



CONNECTIONS 4 GOOD

Our Manifesto



“

We make the ordinary extraordinary. And while we have already achieved some great things, we never tire in our pursuit of amazing.

”

We are Virgin Media

At Virgin Media we are mavericks, ideas people. We have unstoppable speed and energy.

We believe in the power of digital technology and media to inform, inspire and connect.

We endeavour to build these connections, so they really matter; for our customers, for society, for our organisation and for our world.

Our mission is to make the ordinary extraordinary. And while we have already achieved some great things, we never tire in our pursuit of amazing.



We celebrate the people, programmes, and partners who are helping to make connections across the country and drive positive change.



We're working to ensure that **as our business grows, our environmental impact doesn't grow with it**. Our drive for increased sustainability will encompass everything from the products we create, the network we build and the suppliers we choose to work with.



We understand **the importance of doing business in a responsible and sustainable way**. Because of that, we're investing in making our products and services more accessible while also being committed to protecting customer privacy and maintaining data security.

Virgin Media has some of the most vibrant and far-reaching storytelling platforms across television, digital and social media. We understand the responsibility about issues that matter – and we are committed to **using our platforms to inform, inspire and engage audiences in meaningful ways**.

We recognise that we are still on our journey, but **our relentless energy will help us to build connections that really matter** with increased efficiency, creativity and innovation.

We are Virgin Media.





Our connections
are good for society

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We are uniquely positioned to educate, entertain and empower.

Our values are rooted in improving the communities where our people, our customers and our audiences live and work. Service is at the heart of who we are as a company, and we are consistently amazed by the unwavering commitment of Virgin Media's own change-makers, our people, who volunteer to support the programmes we deliver.

Here are just a few examples of how our Corporate Social Responsibility programmes are building connections that really matter:

- Our people are very passionate about giving back to their community where they live and work - as a result **40% of our workforce have volunteered in at least one of our CSR programmes** during 2019.
- We are playing a leadership role in the national recovery effort through **#BackingBusiness** where we're continuing to support small and medium sized Irish businesses by giving them a platform to promote their services.
- **We focus our charitable efforts on education, digital skills and workforce development** - because we believe that providing citizens with the education and skills they need to build careers is vitally important. The programmes are implemented through volunteering and include: Time To Read, P-Tech (Pathways in Technology), Age Action's Getting Started Computer Training Programme, Coding and CodorDojo Coolest Projects, supporting innovators and entrepreneurs to use digital technology to inspire social change.
- **We educate and empower children, parents and teachers online:**
 Parental Controls:
www.virginmedia.ie/broadband/learn-about-broadband/parentalcontrols
 Online Armour:
www.virginmedia.ie/onlinearmour

Our E-Safety Toolkits: www.libertyglobal.com/stories/esafety-toolkits

The Web We Want: www.webwewant.eu

Safer Internet Day: www.saferinternetday.org

- **We support vital services:** Internet Hotline, Samaritans Helpline, the National Parents Council Primary Helpline, delivery of Internet Safety talks and training through NPC and World Mental Health Day.
- **We are a trusted source** for news and current affairs, and informing the nation through Virgin Media Television.



40%
of our workforce have made a positive impact across so many communities in Ireland

Our connections are good for the environment



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We have switched to 100% Renewable energy and we're excited about continuously building a more environmentally sustainable company. That's why we have committed to the Business In The Community Low Carbon Pledge aiming for a further 50% reduction in Virgin's carbon footprint by 2030. Virgin Media Ireland has already achieved a 23% reduction in carbon emissions since 2017. But we will not stop there. Our drive for increased sustainability will encompass everything from the products we create, the network we build and the way we work across our entire organisation every day.

Here are some examples of how we are making a positive impact on the environment.

- We were one of the first Liberty Global markets to introduce free cooling units into our data centres and hub sites, **reducing air-con consumption by 50%**.
- We have already invested in solar at our core sites and **plan to expand our solar and wind energy supply** across our site and network locations.
- As demand for broadband bandwidth rises we have introduced a revolutionary phase change material (PCM) into our technical buildings. These cooling systems work without refrigerant gas and condenser units and have **reduced our energy consumption by 75000 kWhrs per year**. We will continue to replace existing cooling units with these across our network in 2021 and beyond.
- We are committed to transitioning our commercial fleet to **non-carbon**.
- We continue to **reduce waste**, including plastics, across our entire organisation. Our new customer products will also be significantly more Sustainable.
- We encourage our staff to use **public transport and bikes** instead of carbon commuting where possible.
- **We are committed to sustainable procurement.** Our partnership with EcoVadis enables us to assess and benchmark our suppliers, using EcoVadis 21 CSR criteria, for actionable feedback and corrective action plans.



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50%
 reduction of our carbon
 footprint by 2030



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We believe that the highest standards of corporate governance are essential to our business integrity and performance. As part of our commitment to being a responsible business, we adhere to a Code of Business Conduct that applies to all of our people.



Our areas of focus:

Data & Privacy

Our world is becoming even more connected. As the provider of internet, telephone and television services, our customers' digital lives are entrusted to us. So every decision we make comes with an obligation to keep personal data safe. Digital safety comprises of two main strands, customer privacy and data security, and because they're closely linked, our teams work together to protect them.



Business ethics

A high standard of corporate governance, transparency and responsible business policies and practices, reflect our commitment in this area.



Climate Change

As outlined in the Paris Climate Agreement, keeping temperature increases to/below 1.5C requires unprecedented climate action. It is imperative that businesses like ours take action to reduce our greenhouse gas emissions, improve energy efficiency and substantially reduce waste.





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