



# Our 2020 sustainability goals roadmap

Doing more good with digital

Through all the conversations we've had with experts, staff, customers and members of the public, we've learned that one of the big things people want to see from us is a long-term plan for the future on the issues that matter most. In response, we've set our first ever five big sustainability goals for the next five years.

They are our biggest, bravest and boldest goals ever. While we might not know all the details of how we're going to meet them we've already planned some of the key actions we're going to take to make sure we remain focused on getting it right.



We are measuring

2015

2016

2017-2020



**Boosting business**  
Create the opportunities for 100,000 small businesses to grow in the UK's economy through digital

The combined reach of our programmes and initiatives, including Virgin Media Pioneers, Generation Tech, the Digital Skills Hub and our apprentices intake

- Supercharge the VM pioneers platform as a 'go to' destination that provides leading skills resources & practical tools
- Create unique partnerships and events that provide inspirational opportunities, such as Pitch to Rich, for small businesses
- Connect 100,000 home office and small businesses and provide them with the tools they need to grow
- Provide digital skills for small business and entrepreneurs

- Continue to create the opportunities for 100,000 small business to grow in the UK's economy through digital
- Launch a new Virgin Media Pioneers website and community platform and attract 10,000 registered new users
- 1000 Virgin Media Pioneers to have participated in activities to help their business grow such as Pioneer of the week, digital skills training and completed Power Up campaign survey

- Continue to create the opportunities for 100,000 small business to grow in the UK's economy through digital
- Double our return on social investment for Virgin Media Pioneers
- Measure the direct, indirect and induced impact on GDP and jobs and the increase in SME output and growth from growing our network



**Transforming lives**  
Transform the lives of disadvantaged people in the UK through digital technology

The number of people directly supported by our charity partnerships, programmes, and staff and customer fundraising and volunteering

- Launch national two year charity partnership with Scope
- Create a network of Virgin Media employees as Digital for Good champions across the UK
- Launch two technology based projects with Scope to support disabled people and their families

- Support 250 families through digitally connecting parents of disabled children between July 2015 - July 2017
- Provide 1,500 disabled people with access to assistive technology between July 2015 - July 2017
- Deliver the 2016 End the Awkward campaign with increased impact (impact targets to be announced)

- Enhance Scope's online community to become the go-to place for people who are connected to disability
  - Over 8,000 members by March 2017
  - Over 40,000 page views by March 2017
- Develop the 2018-2020 plan for transforming the lives of disadvantaged people in the UK through digital technology

**Our goals**

**More inclusive**  
Nurture a highly engaged workforce which represents the diversity of our customers and communities

**Better products**  
Improve the sustainability performance of every new customer product

**Lower impact**  
Grow our business without increasing our carbon footprint

**We are measuring**

Results from employee engagement survey. Internal diversity and inclusion metrics

The environmental and social impacts of our products through a weighted score

Absolute Scope 1 and 2 emissions (tonnes CO<sub>2</sub>e)

- 2015**
- Set up a sub committee from across the business to drive diversity and inclusion projects
  - Exceed UK Best Employer benchmark for overall engagement levels, as measured by internal annual survey
  - Implement programmes to help proactively recruit for diversity by providing the tools to tailor job specifications, open up application processes, recruit for skills and challenge unconscious bias
  - Increase the percentage of women in senior roles (defined as A-C levels) to 40% by 2018

- Create a product scorecard that measures the social and environmental performance of our products
- Test the scorecard on a baseline product – Our latest WIFI box

- Reduce truck rolls by 500,000
- Achieve 5% improvement in our van fleet Miles Per Gallon (MPG- measure of efficiency)
- Achieve 100g CO<sub>2</sub>/km average emissions on our car fleet (measure of carbon intensity)
- Keep Scope 1 and 2 carbon emissions flat

- 2016**
- Progress towards increasing the percentage of A-C women (senior leaders) to 40%
  - Start implementation of pilot programmes to proactively recruit for diversity
  - Measure and analyse the level of disability within the company and accessibility requirements
  - Launch a set of 2020 diversity targets for gender, ethnicity, disability and LGBT

- Publish our first ever product sustainability scorecard results for a baseline product
- Build the product sustainability scorecard methodology into the product development process with suppliers to ensure that sustainability is considered from the concept stage through to delivery
- Develop a methodology to understand the macro environmental benefits of improvements to future customer products, as measured by the product scorecard

- Reduce truck rolls by 100,000
- Deliver our first solar PV trial
- Identify opportunities to implement recommendations from ESOS audits
- Improve van fleet MPG compared to 2015
- Reduce car average CO<sub>2</sub> compared to 2015

- 2017-2020**
- Increase the percentage of A-C women (senior leaders) to 40%
  - Continually improve engagement levels as measured by an internal annual survey
  - 80% of our people voluntarily disclosing 'diversity information' by end of 2017

- Use the product sustainability scorecard for all new customer products and ensure each product achieves a better performance score
- Set quantifiable impact reduction targets for future customer products

- Maintain zero waste to landfill supply chain operations
- Strive for zero waste to landfill internal operations
- Identify further opportunities for renewables
- Build process to ensure energy and carbon costs are factored into business decisions
- Continuously improve van MPG year on year
- Continuously improve average car CO<sub>2</sub> to 100g by 2020