

NEWS RELEASE

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CAMBRIDGESHIRE PROJECT RECOGNISED IN NATIONAL AWARDS

An innovative project implanting technology, arts and culture to fight against social exclusion is one of the pioneering projects selected for the shortlist of a national award scheme that identifies and promotes the many benefits obtained from the use of Information and Communication Technologies (ICT).

The Funky Flamingo Club is just one of the 118 entries received and one of the 21 projects short-listed in the 2004 UK eWell-Being Awards developed by SustainIT and sponsored by BT, Vodafone and Brother with The Guardian as national media partner. The awards aim to uncover exciting new projects that use ICT to deliver environmental and/or social benefits.

This commendable project was entered in the Digital Inclusion category, sponsored by BT. For the 2004 programme there was an additional award within the Digital Inclusion category focusing on projects that enhance ICT access and services specifically for disabled people.

The Funky Flamingo Club is a regular night club held at the Junction organised by learning disabled adults and young people. It aims to remove attitudinal and physical barriers to disadvantaged people by embracing ICT. The project was set up and is facilitated by Cross Border Arts, an arts development company which runs an Arts and Disability service for Cambridgeshire and Peterborough. The Funky Flamingo Club is being developed through partnerships with The Junction / CDC and Speaking Up. Funds for the project have come from a variety of sources including Cambridge City Council Community Arts and Leisure Grants, Lloyds TSB Foundation, South Cambs. District Council, Social Services, box office receipts and the National Foundation for Youth Music.

Said SustainIT Programme Manager Simon Hills: "Once again, the entries highlight how organisations use ICT creatively to provide tangible environmental and social benefits".

BT has supported the eWell-Being Awards programme since its inception in 2002.

Carol Borghesi, BT Managing Director of Customer Contact Centre and BT's Disability Champion said: "Digital Inclusion is a key focus for our business and our support for the eWell-Being Awards

plays an important role in it. In 2004 the standard of the entries was again exceptionally high, and we are eager to champion those organisations that are leading the way”.

Winning projects will be announced at an awards ceremony at 30 St. Mary Axe, London (affectionately referred to as 'The Gherkin'), on Monday 14th March 2005.

For more information on the Awards, or if you would like to attend the awards ceremony please contact Simon Hills or Richard Craven, SustainIT on 01733 312286 or shills@ukceed.org.

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Notes to editors

1. The judging panel for the 2004 Awards included representatives of BT, Vodafone, Brother, IDEa, Local Transport Today, The AA, OFCOM, Oracle, SOCITM, ZDNet, The Guardian, Ability magazine, UK CEED and Netmums (category winner in the 2002 eWell-Being Awards).
2. SustainIT is an initiative of The UK Centre for Economic and Environmental Development (UK CEED), an entrepreneurial research and policy centre. It conducts research on, and provides best practice examples of, synergies between ICT and sustainable development. It works in partnership with business, government and the voluntary sector to encourage adoption of ever higher environmental standards in their activities. The Centre undertakes research, develops policy, implements technology demonstration projects and carries out a wide range of engagement and education activities with its partners in the UK and across Europe. For more information visit www.sustainit.org and www.ukceed.org
3. BT is one of the world's leading providers of communications solutions serving customers in Europe, the Americas and Asia Pacific. Its principal activities include IT and networking services, local, national and international telecommunications services, and higher-value broadband and internet products and services.

BT consists principally of three lines of business:

- **BT Retail**, providing a comprehensive range of communications and related services to over 20m UK consumers and businesses.
- **BT Wholesale**, providing network services and solutions within the UK to more than 600 fixed and mobile operators and service providers including the provision of broadband, private circuits.
- **BT Global Services**, providing IT and networking services to meet the needs of multi-site organisations globally. BT Global Services operates in more than 130 countries and also offers international carrier services.

In the year ended 31 March 2004, BT Group's turnover was £18,519 million with profit before goodwill amortisation, exceptional items and taxation of £2,013 million.

BT Group plc is listed on stock exchanges in London and New York. British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group.

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