

SUSTAINABLE or NOT SUSTAINABLE?

More and more companies are working toward achieving the goals to lower carbon emissions by transforming their work and resources toward green credible planes.

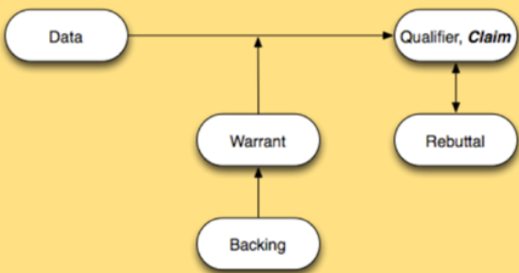
Virgin Media have:

- Refurbished and reused 1.3 million items such as routers and set-top boxes in 2020, meaning fewer items ended up in landfills.
 - Reduced its carbon footprint by 7% in the last 12 months.
 - Reduced its paper usage by 88% since 2014
 - Recycled 80% of Operational waste
- (Harrison, 2021)



METHODS

For this research, we’ve used Toulmin and RED method to critically argue Virgin Media sustainability.



RESULTS

We believe Virgin Media is an eco-friendly business that runs towards the community’s well-being by being environmentally active, we can see the improvement it has made in the last 5 years - Sandra

Virgin media also needs to actively start organising a team to focus on the inbound issues such as their employees not following greener habits and stop claiming to be low in carbon footprint - Zujaja

However, The Guardian (2020) reveals that Virgin Media does not dispose of or reuse. Virgin Media appears to be abdicating its responsibility in terms of end-of-life disposal of this e-waste - Sofaia

CONCLUSION

NOT SUSTAINABLE



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