

salesforce

FY17 STAKEHOLDER IMPACT REPORT

BLAZING A TRAIL TOWARD A BETTER, MORE EQUAL WORLD



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LETTER FROM CEO MARC BENIOFF



Eighteen years ago, we founded a company built on innovative technology and a culture of giving back. We pioneered a new technology model based on the cloud, and a subscription-based business model to deliver customer success. Today, Salesforce is a *Fortune* 500 company and the global leader in CRM, with more than 150,000 customers. Additionally, we've been recognized by *Forbes* as the "Innovator of the Decade" and *Fortune* as one of the "World's Most Admired Companies."

We also created a new corporate philanthropy model to make the world a better place, dedicating 1% of Salesforce's equity, employee time, and product to nonprofits and education institutions. As of our fiscal year 2017, Salesforce and its philanthropic entities have given \$160 million in grants, delivered technology for free or at discounted rates to more than 31,000 nonprofits, and Salesforce employees have volunteered more than 2 million hours. More than 2,000 companies have followed our lead and joined Pledge 1%, making their communities key stakeholders in their businesses.

We believe that businesses are the greatest platforms for change. And we express this not only through our philanthropy, but through serving the interests of all our stakeholders – customers, partners, employees, investors, our communities, and the environment.

Because we consider the environment a key stakeholder, we are committed to a sustainable future for all. Climate change is not only a threat to the planet, but also to our fundamental value of equality for all. While every individual, company, city, and nation experiences the effects of climate change, these effects disproportionately impact many of the world's poorest regions, and magnify global inequality.

This year, we achieved two important milestones in our ongoing sustainability journey – achieving net-zero greenhouse gas emissions and delivering a carbon neutral cloud for all customers. Going forward, as we continue to operate as a net-zero greenhouse gas emissions company, we will progress as rapidly as possible toward our 100% renewable energy goal.

We are also committed to advancing equality for all of our stakeholders. Our 26,000 employees around the world inspire us every day to assemble a more diverse workforce and inclusive culture that mirrors the communities in which we work and live. In the last few years, we've spoken out against discriminatory, anti-LGBTQ legislation, advocating on behalf of our employees. We are continually working to increase diversity at Salesforce, as well as providing equal pay, equal advancement, and equal opportunity for all employees.

I would like to thank our Salesforce Ohana – all of our incredible employees, customers, partners, and communities – for their contributions. With your continued support, we will continue to make progress on our overall mission to create a more sustainable and equitable future.

Mahalo,

A handwritten signature in dark ink, appearing to read "Marc".

Marc Benioff
Chairman and CEO, Salesforce

CALL TO ACTION FROM SUZANNE DIBIANCA



Through my 17 years at Salesforce, I've watched us continually raise the bar to improve the state of the world. For our company, making an impact is core to our business, and I have seen that to be true time and time again. From embedding environmental sustainability into our operations to using our voice to take a stand on social issues that impact our employees and customers, I'm very proud of what we've achieved over the years.

This past year, I've had the pleasure of working with our new Chief Equality Officer, Tony Prophet, to advocate for equality in our own workplace and in the communities where we live and work. We also continue to invest in our workforce development program that is dedicated to training and hiring for the jobs of tomorrow. The U.S. has a great opportunity to create more apprenticeships and internships and we support a "moonshot goal" of 5 million new apprenticeships over the next five years.

But there is still work to be done for and with all of our stakeholders. We will continue to strive for a world where every child is given equal access to the education needed to succeed; where everyone has equal opportunity in the workplace regardless of their identity or background and without barriers to achievement; and where everyone has equal access to clean air, water, and energy.

We can't do it alone. Join us in making your organization a platform for positive change. Becoming a [Pledge 1%](#) member is a great place to start this journey.

Thanks,



Suzanne DiBianca

EVP, Corporate Relations and Chief Philanthropy Officer, Salesforce

ABOUT SALESFORCE

Salesforce, the global leader in CRM, empowers companies to connect with their customers in a whole new way. The company was founded on three disruptive models: a new technology model in cloud computing, a pay-as-you-go business model, and a new integrated corporate philanthropy model that leverages the resources of Salesforce to improve the state of the world.

These founding ideas, and a relentless focus on customer success, have taken our company to great heights over the last 18 years. Today, Salesforce is a *Fortune* 500 company, and the fastest-growing top five enterprise software company. Our intelligent Customer Success Platform delivers nine groundbreaking cloud services – Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, Community Cloud, IoT Cloud, Analytics Cloud, Salesforce Quip, and the Salesforce Platform – empowering companies to transform their businesses for the digital age. Our ecosystem of customers, partners, and developers generates hundreds of billions of dollars in GDP impact and creates millions of new jobs. And our

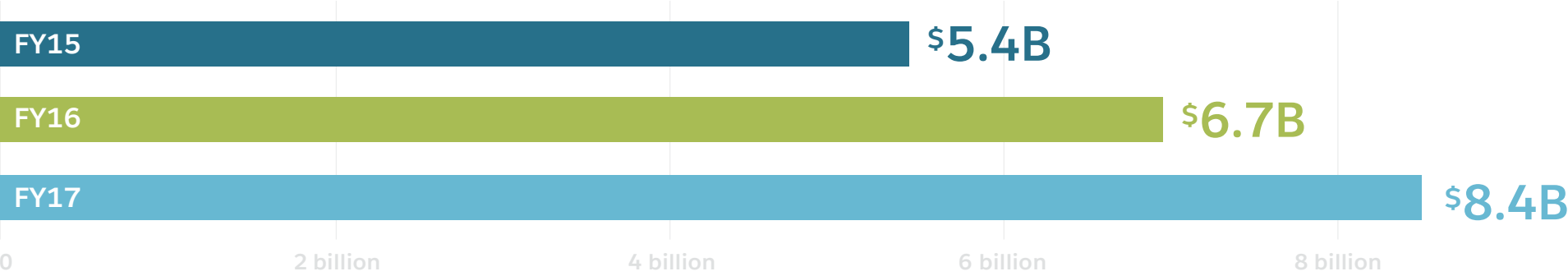
philanthropic efforts have yielded \$160 million in grants and 2 million hours of Salesforce employee volunteer time. More than 31,000 nonprofits and nongovernmental organizations (NGOs) use Salesforce for free or at a discounted rate to achieve their missions.

Salesforce was named one of “The World’s Most Innovative Companies” six years in a row by *Forbes* magazine and one of *Fortune*’s “100 Best Companies to Work For” nine years in a row. In 2017, *Fortune* also ranked Salesforce the 20th Most Admired Company in the World and the #1 Best Place to Work for Giving Back.

Salesforce is publicly traded on the New York Stock Exchange [NYSE: CRM]. Our headquarters are in San Francisco, California. We are proud to serve more than 150,000 customers, representing all segments from small businesses to global corporations. Our top industries include financial services, retail, public sector, communications/media, manufacturing, healthcare, higher education, and nonprofit.

Visit salesforce.com/company/locations to see a full listing of our global offices.

Salesforce Revenue by Fiscal Year



Salesforce's FY17 was February 1, 2016, to January 31, 2017.
Complete Salesforce financials are available at investor.salesforce.com.

SALESFORCE VALUES

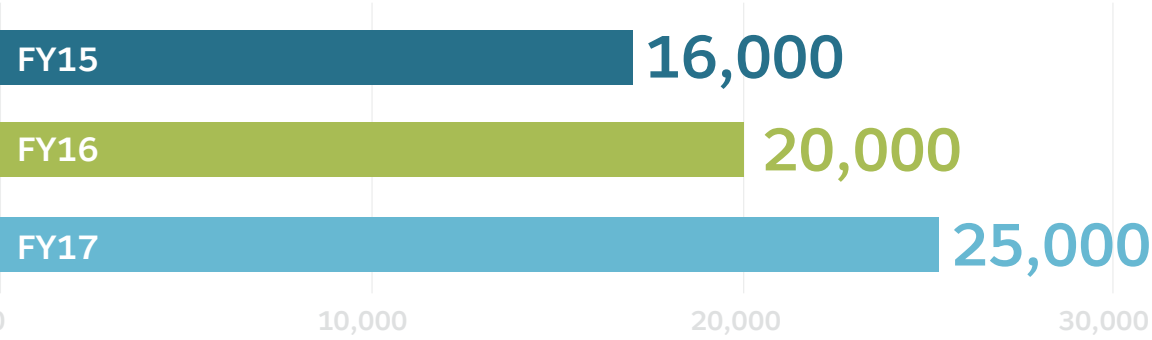
Ohana Culture

The Salesforce Ohana is our family of employees, partners, customers, and the communities we call home.

After spending time in Hawaii, our CEO, Marc Benioff, was greatly influenced by the local culture, and as a result, it has found its way to Salesforce. In Hawaiian culture, Ohana represents the idea that families – blood-related, adopted, or intentional – are bound together and responsible for one another. We take care of each other, have fun together, and work collaboratively to make the world a better place. Our company was built around this spirit of Ohana, and our values are the way we make the vision of Ohana a reality, from transparent leadership and a workforce built on trust, to [comprehensive benefits](#) and our culture of giving back. We are all personally responsible for living and breathing our core values: trust, customer success, growth, innovation, giving back, equality for all, well-being, and transparency. And we have fun doing it.

Visit salesforce.com/company to learn more about us.

Full-Time Employees



These values are the essence of our trusted culture. They inspire us to do the best work of our lives, and fuel us to deliver unprecedented success for our customers and growth for our company.



AT SALESFORCE **94%** OF EMPLOYEES
SAY THEIR WORKPLACE IS GREAT

2016 Great Place to Work® Survey

OPERATING WITH INTEGRITY

Governance

Salesforce is committed to managing our affairs consistent with the highest principles of business ethics and corporate governance requirements of applicable law, as well as the standards of the NYSE. Our governance practices include the following:

- A majority of our board members are independent of Salesforce and its management.
- All members of our key board committees – the Audit and Finance Committee, the Compensation Committee, and the Nominating and Governance Committee – are independent.
- We have a clear code of business conduct to which all employees, officers, and directors must adhere.
- The charters of our board committees clearly establish their respective roles and responsibilities.

Read more at investor.salesforce.com.

Business Integrity

Trust and the success of our customers are the highest priorities for Salesforce. We are committed not only to abide by the laws and regulations that apply to us as we conduct business around the world, but to be leaders in these areas. Our [Code of Conduct](#), [Business Conduct Principles](#), and other internal policies describe the way we treat employees and other key stakeholders around the world, addressing the following issues:

- Forced or involuntary labor
- Child labor
- Wages, benefits, and working hours
- Nondiscrimination
- Respect and dignity
- Freedom of association
- Protection of the environment
- Health and safety
- Ethical dealings
- Laws, regulations, and other legal requirements
- Anti-corruption
- Data security

Read more at salesforce.com/company/legal.



Trust

Salesforce is committed to running the most secure, trusted, reliable, and available cloud computing service.

Salesforce understands that the confidentiality, integrity, and availability of our customers' information is vital to their success. That's why we use a multilayered approach to security. Some of the world's largest and most security-conscious organizations in the world trust Salesforce. We partner with our customers to provide recommendations on the best approaches to deal with security issues and to combat sophisticated threat challenges. Our global security team is a 24/7 worldwide operation that monitors and improves our applications, systems, and processes to meet the growing demands and challenges of security. There is no finish line when it comes to security and protecting our customers' data.

[Trust.salesforce.com](https://trust.salesforce.com) is the Salesforce community's home for real-time information on system availability, performance, security, and compliance.



Political Engagement

Salesforce’s Government Affairs and Public Policy team works with governments and local community stakeholders around the world on policy and regulatory issues that impact our employees, our customers, and our business. At Salesforce, our public policy agenda is set by our four core values: trust, innovation, growth, and equality.

Salesforce participates in the legislative process in the U.S. by supporting candidates and causes that are important to our employees, communities, and stakeholders. Salesforce is nonpartisan. We support candidates and eligible organizations of any party who share our principles and priorities. We publicly disclose all contributions in reports filed with the Federal Election Commission and various state campaign finance commissions, as required by law.

Salesforce participates in a variety of organizations, coalitions, and trade associations to further our public policy interests and business goals. These memberships are reviewed annually. While we are part of certain trade associations, we do not always support all of the public positions of those associations or other companies that make up the membership.

Visit salesforce.com/publicpolicy to see details on Salesforce’s public policy activities, financial contributions, and memberships.

Salesforce took a stand against House Bill 757 in Georgia.

HB 757 was a bill in the Georgia legislature that threatened to create an environment of discrimination and was inconsistent with our values. Salesforce was part of a coalition of hundreds of companies who opposed the bill because it would make the state of Georgia seem unwelcoming to same-sex couples and the LGBTQ community. After urging from Salesforce and many other companies and organizations, Governor Nathan Deal vetoed HB 757 on April 9, 2016. Equality is a core value at Salesforce, and we continue to stand up on behalf of our employees, customers, and their families.



Health and Safety

Salesforce is proud of our robust health and safety management program, which is an integral part of our operations. This program features global and regional governance, which includes documentation, management committee oversight, and regular compliance auditing. Salesforce's commitment to health and safety extends beyond compliance to a culture of caring, focusing on communication, assistance, response, and education. To achieve this, we have launched a comprehensive employee safety engagement program: CAREforce. This program encourages all employees to take steps to protect their personal safety as well as the health and safety of those around them, in the workplace, at home, and while traveling. Through the CAREforce program, employees are encouraged to participate in programs such as the Emergency Response Team, employee hardship assistance, and various health and safety courses, initiatives, and events.

Supply Chain Responsibility

Our suppliers are a critical part of the Salesforce community. We work with suppliers who share our core values of transparency, trust, respect, communication, and ethical business practices. We encourage our suppliers to go beyond compliance to positively impact local communities and ecosystems. We partner with our suppliers and outline global supply chain expectations in our [Global Supplier Code of Conduct](#), which serves as a guide to ethical supplier conduct. The Supplier Code applies to all third-party suppliers of products or services that are paid directly by Salesforce.

The UK Modern Slavery Act of 2015 requires businesses to publish an annual statement specifying the efforts taken to prevent slavery and human trafficking anywhere in their own business or their supply chain. In our [FY18 UK Modern Slavery Act Statement](#), we provide an overview of our business and outline the actions we take to help prevent forced labor, slavery, and human trafficking.

Salesforce believes that including diverse partners in our business is important to our success. For that reason, we seek to work with suppliers who perform at a high level and add a diverse perspective to the Salesforce team. We are committed to engaging with diverse suppliers qualified as minority, women, LGBTQ, veteran, service-disabled veteran, disabled, and small businesses. Providing business opportunities for diverse suppliers reflects Salesforce's commitment to our clients and to the communities in which we operate.

To learn more about our [Supplier Diversity Program](#), please email diversesupplierinterest@salesforce.com.



ADVOCATING *for* EQUALITY FOR ALL



CULTIVATING EQUALITY

At Salesforce, we believe our higher purpose is to drive the Age of Equality. We work together with our entire Ohana – employees, customers, partners, and communities – to build a path toward Equality for All. Our journey toward equality begins with transparency, education, inclusive dialogue, quick action, community building, and an unbreakable commitment to make the world a better place.

Equality

We work to increase diversity at Salesforce across four fronts:

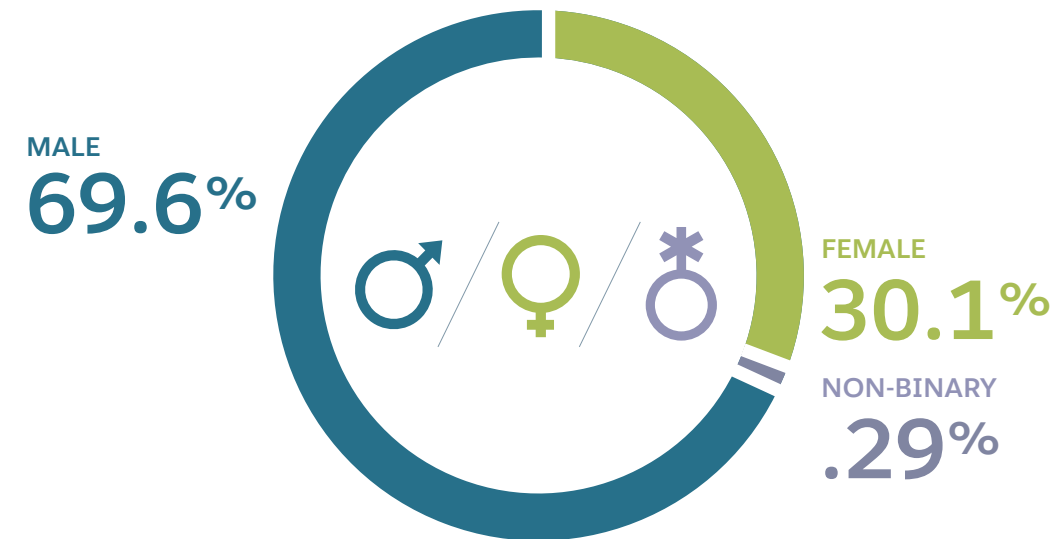
- **Equal Rights:** Advocate for equality in the communities where we live and work.
- **Equal Pay:** Continuously assess and aim for pay equity across the entire organization.
- **Equal Education:** Further access to K–12 education for all.
- **Equal Opportunity:** Create a more diverse and inclusive company culture without barriers to advancement.

Here are a few milestones on our path to equality for all:

- Scored 100% on the 2017 [Human Rights Campaign](#) Corporate Equality Index
- Conducted our second pay assessment, and spent approximately \$3 million to address any unexplained differences in pay
- Formed partnerships with 46 schools globally via our Circle the Schools program to further access to education

Discover additional ways we’re developing a more diverse workforce at salesforce.com/equality.

Global Employees by Gender



Leadership by Gender (VP+)



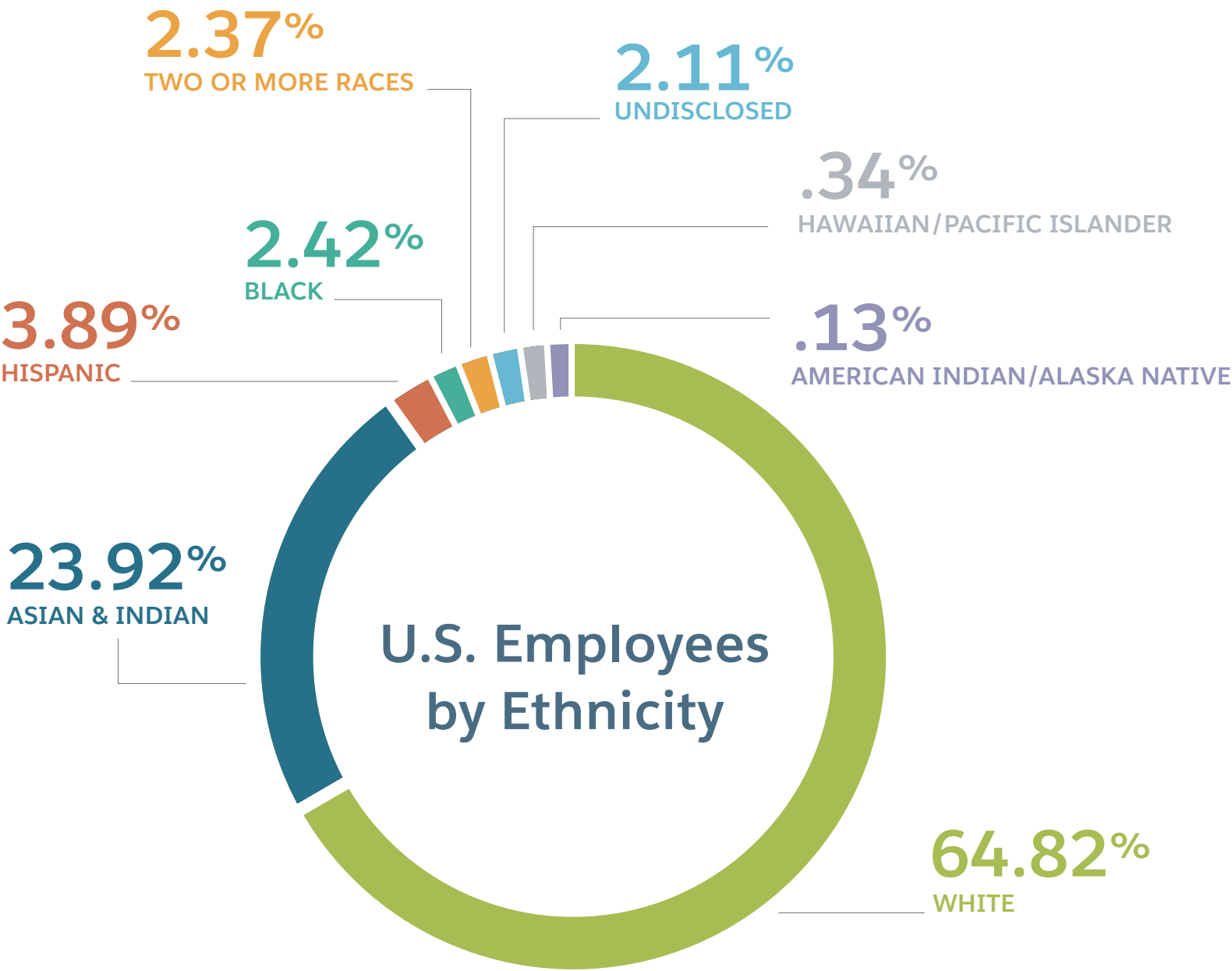
Data as of 2016

Employee Resource Groups

One of the ways equality comes to life at Salesforce is through our employee resource groups, also known as Ohana groups, made up of team members from diverse backgrounds and their allies. Their mission is to make equality a reality inside Salesforce and in the communities where we live and work. They also promote intersectionality by partnering on events and initiatives, and encourage advocacy across the company and beyond. Four examples include:

- **Abilityforce:** Promotes a culture where all workspaces are inclusive for all abilities
- **BOLDforce:** Encourages discussions around culture, diversity, inclusion, and perspectives relating to people of African and African-American descent
- **Outforce:** Welcomes all LGBTQ members and allies of diversity in sexual orientation and gender identity
- **Salesforce Women’s Network:** Focuses on empowering, supporting, and investing in our global community for women

Read about our other employee resource groups at salesforce.com/equality.



Data as of 2016

BLAZING *the* TRAIL TO THE FUTURE TOGETHER



WORKFORCE DEVELOPMENT

Futureforce

Salesforce is committed to workforce development through Futureforce, a set of diverse programs dedicated to training and hiring for the jobs of tomorrow. These efforts, which stress equality for all, include university recruitment, computer science curriculum in K–12 schools, training for thousands of veterans and their spouses, an interactive learning platform for technology skills, and hundreds of internships and apprenticeships to launch technology careers.

Read more about our workforce development programs at salesforce.com/about-futureforce.

University Recruiting

Our [Futureforce University Recruiting](#) program is dedicated to attracting, retaining, and cultivating next-generation talent. Through our offices all over the world, our recruits have the chance to collaborate and connect with fellow employees on a global scale.

Trailhead

[Trailhead](#) empowers everyone, regardless of race, gender, educational background, or experience, to learn the skills that are in demand by employers. Trailhead is the fun, hands-on way for anyone to learn Salesforce. Trailblazers test their knowledge while earning points and badges to celebrate their achievements. Trailblazers have earned more than 2.5 million badges on the platform and completed more than 10 million challenges.

K–12 Education

[Education](#) plays a huge role in creating a more diverse, skilled, and talented workforce. Since 2013, Salesforce.org has donated \$22.5 million and Salesforce employees have contributed more than 20,000 volunteer hours to San Francisco Unified School District and Oakland Unified School District. This holistic approach is working – math test scores are up, overall GPAs have increased, and SFUSD became the first school district nationwide to require a computer science curriculum for all grades.

Apprenticeships and Internships

With equality as one of our core values, we're committed to building a more diverse and inclusive workforce that mirrors the communities where we live and work. Over the past five years, we've spent \$5 million on internship programs – more than \$2 million in 2016 alone – that have gone to incredible nonprofits such as [Genesys Works](#) and [Year Up](#). Year Up is one of our largest partners in San Francisco, where Salesforce is headquartered. Since 2008, Salesforce has hosted nearly 300 Year Up interns and hired approximately 50% of them.



Military Veterans

[Vetforce](#) is a thriving community of over 4,000 members that provides free training, Salesforce certification, and connections to apprenticeships and jobs for current and former military service members and their spouses. This program builds on the already great professional experience of our servicemen and women and connects them to high demand civilian career opportunities. Our investment in the military community is not only an expression of gratitude for their service, but also a way to provide newly trained yet highly qualified talent to our customers and partners.

People with Disabilities

We’ve partnered with [The Arc San Francisco](#) for 17 years in our San Francisco offices and have a 100% retention rate. In addition, we’ve provided board leadership and hundreds of employee volunteers to The Arc San Francisco. In 2016, we invested \$250,000 to launch ARC’s Path to College program to support continued education for adults with disabilities.

Talent Development

Salesforce’s Global Talent Development team inspires, transforms, and enables our people to grow individually and deliver great impact at Salesforce. The team designs, develops, and deploys talent solutions for all employees, with an emphasis on our people managers and leaders. We do this by offering people management content via Trailhead, an interactive learning tool; and free open programs such as Aloha Salesforce Manager, Presentation Skills, Coaching for Success, and 7 Habits of Highly Effective People.

A key component of this work is to build a culture of feedback. The focus is on timely feedback that matches the pace and nature of our work as well as the growth of the company. This means receiving ongoing feedback from our peers and direct reports, not just from our direct managers.



STARTING IN FY18

**SALESFORCE BEGAN DELIVERING
A CARBON NEUTRAL CLOUD**



PROTECTING OUR PLANET

| The environment is a key stakeholder.

At Salesforce, we consider the environment to be one of our key stakeholders. Climate change impacts everyone – every individual, company, and nation. And its effects are compounded in the world’s poorest regions, amplifying global inequality. We strive to create a world that is just and equitable, where everyone has equal access to clean air, water, and energy. We use the power of our people and our products to reduce the impact that we and our customers have on the planet. By working together, we can create a more sustainable future.

To read more about all of our environmental initiatives, visit salesforce.com/sustainability.

Benefits of Our Cloud

The cloud runs on electricity, which today relies predominantly on fossil fuels, a major source of global emissions. As a cloud leader, we have a responsibility to help combat the adverse effects of climate change. That’s why, starting in FY18, Salesforce began delivering a carbon neutral cloud. To do this, we built on our renewable energy and efficiency initiatives by offsetting Scope 1 and Scope 2 data center emissions, as well as relevant emissions within our data center supply chain. This includes indirect (Scope 3) impacts such as manufacturing servers, data center operations, and the impact of our customers using Salesforce on their personal devices.

Our green team, Earthforce, is a group of more than 5,000 passionate employee volunteers dedicated to promoting and celebrating environmental responsibility at Salesforce. Earthforce members help us live green at work and at home while inspiring their networks to do the same. They play an active role as sustainability ambassadors at events such as Dreamforce. Additionally, members lead in-office education campaigns to help us operate more efficiently by conserving energy, saving water, and minimizing waste. Earthforce aims to create a greener world for all.



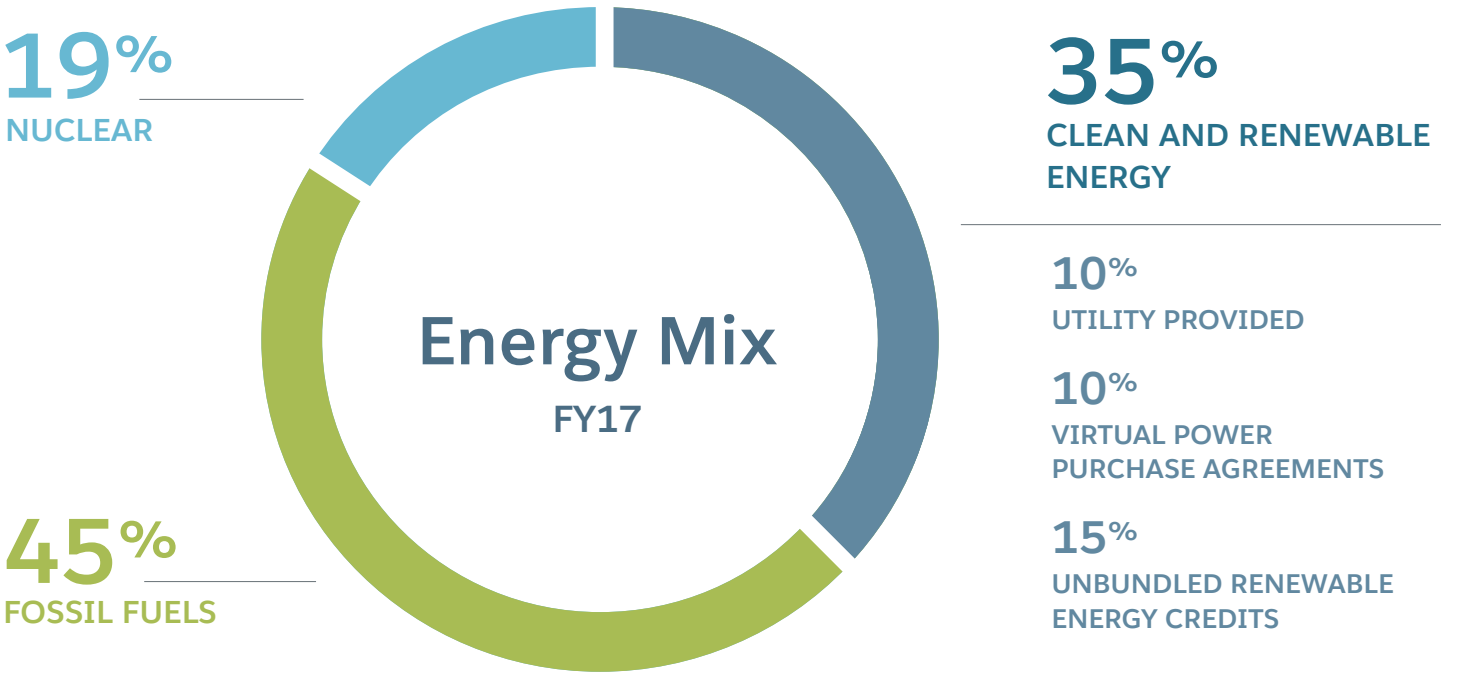
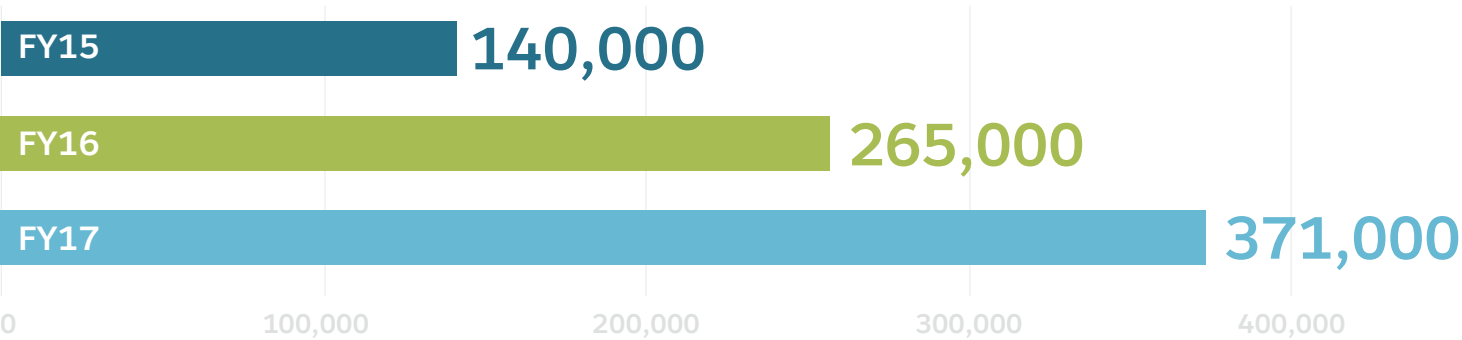
Commitment to 100% Renewable Energy

We are focused on sourcing clean, renewable energy, and improving efficiency throughout our operations. That’s why in 2013, Salesforce became one of the first cloud companies to commit to powering all data center operations with renewable energy. In 2015, we expanded our commitment to cover all global operations by signing on to [RE100](#), a group of influential businesses working to massively increase corporate demand for renewable energy. At Salesforce, 100% renewable energy means procuring renewable energy equivalent to our electricity use globally on an annual basis in the countries where we operate.

In late 2015, we signed two virtual power purchase agreements (VPPAs) in West Virginia and Texas. Both projects are now operational. These two agreements were our [biggest steps yet](#) toward reaching 100% renewable energy. These virtual power purchase agreements contributed to Salesforce achieving 35% renewable energy in FY17 and are expected to generate 227,000 megawatt hours annually.

We see the development of renewables as an important part of our sustainability strategy. To address the challenges companies face when buying renewable energy, we became a founding member of the [Business Renewables Center](#) and signed the [Corporate Renewable Energy Buyers’ Principles](#). Through the [Renewable Energy Buyers Alliance](#), we work to streamline and accelerate the corporate procurement of clean, renewable energy. In FY17, Salesforce furthered our industry collaboration and advocacy work by helping to launch the [Corporate Colocation and Cloud Buyers’ Principles](#). We’re thrilled to contribute to a global shift toward clean energy.

Electricity Use (MWh)



Road to Net-Zero Greenhouse Gas Emissions

When it comes to protecting our planet and combatting climate change, we know that companies have a key role to play. We understand that making progress on climate change means measuring, taking responsibility for, and mitigating our own emissions. Since 2011, we have disclosed our annual carbon emissions to the [Carbon Disclosure Project](#). We also signed on to initiatives such as [We Mean Business](#) and the [American Business Act on Climate](#) to demonstrate our support to move the United States, and the world, toward a more sustainable, low-carbon future.

As of FY18, Salesforce achieved net-zero greenhouse gas emissions using a three-step, iterative process: avoid, reduce, mitigate.

Here are examples of key activities for each step:

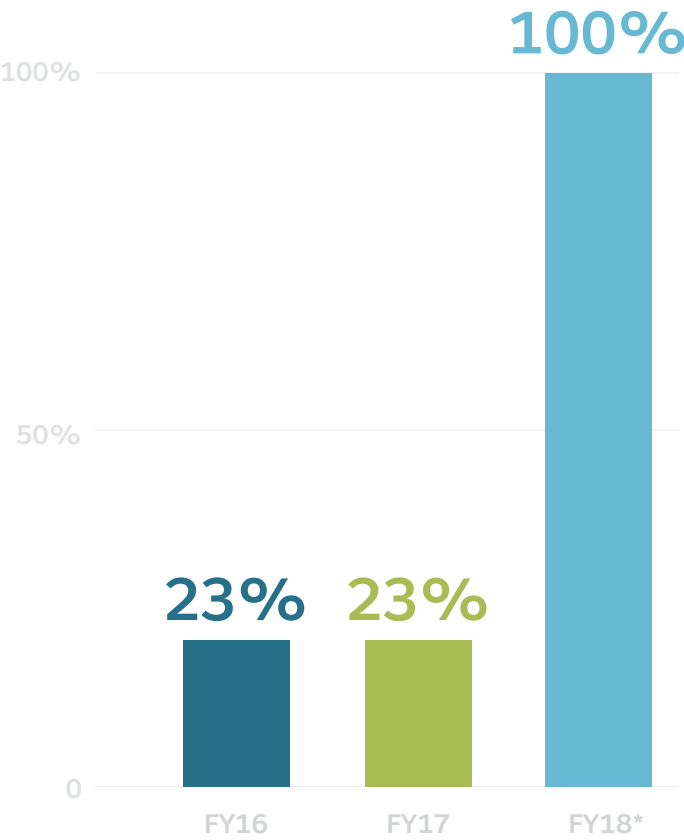
- Avoid emissions by siting facilities on clean electricity grids.
- Reduce emissions through resource efficiency.
- Mitigate remaining emissions through renewable energy or high-quality carbon credits.

To mitigate our climate impact and operate as a net-zero company, we support sustainable development projects through the purchase of carbon credits. Each carbon credit represents the removal/avoidance of one metric ton of carbon dioxide (or its equivalent) from the atmosphere. These credits help offset Salesforce’s global Scope 1 and 2 emissions. To deliver our customers a carbon neutral cloud we went even further, offsetting emissions within our data center supply chain (Scope 3).

Read more about our mitigation program [here](#).

Journey Toward Net-Zero

Percent of Scope 1 and 2 Emissions Mitigated



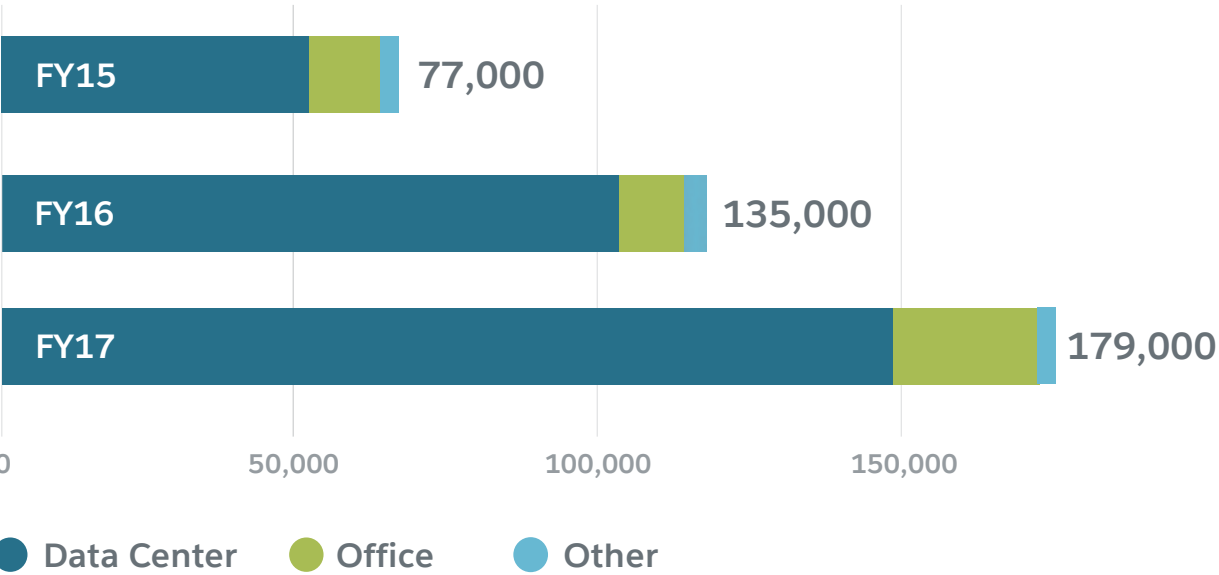
*We anticipate mitigating Scope 1 and 2 emissions in FY18.

“Scopes” are the standard way of categorizing emissions using the World Resources Institute’s Greenhouse Gas Protocol. Our corporate commitments to reach 100% renewable energy and maintain net-zero greenhouse gas emissions encompass our Scope 1 and 2 footprint.

Annual Emissions

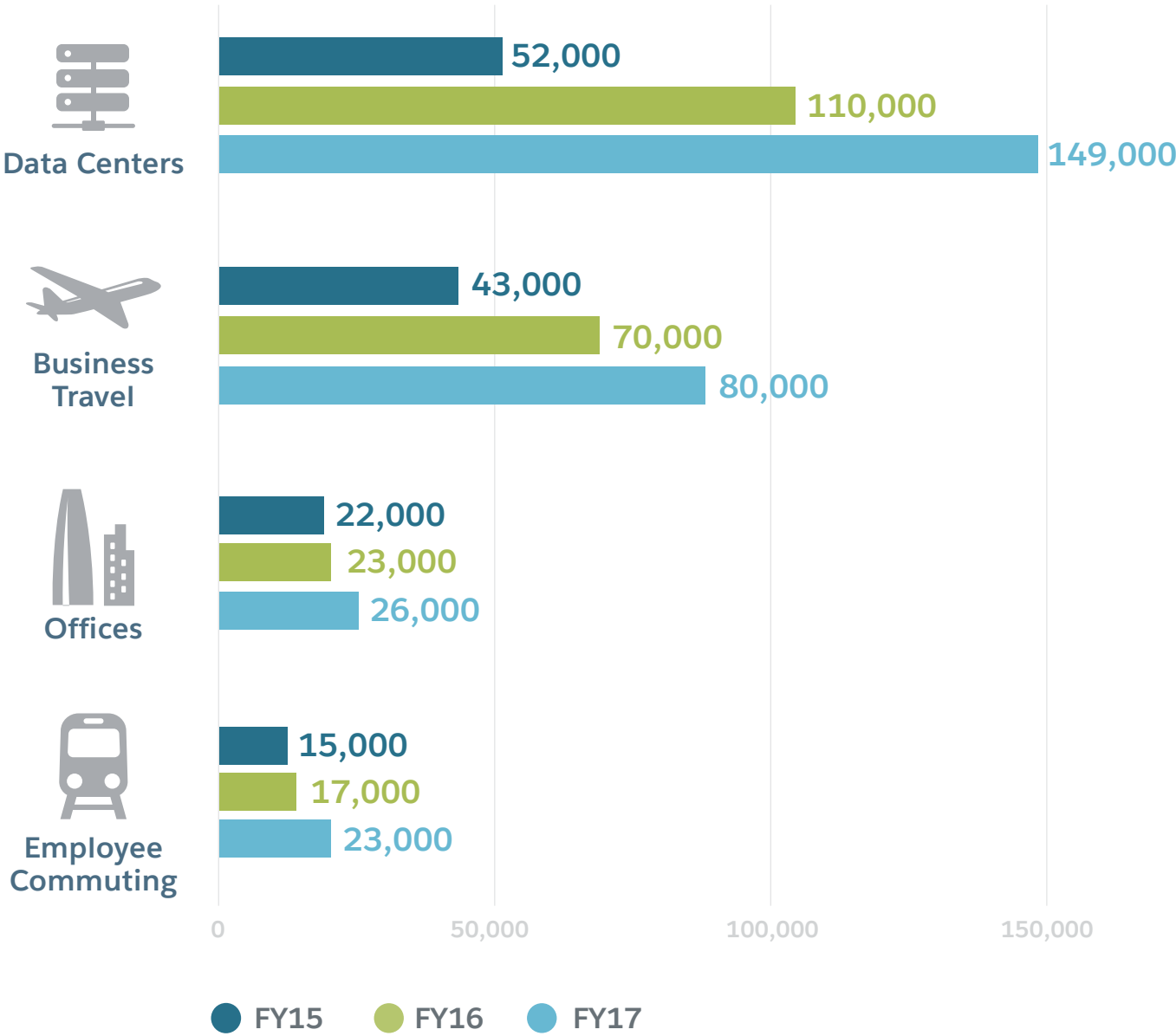
We look to avoid and reduce emissions whenever possible. Find out [more](#) about our environmental footprint.

Scope 1 and 2 Emissions by Source (MTCO2e)

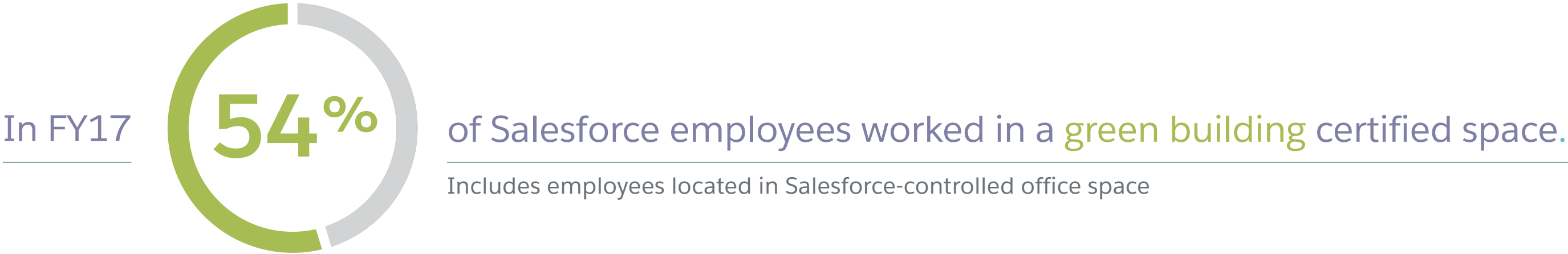


Scope 1 includes direct emissions such as those from on-site natural gas combustion, leaked refrigerants, etc. Scope 2 includes indirect emissions from the generation of acquired and consumed electricity, steam, heat, and cooling. Emissions were calculated using a location-based methodology.

Annual Emissions by Source (MTCO2e)



CO2e includes carbon dioxide (CO2) emissions plus equivalent CO2 resulting from other greenhouse gas emissions. Emissions were calculated using a location-based methodology.



Sustainable Operations and Design

We’re constantly working to better integrate sustainability into all that we do. Through our global commitments and [Environmental Policy](#), we’ve set high levels of environmental standards for our business.

Because offices are a physical expression of our values, Salesforce is committed to integrating green building practices into our design, construction, and operations. In addition to working toward 100% renewable energy, we build our workspaces to leading green building standards such as [LEED](#), [BREEAM](#), and [Green Mark](#).

Salesforce is committed to working toward LEED Platinum certification for our marquee and headquarters buildings. At our global headquarters, located in San Francisco, we’ve achieved LEED Existing Buildings Operations and Maintenance Platinum certification for Salesforce West. We are pursuing LEED Commercial Interiors Platinum certification for our newest buildings, Salesforce Tower and Salesforce East, to complement their LEED Core and Shell Platinum certifications.

Our green building philosophy is more than just a certification process. It’s a framework for delivering world-class, healthy spaces for our Ohana. While we value the certifications that we’ve achieved thus far, and look to achieve more in the future, we take a holistic approach to our design process.

To us, green buildings mean happy and healthy workspaces that are not only efficient themselves, but also help our employees be productive and comfortable throughout the day.

We are proud to be a founding member of the USGBC’s Building Health Initiative so that we can continue to promote employee well-being by collaborating and sharing best practices with industry leaders from multiple sectors.

WE STRIVE TO IMPROVE THE STATE OF *the* WORLD



PHILANTHROPY

Company Giving

At Salesforce, we partner with Salesforce.org to make donations that have a lasting positive impact on the world around us. Through donations to schools, hospitals, and organizations that encourage inclusion of all, we strive to improve the state of the world. Here are some organizations that we were proud to support in FY17:

Light the Night Salesforce employees formed 86 teams, participated in 30 Light the Night walks around the world, and hosted 165 fundraising events to drive out blood cancer. Our Light the Night campaign is the single largest yearlong, employee-led fundraising campaign in the history of Salesforce.

EducationSuperHighway Looking to make sure that every student has equal access to digital learning, EducationSuperHighway will help bring high-speed broadband to more than 1,300 schools and nearly 6 million students in California, Georgia, Illinois, Indiana, and New York.

The Child Life Services UCSF The Child Life Department helps children and families adjust to and understand illness and treatment. Additionally, teachers provide instruction to children in the schoolroom or at bedside.

The B Team The private sector can and must be a driving force for social, environmental, and economic benefit. By creating scalable solutions and utilizing the voice of the business community, The B Team helps the private sector be a force for positive change.

More than \$7 million donated by Salesforce in FY17.

Salesforce, in partnership with (RED), has made a multimillion-dollar commitment to **The Global Fund** to create an AIDS-free generation. This commitment comes as part of a multiyear relationship, including the sponsorship of the U2 iNNOCENCE + eXPERIENCE tour. (RED) uses Salesforce to power communications and data management. Through pro bono support and volunteering, Salesforce employees have truly become part of the (RED) family.



Salesforce.org

When Salesforce was founded in 1999, it was built with a commitment to give back to the communities it serves. Salesforce pioneered the 1-1-1 model of integrated corporate philanthropy, which dedicated 1% of Salesforce’s equity, 1% of employee time, and 1% of product to communities around the world.

Born out of the 1-1-1 model, Salesforce.org is a nonprofit social enterprise that leverages Salesforce’s technology, people, and grants to help social changemakers accelerate their impact. Its goal is to deliver the world’s best CRM solutions at affordable rates to help nonprofits and educational organizations quickly and efficiently achieve their mission. Its proceeds support community engagement and strategic grants for education, workforce development, and tech innovation. Salesforce.org inspires employee giving by matching their donations and driving volunteer engagement in the community.

Read more at salesforce.org.

As of Spring 2017, Salesforce and its philanthropic entities have provided:



FY17 Employee Volunteering



Impact at Dreamforce

Events such as Dreamforce, the largest software conference in the world, showcase our values and what it truly means to be part of the Salesforce Ohana. Dreamforce is an opportunity to leverage our employees and more than 170,000 registered attendees to make a positive impact in our community. Dreamforce 2016 highlighted our work and commitment to equality, philanthropy, workforce development, and environmental sustainability.

Philanthropy

Every year through a program called “Dreamforce Gives,” Salesforce chooses an initiative to support, and encourages thousands of Dreamforce attendees to participate. In 2016, Salesforce partnered with (RED) to raise \$3 million to help deliver an AIDS-free generation. In addition, we held the first-ever Forbes Philanthropy Summit where attendees heard from leaders and innovators in the areas of philanthropy, sustainability, and global health. Other philanthropy programs:

- Attendees helped assemble 2,000 early math totes, 2,000 basic needs bags, and 1,600 hygiene kits benefitting [Too Small to Fail](#), [Project Open Hand](#), and [Zuckerberg General Hospital](#).
- 38 companies took a philanthropy pledge through [Pledge 1%](#).
- U2 concert raised \$10 million for UCSF Benioff Children’s Hospitals.

Workforce Development

Dreamforce is an opportunity for us to share our vision for the jobs of tomorrow. We were able to highlight our veterans program and K–12 education through engaging content and meaningful activities. These are just a few of the programs we offered:

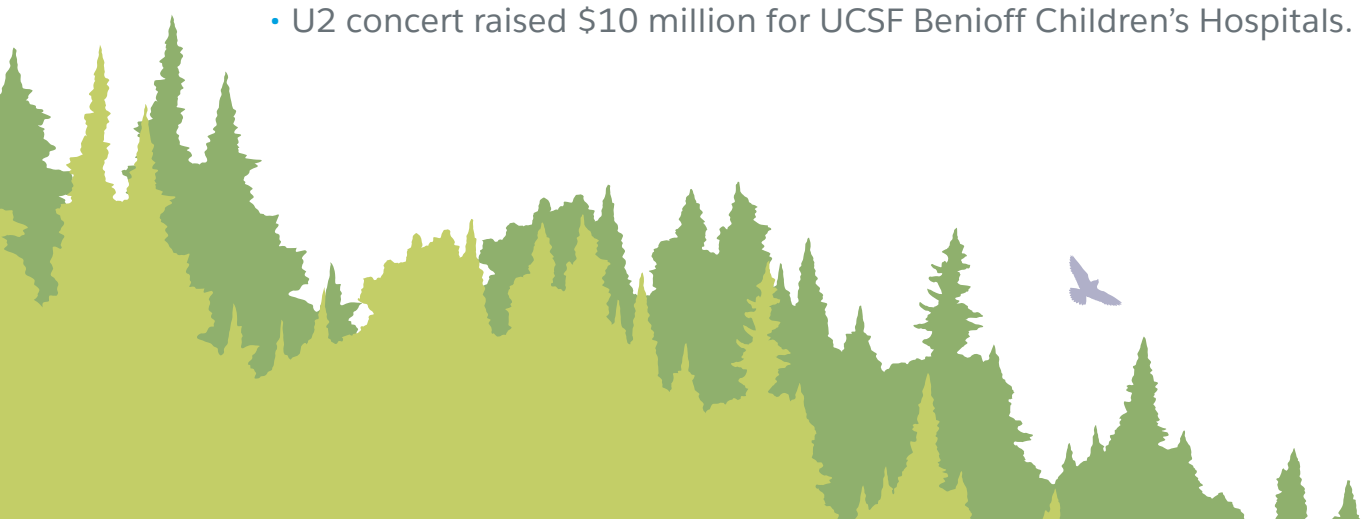
- Held coding workshops for 350 San Francisco Unified School District Middle School children
- Hosted 50 local Vetforce members for free, and partnered with Fleet Week on a number of key activities
- Organized four speaker sessions featuring inspiring veterans; and hosted 40 executives in the 3rd Annual Dreamlift, encouraging them to create opportunities for veterans

Planet

Every year, we strive to make Dreamforce the [most sustainable yet](#) by focusing on four key areas: inspiring attendees, sourcing responsibly, conserving resources, and reducing waste. This year, we held inspiring speaker sessions on topics ranging from how to create a green team at any organization, to the health of our oceans, to how the Salesforce Platform is helping build a more sustainable future.

Other environmental highlights from 2016:

- Saved 3.5 million gallons of water by eliminating beef from the first day of Dreamforce
- Balanced 100% of Dreamforce water use by investing in a Sacramento River Basin conservation project
- Offset 100% of on-site emissions and the carbon emissions produced by our employees traveling to Dreamforce



Pledge 1%

We believe in creating a movement of companies that integrate philanthropy into their company early on. In 2014, Salesforce co-founded Pledge 1%, a global movement to create a new normal where giving back is baked into the DNA of companies of all sizes from the beginning. Thousands of companies have joined, pledging 1% of their equity, time, product, or profit to give back to their communities. Join the movement at [Pledge1Percent.org](https://pledge1percent.org).

We believe in creating a movement of giving.



[Pledge 1% Boston](#) launched in 2016 to spearhead regional growth of the movement. Pledge 1% Boston is a joint program of [The Boston Foundation](#) and [Technology Underwriting Greater Good \(TUGG\)](#), with additional support from MassChallenge, Accomplice, and Holland & Knight.

Pledge 1% Member Companies



And thousands [more](#)

Third party logos belong to companies shown and used here with permission from Pledge 1% to demonstrate participation in the Pledge 1% program.

REPORT DETAILS

Reporting Scope and Methodology

Every year, we seek to produce a comprehensive stakeholder impact report so that key stakeholders can stay informed, track our progress, and support our work. Reporting topics are informed by the [Global Reporting Initiative's](#) standards as well as a third-party materiality assessment that included an evaluation of top business drivers, sustainability impact areas, and industry benchmarking. It also includes interviews with stakeholders such as customers, investors, nongovernmental organizations, and employees.

Salesforce and Salesforce.org together support the [United Nations Sustainable Development Goals](#) (SDGs). Our global programs, which are highlighted in this report, are most closely aligned with the 12 SDGs that focus on equality, education, workforce development, and protecting the planet. We use the goals pictured to help frame our strategy as we approach these issues, so that we can leave a positive impact on our communities and the planet.

Unless otherwise noted, this report encompasses Salesforce's global operations, commitments, and practices during fiscal year 2017 (February 1, 2016–January 31, 2017). We continually refine our greenhouse gas accounting processes. When new or better quality data becomes available, we update our footprint data accordingly. Some data in this report has been restated from previous public disclosures. All currency is in U.S. dollars.

We welcome feedback on our initiatives and this report. Please email corporate relations at cr@salesforce.com to share your thoughts, or connect with us on our Salesforce social channels.



Data Appendix and GRI Content Index

Page	GRI Index	Description
Operating with Integrity		
03	GRI 102-14	Letter from CEO
05	GRI 102-1	Organization name
05	GRI 102-2	Primary brands, products, services
05	GRI 102-3	Location of headquarters
05	GRI 102-4	Countries of operations
05	GRI 102-6	Markets served
05	GRI 102-13	Association memberships
03	GRI 102-40	Key stakeholders
29	GRI 102-50	Reporting period
29	GRI 102-52	Report cycle
29	GRI 102-53	Report contact
08	GRI 102-18	Governance structure
08	GRI 102-22	Board composition
06	GRI 102-16	How we operate: mission, values, and norms
10	GRI 415	Public policy goals
10	GRI 415-1	Total contributions to political parties, politicians, and PACs
09	GRI 418-1	Commitment to customer privacy
11	GRI 103-3	Responsible sourcing
11	GRI 414-1	New suppliers screened using social criteria

Page	GRI Index	Description
Cultivating Equality, Workforce Development, and Philanthropy		
06	GRI 102-7	Number of employees
13	GRI 102-8	Employees by gender
06	GRI 401-2	Full-time employee benefits
14	GRI 405-1	Employee diversity
13	GRI 405-2	Commitment to equal opportunities
17	GRI 404-2	Programs for upgrading employee skills
25	GRI 201-1	Community engagement and investment
Protecting Our Planet		
20	GRI 103-2	Renewable energy goal established
21	GRI 103-2	Net-zero emissions goal achieved
19	GRI 103-2	Environmental benefits of core Salesforce Platform

Data Appendix and GRI Content Index

Page	GRI Index	Description	FY15	FY16	FY17
Protecting Our Planet					
Core Platform Performance					
	GRI 302-3	Average power usage effectiveness (PUE)	1.42	1.45	1.45
	GRI 305-4	Average carbon usage effectiveness (CUE)	0.71	0.74	0.71
Emissions					
22	305-1-3	Emissions by Scope [MTCO2e] ¹			
		Scope 1 emissions	5,000	3,000	4,000
		Scope 2 emissions	71,000	132,000	174,000 ²
		Scope 3 emissions ³	56,000	84,000	99,000
22	305-1-3	Emissions by source [MTCO2e] ¹			
		Data centers	52,000	110,000	149,000
		Business travel	43,000	70,000	80,000
		Offices	22,000	23,000	26,000
		Employee commuting	15,000	17,000	23,000

¹ Calculated using a location-based methodology.
² Using a market-based methodology, Scope 2 emissions were 134,000 MTCO2e in FY17.
³ Scope 3 totals only include business travel and employee commuting emissions.

Page	GRI Index	Description	FY15	FY16	FY17
Energy					
20	GRI 302-1	Total electricity consumption [MWh]	140,000	265,000	371,000
		Office electricity	31%	18%	16%
		Data center electricity	69%	82%	84%
20	GRI 302-1	Energy mix (all facilities) ¹			
		Clean and renewable	17%	14%	15%
		Coal	39%	35%	31%
		Natural gas	22%	31%	30%
		Nuclear	21%	19%	23%
		Other fossil fuels	1%	1%	1%
20	GRI 302-1	Energy mix (data centers) ¹			
		Clean and renewable	13%	12%	13%
		Coal	44%	37%	33%
		Natural gas	17%	31%	29%
		Nuclear	24%	20%	24%
		Other fossil fuels	1%	1%	1%

