

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 Results for the Year Ended 31 December 2014 http://ee.co.uk/our-company/financials/2015/02/05/ee-results-for-the-year-ended-31-december-2014	
Organisation Profile		
G4 -3 – G4-9	See EE Corporate Website http://explore.ee.co.uk/our-company/about-ee EE Results for the Year Ended 31 December 2014 http://ee.co.uk/our-company/financials/2015/02/05/ee-results-for-the-year-ended-31-december-2014	
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 https://ee.co.uk/our-company/corporate-responsibility/building-trust/our-supply-chain .	
G4-13	See CEO Statement EE Results for the Year Ended 31 December 2014 http://ee.co.uk/our-company/financials/2015/02/05/ee-results-for-the-year-ended-31-december-2014	
G4-14	EE takes a precautionary approach the EMF and health issues, detailed on our corporate website under mobiles, masts and health issues. https://ee.co.uk/our-company/corporate-responsibility/building-trust/responsible-network	

G4-15	EE is signed up to and certified to: ISO14001 ISO18001 ISO27001	
G4-16	EE is a member of: Business in the Community (BITC) Business Disability Forum Global E-Sustainability Initiatives Founding member of Go ON UK	
Identified material aspects and boundaries		
G4-17	EE Limited operates exclusively in the UK and form the scope of this Report. EE Limited holds interests in a number of joint arrangements, comprising both joint operations and joint ventures which are not included within the scope of this report. These are detailed in section 19, p. 52 of the EE Limited Annual Report, Group and Company Financial Statements Year ended 31 December 2014. Downloadable from http://ee.co.uk/our-company/financials .	
G4-18	The report content and the aspect boundaries are those defined through the identification of our CR priority issues. See Responsibility Management.	
G4-19	See Responsibility Management.	
G4-20 -21	All aspects/ responsibility issues reported within the report are material to EE Ltd and its customers.	
G4-22	None.	
G4-23	None.	
Stakeholder Engagement		
G4-24 - 26	See Responsibility Management.	
G4-27	See Responsibility Management.	
Report Profile		
G4-28 - 31	This annual EE Responsibility report covers the annual year of 2014; this is our third report, with the last covering the annual year 2013. Contact email: responsibility@ee.co.uk	

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, specific standard disclosures and performance indicators are contained within this separate PDF downloadable document. London Benchmarking Group data regarding community investment is also included within this document.	
G4-33	See Assurance Statement.	
Governance		
G4-34	See http://ee.co.uk/our-company/about-ee/leadership-team See Responsibility Management.	
Ethics and Integrity		
G4-56	See Responsibility Management. https://explore.ee.co.uk/regulatory	

Specific Standard Disclosures

Material Aspects	DMA and Indicators	External Assurance
Energy	See Environment See Responsibility Management.	
Emissions	See Environment See Responsibility Management.	
Effluent & Waste	See Environment See Responsibility Management.	
Supplier Environmental Assessment	See Ethical Supply Chain See Responsibility Management	
Employment	See Youth Employment See Responsibility Management	
Supplier Assessment for Labour Practices	See Ethical Supply Chain See Responsibility Management	
Supplier Assessment for	See Ethical Supply Chain	

Human Rights	See Responsibility Management	
Supplier Assessment on Society	See Ethical Supply Chain See Responsibility Management	
Product and Service Labelling	See Unexpected High Bills See Responsibility Management	
Marketing Communications	See Responsible Selling See Responsibility Management	
Customer Privacy	See Customer Privacy See Responsibility Management	

GRI Performance Indicators

Economic

Aspect – Economic Performance				
G4 -EC1	Direct economic value generated and distributed	Direct economic value generated: revenues.	£m	6327
		Direct economic value distributed: operating costs.	£m	4865
		Direct economic value distributed: employee wages and benefits.	£m	432
		Direct economic value distributed: payments to providers of capital.	£m	649
		Direct economic value distributed: payments to governments (by country). *	£m	753.1
		Direct economic value distributed: community investments.	£m	£0.52
		Economic value retained (=Economic value generated less (=minus) Economic value distributed).	£m	- £373

* Made up of:

- The tax contribution consist of the following amounts:
- Employer taxes £44.4m
- Employee taxes £113.3m
- Rates £93.4m
- VAT £502.0m
- Corporation tax Nil

Environmental

Aspect - Energy				
G4- EN3	Energy Consumption within the Organisation	Total fuel consumption from non-renewable sources.	Kilowatt-hour	16,590,782 (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	433,210,833 (electricity only)
		Total energy consumption.	Kilowatt-hour	449,801,615 (electricity and gas)
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	8173
		Gases included in the calculation (whether CO2, CH4, N2O, HFCs, PFCs, SF6, NF3, or all)	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, first year of EE data, 11,189 T CO2e, new Defra conversion factors & re-scope of RAN electricity required a recalculation of the base year figures.	
		Report standards, methodologies, and assumptions used.	Defra conversion factors used	
		Report the source of the emission factors used and the global warming potential (GWP) rates	Defra conversion factors used	

		used or a reference to the GWP source.			
		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	214,119	
		Gases included in the calculation.	CO2, CH4 & N2O		
		Chosen base year, the rationale for choosing the base year, emissions in the base year	2010, first year of EE data, 298,470 T CO2e, new Defra conversion factors & re-scope of RAN electricity required a recalculation of the base year figures.		
		Standards, methodologies, and assumptions used.	New Defra conversion factors used		
		Report the source of the emission factors used and the global warming potential (GWP) rates used or a reference to the GWP source.	New Defra conversion factors used		
		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	10,345	
Aspect – Supplier Environmental Assessment					
G4-EN32	The percentage of new suppliers that were screened using environmental criteria.		Number of suppliers	96 suppliers identified as needing screening. 84% have completed a full assessment and received a scorecard.	

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 31/12/2014)	8273
		Number of female employees	Active Employees	6649
	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	1777
		Full time male	Active Employees	6496
		Part time female	Active Employees	2731
		Full time female	Active Employees	3918
		Senior management (male)	Active Employees	60
		Senior management (female)	Active Employees	23
		Head of (male)	Active Employees	155
		Head of (female)	Active Employees	90
		Senior professional (male)	Active Employees	1167
		Senior professional (female)	Active Employees	547
		Junior Professional	Active Employees	1040

		(male)		
		Junior Professional (female)	Active Employees	831
		Frontline (male)	Active Employees	5851
		Frontline (female)	Active Employees	5158
Aspect - Supplier Assessment for Labour Practices				
G4-LA14	Percentage of new suppliers that were screened using labour practices criteria		Number of suppliers	96 suppliers identified as needing screening. 84% have completed a full assessment and received a scorecard.

Human Rights

Aspect - Supplier Human Rights Assessment				
G4-HR10	Percentage of new suppliers that were screened using human rights criteria		Number of suppliers	96 suppliers identified as needing screening. 84% have completed a full assessment and received a scorecard.

Society

Aspect - Supplier Assessment for Impacts on Society			
G4-SO9	Percentage of new suppliers that were screened for impacts on society.	Number of suppliers	96 suppliers identified as needing screening. 84% have completed a full assessment and received a scorecard.

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:	0 1 0
		<p>Incidents of non-compliance with regulations resulting in a fine or penalty</p> <p>Incidents of non-compliance with regulations resulting in a warning</p> <p>Incidents of non-compliance with voluntary codes</p>	
		If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient.	NA
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 2014) 69% EE

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: 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	
			1 ASA compliant upheld 0 0
Aspect - Customer Privacy			
G4-PR8	Report the total number of substantiated complaints received concerning breaches of customer privacy, categorized by:	Total number	40
	Complaints received from outside parties and substantiated by the organization	Customer Complaints	13
	Complaints from regulatory bodies	Based on outcome letters of ICO	27
	Report the total number of identified leaks, thefts, or losses of customer data.	Identified through customer complaints and Security Operations	32 customer affected

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	£	£240,158
	Time costs	£	£180,000
	In-kind costs	£	£3,900
	Management costs	£	£99,446
	Total value of contribution	£	£523,505
Community Investment Outputs	Community Benefits		
	We estimate we have helped more than 5969 beneficiaries.		
	Leverage (Made up of employee fundraising, Payroll giving and customer contributions e.g. Ebola Unicef appeal)	£	£684,350
	Business Benefits		
	We had around 23% employee participation in techy tea volunteering over the year and 266 people were unique fundraisers that we helped.		