publication of revised Department for Environment, Farming and Rural Affairs reporting factors in 2013 and revision of EE scope of data to include RAN sites for which we have no billing or direct metering information but are under our direct operational control.	
G4-23	See Responsibility Management.	
Stakeholder Engagement		
G4-24 - 26	See Stakeholder Engagement	
G4-27	<p>The key topics and concerns of our stakeholders are reflected in the prioritisation of our CR issues.</p> <p>See Responsibility Management.</p>	
Report Profile		
G4-28 - 31	<p>This annual EE Responsibility report covers the annual year of 2013; this is our second report, with the last covering the annual year 2012.</p> <p>Contact email: responsibility@ee.co.uk</p>	
GRI Content Index		
G4-32	EE has chosen to report in accordance with Global Reporting Initiative's (GRI) Sustainability Reporting Guidelines, GRI-4.0 Core. GRI- 4.0 core general standard disclosures.	
G4-33	See Report Assurance Statement.	
Governance		
G4-34	See Responsibility Management.	
Ethics and Integrity		
G4-56	See Responsibility Management.	

Specific standard disclosures

Material Aspects	DMA and Indicators	External Assurance
Energy	See Environment	✓
Emissions	See Environment	✓
Effluent & Waste	See Environment	✓
Supplier Environmental Assessment	See Ethical Supply Chain	✓
Employment	See Youth Employment	✓
Supplier Assessment for Labour Practices	See Ethical Supply Chain	✓
Supplier Assessment for Human Rights	See Ethical Supply Chain	✓
Supplier Assessment on Society	See Ethical Supply Chain	✓
Product and Service Labelling	See Unexpected High Bills	
Marketing Communications	See Responsible Selling	
Customer Privacy	See Customer Privacy	

GRI Performance Indicators

Economic

Aspect – Economic Performance				
G4 -EC1	Direct economic value generated and distributed	Direct economic value generated: revenues.	£m	6482
		Direct economic value distributed: operating costs.	£m	4708
		Direct economic value distributed: employee wages and benefits.	£m	461
		Direct economic value distributed: payments to providers of capital.	£m	558
		Direct economic value distributed: payments to governments (by country). *	£m	653.5
		Direct economic value distributed: community investments.	£m	0.65

		Economic value retained (=Economic value generated less (=minus) Economic value distributed).	£m	100.85
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* Made up of:

The tax contribution consist of the following amounts:

- Employer taxes £41.3m
- Employee taxes £108.1m
- Rates £81.8m
- VAT £422.3m
- Corporation tax Nil

Environmental

Aspect - Energy				
G4- EN3	Energy Consumption within the Organisation	Total fuel consumption from non-renewable sources.	Kilowatt-hour	19,050,492 Corporate and Retail Gas,
		Total fuel consumption from renewable fuel sources in joules or multiples, including fuel types used.	Kilowatt-hour	0
		The total: Electricity consumption Heating consumption Cooling consumption Steam consumption	Kilowatt-hour	497,062,937 Electricity only
		Total energy consumption.	Kilowatt-hour	516,113,429
Aspect - Emissions				
G4-EN15	Direct greenhouse gas (Scope 1)	Gross direct (Scope 1) GHG emissions in metric tons of CO2 equivalent, independent of any GHG trades, such as purchases, sales, or transfers of offsets or allowances.	Tonnes of CO2 equivalent	8621 (Gas, diesel & petrol)
		Gases included in the calculation (whether CO2, CH4, N2O, HFCs, PFCs, SF6, NF3, or all)	Tonnes of CO2 equivalent	CO2, CH4, N2O, HFC's & PFC's
		Biogenic CO2 emissions in metric tons of CO2 equivalent separately from the gross direct.	Tonnes of CO2 equivalent	0
		The chosen base year, the rationale for choosing the base year, emissions in the base year, and the context for any significant changes in emissions that triggered recalculations of base year emissions.	2010 was the first year of EE data. The emissions in the first base year was 11,189 T CO2e. New Defra conversion factors required a recalculation of the base year figures.	
		Report standards, methodologies, and assumptions	Defra conversion factors used –	

		used.	based note dated 31.05.13 version 1.0.		
		Report the source of the emission factors used and the global warming potential (GWP) rates used or a reference to the GWP source.	Defra conversion factors used – based note dated 31.05.13 version 1.0.		
		The chosen consolidation approach for emissions	Operational Control		
G4-EN16	Energy indirect greenhouse gas (GHG) emissions scope 2	Gross energy indirect (Scope 2) GHG emissions in metric tons of CO2 equivalent, independent of any GHG trades, such as purchases, sales, or transfers of offsets or allowances.	Tonnes of CO2 equivalent	221,432 (Electricity)	
		Gases included in the calculation.	CO2, CH4 & N2O		
		Chosen base year, the rationale for choosing the base year, emissions in the base year	2010 was the first year of EE data. The emission in the year was 287,281 TCO2e, New Defra conversion factors required a recalculation of the base year figures.		
		Standards, methodologies, and assumptions used.	Defra conversion factors used – based note dated 31.05.13 version 1.0.		
		Report the source of the emission factors used and the global warming potential (GWP) rates used or a reference to the GWP source.	Defra conversion factors used – based note dated 31.05.13 version 1.0.		
		The chosen consolidation approach for emissions	Operational Control		
Aspect - Effluents and Waste					
G4-EN23	Total Weight of waste by type and disposal method	The total weight of hazardous and non-hazardous waste, by disposal method.	Tonnes	Total waste 23,186 Made up of: - 544 T of handsets. 1,001 T from RAN (899 T recycled & 102 T disposed). - 19,130 T from RAN mast site civils. - 118 T from Technical upgrades. - 9 T from Technical Core sites. - 156 T Retail fill out waste. - 1,025 T Corporate general waste. - 9 T Corporate Haz waste. - 1192 T Retail general waste. - 0.9 T Retail Haz waste	
Aspect – Supplier Environmental Assessment					
G4-EN32	The percentage of new suppliers that were screened using environmental criteria.		Number of suppliers	89 high/medium risk suppliers have been screened using an in-depth assessment via	

			EcoVadis.
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Social

Aspect - Employment				
G4-LA1	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	Number of male employees	Active Employees (permanent and fixed term workers as of 31/12/2013)	8094
		Number of female employees	Active Employees	6678
	The total number of employees broken down by type of employment contract and gender at the end of the year.	Part time male	Active Employees	1515
		Full time male	Active Employees	6579
		Part time female	Active Employees	2519
		Full time female	Active Employees	4159
		Senior management (male)	Active Employees	74
		Senior management (female)	Active Employees	21
		Head of (male)	Active Employees	215
		Head of (female)	Active Employees	97
		Senior professional (male)	Active Employees	1190
		Senior professional (female)	Active Employees	560
		Junior Professional (male)	Active Employees	1923
		Junior Professional (female)	Active Employees	1220
Frontline (male)	Active Employees	4692		
Frontline (female)	Active Employees	4780		
Aspect - Supplier Assessment for Labour Practices				
G4-LA14	Percentage of new suppliers that were screened using labour practices criteria	Number of suppliers	89 high/medium risk suppliers have been screened using an in-depth assessment via EcoVadis.	

Human Rights

Aspect - Supplier Human Rights Assessment			
G4-HR10	Percentage of new suppliers that were screened using human rights criteria	Number of suppliers	89 high/medium risk suppliers have been screened using an in-depth assessment via EcoVadis.

Society

Aspect - Supplier Assessment for Impacts on Society			
G4-SO9	Percentage of new suppliers that were screened for impacts on society.	Number of suppliers	89 high/medium risk suppliers have been screened using an in-depth assessment via EcoVadis.

Product Responsibility

Aspect - Product and Service Labelling			
G4-PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by type of outcomes.	Report the total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by: <ul style="list-style-type: none"> - Incidents of non-compliance with regulations resulting in a fine or penalty - Incidents of non-compliance with regulations resulting in a warning Incidents of non-compliance with voluntary codes	0
		If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient.	
G4-PR5	Results of surveys measuring customer satisfaction	Report the results or key conclusions of customer satisfaction surveys (based on statistically relevant sample sizes) conducted in the reporting period.	Overall satisfaction with customer service (Ofcom research December 2013) T-Mobile: 71% Orange: 67%
Aspect - Marketing Communications			

G4-PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.	Report the total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by: <ul style="list-style-type: none"> - Incidents of non-compliance with regulations resulting in a fine or penalty - Incidents of non-compliance with regulations resulting in a warning - Incidents of non-compliance with voluntary codes 	<ul style="list-style-type: none"> - 0 - 1 - 5
Aspect - Customer Privacy			
G4-PR8	Report the total number of substantiated complaints received concerning breaches of customer privacy, categorized by:	Total number	41
	Complaints received from outside parties and substantiated by the organization	Customer Complaints	17
	Complaints from regulatory bodies	Based on outcome letters of ICO	24
	Report the total number of identified leaks, thefts, or losses of customer data.	Identified through customer complaints and Security Operations	1919

Community investment

We have reported on our community investment performance using the London Benchmark Group performance indicators, using the LBG measurement tool which is set out below.

Community Investment Inputs	Cash donated	£	£260,944
	Time costs	£	£256,038
	In-kind costs	£	£12,527
	Management costs	£	£120,406
	Total value of contribution	£	£649,915
Community Investment Outputs	<p>Community Benefits</p> <p>We estimate we have helped more than 1794 beneficiaries. (Data only covers digital skills and Right to Read programmes only).</p> <p>Leverage (Made up of employee fundraising, Payroll giving and customer contributions e.g. Philippines appeal)</p>	£	£1,616,385
	<p>Business Benefits</p> <p>17% of employees involved in community activities (unique volunteers or fundraisers)</p>		