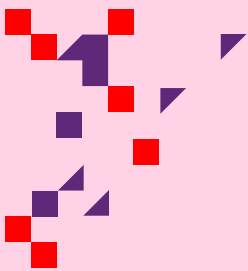




Doing more good with digital



The focal point of Virgin Media's sustainability strategy is Digital for good. This is our long-standing promise to make the power of connectivity benefit our customers and the communities we're part of.

Being connected opens up a whole world of opportunities, enabling you to do more, be more and have more fun. This is what we mean by the power of connectivity. From doing your shopping, to staying in touch with family, to accessing new ways of working and learning or even sparking major social change, the internet is one of the most powerful tools ever invented. But the people who can benefit the most from connectivity are also most in need of a helping hand, whether it's new skills, improved access or even better technology.

Our ability to deliver this promise comes from our unique capabilities – we have a brand that has the proven power to inspire people, we have the fastest widely available broadband network across the UK and Ireland¹ and we have over 23,000 passionate people who are ready to help us make this happen.

We are targeting the people and organisations where our unique capabilities can make the biggest difference. Right now, this is disabled people and small businesses, who we are targeting through two programmes:

¹ Ofcom's review published Feb 2015 (Nov 2014 test results. Virgin Media vs major UK ISPs (ave d/I speeds)

Programme 1. Collaborating to develop life-changing digital ideas

Virgin Media and Scope have partnered up for the next two years to transform the lives of disadvantaged people in the UK through digital technology.

Through our £1million, two-year partnership with the disability charity Scope, we will bring people together to use digital to transform the lives of disabled people and their families through three key projects that have digital at their heart:

- **Connect Families:** Digitally connect parents of disabled children with other parents facing similar issues – to become stronger, better informed and more resilient to the everyday challenges they face
- **Inspire Independence:** Provide disabled people with technology that enables them to communicate, control their home environment and access education and employment
- **End the Awkward:** Change attitudes towards disability through Scope's End the Awkward campaign

Insight..

- Disabled people are roughly twice as likely to live in poverty as non-disabled adults. Disabled people are some of the most disadvantaged in Britain²
- 27% of disabled adults have never used the internet, compared to 11% of non-disabled adults³
- There are 11 million disabled adults in the UK⁴. Technology can be transformational - providing a voice, enabling people to live independently and unlocking access to education and work



Scope

About disability

Doing more good with digital...

² <http://www.poverty.org.uk/40/index.shtml?4>

³ <http://www.theguardian.com/technology/2015/jun/29/disabled-people-internet-extra-costs-commission-scope>

⁴ <https://www.gov.uk/government/publications/disability-facts-and-figures/disability-facts-and-figures#fn:1>

Programme 2. Boosting the UK economy through digital

We want to create opportunities for 100,000 small businesses to grow in the UK's economy through digital. We're starting with a focus on entrepreneurs and small businesses through our Virgin Media Pioneers programme.

Virgin Media Pioneers is an online platform for entrepreneurs and small business founders to get advice, peer-to-peer support and opportunities to grow their business - there are currently over 9,000 members.

Virgin Media Pioneers helps close the digital skills gap that currently exists among SMEs and enables small business to discover the power of digital⁴ to drive business growth through inspiration, education and peer-to-peer support by providing:

- An online peer-to-peer community that provides business support through feedback and interactions with other entrepreneurs
- Offline and online opportunities to grow their business through digital skills training, mentoring and access to finance and connectivity
- Access to tips and articles from leading experts to provide the knowledge they need to start and grow their business



PIONEERS

Insight..

- Small businesses contribute £375 billion to the economy every year but a quarter of the UK's small business owners say they do not possess basic digital skills, despite a strong correlation between digital skills and high turnover⁴
- A small business with eight employees can lose a full day of work each week to a slow internet connection⁵

⁴ <http://startups.co.uk/a-quarter-of-small-business-owners-lack-basic-digital-skills/>

⁵ Virgin Media Business YouGov study, Jan 2016

Delivering positive change in the communities we serve

To ensure we're doing more good in communities up and down the country, we have recruited nine regional Digital for Good Champions who have 25% of their day job dedicated to organising and activating Digital for Good activity locally.



Get involved and help us make good things happen

Want to know more about doing more good with digital?
Email sustainability@virginmedia.co.uk and drop us a line



Sustainability at Virgin Media:
Digital for good

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