

ACHIEVING CONSISTENT, COMPARABLE REPORTING ACROSS GLOBAL OPERATIONS



LIBERTY GLOBAL®

“The templated reports have helped us achieve a significant step forward by ensuring consistent and accurate data collection across the group, while reducing the reporting burden. cr360’s consultants supported us throughout the implementation process, acting as an extension of our team”

Crystal Crawford,
Corporate Responsibility Manager, Liberty Global

Liberty Global is the largest international cable company with operations in 14 countries. Its consumer brands include Virgin Media, Ziggo, Unitymedia, Telenet, UPC, VTR, and Liberty Cablevision. Liberty Global has been using the cr360 system since 2011 to support its annual corporate responsibility (CR) data collection and reporting process. Last year, the company approached cr360 to develop bespoke templated reports to strengthen its global and country-level reporting.

THE CHALLENGE

With 14 operating companies spread across Europe and Latin America, adopting a uniform approach to CR reporting across the group proved a challenge. Each company collected and reported data differently; resulting in inconsistencies and lengthening the time spent validating information.

The company required a robust tool to support the more than 200 people responsible for data gathering, improving the accuracy and efficiency of the collection process while creating clear audit trails. In addition, Liberty Global sought to enhance the review and approval phase, allowing country operations to take more responsibility for local data management.

THE SOLUTION

Using cr360’s reporting tools, Liberty Global developed templated social and environmental reports - collaboratively designed with cr360 to display specific pre-determined data in a uniform way. These reports, created at the touch of a button, enable its operating companies to report consistently across a standard set of indicators in line with international reporting standards.

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This has enabled people at all levels in the company to review the data with ease, helping to improve the approval process. The reports can be used to benchmark year on year performance, as well as measure performance against the group. Meanwhile, the global CR team can rapidly draw on the information captured at

3.1 TOTAL WEIGHT OF WASTE BY TYPE AND DISPOSAL METHOD (G4-EN23, CDP 14.1)



Example graph included in report created with Templated Reports

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“Working with the team at Liberty Global has enabled us to deliver what we believe to be a best practice example of communicating back to key stakeholders. The market owners who provide the data are provided with a stylish presentation of their data using consistent and assured calculations for all metrics including the carbon footprint. This converts the sustainability reporting cycle from a one-way exercise into a really meaningful activity that engages users at all levels of the organisation.”

Alistair Blackmore,
Head of Implementation, Service & Support, cr360

country level to feed into multiple external disclosures, including Liberty Global's annual CR Report, and its submissions to the Dow Jones Sustainability Index (DJSI) and CDP's Climate Change Program.

BENEFITS

The transition to templated reports is reducing the reporting burden, particularly during the busiest times of the year, when Liberty Global is gearing up to publish its global CR Report and making submissions to major indexes and rankings. With improved visibility over all country data, the global CR team can also better support each operating company in finalising their own CR/sustainability reports for publication.

Overall, using one tool for data collection and analysis across the group is helping to ensure that information is accurate and complete. Equipped with increasingly robust sustainability data presented in a simple format, operating companies can take action on specific issues. While at a group level, Liberty Global is raising the credibility of its CR disclosures.

RESULTS

In July, Liberty Global published its fourth annual Corporate Responsibility Report, prepared in accordance with the GRI G4 Guidelines. Liberty Global also undertook external assurance of its GHG emissions for the first time, further enhancing the accuracy and completeness of its environmental data.

Liberty Global's 2014 Corporate Responsibility report is available at: www.libertyglobal.com/cr



KEY BENEFITS

- **IMPROVING EFFICIENCY IN DATA COLLECTION:** With a single, uniform way to collect data group-wide, each operating company is reporting data more efficiently, resulting in more complete, accurate information.
- **CONSISTENCY IN GLOBAL REPORTING:** Liberty Global's 14 operating companies can now collect and report data in a consistent way, while its global CR team can rapidly feed country-level data into external disclosures.
- **STREAMLINING THE VERIFICATION OF DATA:** People at all levels within Liberty Global – from those entering data to the CR and finance teams validating it at a country level and the global CR team - are able to use the system effectively.

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