

UK impact overview

Social, environmental and economic
impact of Microsoft in the UK



Foreword

From the vantage point of today, a year ago feels like a very different time. The Conservative party had just won a resounding victory on a General Election manifesto focused on delivering Brexit, reducing regional inequality and supporting a green agenda. The UK was preparing to take centre stage at the COP26 climate conference and Microsoft was finalising the launch of our own radical new commitment to becoming carbon negative by 2030. It felt optimistic. It felt as though new opportunities were possible.

But by early March, the first wave of the pandemic and a UK in lockdown sent destructive shockwaves through our service-led economy. A rapid and sustained recovery is still far from certain.

With viable vaccines being rolled out and ever better treatment protocols, we are learning to not just live with the disease, but to suppress it. A return to a more normal life is on the horizon and we will move, however haltingly, into the 'recover' and 'reimagine' phases of the pandemic. As we do, Microsoft is working side by side with its customers and partners to reinvigorate the UK economy, rebuild confidence and continue driving the digital transformation that will secure a prosperous future for the UK.

We should not, however, let ourselves be persuaded that getting back to 'business as usual' post COVID-19 cures all of our ills. Climate change, social and economic inequality, the changing world of work and even the future of democracy are all challenges we continue to face. Many of these have been side-lined or even exacerbated by the current crisis.

In 2021, and for the foreseeable future, the nation's collective purpose will be put to the test repeatedly.

"It's critical that the UK, with the business community at its heart, recognises the opportunity to shift gear, and to consider a future that is radically different from that which has gone before. Not just to compete, but to compete sustainably. Not just to return to the old models, but to build forward better. To invest in innovation, infrastructure and skills."

In doing so, we must also ensure we build a society that embraces diversity in all its forms, expands our own pool of talent and welcomes it from around the world.

At Microsoft, we often ask ourselves what is our broader role, how do we best fulfil our mission to help every person and every organisation on the planet to achieve more? Of course, a large part of delivering on that mission is in creating the products and services that allow creators and innovators here in the UK to build successful businesses, that can tackle the hardest challenges. But our role must go beyond just creating economic value. We must ensure that technology is used responsibly, that its enormous potential in the form of artificial intelligence is deployed with the public interest in mind. As a leader at Microsoft, and personally, I believe that we can and must do more.

As we look out to the next 10 years, the question is how we can we increase access to opportunity from across diverse communities? How can we build the skills we need for our future workforce and lead in the world in the green economy? How can we increase wellbeing, mental and physical health and strengthen our democratic institutions?

This report draws on our first materiality audit designed to better understand what our stakeholders want to see from Microsoft in the UK. It is a starting point for tracking our contribution and impact in the communities we serve and seeing

where we should increase our investments. I'm proud that it also celebrates a small sample of the great work that is already being done such as Get On 2021, a new campaign which aims to help 1.5 million people build tech careers in the next 5 years, no matter what industry.

Whilst it is certain that technology will continue to define the decade to come, the real question perhaps is how can we make its beneficial impacts much more broadly felt? The hard challenges we face demand innovative solutions, but they must be solutions that first and foremost enrich human life and human experience.

Together we have much to do, but as we head into 2021, I again look forward with hope and optimism.

CLARE BARCLAY,
CEO, MICROSOFT UK.



Impact at a glance



£5.9m in Azure credits

(\$7.2m USD) given by **Microsoft Research** supporting scores of research projects across the UK since 2013



Over 100 hours of coaching by 60 experts

formed the 2020 **AI for Good UK Accelerator Programme**, with this cohort raising over £1.5m in funding

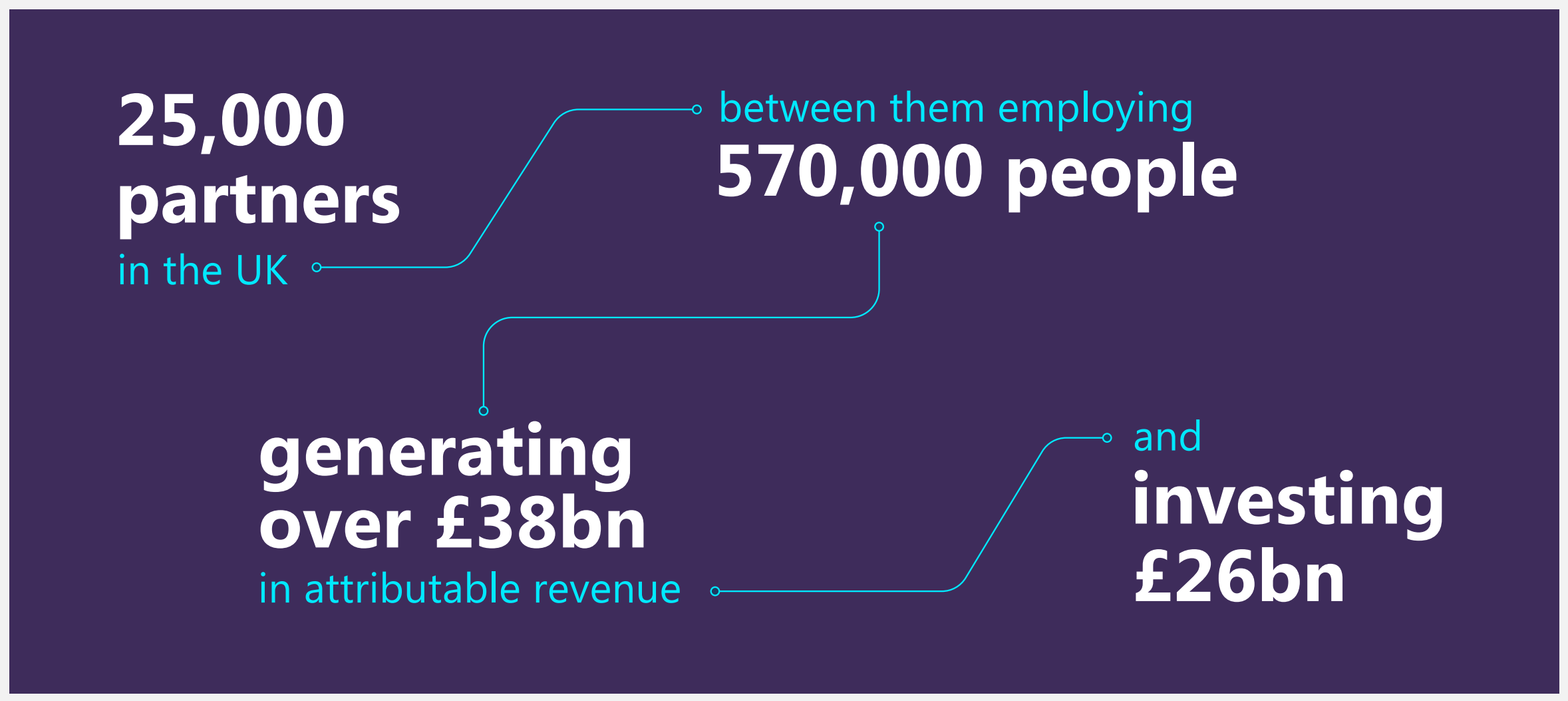
183 partners

have signed the **Microsoft Partner Pledge** to date, collectively employing over 100,000 people



More than 200,000 people

have been trained in digital skills at the **Microsoft Experience Centre** since it opened in June 2019



30,000

UK YOUTH

young people

engaged in digital creation since the launch of **Generation Code** reaching over 100 communities across the UK. Microsoft employees have also raised more than £223,000 for **UK Youth**

1.4 million NHS workers



used **Microsoft Teams** in the space of a week in order to communicate and collaborate more effectively during the pandemic



20 grants to 18 UK organisations

since the launch of the **AI for Earth** programme



100% wind energy

now supplies our major UK facilities



£149.6m in grants to 22,718 UK charities

(\$181m USD) given through our **Tech for Social Impact** programme



4,000 students and 500 educators

reached through our **EduConnect** programme in 2020



£2m raised and 660 days

of **employee time donated** in the last year by Microsoft UK employees to UK charities



Our approach to creating impact



Our approach to creating impact

Microsoft’s mission is to empower every person and every organisation on the planet to achieve more. In order to fulfil our corporate purpose today and in the future, we must ensure the technology that we create benefits everyone on the planet, as well as the planet itself.

To reimagine a future in which all people have access to the benefits and opportunities of technology and the digital economy, we must ask ourselves not just what technology can do, but what it should do.

And to achieve this, we must pair the adoption of trusted, best-in-class technology with increased capability of our ecosystem of partners and customers to create tailored solutions – making it possible for individuals, organisations, industries, and entire countries to create products, services, and approaches that support rapid recovery, inclusive growth, and a reimagined future.

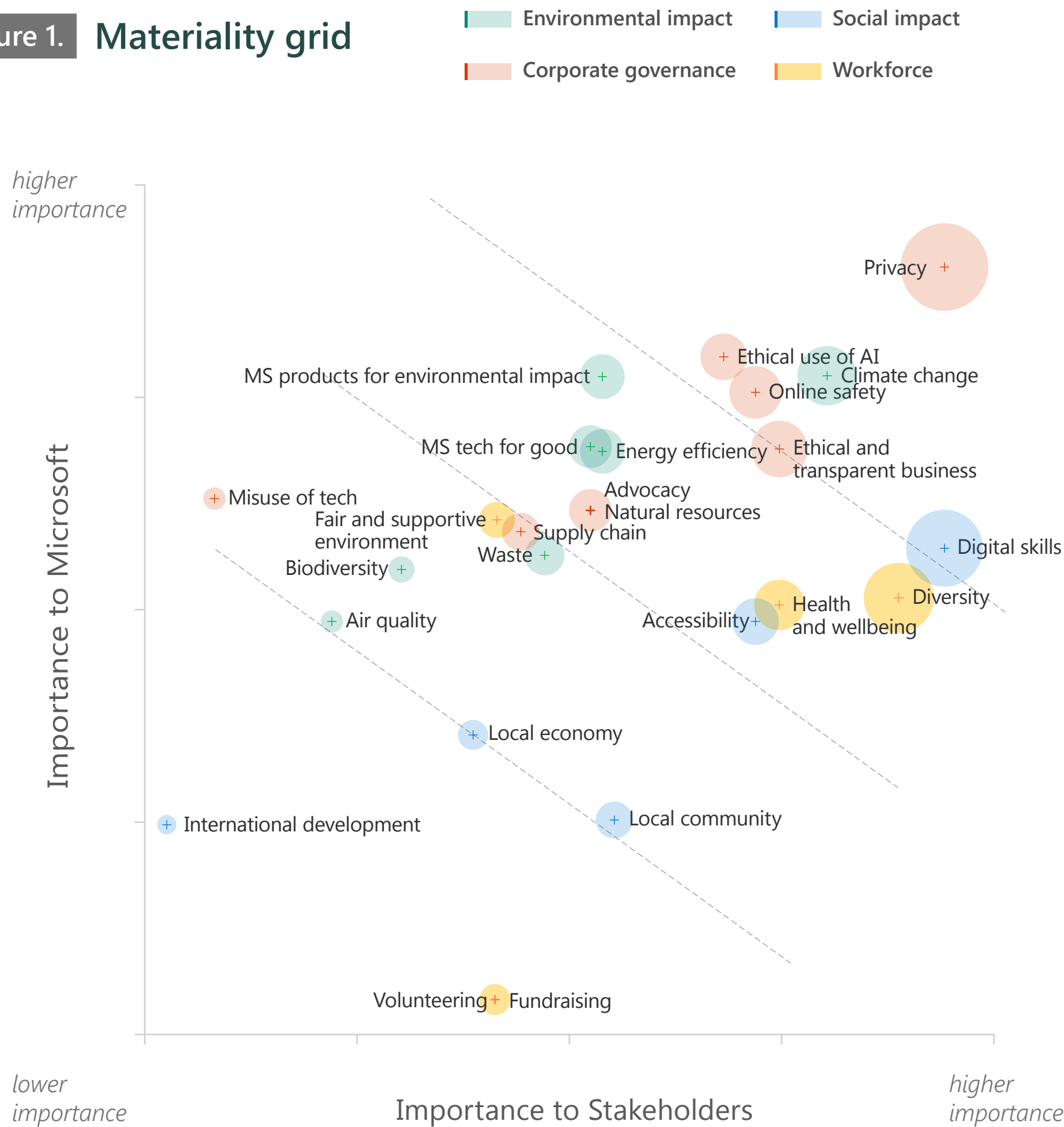
In order to help us better understand the key impact areas for our business and issues which matter most to our local stakeholders here in the UK, we conducted our first materiality audit. Through a series of targeted stakeholder engagement

programmes, we asked our partners, employees, 2000 consumers, as well as policy makers, NGOs and other industry experts to tell us which issues relating to four key dimensions of impact were of greatest importance to them. These dimensions were Social, Environmental and Workplace impact, as well as key aspects of our Corporate Governance. We also asked them to share their views on the current efforts Microsoft is making in these areas and where they felt we could improve. We mapped these views against the way in which these various issues impact Microsoft’s own business, to create the Materiality Grid you can see here (Figure 1).

In addition to this quantitative insight on prioritisation of the Material Issues, we also gained a raft of qualitative feedback from our various stakeholder groups that has helped us understand where they would most like to see Microsoft focusing our efforts here in the UK going forward.

As the grid clearly shows, issues relating to Trust and Transparency such as **Privacy**, **Online safety** and the **Ethical use of AI** were most highly prioritised by all stakeholder groups. We know that public trust in technology is falling – in the UK in 2020 **trust in technology** fell by 5 points, to 64%. Across each of these areas, Microsoft’s current commitment goes beyond words to meaningful *action*, providing tools and frameworks for our customers and partners, and working with the government to drive policy change to support the trusted and responsible use of technology.

Figure 1. Materiality grid



Source: Fit for Purpose Consulting. Materiality Report, UK 2020



One of the issues most highly prioritised by our stakeholders was Climate change, and how we as a business take action on it. Here in the UK, we have already introduced measures to reduce our operational footprint, focusing in on the purchase of renewable energy, waste management and energy efficiency, and as a company we have been carbon neutral since 2012. Globally, climate change has been a key area of strategic focus for Microsoft for the last decade, but in the last year we have stepped up our efforts considerably, and set out a series of highly ambitious goals and outlined detailed plans to be carbon negative, zero waste, and water positive by 2030 and to permanently protect more land than we use by 2025. In the coming months you will see us outline our own local ambitions towards meeting these targets while of course helping the UK's own target to become Zero Carbon by 2050.

Microsoft launches initiative to help 25 million people worldwide acquire the digital skills needed in a COVID-19 economy



Another issue which resonated with stakeholders, particularly our Partner Network, was the important role Microsoft needs to play in helping to provide access to Digital Skills. In order to aid our economic recovery, it is vital to ensure that no-one is left behind, that every person has access to the skills and technology they need in order to

pursue the jobs which are most sustainable and in-demand as our economy changes. Globally, Microsoft committed to helping 25 million people worldwide in 2020 learn the skills required for the digital economy. You will read more about our own commitments here in the UK under our Get On 2021 campaign later in this report.



The final lens which has undoubtedly dominated the last year for all our stakeholders (although our audit took place too early to capture responses on this topic) is the COVID-19 global pandemic, which has created additional stress on systems and communities around the world, leaving many of those who were already struggling that much more vulnerable. While we have remained steadfast in our core commitments, very early in this public health crisis it became clear we needed to mobilise our efforts and direct additional resources to address the rapid global impact of COVID-19. You will see many examples in this report of how we have woven a robust and rapid response to this crisis into the heart of our UK business strategy and taken many local actions to work with governments, charities, healthcare providers, as well as our customers and partners, in key areas affected by the pandemic.



Microsoft's global approach

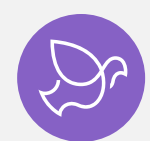
This document serves as a supplement to our **global CSR report** and all of the Microsoft UK priority issues described earlier are also reflected in our global CSR strategy, which lays out four interconnected pillars of focus.

These pillars are as follows:



Support inclusive economic opportunity

We must ensure that economic opportunity is inclusive – for every country, developed and developing; every community, urban and rural; every business, small and large; and every person, including the 1 billion plus people with disabilities



Protect fundamental rights

We unequivocally support the fundamental rights of people, from defending democracy, to addressing systemic racial injustice and inequity, to protecting human rights



Commit to a sustainable future

We must address climate change for a more sustainable future. That is why we have set the most ambitious climate goals and have detailed plans to achieve them, while enabling others to use technology to create and achieve their own goals



Earn trust

Every day, we strive to earn the trust of our customers, employees, the communities we serve, and the governments that represent them through a commitment to privacy, security, the responsible use of AI, and transparency



Microsoft's impact in the UK

Here in the UK, we have used these pillars to inform our own strategic activity so you will also see these themes reflected in this UK Impact Overview, but set in the context of the local challenges and opportunities that we face here in our market.

In the future, in fulfilling our mission, we will continue to focus our attention on the societal and environmental impact we have as a business. The headwinds we face around Brexit, COVID-driven economic challenges, increased digitisation and automation across the UK economy, as well as a worrying increase in unemployment, present the UK with challenges we are determined to help address.

Amplifying our impact

Microsoft has been part of the UK for almost 40 years, and in that time we've seen the impact that powerful transformative technologies such as AI, Cloud Computing, Internet of Things (IoT) and Mixed Reality has had on our partners, shared customers, and society as a whole. Our Partner community represents 570,000 people across the UK. By working together on aspects of social and environmental

Microsoft Partner Pledge



responsibility, our collective impact is amplified greatly. Because our impact is so extensive, we have invited our Partner community to embrace the **Partner Pledge** and join us in driving positive change across the UK, ensuring technology is a force for good in society. The Pledge focuses on these critical goals grouped within these five pillars: Digital Skills; Apprenticeships; Diversity and Inclusion; Responsible and Ethical AI and Sustainability. Since its launch, 183 partners, collectively employing around 100,000 people, have signed the Pledge.

When a Partner signs the Pledge, not only do they state they share our vision, but they also gain access to a community of other partners who share the same values. All participating Partners' logos go on our website so their customers can see their passion for preparing the community for the future.

Future direction

Over the next year and beyond, there are some specific areas on which we want to make progress here in the UK:

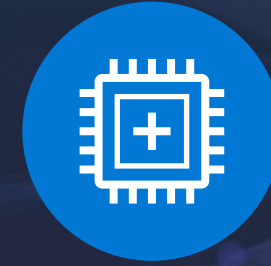
1



Support inclusive economic opportunity

- In our work supporting inclusive economic opportunity we include a commitment to help 1.5 million people in the UK to build careers in tech and to connect 300,000 people to actual job opportunities by 2025. The next 12 months will be key to our ability to meet this ambition, not least because the need is so urgent. We will continue to expand our Apprenticeship programme both within Microsoft itself and through our Partner Apprenticeship scheme.
- We will follow our commitments as a founding member of the [Change the Race Ratio](#) campaign to increase senior management diversity, with meaningful steps towards ethnicity pay gap reporting, and have also signed up to the [Tech Talent Charter](#) which is championing greater inclusion and diversity in the sector.

2



Create positive impact through technology

- We will put our technology to work harder to ensure a stronger positive impact on the key social challenges facing the UK. We will support more cohorts of social entrepreneurs through our UK Accelerator Programme, focusing on how they can put AI to use in their enterprises to solve some of society's greatest challenges, in agriculture, the environment, accessibility and health. We will continue to support UK charities to be able to access the best that technology has available, for free or for a specification that meets their needs.

3



Commit to an environmentally sustainable future

- In environmental sustainability, the UK's hosting of COP26 and presidency of the G7 provides us with an opportunity to focus hard on our environmental impact locally. We will set a clear path forward for the contributions that our own employees can make to meet our company goals, as well as the steps we will take as a business to reduce our own scope 1, 2 and 3 emissions.

4



Earn trust and protect fundamental rights

- Finally, we will maintain our focus on non-negotiable areas that support the fundamentals of trust in technology and the human rights which underpin it. As the UK leaves the shelter of the Brexit transition period, we will maintain the highest standards of data privacy and cyber security to ensure UK citizens can continue to place their trust in Microsoft's products and services. We will continue to act against cyber criminals' intent on undermining the democratic pillars of our society through cyber-attack and disinformation. We will continue the fight against those who would seek to store or distribute harmful material on our platforms, taking more steps in the fight against child exploitation and terrorist content.



Support inclusive economic opportunity



Growing an inclusive economy

We believe that economic opportunity can and must be inclusive. To succeed in an increasingly digital economy, people will need access to the technology, skills, and opportunity to pursue the in-demand roles of today and tomorrow. That's why we invest to help individuals, organisations, and communities access pathways to growth and opportunity.

Our Global Skills Initiative aims to help 25 million people gain skills for the future economy. We have already made some significant progress towards this target in our first year alone, having reached many millions of learners to date. But now we are accelerating efforts to close digital skills gaps, promote inclusion and accessibility, support marginalised or excluded groups and improve access to tech employment. We also aim to help those who have been hit the hardest by the economic impacts of the COVID-19 pandemic, which has forced tens of millions of people out of work and affected multiple businesses.

Beyond the impact for individuals, the skills gaps leave companies and industries facing distinct challenges in hiring the right talent to support their post-pandemic recovery.

Tech's vital role in the post-COVID recovery

- 91% of organisations in the UK reported struggling to find workers with the right skills in the previous 12 months (pre-COVID-19)
- UK tech has proven one of the most resilient sectors during the COVID-19 pandemic, with the potential to play a role in helping to rebuild the economy
- A Tech Nation report states that from January to June 2020, foreign and domestic investment in the UK tech sector reached \$5 billion (£3.75 bn), almost as much as the \$5.4 billion (£4bn) raised throughout the whole of 2019
- UK tech now employs more than 2.93 million people across the country, with salaries being, on average, £10,000 higher than other sectors
- Research into the economic impact of COVID-19 by Imperial College London also highlights the need for agility, emphasising that being able to respond and adapt to change more rapidly and efficiently is more crucial than ever for business survival

Skills for employability

In November 2020, Microsoft UK published an academic study conducted with Goldsmiths, University of London entitled 'Unlocking the UK's potential with digital skills'. The study delivers in-depth analysis of the UK's digital skills gap and provides practical guidance for organisations. In particular, it predicts the rise of a Next Gen Worker empowered by low-code and no-code technology, but also finds that a lack of digital skills could leave companies struggling to compete on the global stage. According to the findings:

- 80% of UK leaders believe investment in digital skills will be important to the country's economic recovery, while 78% also view a large pool of digital talent as essential to driving UK competitiveness.
- More than two-thirds (69%) of UK business leaders believe their organisation is currently facing a digital skills gap. Many are concerned that the lack of digital skills in their organisation will slow their growth.
- The majority of UK employees (59%) perceive that developing their digital skills will be important to their future job prospects. Additionally, 63% of UK employees felt they did not have the appropriate digital skills to fulfil new and emerging roles in their industries.

Recommended steps for companies include evaluating talent pools, considering non-traditional learning opportunities, evolving learning schemes to focus on advanced digital training and creating champions for change, re-thinking talent acquisition, identifying gaps and fostering a dynamic, inclusive culture. The performance benefits for harnessing the Next Gen Worker are clear. However, the research also reveals that digital upskilling is also a social responsibility, with 70% of UK employees perceiving that digital skills are vital for economic, social and financial inclusion.

Microsoft is responding to these challenges through its five-year Get On 2021 campaign to help 1.5 million people build careers in technology and connect 300,000 people with tech job opportunities in the post-COVID economy. The campaign, supported by organisations including KPMG, Unilever and the Department of Work and Pensions, calls on other UK businesses to help create the technologically-enabled workforce the country needs to recover and thrive in a new digital future.

As part of this effort, Microsoft is working with its 25,000-strong UK partner community and customers to create, expand and accelerate pathways into tech careers, widening access and building a more diverse tech specialist workforce.

Working with UK Youth



UK YOUTH

We have been working with **UK Youth** since 2012 and digital skills has been the consistent theme of our partnership. In 2016, we launched **Generation Code** to address the lack of computer science skills among young people, evolving this work in 2019 to further tackle digital exclusion, deprivation and inequality for young people in ways that are more sustainable within local communities. Since its launch, Generation Code has engaged more than 30,000 young people in digital creation across the UK, reaching over 100 communities. Microsoft has also raised more than £223,000 for UK Youth outside of the programme through staff fundraising efforts.

Microsoft's skills initiatives are broad in scope, from help with pre-employability and school programmes, employability skills and digital literacy, through to apprenticeships, and deep technical skilling in AI and software development. We make a substantial range of **learning resources** available for free to our customers and partners, to help them build their capacity, enhance their performance and drive their success.

Empowering the future workforce

Young people from disadvantaged backgrounds are the least likely to develop the digital skills they need to thrive. We work with governments, educators, charities and industry to create opportunities for young people to build their understanding of digital technology, its relevance to their futures, and the potential it can offer for careers.

Microsoft has also been championing computing education in UK schools since 2008, when we helped found the Computing at School community.

We believe all young people should have access to a modern, high quality, creative and inclusive computing education:

- In partnership with BCS, the Chartered Institute for IT, we are funding professional development programmes for teachers of Computing in England and Scotland, enabling the National Centre for Computing Education to provide targeted bursaries to assist schools, prioritising disadvantaged areas. Microsoft support has provided bursaries for 515 teachers in 504 schools in England, supporting improved computing teaching for 82,100 primary and secondary pupils. Work is also underway on a professional development course for secondary computing subject leaders, in order to support improved implementation of the Key Stage 3 curriculum. In Scotland, we are working with BCS and Education Scotland to support two professional development courses – an Additional Teaching Qualification in Computing Studies, and a CPD award in Computing Studies for Teachers.



Microsoft DigiGirlz Day

- Our **Microsoft DigiGirlz** programme, established around 20 years ago, and supported by Microsoft volunteers, provides 11–14-year old girls with opportunities to learn about tech careers, connect with Microsoft employees, and participate in hands-on computing and technology workshops. Each year we host more than 500 girls at our Microsoft offices.
- EduConnect is a cross-company community of Microsoft UK employees who share a collective desire to support schools with technology and inspire children to get into computing and Science, Technology, Engineering and Maths. In 2020, over 600 employees, connected with over 4,000 students and 500 teachers.

As we look ahead to the next five years, we will continue to invest and build programmes to support people’s diverse technical skills needs and help communities and organisations embrace economic opportunity.

Academic partnerships on digital skills



Microsoft’s Derrick McCourt, second from right, with former Manchester United players, council executives and UA92 staff

Broadening the diversity of talent in the sector is a key aim. As part of the UK Government’s network of employer-led Institutes of Technology, Microsoft is helping to create inclusive digital skills and technology-led learning pathways at the South Central Institute of Technology (SCIoT) at Milton Keynes College. There will be four key workstreams in the curriculum-based around teaching Microsoft’s Fundamentals – Azure, data, AI and Power Platform, and the Institute stands to deliver around 100 certifications in 2020-21. A joint ambition between the organisations is to grow the diversity of talent in the



technology sector. As such, the South Central IoT is committed to attracting a diverse student community and placing an inclusive learning experience at the centre.

In 2020, **University Academy 92** (UA92) opened its doors to its first students. UA92, the brainchild of ‘the class of 92’ UK footballers, such as Gary Neville and Ryan Giggs, entered into a strategic partnership with companies including Microsoft in 2017 to create a unique higher education institution. It aims to deliver distinctive, employer-led higher education in Greater Manchester, helping to unlock students’ potential and help people from diverse backgrounds build the skills they need for employment, with a focus on digital skills. Based in Old Trafford, Greater Manchester, close to 200 students enrolled onto a broad range of courses in 2020, from computer science to business, sport and media. UA92’s co-founders aim to reach 6,000 students annually. In addition to partnering with UA92 and GMCA to launch the UA92 Digital Upskill programme, Microsoft is providing solutions such as Microsoft Teams to support students in their learning experience.

Including people with disabilities in the digital transformation

The UK’s disability employment gap has not changed in 20 years. Our commitment to accessibility and disability inclusion starts with creating an inclusive culture within our own company. This includes everything from hiring people with disabilities to creating inclusive marketing to fostering an accessible, modern workplace that empowers all employees.

To help people with disabilities play a leading role in society’s digital transformation, we also focus on designing for accessibility within all our products and services, empowering people through modern, AI-driven technologies, and helping organisations to achieve more by engaging with this untapped talent pool.

DESIGNING
PRODUCTS AND
SERVICES FOR
PEOPLE OF ALL
ABILITIES



“Microsoft’s latest products just work better for me. I used to dread technology updates and the conversations I would have with my IT teams. I feel empowered by Microsoft’s renewed focus on accessibility and how the tools are just there, easily discoverable. Since we moved to Windows 10 I haven’t lost a day’s productivity.”

JO-ANN MORAN,
UK CIVIL SERVICE,
PICTURED WITH HER GUIDE DOG.

In 2019, Microsoft was named a Disability Confident Leader by the UK Government for its inclusive approach to hiring people with disabilities and helping them to learn new skills, as well as its work in encouraging suppliers and vendors to do the same. Our ambition in this space is to support the tech industry to view accessibility and inclusion as a measurable goal. By working closely with other Disability Confident companies, we can influence our supply chain and our partner network to share our mission.

In addition to ensuring accessibility among our 4,000 UK employees, we also have an opportunity to help our partners promote diversity and inclusion among their 570,000 employees. More than 300 Microsoft partners have signed up to the UK Government Disability Confident Scheme since Microsoft joined the scheme and **launched our Partner Pledge** to improve diversity and inclusion in the tech sector.

Sainsbury's use Digital Workplace Week to help staff transition to remote working



Microsoft UK customer and retailer Sainsbury's is using technology as an enabler for accessibility, as part of its broader accessibility strategy. We supported this effort through two initiatives in 2020. The first was a Digital Workplace Week supporting thousands of Sainsbury's employees as they transitioned to remote working during COVID-19. We helped them run sessions on digital transformation, accessibility and mental wellbeing. Building on this, we provided a further week of webinars for more employees to help explain why accessibility is important and how they could take advantage of specific Microsoft technology and product features to support their accessibility needs.

Sainsbury's

Designing products and services for people of all abilities

We design products and services that empower people with disabilities, promote an inclusive workplace and culture, and inspire and enable others to advance their accessibility journey. For example, Seeing AI, the free Microsoft app for iOS is for those who are blind or who have low vision, uses the latest developments in computer vision to narrate the world, recognising objects in photos or social media feeds, reading handwriting or printed text, face identification and more. Another project, Microsoft Soundscape, explores the use of 3D audio to enrich mobility and navigation, again for people who are blind or have low vision. A new mode allows users to rehearse and explore their routes before leaving the home, building new levels of confidence and independence.

Through products such as Microsoft Learning Tools with Immersive Reader, we have been able to observe the widespread benefits of designing for accessibility. While Immersive Reader was designed to help students with dyslexia, today it's helping people of all ages with increased reading comprehension.

Inspiring and empowering others to greater accessibility

AI for Accessibility is one of the five core focus areas within our AI for Good programme. For example, UK AI for Good Accelerator grantee **WeWalk** has created a product that fits onto any cane and uses ultrasound sensors to warn visually impaired people of high obstacles such as tree branches. The device can also be paired with a smart phone for navigation and other digital features. Another 2020 Grantee was female-led **Akari**, which delivers intelligent cloud solutions for inclusivity. Its products include two purpose-built apps designed to help navigate Microsoft products – Ava the virtual assistant for Microsoft Teams, and Adi, the conversational accessibility application. Similarly, UK Grantee **Signly** is a browser extension that allows organisations to add sign language to any webpage.

WeWALK

AKARI

Signly

CASE STUDY

Digital Apprenticeships

How Microsoft is helping to bridge the digital skills and employability gap, while promoting economic opportunity

As a result of the exacerbating effects of the COVID-19, tens of millions of people are now out of work, and many replacement jobs will now require more digital skills. In the UK alone, it's estimated that digital transformation of industry will create some three million new technology jobs over the next five years. Closing digital skills and employability gaps is a major part of our ambition to help ensure every person has access to the technology, skills, and opportunity to pursue in-demand jobs in a changing economy. We launched Get On 2021 – a five-year campaign to help 1.5 million people in the UK build careers in technology and connect 300,000 to technology jobs. Our efforts to support and grow high quality digital apprenticeships – in our partners, customers and at Microsoft – will play an important role in fulfilling this goal.

Inside Microsoft's Apprenticeship programme

We established the Microsoft Apprenticeship programme in 2010 to help more people access digital careers while enabling employers to address digital skills shortages, grow their business cost-effectively and achieve a more diverse workforce. The inability to fill digital roles is a significant barrier to growth for our 25,000 UK partners, the majority of which are small businesses with limited capacity to build their own apprenticeship schemes. The shortage of specialist digital



skills also impedes the ability of UK industry to modernise, grow and compete. We're proud that our work on digital apprenticeships has helped our partners and customers attract thousands of new people into exciting tech careers.

Entering into a digital apprenticeship through this programme is a compelling career strategy for new entrants, particularly those seeking an alternative route to university. Apprentices are able to earn a salary for the duration of their apprenticeship (often more than they'd otherwise earn). Meanwhile, they benefit from valuable hands-on training delivered by trusted Microsoft

Learning Partners, building relevant skills and gaining a Microsoft-endorsed certificate, creating opportunities that stand to catalyse their careers.

"There's no doubt digital apprenticeships supported by Microsoft work," says Hugh Milward, General Manager, Corporate Affairs at Microsoft UK. "They offer sustainable, well rewarded careers in organisations that are crying out for digital talent in the UK. We've seen tens of thousands of young people go on to new jobs over the ten years we've been running the programme, but our ambition doesn't end there."

More than 20,000 apprentices have started a tech career through this scheme, and in our 2018 programme survey, 90% of apprentices reported that it gave them the opportunity to kickstart their career. During 2020, Microsoft experts have led cross-industry work on five Digital Apprenticeship Standards, as part of the Digital Route Review in England, helping to ensure they are fit for purpose not just now, but also for the future.

A Microsoft Apprenticeship programme participant is career changer Amelia Router. She became unemployed during the first 2020 COVID-19 lockdown, and struggled to find the job flexibility she needed as a working mother. Having discovered the Microsoft Data Science Bootcamp run by Microsoft partner ACME UC, which supports women to enter careers in data science, she hasn't looked back. Today, Amelia is a successful data analyst apprentice, turning data insights into concrete actions for companies.

She said: *"The job is super flexible, and home based, so it works around my family. It's reassuring knowing that if and when we move on from our current location I can continue to work and have a progressive career with the company I am with."*

Another success story is Tom Davis, who began his tech journey in 2012 on an apprenticeship with a Microsoft partner. That great start has helped him advance a successful career, and he is now Senior Account Manager – NFP/Third Sector at Transparency. *"It was an incredibly rewarding experience,"* he says. *"It jump started my career and helped me with my interpersonal skills. I've since been headhunted and taken on more senior positions. Alongside my work, which I love, I'm also supporting the newly launched apprenticeship programme at Transparency, building apprenticeship opportunities for others and being funded to complete my management degree."*

Partnering with Catch22 to expand access to digital skills



In 2019, we expanded the scope of our apprenticeship efforts through a project to improve access to digital apprenticeships and entry-level tech jobs for people facing barriers to work. We partnered with Catch22, a social business seeking to build resilience and aspiration in people across the UK. Together, we developed the **Digital Edge** pre-apprenticeship and digital employment

support programme. It offers training and coaching to people experiencing barriers to work. These barriers can take a variety of forms – from their gender or ethnicity, to poor physical or mental health, to the fact that they're care leavers, single parents or have experienced homelessness.

"Catch22 and Microsoft's Digital Edge programme can open the door to sustainable, well-rewarded careers in an industry that is expected to offer close to 3 million new jobs in the UK by 2025," says Hugh Milward, General Manager, Corporate Affairs.



We first launched Digital Edge as a pilot project in January 2020, reaching out to people aged 18 to 25 in London and Manchester through job centres. The initial pilot phase of 23 trainees undertook a four-week training programme, building both the technical and employability skills required to gain a

digital apprenticeship with a local employer within Microsoft's network of customers and partners. The majority were from disadvantaged backgrounds, 13 were of minority ethnic origin, two had learning difficulties and one was disabled. Four were women.

For example, the trainees learnt to present themselves positively (including through social media), write a good CV and cover letter, prepare for interviews, problem-solve and work in a team, while developing digital skills and commercial awareness. The course was initially delivered in person, and later remotely using Microsoft Teams in light of the COVID-19, ensuring that everyone was able to participate and graduate, despite social distancing and travel restrictions.

"The jobs market is taking a real battering, and the effects are being felt disproportionately in deprived areas," says Donna Lawson, Assistant Director of Employability at Catch22. *"Digital Edge will give those facing barriers to work a chance to gain valuable experience in digital careers, gain a foothold on the employment ladder, and importantly, boost their confidence and self-esteem."*

Overall, from the Digital Edge pilot project, three people have gone on to gain an apprenticeship, including two with Microsoft or our partners, and one is planning to undertake further qualifications. These include a formerly homeless man who's now keen to apply for a digital apprenticeship and pursue his interest in computer networking and cyber



Donna Lawson, Assistant Director of Employability at Catch22

security; a former job seeker who has been inspired to become an apprentice Infrastructure Technician; and an unemployed young man who now wants to build a career as a data analyst.

Building on this success and in light of growing unemployment in the UK, Microsoft and our partner Catch22 have extended the scope and reach of the programme to focus on both digital apprenticeships and other entry-level tech roles. We're also extending the training to people up to 45 years of age, particularly those who may have lost their jobs as a result of the pandemic, with a view to supporting 180 participants over two years.

For more information on digital apprenticeships, please click [here](#). For information on Digital Edge, please click [here](#).

Create positive impact through technology

Chapter 3



Microsoft UK works actively in multiple ways to achieve positive social impact

Microsoft believes in harnessing the power of technology for social good. This means delivering the latest technology and data to change-makers, innovators and entrepreneurs, and building cross-sector partnerships to achieve greater impact on society's most challenging issues. We are also convinced that technology can help to protect public health and accelerate efforts to combat COVID-19.



The positive role of technology in helping to solve social and environmental issues was also confirmed as one of the most critical areas of potential impact for Microsoft through our recent UK Materiality Audit.

Leveraging AI for positive social impact

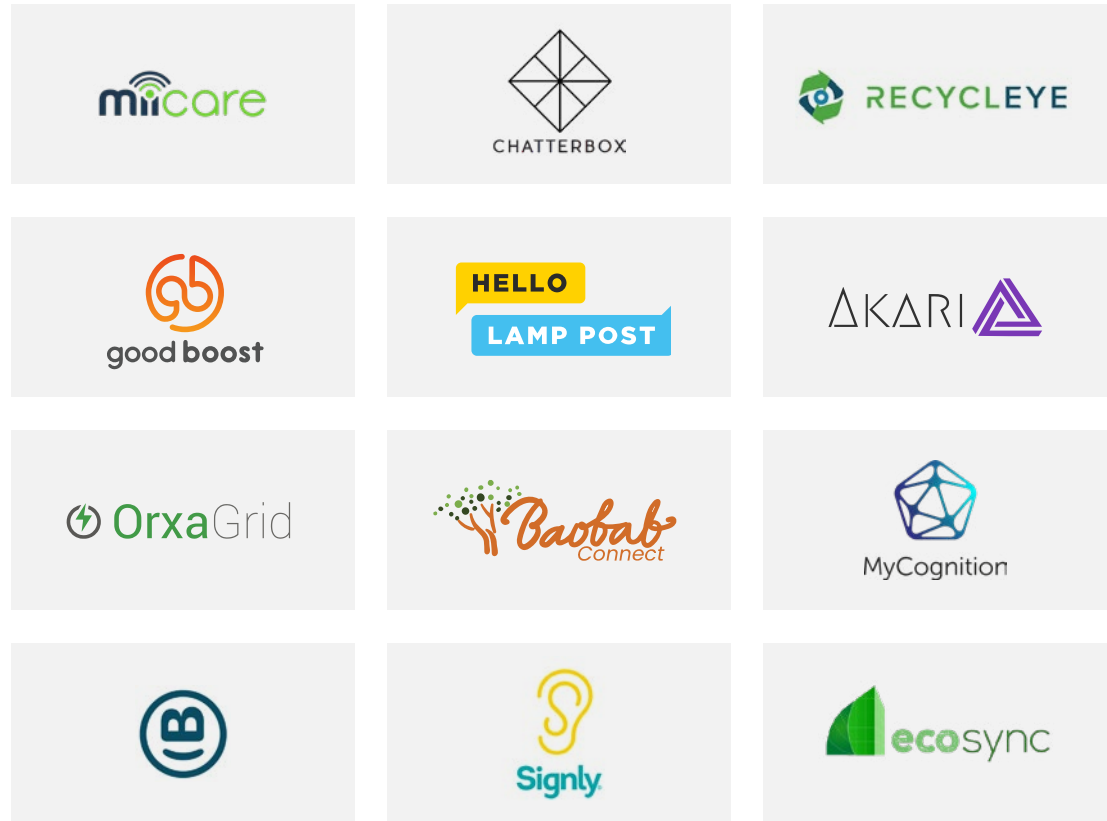
Microsoft launched its [global AI for Good](#) programme in 2017 to support and empower those solving humanitarian issues through AI to take their innovations to scale and maximise their positive impact. The global programme now covers five different areas of impact: **Earth, Health, Accessibility, Cultural Heritage** and **Humanitarian Action**.

We first launched the [AI for Good Accelerator Programme](#) in the UK in 2019 to help purpose-driven ventures advance their AI solutions for positive social transformation by providing technical and business expertise. We help participants take their solutions to the next level ethically and responsibly, prioritising human needs throughout their design. In 2020, Microsoft for Start-ups UK and the Social Tech Trust selected a further 12 organisations to join this four-month programme, which covers Business Fundamentals, AI and Technology and Social Impact. During the course of the programme we delivered more than 100 hours of workshops, led by over 60 experts.

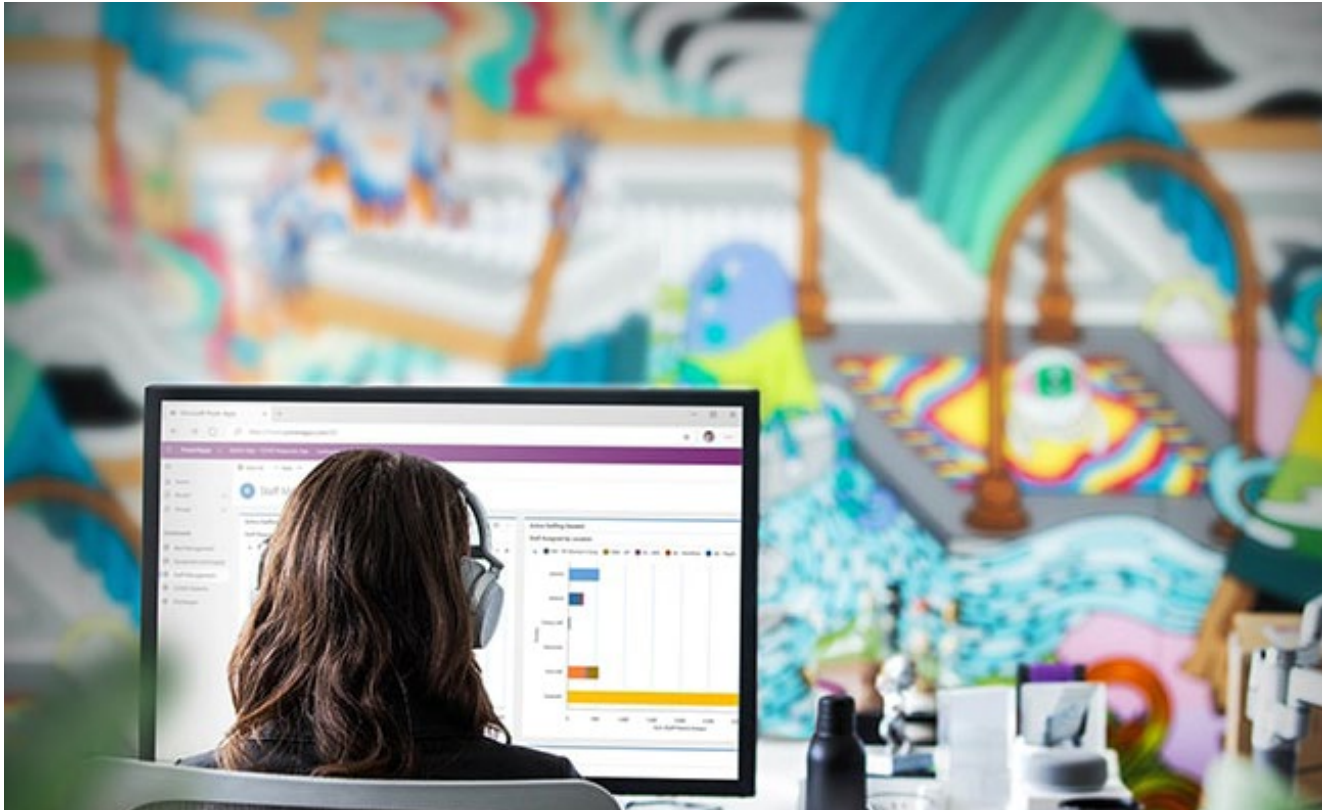
Additionally, the 2020 cohort of ventures raised over £1.5 million in funding.

The cohort included: [Akari](#), a female-led inclusivity and accessibility solutions provider; [Baobab](#), a venture expanding access to justice through a 'human cloud'; [Good Boost](#), an organisation using AI-powered clinical software to enable musculoskeletal rehabilitation in public swimming pools; and [Hello Lamp Post](#), a public engagement platform allowing more people to have a say in decisions that affect their local communities.

This year's programme is focused on the wider topic of AI for Social impact, and look to further support companies working towards societal and economic recovery.



Microsoft's UK AI for Good cohort 2020



Leveraging digital technology allows charities to better support beneficiaries and fulfil their missions

Our work with charities and non-profits

The UK has over 193,000 charities employing over 1 million people. Leveraging digital technology allows charities to better support beneficiaries, while successfully fulfilling their mission. In particular, using improved digital practices enables them to save up to a day a week and expand their income. According to the [Lloyds UK Charity Digital Index 2019](#), those with essential digital skills are 1.5 times more likely to achieve an increase in revenue. However, 37% of charities do not understand which technologies they should invest in to drive their organisation forward. And 13% (26,000) of charities have shown almost no digital activity in 2019.

Tech for Social Impact



Tech for Social Impact (TSI) is Microsoft's global programme to make world-class technology accessible and affordable to eligible not-for-profit organisations. In 2019-20, we provided \$1.9 billion in donated or discounted technology and services to 243,000 non-profits globally.

WE EMPOWER CHARITIES THROUGH TECHNOLOGY BY:

- Providing donated and discounted technology and services to meet their unique needs
- Supporting digital skills and capacity building through the **Technical Literacy Learning Pathways**, the **Microsoft Digital Skills Center for Nonprofits**
- Empowering social entrepreneurs working in areas including affordable housing, through skills and employability programmes, as well as technology grants
- Helping them digitally transform during the COVID-19 pandemic

The 2020 **Digital Skills Report** finds that the COVID-19 pandemic has significantly changed the way in which charities operate and increased their reliance on digital platforms. 66% of all charities surveyed are now delivering all work remotely, with 61% offering more online services, yet 37% don't have the income to invest in the digital technology they need.

In the UK, **we supported 22,718 eligible non-profits with grants and discounts with a total equivalent value of £149.6 million in 2020** (\$181m). In addition to granting free or discounted software, TSI provides assets to help partners learn and engage with the third sector, and the Microsoft Partner ecosystem provides further innovation and scale. **We have helped to train almost 5,000 charity and third sector staff via Teams virtual sessions to build digital skills and capacity with our Microsoft Experience Centre on Oxford Circus.** Helping charities to make effective use of Microsoft 365, Windows, and the Power Platform has also been essential as they switched to remote working during the pandemic.

Our employee contributions to charitable causes

We're also proud of our employees' charitable giving, volunteering and fundraising efforts. This enables us to create a positive social impact at a local level, while fostering a strong sense of community responsibility and pride among our employees. We match funds raised and donated up to £7,500 per employee per year, further helping to support our charity partners. In fiscal year 2020, **Microsoft UK employees raised £2 million (inclusive of company match) for charity, an increase of 25% over the previous year.**

We offer all Microsoft UK employees the opportunity to volunteer with charities working in strategic focus areas for three paid-for days per calendar year. In particular, we encourage employees to lend their diverse skills and talents to help empower individuals and organisations doing good in the community. In the last two years, UK charities and initiatives focusing on STEM skills, education, unemployment and accessibility have benefitted from an average of **660 days a year of donated time from Microsoft UK employees.**

Derby County Community Trust



The charitable arm of Derby County Football Club had to suspend in person PE training sessions due to COVID-19. They were able to shift the classroom online, using Microsoft 365 and Teams to keep providing training that helps teachers improve the lives of local young people. And when all 72 employees began to work from home, the organisation made sure its now-empty office building was put to good use by local community groups who deliver essential care. *"We worked with the Derby Midwifery Team to make our office space available for midwives to conduct appointments and deliver pre-natal programs – and we set them up with Teams,"* says Simon Carnall, Head of Community at Derby County Community Trust. They use Teams meetings to conduct virtual visits and check in with patients, reducing the need for in-person visits. For more information, [learn more here](#).





UK Youth: A day at the Microsoft Experience Centre

Microsoft Philanthropies is driving programmes and partnerships to provide millions of underserved jobseekers around the world with opportunities to build the skills needed for in-demand tech and tech-enabled jobs. In 2020, we empowered our employees to give their time and skills to support disadvantaged young people in developing digital skills. In particular, we organised six in-person and virtual career day events and activities, reaching 12 youth organisations and working with strategic partners such as UK Youth and Catch22. The initiatives reached 150 young people through inspirational talks, webinars and groups activities.

Our contribution towards protecting public health

Technology can play an important role in protecting against health crises, advancing research, and improving access to care for underserved populations. In 2020, digital technology and data became indispensable tools for governments and health organisations to combat the health and economic turmoil brought by the COVID-19 virus.

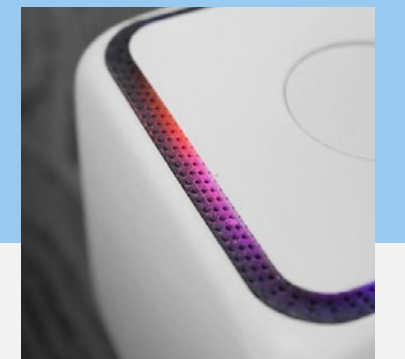
2020 saw the global launch of Microsoft's **AI for Health** programme – the fifth programme in our AI for Good Initiative. It is a five-year, \$60 million philanthropic investment to advance the health of people and communities around the world and empower those tackling some of the toughest global health challenges. But in March, the world changed. Given the urgency, we mobilised our AI for Health initiative to focus on helping those on the front lines of research of COVID-19. To deliver this, we are partnering with eligible non-profits, academics and researchers to improve the health of people and communities around the world. As of July 2020, the AI for Health program has awarded more than 150 grants to organizations tackling the COVID-19 pandemic in real time. We are also founding members of **The Trinity Challenge**, a coalition of private, academic and social organisations using data and advanced analytics to prevent the next pandemic.



When the pandemic hit the UK in March 2020, Microsoft immediately made Microsoft Teams free for all NHS staff to use, enabling them to use instant messaging, audio and video calls to share advice and updates on their patients remotely. In this way, we enabled 1.4 million NHS workers to use Microsoft Teams in the space of a week in order to communicate and collaborate more effectively, amid new restrictions.



Similarly, through our UK Accelerator Programme, we supported the company behind Miicare, an AI technology that learns elderly people's behaviour patterns to help them stay living at home for as long as possible. Launched in 2019, it is helping protect the elderly during the COVID-19 pandemic, while easing the loneliness of isolation.





JAMES KINROSS,
FACULTY OF MEDICINE,
DEPARTMENT OF SURGERY & CANCER.

CASE STUDY

Imperial College Healthcare NHS Trust

Doctors at Imperial College Healthcare NHS Trust use mixed reality in the fight against COVID-19

One of the largest NHS trusts in England is using Microsoft mixed reality technology on its COVID-19 wards to keep doctors safe as they help patients with the virus.

Doctors and nurses at London's Imperial College Healthcare NHS Trust provide acute and specialist healthcare for around 1.5 million people annually across three major hospitals. When the COVID-19 pandemic struck in early 2020, the Trust rapidly began to redeploy and retrain its staff while caring for an increasing number of affected patients. However, with medical teams of nearly 30 people attending COVID-19 emergencies, the risk of hospital staff becoming infected (and potentially transmitting the disease to other patients) was too high to ensure an effective response to the crisis.

Microsoft has collaborated with doctors at **Imperial College Healthcare NHS Trust** for more than three years to explore the clinical challenges they face and help identify how HoloLens mixed reality headsets can be harnessed to enhance existing ways of working – across intensive care and trauma departments as well as in surgery. To promote safe working during the pandemic, Microsoft worked with consultant surgeon and senior Imperial College lecturer James Kinross to enable doctors to treat patients without requiring the whole medical team to be present in the room.

"We needed an innovative solution," he says. "I've used HoloLens before in surgery and we quickly



Healthcare staff interacting with Microsoft HoloLens 3D digital models using gestures, gaze and voice.

realised it had a unique role to play as we could take advantage of its hands-free telemedicine capabilities."

Wearing Microsoft HoloLens 2 mixed reality headsets, the doctors could place 3D digital models in the room alongside themselves, interacting with them using gestures, gaze and voice. And with Dynamics 365 Remote Assist, doctors wearing HoloLens could send a secure live video feed to a computer in a nearby room, allowing healthcare teams to see everything the doctor can see, without being exposed to the virus. Similarly, the doctor treating the COVID-19 patient can also receive advice and interact with colleagues



Imperial College Healthcare NHS Trust uses Microsoft HoloLens on its COVID-19 wards

Using HoloLens led to an 83% decrease in the time staff spend in high-risk areas. With only the doctor wearing the headset required to dress in personal protective equipment (PPE), HoloLens is estimated to be saving up to 700 items of PPE per ward, per week.

and the patient at the same time. Medical notes and X-rays can also be placed alongside the call in the wearer's field of view, helping ensure that all the relevant information is together in one place. Importantly, the headsets could be worn alongside personal protective equipment.

"It solved a major problem for us during a crisis by allowing us to keep treating very ill patients while limiting our exposure to a deadly virus," says Kinross... "It has significantly improved the efficiency of our ward rounds."

"Gaining the ability to deliver both remote and in-person care to COVID-19 patients has been of vital importance to the NHS in safeguarding the health of medical teams and patients during this unprecedented pandemic, as hospitals face exceptional demand," says Laura Robinson, Microsoft's Senior Director for Healthcare. "We're increasingly empowering medical teams to transform healthcare with mixed reality to deliver positive impact and improve patient outcomes."

"COVID-19 will change everything in terms of the way we work and how we work," concludes Kinross. "I can see the point where these sorts of tools will be the norm."

The mixed reality headsets continue to be adopted across other NHS hospitals, and are proving crucial in teaching students remotely at Imperial College London's medical school, enabling academic studies to continue despite the closure of teaching facilities.

CASE STUDY

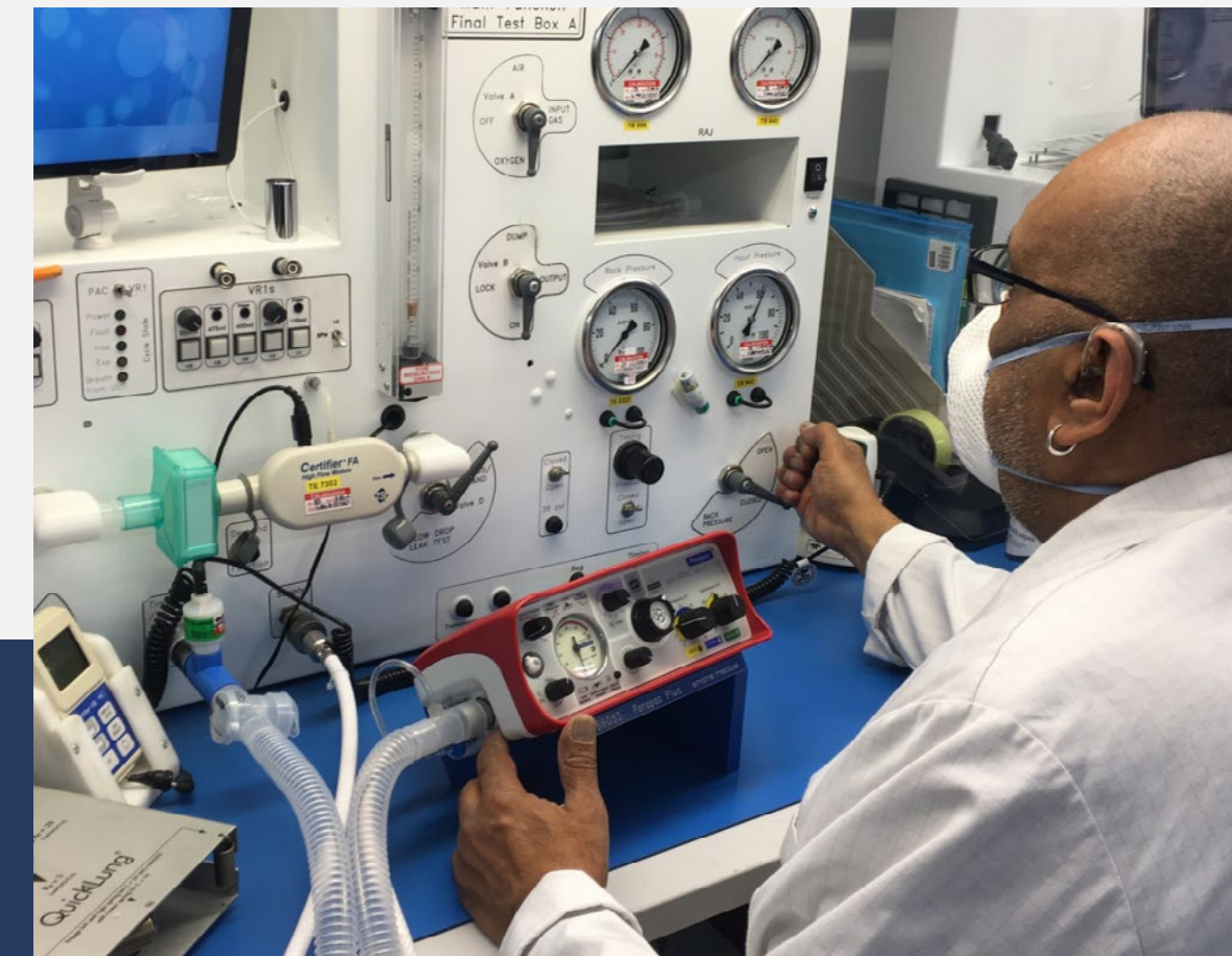
Ventilator Challenge UK

How Microsoft technology enabled a major business coalition to deliver crucial ventilators to the NHS amid the COVID-19 crisis



The COVID-19 pandemic has created a global health and economic crisis, with the most vulnerable in society hit the hardest. Technology has played a critical role in tackling the virus, and Microsoft is leveraging the full weight of its newly launched [AI for Health](#) initiative to support research centred on preventing and treating COVID-19. And in the spring of 2020, to help address the immediate health impacts, Microsoft also supported a major UK business coalition to build 20 years' worth of ventilators in just 12 weeks.

Testing ventilator



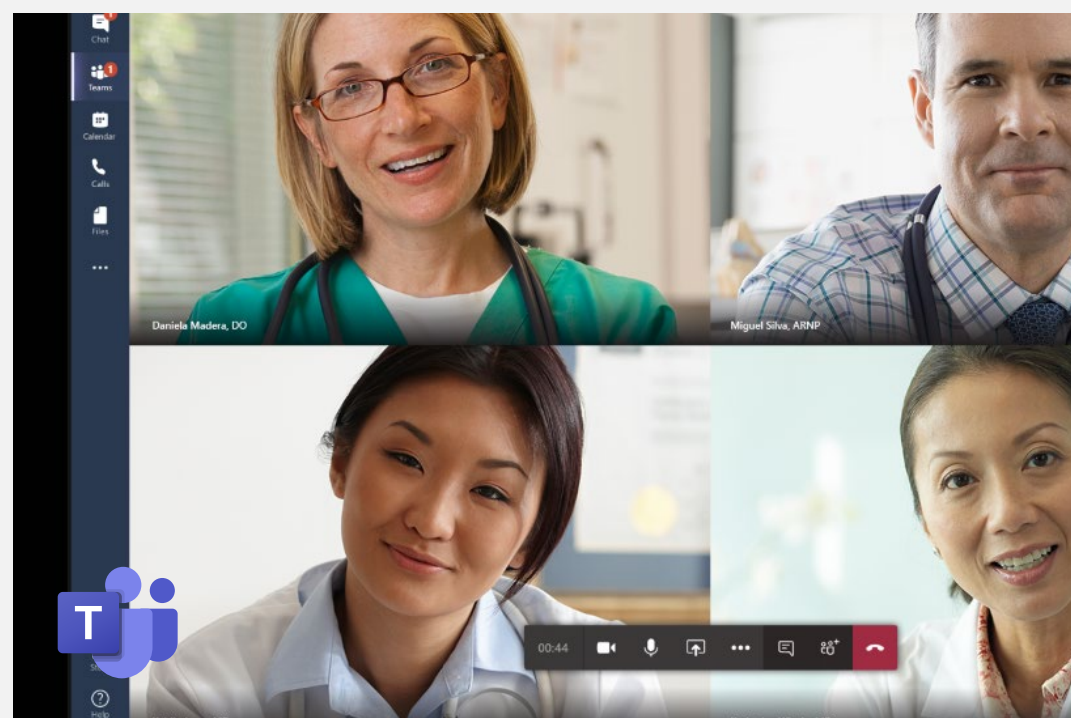
Introducing the Ventilator Challenge UK

The Ventilator Challenge UK Consortium was an unprecedented emergency manufacturing coalition formed in response to an urgent appeal from the UK government to **overcome an estimated shortfall of 20,000 ventilators** – vital equipment for patients facing life-threatening illness as the virus attacked their lungs. Comprising rival technology, engineering and automotive companies, the consortium focused on two proven ventilator designs from Smiths Group and Penlon.

Microsoft and our partners delivered transformative technological solutions to the Penlon Consortium, which involved companies including Ford and McLaren Racing, galvanising the teams and enabling an unprecedented level of collaboration towards rapid, high quality manufacturing. In particular, we provided our time, software licences and equipment for free, as the consortium worked against the clock to scale up production of the Penlon ESO 2 ventilator and save lives.

"As a purpose-driven organisation using technology to support positive outcomes, we immediately embraced the opportunity to provide technological solutions to help save lives," explains Rina Ladva, Head of Manufacturing, Energy and Life Sciences. "And we knew that with a tight time frame, simplicity, speed and accuracy would be vital in informing decisions and delivering progress."

VENTILATOR
CHALLENGE | UK
KEY WORKER



Connecting people

In just a couple of days, Microsoft Teams became the main tool for collaboration amongst more than 600 people in manufacturing groups spread across the country, most of whom had no prior experience of using the platform. They were able to meet and share information securely, hold remote meetings and facilitate live training sessions.

"It's astounding to think that for several weeks... many of us had not met face-to-face and only over Microsoft Teams," says Mark Mathieson, Lead Partner Technology Services, McLaren Racing. "It's been a rapid education in how it can make our teams more effective and efficient."

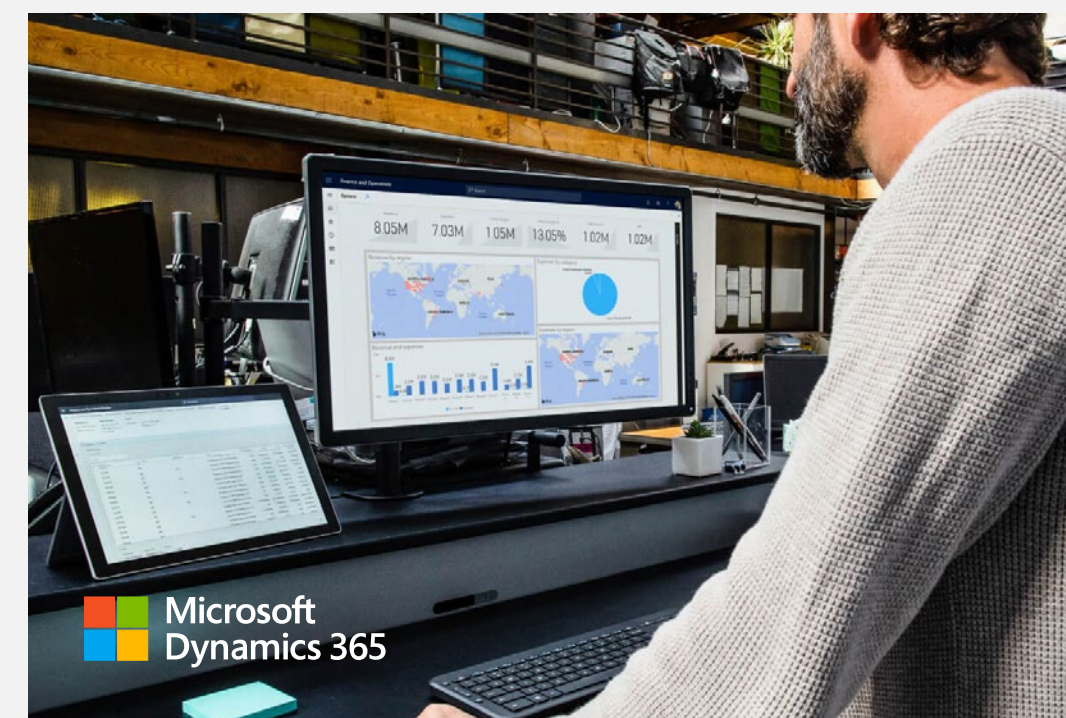


Accelerating training

To help train 3,500 people to assemble ventilators to exacting regulatory and quality standards – following 190 separate steps – Microsoft loaned the consortium 100 Microsoft HoloLens 2 mixed reality headsets. Assembly line staff learnt from holograms showing how parts fitted together. And with voice commands and hand gestures, they could summon a virtual screen and a live ventilator expert to help them while they were working. Ford alone inducted over 850 people and completed over 18,000 hours of training (that's over two years of training) in seven weeks.

"HoloLens transformed a potentially complicated situation to far more tangible and reachable reality. It inspired the Ford team. They picked up HoloLens and it was so easy to use – it became second nature to them."

—Graham Hoare, Chairman, Ford of Britain



Managing a fast-moving supply chain

Using our supply chain management platform, Microsoft Dynamics 365, rapidly deployed with the help of our partner Avanade, the consortium partners worked with nearly 100 suppliers to acquire more than 15 million parts in just four weeks. Dynamics 365 provided the ability to oversee everything from ordering parts to manufacture and assembly, enabling the teams to respond quickly to evolving needs.

The partner teams also made full use of our interactive data visualisation and analytics tool for business intelligence, Power BI, to monitor the progress of the project with a high level of precision.

Delivering the challenge

Productivity increased rapidly as the supply chain whirled into action, operators learnt quickly and manufacturing sites worked around the clock. Penlon scaled up from **12 to 2,500 ventilators a week**, contributing significantly to the overall **13,437 ventilators** produced by the Ventilator Challenge UK Consortium as a whole. And by the end of the programme, production was around **150 times quicker than Penlon had previously achieved**.

"This extraordinary challenge has shown the art of the possible in manufacturing, helping multiple industries to re-imagine their ways of working while shining a light on the power of digital transformation to act as a force for good," concludes Ladva.

Commit to an environmentally sustainable future

Chapter 4



Environmental impact of our own operations

A healthy society requires a healthy planet. While COVID-19 is the defining issue of the year, addressing the climate crisis is the defining issue of our generation, and this concern came out strongly in our Materiality Audit, with the issue consistently rated most highly by all stakeholders.

Over the past year we’ve set highly ambitious company goals and created detailed plans to become **carbon negative**, reach **zero waste** and be **water positive** by 2030, and to permanently protect more land than we use by 2025. In January 2020, we were one of the first global businesses to commit to removing from the environment all the carbon the company has emitted either directly or through electricity use since it was founded in 1975.

A year on, we took a look back at how and why we made our commitments, progress to date and key lessons we have learnt in our [2020 Environmental Sustainability Report](#).

Climate change concerns are at an all-time high in the UK, with people at all levels of society wanting climate action. 85% of the population has expressed concern about the climate crisis according to an [Ipsos MORI survey](#), and nearly 70% want to see more rapid progress.

Microsoft UK supports the UK government’s Zero Carbon 2050 commitment, and we plan to play an active role at the 2021 COP26 UN Climate Change Conference.

Our impact in the UK

As UK climate and environment reporting requirements continue to evolve, we will begin to report on our country-level progress in the UK in addition to our global performance. In the coming months you will see us outline our own ambitions for Microsoft in the UK.

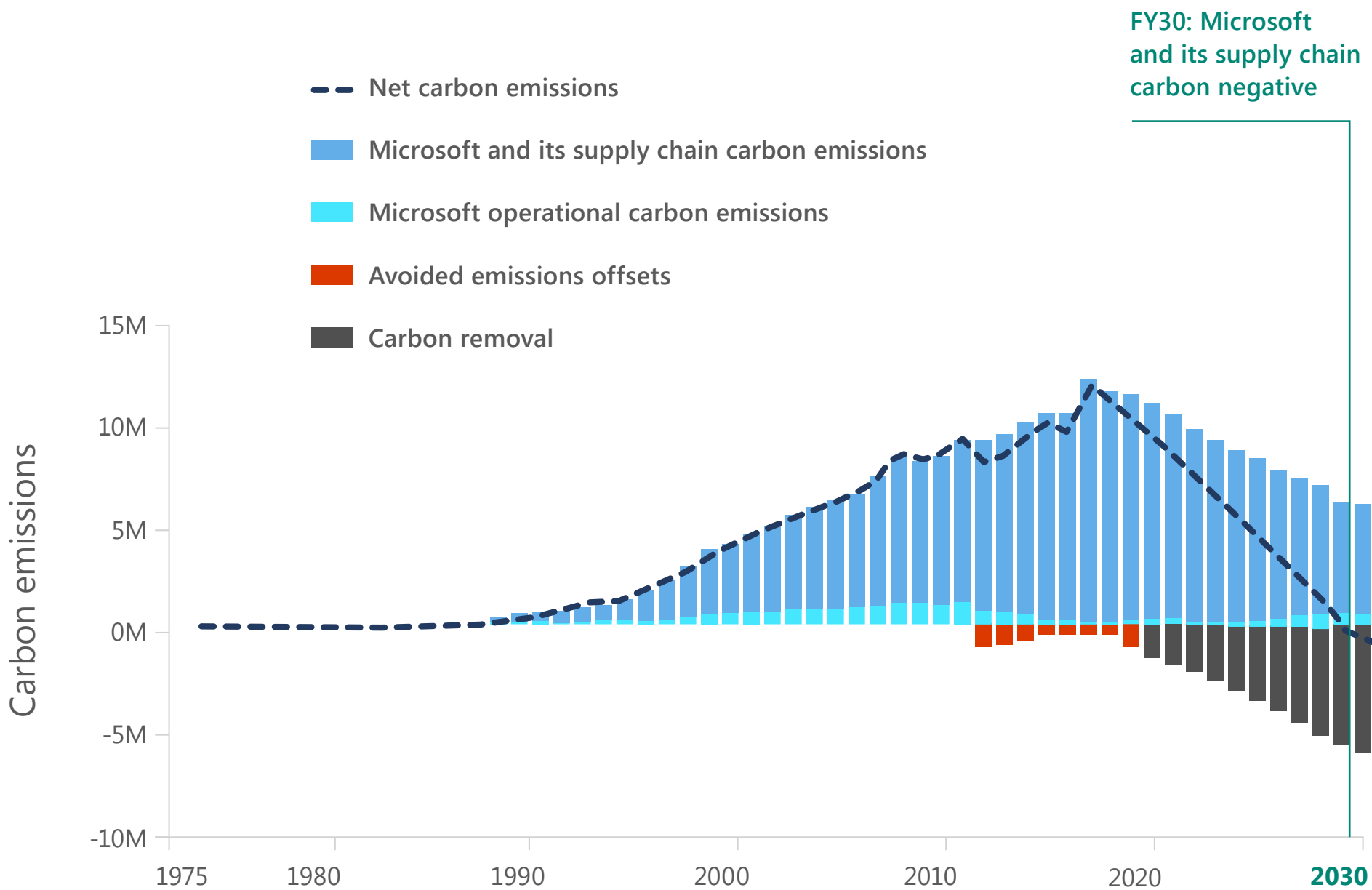
We have been working to reduce our carbon emissions in the UK since 2011, in line with the requirements of the Carbon Reduction Commitment (CRC), capturing and disclosing our energy use and carbon data for our UK-based operations. Leveraging these insights, we have introduced many programmes to lower our energy use and carbon emissions.

Electricity and natural gas consumption in our offices and datacentres accounts for 99% of our energy use and 97% our carbon emissions.

Figure 2.

Microsoft’s pathway to carbon negative by 2030

Annual carbon emissions



Having optimised the energy performance of our buildings, we are focusing on consolidating this progress and keeping energy demand as low as possible. We monitor energy usage across our sites to identify any trends towards increased usage, and track our progress in resolving any issues, including through enhanced maintenance or controls, for example.

We continued to reduce our carbon footprint, partially supported by the increasing decarbonisation of the UK electricity grid and a move towards more fuel-efficient vehicles. The impact of COVID-19 restrictions accelerated this decrease, with a significant reduction in our office and transport-related activities.

The systems and processes we used to track energy use as part of the CRC scheme are now being applied to meet the new Streamlined Energy and Carbon Reporting requirements.

Microsoft tracks and reports on its Scope 3 carbon emissions at a global level and on July 1, we extended our internal carbon tax to every part of our operations, including Scope 3. Additionally, we’ve recently updated our Supplier Code of Conduct. Suppliers will now calculate and report their Scope 1, 2 and 3 greenhouse gas emissions data. To learn more about the detail behind our global carbon emissions please see Appendix B of our 2020 Sustainability Report.

KEY INITIATIVES TO IMPROVE OUR ENVIRONMENTAL PERFORMANCE

ENERGY	WASTE	WATER
• 100% of the electricity purchased for our UK facilities is derived from renewable sources, primarily wind power • We have worked to reduce electricity use by 75%, through LED lighting with projects at Paddington and Cambridge taking place before the end of 2020 • We expanded our existing energy management system BMS Metering Infrastructure at our Reading Campus in 2019, optimising the controls to ensure we take advantage of lower demand times for energy, and adjusting controls on boilers and vending machines • We installed a refrigerant enhancer to the HVAC systems at Paddington, Cambridge and Reading to improve its operational efficiency, reducing electricity consumption by up to 15%	• We have launched centralised waste stations, creating a consistent approach to recycling across our UK operations, and making it easier to separate waste. To further improve the quality of our recycling, we launched a 'Waste Animation' educational video for our employees, accessed via a QR code on our bins, and viewable directly on internal digital screens • We have achieved zero waste to landfill from all our major UK operations. Any non-recyclable waste is converted into energy • We reuse 4,000kg of coffee grounds annually as fertiliser for our grounds, and offer it to employees for use at home too	• To lower our water consumption, we’re adding small aerators to washroom taps, reducing the flow. We’ve also installed Automatic Meter Reading devices for water usage, with access to real-time data informing targeted initiatives to improve efficiency
AIR QUALITY		
• To improve indoor air quality, which is particularly important in our city-based buildings such as Paddington, we have used nano carbon filters and airflow engineering to create each building as a near pollution-free zones		

Microsoft’s UK Scope 1 and 2 greenhouse gas emissions and energy consumption for the previous financial year

FY20 (July 2019-June 2020)

	UOM	FY20
SCOPE 1 Natural gas, diesel, fugitive emissions	Metric Tons CO ₂ e	2,270
SCOPE 2 EMISSIONS (MARKET-BASED)* Electricity, chilled water, renewable energy guarantees of origin	Metric Tons CO ₂ e	2
SCOPE 2 EMISSIONS (LOCATION-BASED)** Electricity, chilled water	Metric Tons CO ₂ e	48,582
ENERGY CONSUMPTION Electricity, chilled water, natural gas, diesel	MWh	216,383
EMISSIONS INTENSITY RATIO (Scope 1 + Scope 2 (market-based))/Revenue	Metric Tons CO ₂ e/GBP revenue in millions	0.50
Revenue	Pound Sterling in Millions	£4,522.16

* This figure applies the 'market based' carbon factor. In the UK Microsoft's electricity purchases are 100% backed by Renewable Energy Guarantees of Origin, and so the Scope 2 carbon figure with the 'market based' factor applied is significantly reduced.

** This figure applies the 'location based' carbon factor, which relates to the carbon intensity of the UK grid.



The view from inside a Microsoft Azure data centre

Project Natick



Data centres are the backbone of the internet, but require a lot of energy to run and cool. To bring the benefits of Microsoft's Azure cloud technology to more people in a sustainable way, Microsoft lowered a 40ft data centre with 864 servers into the sea near the Orkney Islands in 2018. In this way, the servers are naturally cooled by the surrounding water. The team selected the Orkney Islands for the Northern Isles deployment in part because the grid there is supplied 100% by wind and solar as well as experimental green energy technologies under development at the nearby European Marine Energy Centre. Known as Project Natick, this year long research project proved the concept of underwater datacentres as cost-effective, efficient and sustainable, requiring just a quarter of a megawatt of power when running at full capacity.

Almost half of the world's population lives within 120 miles of the ocean, so placing the data centre here also meant that businesses could use more powerful Azure-based technologies to change how they work. Having fulfilled its mission as a temporary installation for research purposes, the data centre was retrieved in the summer of 2020. It had operated with a very low failure rate, just one eighth of the rate we see on land. Through this project, we learnt important lessons on harnessing renewable energy to power data centres and improving their energy efficiency. In the future, we may consider co-locating underwater data centres with offshore windfarms, for example. And insights from this research project will continue to inform the construction and operation of Microsoft data centres around the world in years to come.

Data centres

Cloud-based digital services are rapidly reshaping cities, businesses and lives. The increased usage of such technologies also drives the demand for data centres, which in turn consumes more energy. We are committed to managing this demand sustainably and driving down our direct and indirect emissions such as eliminating our datacentre dependency on diesel fuel, improving their energy efficiency and ensuring we meet our 100% renewable energy goal. More information about the action we're taking is available in our [2020 Environmental Sustainability Report](#).

Creating positive environmental impact through technology

Our own impact is only part of the story. We're innovating and empowering customers, partners, NGOs and governments around the world with technology to help them set and achieve their own climate goals, while reporting progress transparently.

AI for Earth

The use of AI for environmental protection could avert up to 2.4 gigatons in CO₂ emissions globally by 2030, or achieve a 4% reduction in total global greenhouse gas emissions, according to a [2019 PwC UK report](#). We are working more closely than

Using AI research to change the world for the better



The Alan Turing Institute is the national institute for data science and artificial intelligence, with headquarters at the British Library in London. Its mission is to make significant leaps in data science and artificial intelligence research in order to change the world for the better. In 2016, the institute was awarded \$5 million of Microsoft Azure cloud computing credits to support its research into data science and AI. Researchers are using Azure to undertake computer-intensive activities such as data analytics at scale, machine learning and data visualisation.

The Alan Turing Institute

Some of these Azure credits, combined with additional funding from the AI for Earth programme, are supporting the Turing Institute's project with the Greater London Authority to develop machine learning algorithms and a data science platform to understand and improve air quality in London. More recently, this technology, supported by Microsoft and the London Data Commission, has demonstrated the value of data sharing to help [support London's response to and recovery from COVID-19](#). This pilot explores London's 'busyness' or movement around the city as COVID-19 restrictions are relaxed, in order to monitor how people are responding to the changes. Also the Turing Institute is now partnering with the AI for Earth team to advance the use of cloud-based tools in environmental science. In particular, it is extending the open-source [Pangeo](#) framework to host a suite of environmental digital twins that help scientists and policymakers monitor global environmental change and resilience.

ever with partners and customers to leverage technology and AI for sustainability, while also using our own technology to lead by example. [AI for Earth](#) puts Microsoft cloud and AI-based technology tools in the hands of those working to solve some of the world's greatest environmental challenges, across climate, agriculture, biodiversity and water. So far, we've supported 701 grants in 107 countries around the world working on game-changing environmental innovations.

In April 2020, we announced our intention to

expand our AI for Earth programme by building a [Planetary Computer](#) through dedicated investments in infrastructure development. We will provide universal access to the world's critical environmental datasets, and a computing platform through which to analyse them.

The AI for Earth programme has benefitted a number of UK-based grantees, including British Polar Scientist **Joseph Cook**, who is studying the effects of climate change on the Arctic and Antarctic. He is developing software that processes

Monitoring and protecting puffin colony populations through AI



Puffins are detected using object detection models

Working with our partner community often delivers additional benefits too. A pioneering example is a project implemented earlier in 2020 by Avanade, a Microsoft Global Alliance Partner, whose client SSE Renewables, was looking for an automated and accurate way in which to monitor puffin colony populations near its wind farms in Scotland. The goal was to accurately assess, monitor, track and record details of the native species to ensure they weren't affected by the turbines.

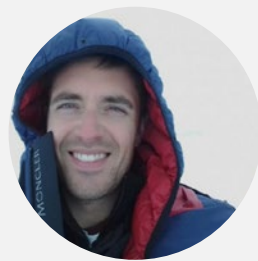
Avanade built a bespoke solution, based on the Microsoft Azure platform, which used machine learning and AI to conduct species recognition, a job which had previously been conducted through manual research by students.

The solution uses Power BI reports to create a multi-faceted dashboard which, if validated during a trial on the Isle of May in 2021, could allow SSE to comply with Environmental Regulation and Planning rules.



drone and satellite data gathered over glaciers and ice sheets, while using machine learning tools to interpret it. This will enable researchers to explain why ice is melting in addition to measuring the volume melted, informing efforts to predict and help prevent further melting.

Other examples include two companies in this year's AI for Good UK Accelerator programme cohort: **EcoSync** is a cloud-based platform helping commercial buildings reduce carbon,



"Researchers bridging environmental and computer science may well emerge as the most effective agents in the fight against climate change."

— **Joseph Cook**, Polar Scientist.

save energy and improve efficiency by ensuring only occupied areas of buildings are being heated. And **RecycleEye**, a start-up which is accelerating the transition to the circular economy by enabling the identification, tracking and automated sorting of waste.

Working with customers

Colchester Borough Council provides services to 192,500 residents, from licensing to recycling. It is using Microsoft's technology to help increase the volumes of waste reused or recycled, and divert waste from landfill. The council is moving function-specific systems to Microsoft's Dynamics 365, unifying its data across intelligent business applications. The recycling tracking system provides reporting via Microsoft Power BI, showing data including heatmaps of problem spots for collections or where residents need more encouragement to recycle.

CASE STUDY

OceanMind

Protecting both the world's oceans and human wellbeing



Our oceans are vitally important to our survival. They capture carbon from the atmosphere, produce over half of the oxygen we breathe, regulate our climate and are home to 80% of all life on Earth¹. Some 3 billion people depend on fish and seafood as their primary source of protein². Yet our oceans are at risk from human activity and climate change. Thousands of ocean species face extinction, while UNESCO estimates that 60% of the world's major marine ecosystems have been degraded or used unsustainably.

As part of our commitment to creating a more sustainable future, Microsoft's AI for Earth programme puts cloud and artificial intelligence tools in the hands of organisations worldwide working to protect our planet, including our oceans. Since 2017, it has supported 701 grants in 107 countries, helping them to scale up, strengthen and enhance the work they're doing. UK-based not-for-profit organisation OceanMind is one such grantee.

"We're an organisation combining satellite imagery and data analytics to help protect the ocean's ability to provide for people's wellbeing," explains Nick Wise, OceanMind's CEO. "We help identify irregular patterns in human activity on the ocean and support regulators, law enforcers and businesses in promoting compliance in areas such as fishing and labour rights."

¹ National Geographic
<https://media.nationalgeographic.org/assets/file/one-ocean-chapter-3.pdf>

² WWF
<https://www.worldwildlife.org/industries/sustainable-seafood>

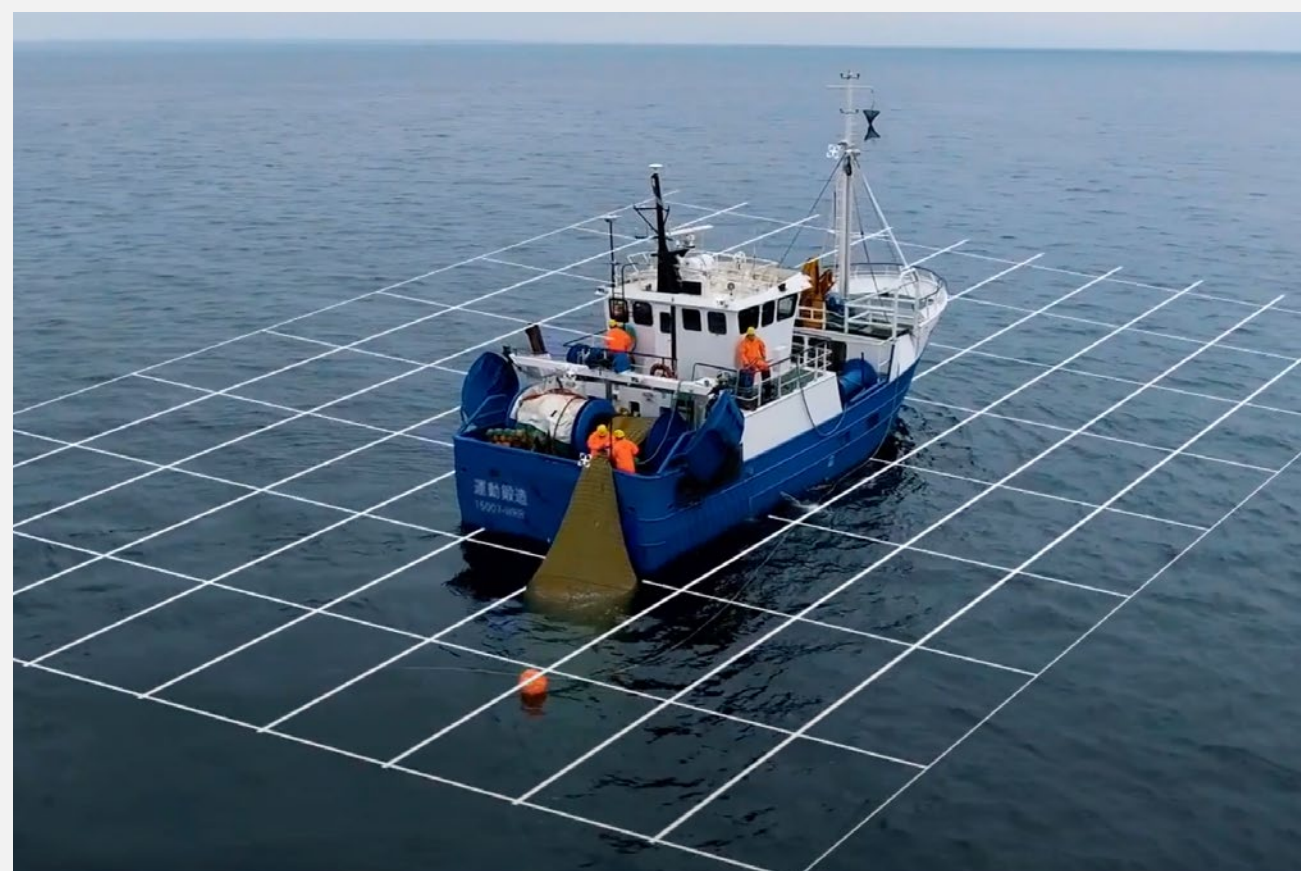


Analyst looking at world map and vessel

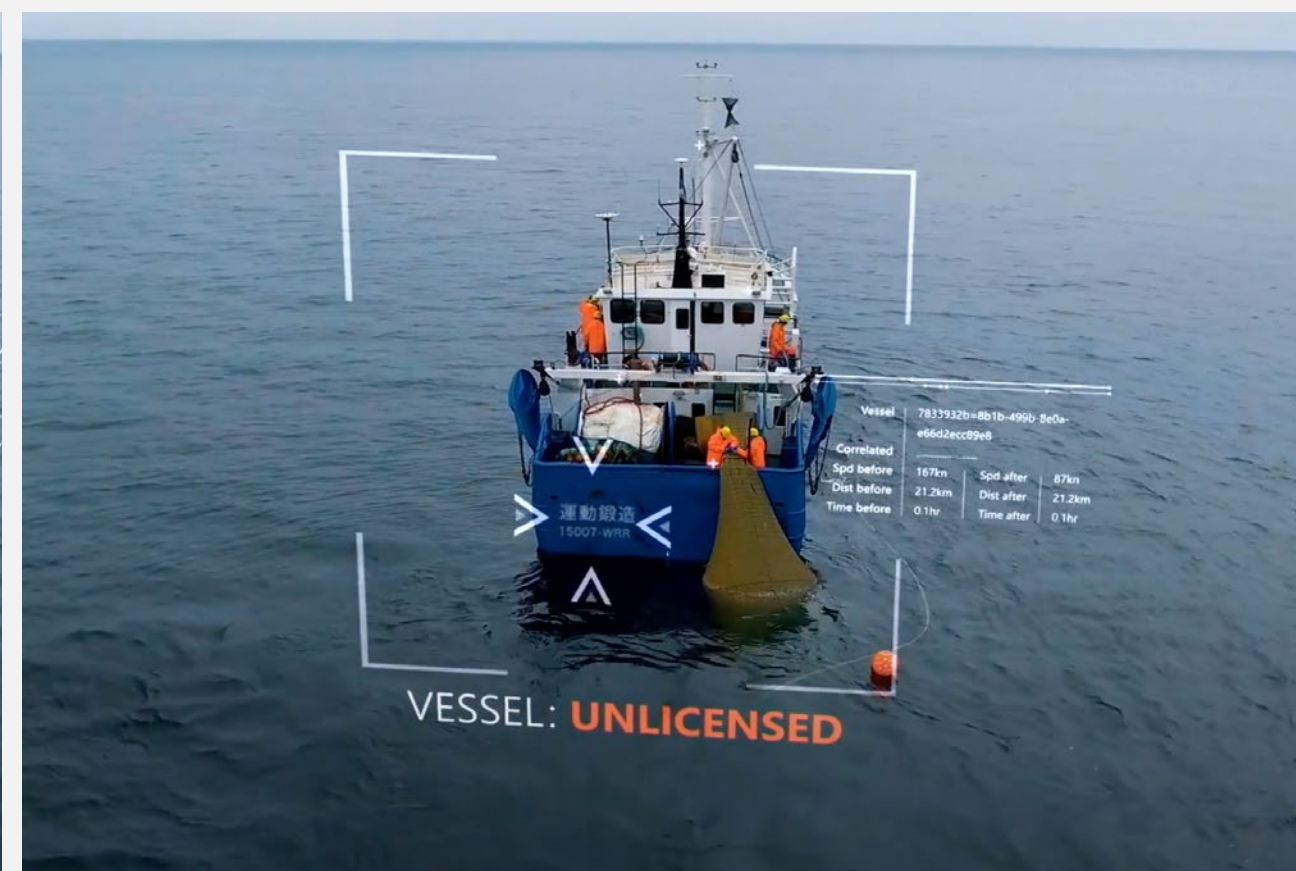
Working across every ocean basin, the OceanMind team uses technology to assemble and cross-reference multiple streams of information – from vessel movements to port authority data, fish catches, country-specific challenges and thousands of rules and regulations. This advanced data analysis creates alerts for OceanMind to review and investigate, which can then be delivered directly to government officials.

"Our AI for Earth team immediately saw the value in OceanMind's work and its potential to deliver even greater impact in protecting the world's oceans," says Hugh Milward, General Manager, Corporate Affairs, Microsoft UK. "This type of innovation will be instrumental in turning the tide on detrimental, illegal activity, encouraging marine biodiversity to thrive and improving lives."





OceanMind uses AI and Microsoft's cloud to tackle illegal fishing



In partnership with Microsoft, OceanMind has been able to expand the scope of this work, analysing human activity on the ocean at a global level. In particular, Microsoft worked with OceanMind to enhance artificial intelligence models that enable the automatic identification of illegal fishing activity at scale.

In 2019, OceanMind continued its work to help monitor marine-protected areas in UK overseas territories and Pacific island states, and support authorities in preventing illegal fishing in major fish-producing countries such as Thailand. The team's work also helps to identify the provenance of seafood arriving from foreign vessels, and whether fish and seafood has been caught in compliance with rules – valuable information for supermarkets seeking to make claims on responsibly caught fish.

Importantly, the in-depth analysis delivered by OceanMind's technology can also help flag potential labour rights abuses, including instances of modern slavery. For example, the team can identify where ships are out at sea for too long before putting into port, a strong indication of excessive working hours. Experience shows that where there is one labour rights abuse, there are likely to be more. Uncovering evidence of suspected overworking provides authorities with a case to board vessels and interview workers, which can often lead to further discoveries of poor working conditions and even forced labour.

In 2019, OceanMind's work led to the capture and prosecution of a vessel wanted by Interpol for illegal fishing. Using the technology developed

in partnership with Microsoft, the team had been able to track it entering illegal waters, and provide sufficient evidence for the authorities to inspect the vessel and prosecute the owners. The ship is now being dismantled.

Looking ahead, OceanMind is extending its focus to include climate change, as one of the first members of AI Gore's Climate TRACE, a project mobilising the tech community to track GHG emissions in real time – highlighting where industries are making strides in carbon reduction. Harnessing its ocean monitoring expertise and significantly expanded data analysis capability, OceanMind will make an important contribution to painting a picture of real-time emissions for every ship on the ocean. This year the project has also been nominated for a Time Award.

For more information on Microsoft's AI for Earth programme, please click [here](#).

"This was much more than a grant. We've completely redesigned how we work. Our collaboration with Microsoft has enabled us to look more broadly and holistically at trends and fluctuations on the ocean – and ultimately – strengthen the value we provide to authorities in preventing illegal activity."

NICK WISE,
CEO, OCEANMIND.

Earn trust and protect fundamental rights



Trust

At Microsoft, we are optimistic about the benefits of technology, but also clear-eyed about the challenges. You cannot drive positive impact with technology if people do not trust the technologies or the companies behind them. That's why we take our responsibility to earn trust seriously. Without it, real progress is not possible.

We are entirely committed to pursuing the highest standards in privacy, cybersecurity, digital safety, and responsible use of technology, so that we can continue to earn the trust of our customers, employees, the communities we serve, and the governments that represent them.

There is a pressing need for continued work on trust here in the UK. Public trust in technology is high but under threat. In 2019, trust in technology fell by 5 points to 64%, and nearly half of UK businesses faced cyber breaches or attacks, suffering an average loss of £3,230. This average increases to £5,220 for medium and large firms. In March 2020, a DCMS study found that of those businesses that identified they were being attacked, 32% experienced issues at least once a week. And in this time of crisis, increasingly, healthcare and human rights organisations are also the targets of cyber-attacks, at the very time when we need them most.

Through our recent UK Materiality Audit, the issues relating to earning trust – including privacy, online safety, security and the responsible use of AI, were rated as highly important by all groups of stakeholders. It was clear that they expect to continue to see Microsoft take strong action on these critical areas of impact.

Respecting privacy

Microsoft welcomed the UK Government's commitment to implement the European Union General Data Protection Regulation (GDPR) in the UK through the Data Protection Act. We continue to advocate for strong data protection regulation to build trust and support innovation. The response to the COVID-19 public health crisis has shown the importance of sharing data within a framework that respects privacy while recognising different types of data: personal data, data generated by organisations from which inferences can be drawn and data generated by products in use (for example, aircraft engines).

We were the first company to expand the GDPR's core rights to all our customers around the world. Microsoft offers a range of helpful tools and guidelines to help guide customers around GDPR. As of November 2020, some 43 million people have used these tools, including over three million people based in the UK.

Cybersecurity

Through our latest [Digital Defense Report](#), published in September 2020, we cover cyber security trends over the preceding year. We found that cybersecurity continues to be a central challenge in the digital age. Cyber criminals have rapidly increased in sophistication, using techniques that make them harder to spot and threaten even the savviest targets. [Accenture reports](#) that organisations in the United Kingdom experienced the sharpest increases in cyber crime-related costs, which grew to US\$11.5 million. To address these challenges, we analyse more than 6.5 trillion signals daily worldwide, process 630 billion authentications and scan 470 billion emails for malware and phishing each month, generating insights that fuel security innovation for our customers.

Globally, our threat intelligence teams are actively monitoring and responding to a shift in focus to COVID-19-themed attacks. These threats may take the form of existing attacks adapted to link to COVID-19. For example, we have tracked and disrupted activities undertaken by the Russia-based group we call 'Strontium' a number of times. Microsoft's Threat Intelligence Center observed a series of attacks conducted by Strontium in the 12 months to September 2020, whereby the group launched campaigns to harvest people's log-in credentials or compromise their accounts. Microsoft has tied Strontium to activity

"We analyse more than 6.5 trillion signals daily worldwide, process 630 billion authentications and scan 470 billion emails for malware and phishing each month, generating insights that fuel security innovation for our customers."



aimed at US and UK organisations directly involved in political elections, including UK political parties and future electoral contests in the UK. As a result of the action we took, none of these accounts was successfully compromised.

As an industry, we have created technology that we hope breaks down boundaries. However, malignant users persist in using technology to disrupt, manipulate and commit crimes. To combat this, we helped lead the movement for the creation of **The Christchurch Call**, an initiative that brings together members of the tech sector, governments and civil society to prevent technology from being used to promote terrorism and extremism online.

We are also working passionately to help protect the integrity of our democratic processes and institutions through our **Defending Democracy Program**. The programme works with governments, NGOs, academics and industry in democratic countries to protect campaigns from hacking and increase political advertising transparency online. It also explores technological solutions to preserve and protect electoral processes and defend against disinformation.



Microsoft AccountGuard

Here in the UK, Microsoft is collaborating with the BBC on its trusted news initiative (TNI), established in 2019 to protect audiences and users from disinformation, particularly at crucial times such as elections. In March 2020, the partnership extended its efforts to identifying false and potentially harmful COVID-19 information by launching a shared alert system.

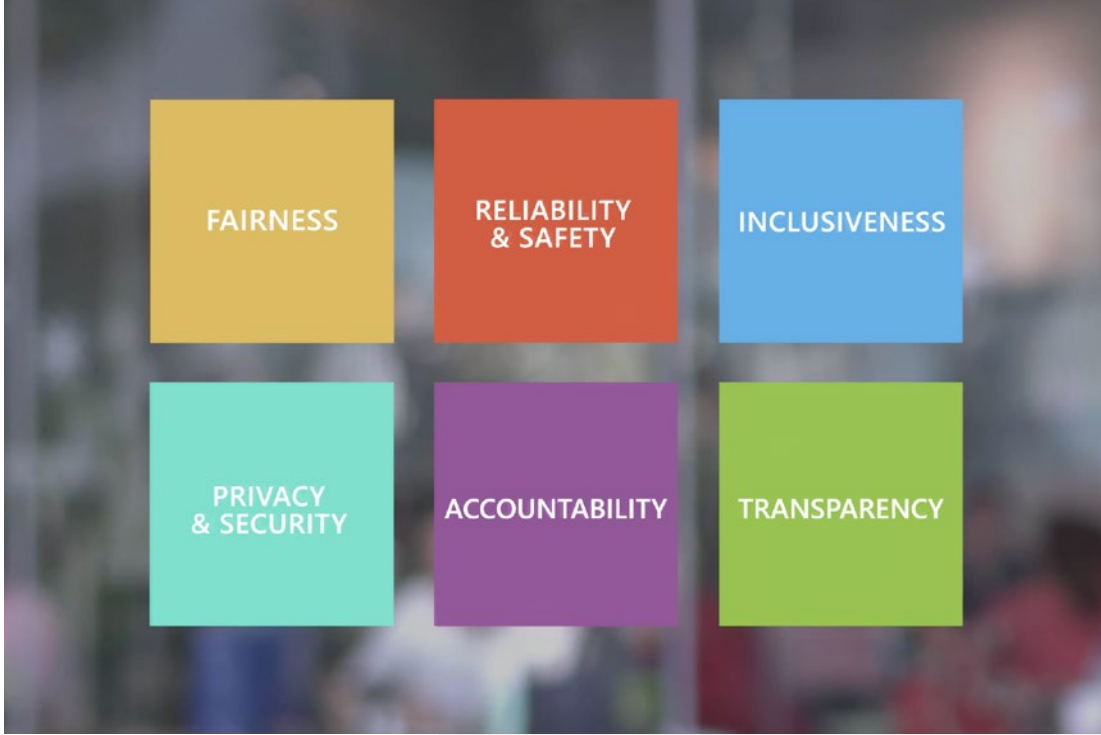
In 2018, Microsoft extended the reach of its AccountGuard system, making it available to all mainstream political parties ahead of the 2019 general election. This service helps to protect institutions that underpin democracy from cyber-attacks, including malware and phishing. It is free of charge to eligible organisations using Microsoft 365.



Fighting child exploitation as an industry

Online Safety

With a longstanding commitment to tackling illegal and harmful online content, Microsoft supports the UK Government's ambitions in this area and recognises the considered way in which the **Online Harms White Paper** addressed these issues. In particular, the paper noted that such initiatives must be balanced against the need to protect fundamental rights. We regularly collaborate with governments, industry, civil society organisations and academics to address illegal and harmful content and uphold people's rights. For example, together with the UK's Home Office and other tech companies, we helped to develop a tool using AI to detect possible incidents of grooming in online chat. Launched in 2020, it is available for free through child protection organisation **Thorn**, so that organisations operating chat functions can protect children online.



Microsoft's six principles for the responsible development and use of AI technologies

Responsible use of artificial intelligence

As AI systems become more sophisticated and start to play a larger role in people's lives, we must ask difficult questions, and clarify exactly what these systems should and should not be allowed to do. Microsoft is committed to **six principles** for the responsible development and use of AI technologies: fairness, reliability and safety, inclusiveness, privacy and security, accountability and transparency. The Office of Responsible AI ("ORA") at Microsoft, formed in 2019, sets our rules and governance processes for the responsible use of AI by working closely with teams across the company, whilst the Aether Committee advises our leadership on the challenges and opportunities presented by AI innovations.

AI Council



Chris Bishop, Technical Fellow and Laboratory Director, Microsoft Research Cambridge

In 2018, the UK Government announced a ground-breaking AI Sector Deal, committing private sector and government investment towards securing the country's position as a global leader in artificial intelligence technologies. In May 2019, the Department for Enterprise and Industrial Strategy (BEIS) formed a Council of leading industry, academic and public sector experts to further supercharge the UK's AI sector, advise government and business leaders and create the right environment for its future growth. It will also help promote the adoption and ethical use of AI across the country. Microsoft Technical Fellow and Lab Director of MSR Cambridge, Chris Bishop, was appointed as one of the 21 national members. In addition, Microsoft is committed to training all its employees in the principles of Responsible AI, and in 2019, 95% of UK employees participated in the training.

Microsoft
Research
Cambridge

Fundamental rights

Recent events have thrown existing inequalities into stark relief and demonstrated how much work there is still to do to protect people's fundamental human rights. That is why we are committed to addressing injustice and inequity for people from all backgrounds.

We integrate human rights considerations throughout our core business and day-to-day activities. The UN Guiding Principles on Business and Human Rights and the Global Network Initiative Principles on Freedom of Expression and Privacy steer our human rights work. We have deployed a consistent, company-wide approach to human rights decision-making, helping our employees to make good decisions and ethical choices. And we leverage international standards to help ensure that our business activities respect and promote human rights and support the positive role of technology. See more in our [Global Human Rights Statement](#).

Promoting an inclusive workplace and culture



In 2020, we became signatories of the [Change the Race Ratio](#), a coalition of senior business leaders committed to increasing racial and ethnic diversity in our businesses.

We will start by setting targets at the Board, ExCo and ExCo minus one levels (the level immediately below the Executive Committee) and seek to apply these principles across our senior management, including the UK leadership team, reporting our progress transparently. Importantly, we will continue to create an inclusive workplace culture that celebrates and promotes diversity.

Through our Diversity and Inclusion strategy, we are equally committed to improving every type of diversity, including the representation of women. Microsoft has published its UK Gender Pay Gap report since 2018 (see our 2020 update [here](#)) and continuously employed more women in leadership positions and both technical and non-technical roles. While we are confident that our efforts are working, there is still much to do, and encouraging more women to participate at every level of tech businesses will continue to be an important area of focus – within Microsoft, our industry and the UK education system.

Microsoft UK is also a signatory of the not-for-profit organisation [Tech Talent Charter](#), which is leading

a collaborative movement to address inequality and increase inclusion and diversity in the UK tech sector.

While the numbers will always fluctuate slightly year to year, statistically these are small adjustments. For Microsoft in the UK we are at effective parity. For every £1 earned by male employees, our female employees in the UK earned 99.7 pence at the same job title and level.

Supply chain responsibility

To protect the rights of everyone within our ecosystem, we work closely with our suppliers to help ensure they treat their workers fairly and with dignity. In particular, we require them to uphold the human rights, labour, health and safety and business ethics practices defined in our Supplier Code of Conduct, which exceeds the Responsible Business Alliance Code of Conduct.

We have continued to strengthen our supplier due diligence through our contracts, onboarding processes and training, supplier assessment and audits, corrective action and verification, sub-tier management and our Workers' Voice Hotline.

To communicate our progress transparently and respond effectively to customers' growing interest in sustainability, Microsoft is part of the EcoVadis Supplier Sustainability Rating scorecard, which allows us to share our performance directly with customers also using the [EcoVadis](#) platform.

CASE STUDY

City of London Police

Collaborating with City of London Police to prevent technical support fraud and protect consumers



1 Cigi-Ipsos Global Survey, Internet Security and Trust, 2019 <https://www.ipsos.com/en-us/news-polls/cigi-fake-news-global-epidemic>
2 Microsoft online survey, 2018 <https://aka.ms/TechSupportScamResearch>

Building trust among consumers, businesses and governments is vital in harnessing technology to drive positive impact. And with 78% of global citizens concerned about online privacy¹ and 3 out of 5 people having experienced a technical support scam², we continue to take decisive action to protect our customers and promote trust in Microsoft technology.

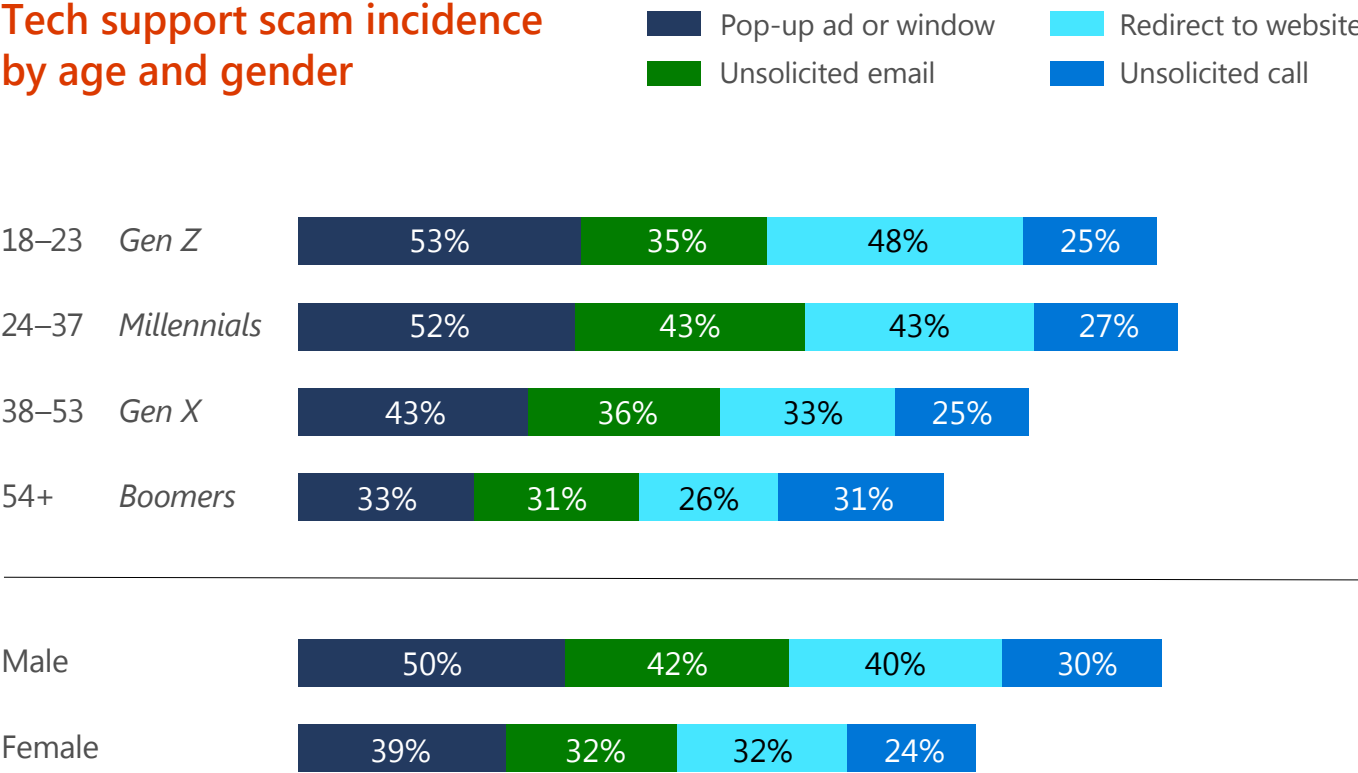
The Microsoft Digital Crimes Unit (DCU) is an international team of technical, legal, and business experts that investigates online criminal networks and makes criminal referrals to appropriate law enforcement throughout the world, as well as takes civil actions that seek to disrupt key aspects of the technical infrastructure used by cybercriminals to target our customers. In its work to disrupt and dismantle online criminal networks, cooperation with law enforcement agencies is critical. In 2019, Microsoft’s collaboration with the City of London Police and Indian authorities on tech support fraud led to the arrest of fraudsters who had duped thousands of people in the UK and globally into parting with their money.

“Cybercrime is a global, borderless phenomenon posing a real risk to society,” says Marja Laitinen, Senior Attorney for Microsoft, who leads the DCU’s Europe, Middle East and Africa team. “No one company can tackle it alone and maintaining ongoing dialogue and effective public-private partnerships is instrumental for law enforcement authorities to find and prosecute criminals, especially when the victims are beyond their borders.”

Understanding technical support fraud

Technical support fraud typically takes the form of fraudsters contacting members of the public – by telephone or online – pretending to represent a reputable technology company such as Microsoft, and duping victims into believing there is a virus/ malware on their computer and making payments for fake services or providing access to their bank accounts. It is one of DCU’s top focus areas, alongside criminal botnets distributing malware, business email compromise – whereby the email sender impersonates a reputable party to induce a fraudulent money transfer – and online child exploitation.

Tech support scam incidence by age and gender



Source: Microsoft: Global Tech Support Scam Research, September 2018



By April 2019, the City of London Police, the UK's lead force for economic crime, and the force's National Fraud Intelligence Bureau (NFIB) had recorded more than 23,500 complaints of technical support fraud over 12 months with related financial losses of more than £9 million. With this type of crime too often going under reported, the true figures may be far higher.

How our work made a difference

Through Microsoft's '[Report a technical support scam](#)' web page, fraud victims are offered the opportunity to report these crimes securely and confidentially. In this way, DCU can analyse trends, and learn how fraudsters make contact with victims and where they're located. At the same time, the NFIB has been identifying related trends through Action Fraud, the national reporting centre for England and Wales, consolidating multiple instances of fraud reported by the victims into a robust, accurate and centrally co-ordinated body of intelligence. And then, working in partnership with DCU colleagues in India, we have provided additional support for Indian law enforcement to disrupt this fraud.

78% reduction in fraudsters using Microsoft's name to commit technical support fraud since 2015

Source: Statistics from National Fraud Intelligence Bureau

In 2019 the Indian police forces have raided 37 call centres and made 88 arrests, with further raids in 2020 on six companies and their directors in four Indian states. Since our collaboration began in 2015, NFIB's statistics show a 78% reduction in fraudsters using Microsoft's name to commit technical support fraud.

"Our ongoing close working relationship with Microsoft and the Indian authorities has led to sustained action against this type of fraud, demonstrating that we can and will seek out criminals wherever they are," says Temporary Detective Chief Superintendent Alex Rothwell, City of London Police.





Microsoft in the UK



Microsoft in the UK

Microsoft was established in the UK in 1982 as the company's second international subsidiary. Over the past 38 years, Microsoft has been a partner and catalyst in the growth of UK businesses and the national economy, working towards democratising computing and helping to transform thousands of UK businesses and operations.

Today, we employ around 4,500 people in the UK, and we have a partner network that spans more than 25,000 local companies, employs 570,000 people, and generates £38 billion in revenues annually. Our culture is centered on embracing a growth mindset, while inspiring teams and leaders to bring their best each day. A growth mindset encourages us to learn what matters most to our customers, allowing us to always make customer-first decisions. In doing so, we create life-changing innovations that impact millions of people in the UK. Importantly, in our commitment to diversity and inclusion, we aspire to building a workforce and culture that reflects the society in which we operate.

Overall, Microsoft is still a young company dedicated to its mission. While technology is now an indispensable part of our lives, we are only scratching the surface of what it can do for us. From programming biology, pushing the boundaries with AI and Cloud computing, and building technologies for a more resilient, sustainable and inclusive future, we are committed to empowering people and organisations to achieve more.

Locations

Our Head Office is in Reading. We also have offices located in Paddington, Manchester, Edinburgh, as well as the Microsoft Reactor developer hub in Shoreditch (London), which has helped launch more than 65 companies. Our world-leading research laboratory is in Cambridge, and The Microsoft Experience Centre on Oxford Circus in London.

We continue to invest in our cloud infrastructure and service capabilities, and were the first global cloud company to open UK-based data centres. There are two Azure regions in the UK – South and West – with data centres that host data for organisations and businesses, including the Department for Education, HM Revenue and Customs, and NHS Blood and Transplant, as well as numerous local authorities across the country.



Microsoft Research Lab in Cambridge

Microsoft Research in Cambridge

First launched in 1997, the mission of Microsoft Research in Cambridge is to aspire to transform the world through deep research. The bold and inquisitive minds of the researchers and engineers have produced and continue to produce significant contributions to Microsoft's most successful products and services, as well as the broader research community. The interdisciplinary nature of the laboratory ensures that the researchers can push the boundaries of computing in an inclusive way, resulting in robust and trusted technologies that can be deployed at scale.



Microsoft Experience Centre

Microsoft Experience Centre

The Microsoft Experience Centre on Oxford Circus will serve all customers, including consumers, small business, education and enterprise customers, and enable them to experience our products and services. We are excited to serve our community in this capacity, as well as continuing to provide opportunities for product browsing, support and online workshops and trainings for families, businesses and job seekers online at microsoft.com.

Microsoft UK Leadership Team

To achieve our mission today and in the future, the technology we create must benefit everyone on the planet, as well as the planet itself. Microsoft’s UK leadership team has a responsibility to help enable others to achieve more, because our success is built on that of our customers and partners. We sustain long-term results if our customers, whether they are in the public or private sector, small, medium or large, use our software, services and devices to help drive their own growth. Our leadership team is also responsible for upholding the company’s values throughout our activities, with each LT member taking a personal interest in ensuring Microsoft is a positive societal and environmental force in the UK.



Clare Barclay
CEO, Microsoft UK



Chris Perkins
General Manager,
Public Sector



Hugh Milward
General Manager, Corporate,
External & Legal Affairs



Derrick McCourt
General Manager,
Customer Success Unit



Paul Benjamin
Finance Director



Soraya Scott
Chief Operating Officer



Robin Sutra
Chief Data Officer



Mark Smith
General Manager,
Microsoft Solutions



Gavin Jackson
Managing Director,
Enterprise Commercial



Richard Ellis
SMC Lead



Orla McGrath
General Manager, Partner Business
and One Commercial Partner



Max Tchapeyou
General Manager,
Microsoft Consulting Services



Hebah Tantawy
HR Director

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