

# The ServiceNow ESG Journey

How we use our own solutions to workflow a better world

In 2020, we brought together our environmental, social, and governance (ESG) initiatives under one strategy to focus the strength of our employees, our Now Platform® and workflows, our partnerships, and our financial resources on helping create a better world. Our [2021 Global Impact Report](#) outlines our vision to workflow a better world and the pillars of our strategy:

- **Sustaining our planet**—Championing a resource-efficient, net-zero carbon environment
- **Creating equitable opportunity**—Making work more equitable, accessible, and rewarding for all
- **Acting with integrity**—Building trust through ethical, transparent, and secure business practices

By improving ESG performance and disclosure, we will build trust with all our stakeholders and create long-term value for ServiceNow, and positive impact for society and the planet. Our top 2021 initiatives:

Sustaining our planet	Creating equitable opportunity	Acting with integrity
<p><b>Accelerate decarbonization</b> – 100% renewable energy for office and datacenter operations and carbon-neutral for office and datacenter operations and corporate travel by end of 2021 (per carbon footprint in Global Impact Report); net zero per science-based targets by 2030.</p> <p><b>Advance the circular economy</b> – Reuse, resell or responsibly recycle all e-waste; develop and implement waste and water plan.</p>	<p><b>Empower the workforce of the future</b> – Scale NextGen Professional digital skills program to 3,000 beneficiaries in 2021.</p> <p><b>Cultivate diversity, inclusion, and belonging</b> – Implement \$100M racial equity fund; accelerate diversity, inclusion, and belonging; enhance supplier diversity.</p> <p><b>Strengthen employee and community engagement</b> – Increase employee giving and volunteering participation; educate employees on ESG; grow our community investments by 50% year over year to support decarbonization, racial equity, digital readiness, and disaster response.</p>	<p><b>Lead with ethics, transparency, and disclosure</b> – Establish public ESG goals, monitor year over year ESG performance and publish annual global impact report and ESG fact sheet.</p> <p><b>Assure security and accountability</b> – Meet key regulatory data protection requirements for customers globally; ESG governance structure for accountability.</p> <p><b>Foster responsible and ethical use of data</b> – Ongoing oversight through Data Ethics Council; establish public commitment on ethical use of data, AI.</p>

## How we use ServiceNow software to support ESG

Our ESG strategy includes using the Now Platform and our workflow products to activate ESG across our enterprise. Creator Workflows enables us to build additional apps to meet specific ESG needs. The visibility and insight provided by our solutions help embed ESG considerations into daily decisions.

Our platform and products enable ESG in multiple ways, including:

Sustaining our planet	Creating equitable opportunity	Acting with integrity
<p><b>Now Platform</b> – Move all our internal, business-critical services to the public cloud and SaaS by the end of 2022 to reduce our carbon footprint.</p> <p><b>Asset Management</b> – Enable a net-zero carbon environment through IT asset reuse/donations and responsible recycling.</p>	<p><b>Asset Management</b> – Help close the digital divide via donations of retired laptops.</p> <p><b>Project Portfolio Management</b> – Evaluate, scale, and build NextGen digital skills programs.</p> <p><b>HR Service Delivery</b> – Drive employee experience (e.g., onboarding), retention, and satisfaction.</p> <p><b>Emergency Response apps</b> – Manage COVID-19 response.</p> <p><b>Safe Workplace Suite</b> – Support a hybrid work model and a safe workplace. Monitor vaccine administration and facilitate testing.</p> <p><b>Business Continuity Management</b> – Provide for the safety of employees.</p>	<p><b>Vendor Risk Management</b> – Monitor vendor data privacy.</p> <p><b>Integrated Risk Management</b> – Oversee governance, ethics, and privacy.</p> <p><b>Business Continuity Management</b> – Enable safety, recovery, and resilience.</p> <p><b>Security Operations</b> – Enable effective security incident response and vulnerability response.</p>

## Continuing our ESG journey

We are committed to continually improving our ESG performance and disclosure to workflow a better world. We will continue to leverage the full power of the Now Platform and our products—including Creator Workflows to develop new apps—to drive impact at scale across our value chain. Current plans include:

- **Implement ServiceNow [ESG Management and Reporting](#)**, a new product that provides full visibility into all ESG activities across the enterprise, streamlines data collection, and supports efficient monitoring, and disclosure.
- **Create roadmaps and monitor progress of ESG programs** through IT Business Management and Project Portfolio Management.
- **Enhance/expand policies and controls** on responsible energy use, responsible procurement, and governance.
- **Implement responsible procurement** using Vendor Risk Management and EcoVadis to assess our suppliers' sustainability performance along with other risks for a comprehensive view of third-party risk.
- **Integrate carbon metrics** from Watershed with ServiceNow for a centralized view of our overall ESG program.

## Delivering meaningful value and impact

In 2020, our ESG program made a difference in multiple ways.

### COVID-19 response workflows

- Our Emergency Response app was used by 1,859 organizations worldwide (11,246 installations).
- Our Safe Workplace Suite was used by 937 organizations worldwide (9,570 installations).

### Energy utilization

- Sourced renewable energy for our Santa Clara headquarters campus covered 100% of our energy consumption.
- Solar panels at our San Diego facility account for approximately 13% of our annual power use.

### Human capital management

- 94% of our employees would recommend ServiceNow as a great place to work.
- Met our commitment to no layoffs during COVID-19, including workplace services support staff.

### Workforce care

- Gave every full-time employee a perk allowance to use for wellness items and technology, such as tutoring for their children, laptops for distance learning, exercise equipment, and more.
- Led ongoing wellness sessions focused on mental health, issues facing working families, and topics of racial equity brought forward by the pandemic.

### Digital literacy and skills

- Partnered with MIT Solve on the Digital Workforce Challenge, a competition to nurture innovative solutions to scale the digital workforce. Teams from 44 countries made 150+ submissions (note: 55% female team leaders) with the \$100K grand prize awarded to ChargerHelp.
- Built the next generation of ServiceNow certified professionals, through our NextGen Professional program with roughly 1,300 participants in 15 countries. Approximately 70% of participants landed jobs.

### Community engagement

- Gave more than \$5M in nonprofit grants and ServiceNow employee matching gifts in 2020.
- COVID-19 giving included over \$1.2M in grants to support global, regional, and local nonprofits (e.g., UN Foundation, American Red Cross, Silicon Valley Community Foundation), and more than \$1.1M in grants to support food security through nonprofits (e.g., Second Harvest of Silicon Valley, Feeding America, World Food Program, and UNICEF).
- Employees contributed over 10,000 volunteer hours and more than \$1.6M to more than 2,600 charitable causes.