

NEWS RELEASE

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NORFOLK PROJECT RECOGNISED IN NATIONAL AWARDS

An outstanding initiative working that helps vulnerable older people remain independent 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).

Age Concern's accessibility and training project 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 innovative project was entered in the Digital Inclusion category, sponsored by BT. This category seeks voluntary and community sector projects that use ICT to enhance access to services and opportunities for individuals and groups.

The aim of the project is to help vulnerable older people remain as independent as possible by providing access to ICT facilities and training at a site where they reside or meet regularly. The project focuses on people who are unable to access ICT training and facilities through any other source as a result of physical and/or mental disability, location or social exclusion.

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 Mike Hughes, BT Head of Environment and CSR Campaign, said: "We are eager to champion those organisations that are leading the way such Age Concern. This is a project not only providing equipment, but training and support where older people live. It is a very good use of technology adapted to the needs of the users".

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, SustainIT 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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