

# How we did in 2013



Here it is – our performance against our 2013 sustainability targets. These reflect our sustainability priorities and provide an indication of what we’re working to improve. Unless otherwise stated, all targets are based on improving our performance compared to 2012.

## Performance key



achieved our target



close but not close enough (0-10% away from target)



not this time but we’re working on it (more than 10% away from target)

## Our operations

### Energy efficiency

Increase our energy efficiency by 10% across our office locations.



At sites where our energy performance contracts were implemented, we have achieved an aggregated energy saving of 11% across 10 sites, with the best performing site achieving an energy reduction of 22%. These sites represent 73% of energy consumption across our office locations.

### Carbon (CO2/£m)

Deliver a 2% reduction in CO2/£m revenue in 2013 compared to 2012.



We achieved a 5% reduction in gross (Scope 1 and 2) CO2/£m revenue in 2013, compared to 2012.

## Carbon (scope 1 and 2)

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Deliver a 4% reduction in CO<sub>2</sub>/RGU (an RGU is a revenue-generating unit, such as Broadband, Phone or TV) against 2011 figures



In 2012 we reduced CO<sub>2</sub>/RGU by 0.3% compared to 2011. This equates to 20.0175kg CO<sub>2</sub>e/RGU, which is a reduction of 0.083kg compared to 2011.

## Office waste and recycling

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Ensure that 70% of total office waste generated across all of our sites is diverted from landfill, through recycling and reuse policies.



We recycled 66% of total office waste at our core sites and 61% of our waste across all of our office sites.

## Logistics waste

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Become a zero waste to landfill logistics operation by the end of 2014.

Logistics is defined as our supply chain operations, made up of a central distribution centre based in Wellingborough, our Big Red Shed, and the network of local distribution points - our 53 Little Red Sheds.



We became a zero waste to landfill supply chain in October 2013 and the total percentage of waste sent to landfill across 2013 was 2.0%, compared to 28.8% in 2012.

## Fleet management and efficiency

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Reduce the average carbon emissions per vehicle by 2% in 2013 compared to 2012.



We reduced the average CO<sub>2</sub> emissions per vehicle by 7.5% compared to 2012.

# Our products

## Product power consumption

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Reduce the rate of power consumption per TiVo Personal Video Recorder (PVR) by 30% by the end of 2013.



In November 2013 we introduced energy saving measures as part of a TiVo software upgrade, reducing the typical energy consumption of our TiVo box from around 180kWh/year down to around 120kWh/year - a reduction of 33%.

## Electrical waste

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Reuse or recycle 100% of all Waste Electronic and Electrical Equipment (WEEE) collected or returned to Virgin Media in 2013.



100% of the Waste Electronic and Electrical Equipment (WEEE) returned through our supply chain was recycled or refurbished and reused.

## Code of conduct

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Ensure that 100% of Interconnect, Mobile and Content suppliers sign up to our supplier code of conduct (these are suppliers that sit out of our group procurement function, where 99.6% of suppliers have now signed up to the code).



100% of Procurement suppliers, 17% of Interconnect suppliers, 6% of Content suppliers and 10% of Mobile suppliers have now signed up to our code of conduct.

## Suppliers

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Meet with 100% of the core suppliers we have identified in our 2013 hotspot mapping exercise to draft action plans that help us better manage the risks and opportunities within our supplier base.



Out of the 11 supplier action plan meetings scheduled for 2013, 2 meetings took place.



## Our people

### Leadership

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We will increase the percentage of females in senior leadership roles (defined as A & B levels) to 25% by the end of 2014.



By the end of 2013, 18% of our senior leadership team were women. This will progress in 2014, as it is a two-year target.

### Female apprentices

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Continue to ensure we hire at least 10% females in our annual intake of field and operation technicians.



In 2013, 3.2% of the apprentices we hired were female.



## Virgin Media Pioneers

### Fundraising

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Facilitate staff fundraising to raise over £60,000 for our regional charities on our annual charity day.



Virgin Media staff raised £69,891.24 on our annual charity day. This went to 26 local charity partners elected by our staff.

Virgin Media then doubled this fundraising and Liberty Global kindly donated £75,000, taking the overall total to £215,000.

Besides our national charity day, our staff also raised a total of £234,183.18 for good causes.

## Volunteering

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Double the amount of registered staff volunteering days to 2,013 in 2013.



Our staff registered 1,229 volunteering days, up from 1,033 volunteering days in 2012.

## National charity

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Launch our first National Charity Partnership helping to raise over £300,000 by the end of 2015.



In April 2013 we launched our first national charity partnership with Scope, the UK's largest disability charity. Through activities like supporting Paralympian Richard Whitehead MBE to run 40 marathons in 40 days, we have so far raised £87,618.84 on behalf of Scope. This continues into 2014.

# Virgin Media Pioneers

## Content

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Reach over 5 million people with Virgin Media Pioneers content, sharing entrepreneurial insight and advice.



Following changes to the Virgin Media Pioneers initiative, data is unavailable.

## Engagement

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Deliver 10 regional Virgin Media Pioneers events with positive feedback.



12 events were delivered across the UK with positive feedback from those who attended.

## Economic growth

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Contribute over £400,000 to the economy in terms of the accumulative impact of our Virgin Media Pioneers programme on business growth during 2013.



Following changes to the Virgin Media Pioneers initiative, data is unavailable.

## Customer engagement

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Raise customer awareness of our Virgin Media Pioneers programme to 10%.



Customer awareness of Virgin Media Pioneers was 11% at the end of 2013.

# Strategic commitments

We've made the following commitments over and above our sustainability targets.

## Our vision

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Report back on what we heard from customers, staff, experts and policy makers in the 'Our digital future' programme. Explain our vision for 'Digital that makes good things happen' and what we're doing to deliver this vision for customers, business and communities.



We have drafted a report to summarise the findings of 'Our digital future' but have yet to publish this externally because of changes in our senior management.

## Reporting

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Evolve our approach to reporting and find new ways to engage our staff in a conversation around all we are up to.



We launched an interactive reporting tool and evolved our website to make it more accessible and informative.

## Embedding accountability

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Build on our plans to embed accountability for managing key social and environmental issues within internal teams, agree actions plans and demonstrate results for improving performance on priority issues.



We developed action plans for three areas of focus: paper use, product power consumption and carbon management. But we recognise there is still a lot of work to drive progress on these issues.

## Our products

### Product saving education

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Help customers use our products in their homes more efficiently, by providing practical advice about the power consumption of set top boxes and super hubs.



The planned energy savings were introduced in a TiVo firmware release in November, taking the typical energy consumption of our TiVo box from around 180kWh/year down to around 120kWh/year. Information was provided on virginmedia.com and via TiVo as part of the firmware release.

### Paper-based communications

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Establish an internal working group to develop our long-term paper use strategy.



We established an internal working group that meets quarterly to drive progress on our action plan.

## Responsible mineral sourcing

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Publish a policy on conflict minerals, including internal practices to help ensure the raw materials in our supply chain are responsibly sourced.



Since becoming part of Liberty Global we have been establishing a group position on conflict minerals, so work on our own policy, despite being drafted, was put on hold.

## Accessibility

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Meet with 100% of the core suppliers we have identified in our 2013 hotspot mapping exercise to draft action plans that help us better manage the risks and opportunities within our supplier base.



Out of the 11 supplier action plan meetings scheduled for 2013, 2 meetings took place.

Launch an internal campaign to educate and inspire our staff on accessibility for all.

We launched a dedicated programme called 'helping everyone live an independent digital life'. This programme was championed by our Executive Committee.

Create dedicated customer support options for customers or potential customers living with impairments.



We've improved the contrast of our electronic processing guide for our partial sighted customers.

We've signed our most popular 21 help and support videos.

We launched a TV anywhere app on android and iOS, which can be used as a large remote and talking electronic programme guide.

## Our people

### Networking opportunities

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Introduce 3 initiatives to improve networking for women at Virgin Media:

- An online community to help connect and support women in senior leadership roles.
- Launch practical support groups for our female graduates and apprentices who are based out in the field.
- Integrate education and training on unconscious bias into our Manager Induction and Recruitment Training programmes.



Last year we introduced a number of initiatives to improve networking for women at Virgin Media with the aim of building connections, supporting one another and learning from our leaders:

- Our online, internal, social community called 'Glass Mirrors', which connects women and men at Virgin Media on the subject of gender diversity, had 740 members at the end of 2013.
- We launched 'through the looking glass' – an online practical support group for our apprentices, interns and graduates.

## Governance

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Create a sub committee to review our inclusion activity each quarter.



Maurice Daw, our chief people officer was confirmed as the Executive Committee sponsor for our Inclusion subcommittee, along with 10 people from across different functions of the business.

## Virgin Media Pioneers

### Engagement (digital education)

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Launch a series of programmes to engage and empower customers to tackle the digital issues that affect them the most.



Our innovative customer engagement programme, Switched On Families, launched alongside a new programme to increase customer's broadband speeds, in early 2014.