



# Our 2015 performance against our 2020 sustainability goals

We know that the one thing customers, experts and society want to see from us is a long term plan. That's why, in 2015, we set five sustainability goals for the next five years. Each goal aligns to our vision of Digital that makes good things happen and is overseen by the relevant member of our Executive Committee. Our '5 in 5' sustainability goals will ensure we grow our business in a way that's good for people and the environment.

## Key: How we did

-  Achieved target in 2015
-  On track to achieve target by 2020
-  Currently off track to achieve target by 2020

## Lower impact

Grow our business without increasing our carbon footprint

While the amount of data delivered through our network will continue to increase exponentially over the next five years, we want to make sure that our total carbon footprint (Scope 1 & 2 emissions) won't grow at all from a 2014 baseline.

### Carbon emissions

**2015 Target:** Keep Scope 1 & 2 carbon emissions flat

**How we did:** We achieved a carbon emissions (Scope 1&2 location-based emissions) reduction of 6.1%. A large contributor to this reduction was the reduction of the 2015 electricity emissions factor compared to 2014, demonstrating the decarbonisation of the UK's energy grid mix. This was supported by energy efficiency projects which helped to keep our energy consumption flat despite business growth. More efficient fleet operations which reduced vehicle emissions also played a big part.

### Fleet efficiency 1 - truck rolls

**2015 Target:** Reduce truck rolls by 500,000

**How we did:** 'Truck roll' is the term we use for each journey made by our vehicles in our logistics network – averaging out at about 2.8 miles per trip. In 2015 we reduced truck rolls by 826,126 which is the equivalent of taking over 2.3 million miles off the road. A combination of increasing self-installs, reducing faults and better route planning contributed to this success. This has improved customer experience while considerably reducing our environmental impact.

### Fleet efficiency 2 – miles per gallon

**2015 Target:** Achieve 5% improvement in our van fleet miles per gallon (MPG)

**How we did:** We achieved a 2.9% improvement in miles per gallon (MPG). The 5% improvement was not achieved as we did not replace as many of our van fleet as we expected. As we continue our van replacements in 2016 we will replace our older vans with more efficient models. The increase in MPG, along with truck roll reductions contributed to a reduction in mobile combustion emissions of over 6,940tCO<sub>2</sub>e in 2015. During 2016 we will be relaunching a quarterly competition for van drivers that we hope will continue to drive MPG improvements and fuel reduction.

### Fleet efficiency 3 – carbon emissions per kilometre

**2015 Target:** Reduce the average CO<sub>2</sub> emissions of our car fleet to 100g CO<sub>2</sub>/km

**How we did:** We achieved a reduction in car CO<sub>2</sub> emissions from 103g CO<sub>2</sub>/km to 102.4g CO<sub>2</sub>/km. This target was not met because the current best option for car replacements that meets operational needs is 99g CO<sub>2</sub>/km, which doesn't drive down our average emissions quickly enough.



## Better products

Improve the sustainability performance of every new customer product.

We want our products to be accessible and enjoyed by everyone, and to have an environmental and social story we can all be proud of. We also want to make sure we help our customers and their families get the very best from the web and stay safe online.



### Create a product scorecard

**2015 Target:** Create a product scorecard that measures the social and environmental performance of our products

**How we did:** Our first ever product scorecard methodology was created using extensive benchmarking and Life Cycle Assessment (LCA) data including data from LCA research we published on our SuperHub2 in 2015. Our product scorecard enables us to measure the environmental and social impacts of our products and to bake sustainability criteria into product design and development.



### Test the product scorecard

**2015 Target:** Test the new scorecard on a baseline product

**How we did:** We began testing the product scorecard with the suppliers involved in Hub 3.0 (our latest WiFi box) in 2015 and will complete this in 2016, after which we will publish the results for this baseline product. In 2016 we will also use the scorecard to create a baseline for our TV product. The product scorecard will be used to ensure that each new customer product is more sustainable than the last.



## More inclusive

Grow our business without increasing our carbon footprint.

We want to make sure we provide a great place to work. That means building on our open minded, fun and generous culture - valuing and celebrating the ideas and personalities each of us brings to the team, while nurturing an engaged workforce which represents the diversity of our customers and communities.



### Gender balance

**2015 Target:** Increase the percentage of women in senior roles (defined as A-C levels) to 40% by 2018

**How we did:** In 2015 we increased the percentage of women in senior roles (defined as A-C levels) to 32%, up 2% from 2014, meaning we're on track to achieve 40% by 2018.



### Governance

**2015 Target:** Set up a steering committee to drive progress on diversity and inclusion with representation from across the business

**How we did:** We united senior leaders from across the business to create a team called the Inclusion Circle. The role of this committee is to drive performance on Virgin Media's inclusion initiatives. All of our key business functions are represented in this subcommittee.



## Employee engagement

**2015 Target:** Exceed UK Best Employer benchmark for overall employee engagement levels

**How we did:** In our annual internal engagement survey 68% of our people told us they were highly engaged, which is 9% higher than the UK High Performing Benchmark. For this, we received an external Best Employer accreditation.



### Diversity

**2015 Target:** 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

**How we did:** We launched our first online, video based, disability training course to drive awareness of disability across the business with the goal of engaging our line managers who recruit. In 2016 we will pilot unconscious bias and 'recruiting for diverse teams' programmes.



## Boosting business

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

We believe that digital technology can give the UK economy a boost by helping every business grow. The digital economy is worth £82bn\* to the UK but we know that thousands of small businesses aren't getting all the benefits of digital technology. By providing ultrafast broadband access, inspiration, skills and advice we can help small businesses to thrive and grow. In return these businesses will create jobs, contribute to their communities and help drive a digital competitive advantage for the UK as a whole.

\* AT Kearney (2012) [https://www.atkearney.com/paper/-/asset\\_publisher/dVxv4Hz2h8bS/content/the-internet-economy-in-the-united-kingdom/10192](https://www.atkearney.com/paper/-/asset_publisher/dVxv4Hz2h8bS/content/the-internet-economy-in-the-united-kingdom/10192)



## Ultrafast broadband for small businesses

**2015 Target:** Begin to connect 100,000 home office and small businesses to our ultrafast network, giving them the tools they need to grow

**How we did:** We connected 10,725 home office and small businesses to our ultrafast network with our bespoke package. Our target is 100,000 by 2020 so we're on our way but there is plenty more to do.



## Virgin Media Pioneers online community

**2015 Target:** Supercharge the VM pioneers platform as a 'go to' destination that provides leading skills resources and practical tools

**How we did:** The Virgin Media Pioneers platform was revamped in 2015 including the addition of advice from leading small business experts. The website will undergo a further extensive redevelopment in 2016.



## Digital skills for small businesses and entrepreneurs

**2015 Target:** Deliver digital skills workshops and events

**How we did:** Our first ever digital skills event for Virgin Media Pioneers and small business founders was held in Manchester's Northern Quarter in November 2015. The #Powerup event was attended by 80 Virgin Media Pioneers and small business founders and focused on giving small businesses a boost through digital, with workshops looking at online marketing, social media, security and coding.



## Unique events for small businesses and entrepreneurs

**2015 Target:** Create unique partnerships and events that provide inspirational opportunities, such as Pitch to Rich, for small businesses

**How we did:** Our Pitch to Rich event received over 2,500 entries and more than 650,000 votes.



## Transforming lives

Transform the lives of disadvantaged people in the UK through digital technology.

We believe the web can make life better for everyone. We think one of the areas we can make the biggest difference is using digital technology to improve the lives of disadvantaged people across the UK. We're starting with a focus on disabled people, one of the UK's most disadvantaged groups in society, by partnering with Scope, the disability charity.



## Technology projects

**2015 Target:** Launch two technology based projects with Scope to support 250 families through digitally connecting parents of disabled children by creating an online support platform and provide 1,500 disabled people with access to assistive technology such as environmental controls

**How we did:** This target is to be completed over the two year period of our partnership with Scope and in 2015 we launched both projects. Our Connect Families project saw Scope's face-to-face support network developed for online launch in 2016. The other set up a Head of Assistive technology at Scope to ensure assistive tech reaches as many disabled children as possible through workshops - our aim is to reach 1,500 disabled people by July 2017 and we reached 216 in 2015.



## National charity partnership

**2015 Target:** Launch a national two year charity partnership with Scope

**How we did:** We launched the partnership in July 2015 with a corporate donation of £1m that funds three projects that have digital at their heart. The partnership was launched by a national roadshow that reached over 10,000 of our people and raised a further £60,000 for Scope in just one week.

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## Regional ambassadors

**2015 Target:** Create a network of Virgin Media employees as Digital for Good champions across the UK

**How we did:** Nine Digital for Good Champions have been recruited across the UK with 25% of their day job dedicated to activating Scope and Virgin Media Pioneers activity across the UK. They meet face-to-face each quarter.



Find out more at:  
[virginmedia.com/sustainability](http://virginmedia.com/sustainability)

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