



# Virgin Media O2 Sustainability Performance Update 2024



# Virgin Media O2

## Sustainability Performance Update 2024

The information contained in this report relates to Virgin Media O2's performance against key sustainability data indicators and KPI's concerning our Better Connections Plan commitments, emissions, energy and green financing instruments.

The reporting period is the full calendar year 2024, unless stated otherwise. The criteria and methodology that supports our sustainability reporting are available on our [Virgin Media O2 News](#) website.

### Our key commitments and data indicators

Our ESG strategy, the Better Connections Plan, is centred around three pillars – zero carbon future; a circular economy; and connected communities – underpinned by a better business commitment to ensure we operate in a sustainable and ethical way. Our strategy launched in 2022 and below is our performance against these commitments;

Pillar	Commitments and targets	2024 result	Cumulative progress towards target since 2022 <sup>1</sup>	Evaluation of 2024 progress
Zero carbon future	<p>Net zero operations, products and supply chain by 2040. Our interim 2025 targets are:</p> <ul style="list-style-type: none"> <li>Reduce Scope 1 &amp; 2 operational GHG emissions by 60%</li> <li>Reduce Scope 3 GHG emissions by 25%**</li> </ul> <p><sup>1</sup>Emission reduction targets are measured against a 2020 baseline</p>	<p>Reduction in Scope 1 &amp; 2 (market-based) since 2023 (%): 20*</p> <p>Total Scope 3 GHG emissions (metric tonnes CO<sub>2</sub>e): 1,233,398*</p>	<p>Reduction in Scope 1 &amp; 2 (market-based) against baseline (%): 56*</p> <p>Reduction in Scope 3 against baseline (%): 19</p>	<p>●</p> <p>●</p>
	Transition fleet to electric vehicles by 2030	Percentage of electric vehicles out of total owned and leased vehicle fleet as of 31st December (%): 8*	Percentage of electric vehicles in fleet - increase of 4 percentage points <sup>2</sup>	●
	Empower customers to prevent 20 million tonnes of CO <sub>2</sub> from entering the Earth's atmosphere and supporting large-scale decarbonisation by 2025	1.3 million~ tonnes of carbon avoided through our products and services	60.6 million tonnes of carbon avoided through our products and services	●

Pillar	Commitments and targets	2024 result	Cumulative progress towards target since 2022	Evaluation of 2024 progress
A circular economy	Achieve zero waste operations and products by 2025	Total operational waste (metric tonnes): 7,964*	Total operational waste: increase of 2,911 metric tonnes	●
	Recycle 95% of operational waste and make sure less than 5% goes to incineration	Total operational waste recycled (metric tonnes): 6,939*	Total operational waste recycled : increase of 2,687 metric tonnes	
		Total operational waste incinerated (metric tonnes): 1,020*	Total operational waste incinerated: increase of 253 metric tonnes	
		Total operational waste sent to landfill (metric tonnes): 5*	Total operational waste sent to landfill: decrease of 29.2 metric tonnes	
		Operational waste recycled (%): 87.1*	Operational waste recycled: increase of 3 percentage points <sup>2</sup>	
		Operational waste incinerated (%): 12.8*	Operational waste incinerated: decrease of 2 percentage points <sup>2</sup>	
		Operational waste sent to landfill (%): 0.06*	Operational waste sent to landfill (%): decrease of 1 percentage point <sup>2</sup>	
	100% of customer packaging for own-branded products are widely recyclable and contain no single use plastic by 2025		100% of own-branded packaging now widely recyclable and containing no single use plastic packaging Δ	●
	Reuse or recycle 100% of all returned customer and network equipment	Number of returned customer network equipment (CPE) repaired, reused and recycled (number): 2,057,146*	Number of returned customer network equipment (CPE) repaired, reused and recycled since 2022 (number): 5,653,841	●
	Help consumers carry out 10 million circular actions to tackle e-waste by 2025 Circular actions include returning set top boxes and mobile devices for recycling & re-use; repairs; purchasing refurbished devices; and, returning other e-waste, such as chargers	Total circular actions (number): 3,105,705*	Total circular actions since 2022 (number) 8,504,607*	●

Pillar	Commitments and targets	2024 result	Cumulative progress towards target since 2022	Evaluation of 2024 progress
Connected communities	Equip 6 million people with skills and tools to help them feel more connected to our digital society by 2025	Total number of people equipped with digital skills through Internet Matters & Good Things Foundation (number): 2,760,841*	Total number of people equipped with digital skills through Internet Matters & Good Things Foundation since 2022 (number): 6,108,550*	●
	Connect 1 million digitally excluded people across the UK by 2025	Number of people digitally connected through National Databank, Free Community Broadband, centres connected through social value contracts, Community Calling, Tech Lending Hubs, Jangala and Essential Mobile and Broadband (number): 206,636*	Number of people digitally connected through National databank, free community broadband, centres connected through Social Value contracts, Community calling, Tech lending hubs, Jangala, Essential mobile and broadband since 2022 (number) 372,712*	●
	Support 1m people through our Take Five employee volunteering programme by 2025	Total number of people supported through volunteering (number): 105,879*	Total people supported through volunteering since 2022 (number) 332,129*	●
A better way to do business	Drive forward progress to achieve gender parity across all employees and leadership by 2027	Female employees in organisation as of 31st December 2024 (%): 28.4*  Female representation on leadership team (Leadership level defined as L6+) as of 31st December 2024 (%): 33.2*	Female employees in organisation: decrease of 2.2 percentage points <sup>2</sup>  Female representation on the Leadership team: increase of 0.4 of a percentage point <sup>2</sup>	●
	Increase the representation of Global Majority <sup>0</sup> employees to a minimum of 15% leadership and 25% across the business by 2027	Global Majority employees as of 31st December 2024 (%): 17.9*  Leadership from Global Majority communities (Leadership level defined as L6+) as of 31st December 2024 (%): 14.6*	Global Majority employees across organisation: increase of 1.1 percentage point <sup>2</sup>  Global Majority employees in Leadership team: increase of 2.1 percentage points <sup>2</sup>	●
	100% of our financing being sourced from sustainable finance instruments	Financing raised during the year which is ESG linked (%): 74*	2022 result: 100% 2023 result: 100%	●

<sup>0</sup> We use “people of the global majority” since black, indigenous, and people of colour represent over 80% of the world’s population. Global majority refers to people who are Black, Asian, Brown, dual-heritage, indigenous to the global south, and/ or have been referred to as “ethnic minorities”.

**Key to RAG status;**

- Off track
- Behind target with pathway in place
- Achieved or on track

<sup>2</sup> All percentage point changes represent comparisons against the reported percentage in 2022.

## Environmental data

### Virgin Media O2 GHG emissions (tCO2e)

Please refer to the [Reporting Criteria](#) for boundary and methodology details.

Category	2024	2023	2022	2021	2020	% change: vs 2020
<b>Scope 1 GHG emissions (tCO2e)</b>						
Stationary combustion of fuels	4,446	5,295	5,426	5,331	6,039	-26%
Mobile combustion of fuels	12,447	13,191	14,020	13,745	13,189	-6%
Process emissions	0	0	0	0	0	N/A
Fugitive emissions	9,816	6,364	13,184	11,110	18,907	-48%
Total Scope 1 GHG emissions	26,709*	24,850	32,630	30,186	38,135	-30%

Category	2024	2023	2022	2021	2020	% change: vs 2020
<b>Scope 2 GHG emissions (tCO2e)</b>						
Electricity (location-based)	220,958*	229,151	210,413	223,769	251,752	-12%
Electricity (market-based)	17,538*	30,357	38,763	52,993	63,056	-72%

### Scope 1 and 2 GHG emissions (market-based) (tCO2e)

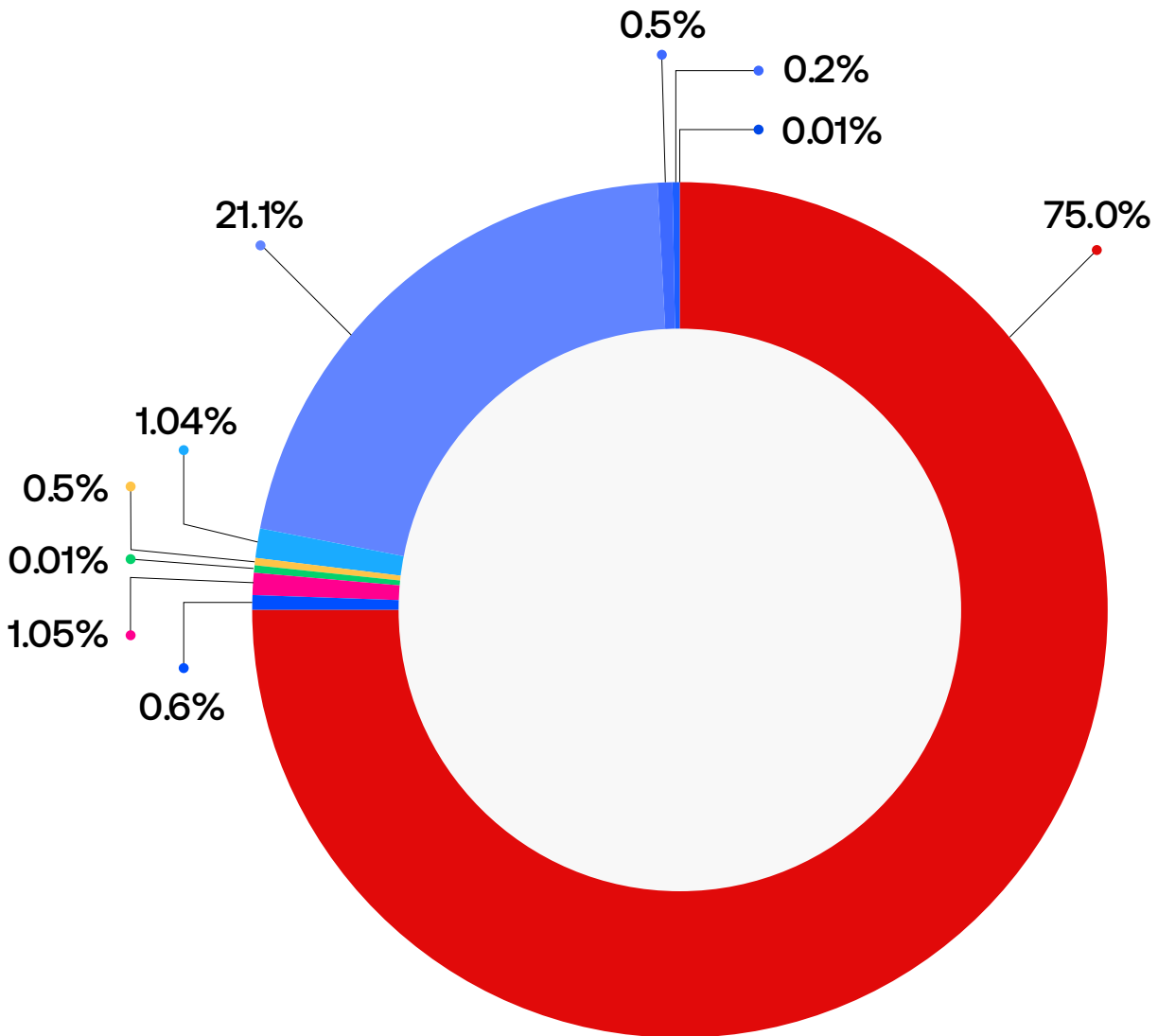
Scope 1 & 2 GHG emissions (market-based)	44,247*	55,207	71,393	83,179	101,191	-56%*
Scope 1 & 2 GHG emissions (market-based) per petabyte of data	0.91*	1.23	1.80			

### Scope 1 and 2 GHG emissions (location-based) (tCO2e)

Scope 1 & 2 GHG emissions (location-based)	247,667*	254,001	243,042	245,561	289,887	-15%
Scope 1 & 2 GHG emissions (location-based) per petabyte of data	5.11*	5.65	6.06			

### Scope 3 emissions by category (%)

Cat 1 & 2 - Purchased goods & services and Capital goods	75.0%	●
Cat 3 - Total fuel and energy related activities	0.6%	●
Cat 4 - Total upstream transport & distribution	1.05%	●
Cat 5 - Total waste generated in operations	0.01%	●
Cat 6 - Business Travel	0.5%	●
Cat 7 - Total employee commuting	1.04%	●
Cat 11 - Total use of sold products	21.1%	●
Cat 12 - Total end-of-life treatment of sold products	0.5%	●
Cat 13 - Total downstream leased assets	0.2%	●
Cat 14 - Total franchises	0.01%	●



Category	2024	2023	2022	2021	2020	% change: vs 2020
<b>Scope 3 GHG emissions - (tCO<sub>2</sub>e) ⌘</b>						
Total purchased goods & services (Cat 1)	924,864	1,126,013	1,053,893	1,214,426	1,247,279	-26%
Total capital goods (Cat 2)**	0	0	0	0	0	N/A
Total fuel and energy related activities (Cat 3)	7,557	10,158	11,987	13,411	14,218	-47%
Total upstream transport & distribution (Cat 4)	12,976	13,141	13,715	14,145	14,738	-12%
Total waste generated in operations (Cat 5)	69	139	137	127	182	-62%
Total business travel (Cat 6)	6,687*	7,503	6,348	2,418	4,281	56%
Total business travel - Air travel (Cat 6)	2,131*	2,469	1,755	205	968	120%
Total business travel - Land travel (Cat 6)	4,556*	5,034	4,593	2,213	3,313	38%
Total employee commuting (Cat 7)	12,792	23,322	13,841	13,299	22,159	-42%
Total upstream leased assets (Cat 8)**	N/A	N/A	N/A	N/A	N/A	N/A
Total downstream transport & distribution (Cat 9)**	0	0	0	0	0	N/A
Total processing of sold products (Cat 10)**	N/A	N/A	N/A	N/A	N/A	N/A
Total use of sold products (Cat 11)	260,663	316,758	304,651	274,013	216,241	21%
Total end-of-life treatment of sold products (Cat 12)	5,809	6,315	9,431	9,606	9,029	-36%
Total downstream leased assets (Cat 13)	1,869	0	0	0	0	N/A
Total franchises (Cat 14)	112	1,030	1,489	1,565	1,655	-93%
Total investments (Cat 15)**	N/A	N/A	N/A	N/A	N/A	N/A
Total Scope 3 GHG emissions (metric tonnes CO <sub>2</sub> e)	1,233,398*	1,504,380	1,415,492	1,543,010	1,529,800	-19%

# Virgin Media O2 energy usage

Category	2024	2023	2022	2021
Total energy consumption (MWh)	1,147,458*	1,187,097	1,171,285	1,137,058
Total electricity use (KWh)	1,067,174,110*	1,106,617,423	1,088,079,611	1,053,872,224
Electricity use per petabyte data (KWh/pb)	22,035*	24,470	27,423	28,183
Renewable electricity consumption (MWh)	1,022,020*	1,023,481	977,697	878,267

## Sustainable finance data indicators

### Sustainability-linked loan (term Y, Z and X1)

KPI	2024	2023	2022	2024 Result
Non-renewable electricity consumption (MWh)	45,154*	83,137	110,383	59%* reduction vs 2022 baseline
Scopes 1 and 2 GHG emissions (market-based, tCO2e)	44,247*	55,207	71,393	56%* reduction vs 2020 baseline

\* This indicator is subject to external independent limited assurance by ERM Certification and Verification Services Limited (ERM CVS). For results of the assurance, see ERM CVS assurance report on our [corporate statements page](#).

\*\* Capital goods (Cat 2) emissions are included in purchased goods and services (Cat 1).

Upstream leased assets (Cat 8) and the processing of sold products (Cat 10) are not applicable to our business.

Downstream transportation & distribution (Cat 9) emissions are accounted for in purchased goods and services (Cat 1).

Investments (Cat 15) are not applicable and are either non-emissive or accounted for elsewhere in the GHG inventory.

~ The 2024 carbon avoidance figure is based on a new methodology developed by our parent company Telefonica. This new methodology is based on a full alignment with the World Business Council for Sustainable Development (WBCSD) 'Guidance on Avoided emissions' Guidance on Avoided Emissions | WBCSD and partial alignment to the ITU's standard "L.1480: Enabling the Net Zero transition: Assessing how the use of information and communication technology solutions impact greenhouse gas emissions of other sectors".

The methodology considers the first-order effects (the lifecycle impact of digital devices), second-order effects (positive or negative effects of using technology) and higher-order effects (associated structural or behavioural changes) of fixed and mobile connectivity. It includes teleworking, use of public transport, e-learning, e-shopping, carpooling, smart meters and fleet management.

Δ Customers are provided with a fully recyclable and plastic packaging free experience by removing any plastic at our facilities and recycling it responsibly. Through a supplier engagement programme, we have further reduced plastic packaging of our own products from the suppliers we source from, achieving a 27%\* reduction since 2022.

⌘ Scope 3 emissions figures for 2020–2023 have been restated following a change in our reporting methodology. Key updates include shifting from purchase order-based to invoice-based spend for Category 1, adopting a more detailed and comprehensive set of emission factors from Watershed's Comprehensive Environmental Data Archive (CEDA), and incorporating data from Visemark to better reflect the in-life energy use and emissions of mobile handsets. These adjustments exceeded Virgin Media O2's carbon accounting policy threshold of 5%, which requires restatement. While these changes were already applied to the 2024 data, they have now been consistently implemented across all prior years.