

How Sky's work, and our Bigger Picture strategy, maps to the Sustainable Development Goals

Best practice organisations understand how their business practices impact on society and the environment through a [materiality process](#), and then focus their sustainability programmes on those issues which matter most to the business and its stakeholders.

We want to have the biggest impact, on the issues that matter most. So our work is aligned with the relevant [UN Sustainable Development Goals](#).

SUSTAINABLE DEVELOPMENT GOALS



When we report on our impact, we include indicators of which of these globally agreed goals our work is contributing towards.

By their nature, a business' material issues do not include all sustainability topics and therefore not all the Sustainable Development Goals will always be relevant. Listed below are those which are most relevant to Sky, with an appendix showing how they map to each area of our business, and a brief list of those SDGs which are not relevant to us.

SDGs relevant to Sky

(Please see SDG table in [Appendix 1](#) to show how these map to Sky)

- 3. Good health and well-being** - Ensure healthy lives and well-being for all at all ages

- 4. Quality education** - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

- 5. Gender equality** - Achieve gender equality and empower all women and girls

- 7. Affordable and clean energy** - Ensure access to affordable, reliable sustainable and modern energy for all

8. Decent work and economic growth - Promote sustainable inclusive and sustainable economic growth full and productive employment and decent work for all

9. Industry, innovation and infrastructure - Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

10. Reduce inequalities - Reduce inequalities within and among countries

11. Sustainable cities and communities - Make cities and human settlements inclusive, safe, resilient and sustainable

12. Responsible consumption and production - Ensure sustainable consumption and production patterns

13. Climate Action - Take urgent action to combat climate change and its impacts

14. Life below water - Conserve and sustainably use the oceans, seas and marine resources for sustainable development

15. Life on land - Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forest, combat desertification, and halt and reverse land degradation and halt bio-diversity loss

16. Peace, justice and strong institutions - Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

17. Partnerships for the goals - Strengthen the means of implementation and revitalize the global partnership for sustainable development

SDGs not relevant to Sky

(Please see [Appendix 2](#) for detailed targets as an explanation of why these goals are not included)

1. No poverty - End poverty in all its forms everywhere

2. Zero hunger - End hunger, achieve food security and improved nutrition and promote sustainable agriculture

6. Clean water and sanitation - Ensure availability and sustainable management of water and sanitation for all

Appendix 1: Mapping the Sustainable Development Goals to Sky's material issues

This document provides an overview of which Sustainable Development Goals (SDGs) and indicators map to Sky's material issues and reporting. Not all of the SDGs are material to Sky so therefore not all SDGs are covered below.

SDG goals and targets	Sky material issue	Reporting reference
Goal 3. Ensure healthy lives and well-being for all at all ages		
3.4 - By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being	Health, safety and wellbeing	Sky Group: How we're responding to Covid-19 Bigger Picture - Better Business: Our People Impact Report 2021 – page 72 <i>Doing the right thing for our people</i> , pages 74-75 <i>Sourcing responsibly</i>
3.9 - By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination	Health, safety and wellbeing Environmental impact of our products Responsible supply chain	
Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all		
4.4 - By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship	Diversity and inclusion Talent development and attraction	Bigger Picture - Better Business: Our People Bigger Picture - Young People Impact Report 2021 – pages 59-67 <i>Inspiring young people, Helping young people achieve their potential, Introducing Sky Up, Sky Up Academy Studios</i>
Goal 5. Achieve gender equality and empower all women and girls		
5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life	Diversity and inclusion Talent development and attraction	Bigger Picture - Better Business: Our People Impact Report 2021 – pages 48-57 <i>Addressing inequality, Levelling the playing field, Bringing fans to women's sport, Culture change</i>
Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all		
7.2 By 2030, increase substantially the share of renewable energy in the global energy mix	Carbon impact of operations Environmental impact of our products Responsible supply chain	Documents & Policies - Environment Policy Sky Zero Bigger Picture - Better Business: Our environmental impact Impact Report 2021 – pages 20-41 <i>Leading on the environment, Sky group carbon emissions and carbon intensity</i>
7.3 By 2030, double the global rate of improvement in energy efficiency		

Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all		
8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high- value added and labour-intensive sectors	Responsible and sustainable content Talent development and attraction Responsible supply chain	Bigger Picture - Better Business: Contributing to Culture Impact Report 2021 – page 15 <i>Supporting our industry and our culture</i> , pages 16-17 <i>Supporting the arts through the pandemic and beyond</i> , page 26 <i>Our products</i> , page 64 <i>Helping young people achieve their potential</i>
8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value	Talent development and attraction Diversity and inclusion Health, safety and wellbeing Responsible supply chain	Bigger Picture - Better Business: Our People: Contributing to Culture Inclusion at Sky Bigger Picture - Young People Impact Report 2021 – pages 48-67 <i>Addressing inequality</i> , pages 70-75 <i>Doing business responsibly, Respecting human rights</i>
8.6 By 2020, substantially reduce the proportion of youth not in employment, education, or training	Talent development and attraction Diversity and inclusion	Bigger Picture - Young People Careers at Sky - Early Careers Impact Report 2021 – pages 59-69 <i>Inspiring young people, Supporting young people, Helping young people achieve their potential, Sky Studios Elstree calls on young talent, Introducing Sky Up, Sky Sports Scholars</i>
8.7 Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms	Corporate governance and business ethics Health, safety and wellbeing Responsible supply chain	Bigger Picture - Better Business: Our People Bigger Picture - Better Business: Our suppliers Documents & Policies - Human Rights Policy Comcast's Statement on Modern Slavery and Supply Chain Values 2021 and Sky's Modern Slavery Update 2021 Impact Report 2021 – pages 70-77 <i>Doing business responsibly, Respecting human rights, Sourcing responsibly</i>
8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment		
Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation		
9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries	Carbon impact of our operations Talent development and attraction Environmental impact of our products Responsible supply chain	Documents & Policies - Environment Policy Sky Zero Bigger Picture - Better Business: Our environmental impact: Contributing to Culture Sky Studios Impact Report 2021 – page 15 <i>Supporting our industry and our culture</i> , pages 24-29 <i>Transforming our business, Our products, Incentivizing green production through our suppliers</i>
9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes,		

with all countries taking action in accordance with their respective capabilities		
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Goal 10. Reduce inequalities within and among countries		
10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status	Responsible and sustainable content Diversity and inclusion Talent development and attraction Health, safety and wellbeing Responsible supply chain	Bigger Picture - Better Business: Our People Bigger Picture - Better Business: Our suppliers Inclusion at Sky Documents & Policies - Our Human Rights Policy Approach Comcast's Statement on Modern Slavery and Supply Chain Values 2021 and Sky's Modern Slavery Update 2021 Impact Report 2021 – pages 46-47 <i>Using our content</i> , pages 48-69 <i>Addressing inequality</i> , pages 70-71 <i>Doing business responsibly, Respecting human rights</i>
10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard		
Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable		
11.3 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries	Carbon impact of our operations Diversity and inclusion Responsible supply chain	Documents & Policies - Environment Policy Sky Zero Bigger Picture - Better Business: Our environmental impact Impact Report 2021 – pages 20-47 <i>Leading on the environment</i> , pages 59-63 <i>Caring for our communities</i> , pages 70-75 <i>Doing business responsibly, Sourcing responsibly</i>
Goal 12. Ensure sustainable consumption and production patterns		
12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse	Environmental impact of our products	Documents & Policies - Code of Conduct (Suppliers and Business Partners: Environment Policy: Single-use plastic policy) Bigger Picture - Better Business: Our environmental impact Sky Zero Sky Ocean Ventures Impact Report 2021 – pages 20-47 <i>Leading on the environment</i> , pages 70-75 <i>Doing business responsibly, Sourcing responsibly</i> , pages 78-79 <i>Governance and assurance</i>
12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle	Corporate Governance	
12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities	Responsible supply chain	

Goal 13. Take urgent action to combat climate change and its impacts		
13.2 Integrate climate change measures into national policies, strategies and planning	Corporate Governance Carbon impact of our operations	Documents & Policies - Sky's Environment Policy Sky Zero Bigger Picture - Taking Action: Sky Ocean Rescue Impact Report 2021 – pages 20-47 <i>Leading on the environment</i> , pages 70-71 <i>Doing business responsibly, Protecting the environment</i>
13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning	Responsible and sustainable content	
Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development		
14.1 By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution	Responsible and sustainable content Environmental impact of our products	Sky Zero - Our Approach Bigger Picture - Better Business: Sharing what we learn Bigger Picture - Taking Action: Sky Ocean Rescue Sky Ocean Ventures Documents & Policies - Single-use plastic Policy Impact Report 2021 – pages 20-41 <i>Leading on the environment, Planting seagrass with WWF, Mobilising millions</i>
14.2 By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans		
14.5 By 2020, conserve at least 10 per cent of coastal and marine areas, consistent with national and international law and based on the best available scientific information		
14.8 Increase scientific knowledge, develop research capacity and transfer marine technology, taking into account the Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology, in order to improve ocean health and to enhance the contribution of marine biodiversity to the development of developing countries, in particular small island developing States and least developed countries		
Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss		
15.1 By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements	Carbon impact of our operations	Documents & Policies - Carbon Neutral policy; Wood and paper purchasing policy Sky Zero Find out more about the listed projects from which Sky purchases carbon credits The Kew Declaration on Reforestation for Biodiversity, Carbon Capture and Livelihoods Impact Report 2021 – pages 36-41 <i>Using our voice, Contributing to nature research, Mobilising millions</i>
15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally		

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels		
16.2 End abuse, exploitation, trafficking and all forms of violence against and torture of children	Data privacy, cybersecurity and child safety online Responsible supply chains	Bigger Picture - Better Business: Our Customers Bigger Picture - Better Business: Our suppliers Documents & Policies - Our Human Rights Policy Approach Impact Report 2021 – pages 71-73 <i>Respecting human rights, Sourcing responsibly</i> , pages 76-77 <i>Doing the right thing for our customers</i> ,
16.3 Promote the rule of law at the national and international levels and ensure equal access to justice for all	Corporate Governance and business ethics	Documents & Policies - Ways of working: Comcast Code of Conduct (employees); Comcast Code of Conduct (suppliers and business partners) Impact Report 2021 – pages 76-77 <i>Doing the right thing for our customers</i>
16.5 Substantially reduce corruption and bribery in all their forms	Corporate Governance and business ethics	
16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements	Responsible and sustainable content Data privacy, cybersecurity and child safety online Corporate Governance and business ethics Responsible supply chains	Bigger Picture - Better Business: Our customers Sky News policies and standards Impact Report 2021 – pages 73-77 <i>Respecting human rights, Doing the right thing for our customers</i> , pages 78-79 <i>Assurance and governance</i>
Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development		
17.14 Enhance policy coherence for sustainable development	Corporate Governance and business ethics	Documents & Policies – Government engagement policy Impact Report 2021 – pages 36-37 <i>Using our voice, Contributing to nature research</i> , pages 78-79 <i>Assurance and governance</i>
17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries	Responsible and sustainable content Corporate Governance and business ethics	Bigger Picture – How we work: Our key stakeholders Impact Report 2021 – Throughout, and pages 78-79 <i>Assurance and governance</i>

Appendix 2: Detailed targets for the SDGs not relevant Sky

1. End poverty in all its forms everywhere

1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day

1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable

1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable

1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance

1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters

2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture

2.1 By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.

2.2 By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons

2.3 By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment

2.4 By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality

2.5 By 2020, maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species, including through soundly managed and diversified seed and plant banks at the national, regional and international levels, and promote access to and fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge, as internationally agreed

6. Ensure availability and sustainable management of water and sanitation for all

6.1 By 2030, achieve universal and equitable access to safe and affordable drinking water for all

6.2 By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations

6.3 By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally

6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity

6.5 By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate

6.6 By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes