

zendesk

# Global Impact Report



2022

Global Impact Report 2022

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# About this report

The 2022 Global Impact Report is our fourth annual report on our environmental, social, and governance (ESG) progress.

In 2022, Zendesk was acquired by funds advised by the private equity firms Hellman & Friedman and Permira. As we move to this new phase in Zendesk's history, we remain committed to showing our progress in ESG initiatives.

The data shared in this report is limited to the company's operations for our fiscal year 2022 (January 1, 2022, through December 31, 2022, unless otherwise noted). The data in this report may contain figures that are approximated or rounded based on the best measurements available to us.

Zendesk formalizes oversight of environmental, social, and governance matters by convening our ESG committee of senior leaders to provide guidance and review of ESG priorities.

The contents of this report are informed by the Global Reporting Index (GRI) Standards, the Sustainable Accounting Standards Board (SASB) Software and Services Standard, and the UN Global Compact (UNGC). Performance metrics are available in the appendix. The metrics and quantitative data contained in this report are not based on generally accepted accounting principles and have not been audited. The inclusion of information and data in this report is not an indication that such information or data or the subject matter of such information or data is material to Zendesk for purposes of applicable securities laws or otherwise.

Senior leadership and key stakeholders across Zendesk were involved in reviewing and validating the information herein. This report has not been assured by a third party.

This report utilizes certain trademarks and service marks for reference purposes.



## SECTION ONE

# Message from our CEO

At Zendesk, we have a responsibility to our customers, our employees, our shareholders, and our global communities. We organize and empower people to do good not only by enabling our customers to provide great service to their employees and customers, but also through our numerous social impact initiatives. We help our communities and each other. We stay grounded in our values, all of which are reflected in what we build, who we hire, how we work, and what we do for our customers.

In 2022, we honed our focus on creating a workplace that is diverse, equitable, and inclusive as well as one that fosters our employees' career growth. We publicly shared our global gender and U.S. ethnicity data and supported the important work done by our eight unique employee communities. Finally, our legal team was one of only 40 legal departments and law firms in the U.S. to earn the [Mansfield 2.0 Certification](#) for its commitment to diversity.

Our social impact programs connected our employee expertise, our products, and our resources to support nearly 70 nonprofit partners worldwide. In response to the war in Ukraine, we worked with our longtime partners the International Rescue Committee and World Central Kitchen, and donated \$1M in cash, products, and employee expertise to aid impacted individuals.

Finally, we made significant strides in our climate action progress. This year we achieved carbon neutrality on our products and employee travel, we committed to setting our Science Based Target, and we joined Frontier, an advanced market commitment to support carbon removal technology. With Frontier, we hope to send strong demand signals to the market to accelerate and scale these innovative technology solutions.

This is our fourth ESG report and a demonstration that we are committed to continuing this important work. We know that being a responsible company is key to building trust with all of our stakeholders: our employees, customers, communities, and shareholders.



**Tom Eggemeier**  
CEO, Zendesk

## SECTION TWO

# About Zendesk

Zendesk started the customer experience revolution in 2007 by enabling any business around the world to take their customer service online. Today, Zendesk is the champion of great service everywhere for everyone and powers billions of conversations, connecting more than 100,000 brands with hundreds of millions of customers over telephony, chat, email, messaging, social channels, communities, review sites, and help centers. Zendesk products are built with love to be loved. The company was conceived in Copenhagen, Denmark, built and grown in California, and today employs around 6,000 people across the world. Learn more at [www.zendesk.com](http://www.zendesk.com).



## Sustainable development goals alignment

At Zendesk, we believe we have a role to play in tackling some of the world's largest challenges. Throughout this report, we've noted where our actions and impact align with the United Nations Sustainable Development Goals (SDGs).

## SUSTAINABLE DEVELOPMENT GOALS



## SECTION THREE

# Responsible business practices

### Governance at Zendesk

As we grow to serve a multi-billion dollar company, we are committed to running our global business thoughtfully and ethically, with governance policies and practices that support our values. We believe that good corporate governance—with oversight over our enterprise risks, partnership with the communities we impact, and rigorous accountability—is fundamental to building sustainable growth in our results for our stakeholders over the long term.

Governance to us means formal ESG oversight, promotion of ethical behavior and integrity through our global approach to compliance, and continued development of our robust data privacy program.

### ESG oversight at Zendesk

We believe that in order to deliver consistent growth to our stakeholders over the long term, we must commit to sustained improvement in our impact on the environment and the communities in which we operate. In early 2021, we established an ESG Committee, sponsored by executives across various key functions, to oversee and champion ESG-related initiatives across the company.



# Ethics and compliance

From onboarding onwards, we have always emphasized that each employee has an essential part to play in promoting an environment where ethical and compliant behavior and integrity thrive. In our [Code of Conduct](#), we tell our directors, officers, employees, and contingent workers of Zendesk and its subsidiaries that “you are a part of Zendesk.” Our Code of Conduct covers ethical conduct, prohibitions on bribery and corruption globally, and compliance with international laws and regulations; it also provides access to a dedicated anonymous whistleblower hotline for reports of violations. Our board is charged with reviewing the Code at least annually, and employees are required to undergo training on it as well as on anti-harassment and other corporate policies. Additionally, our Audit Committee receives updates each quarter of any major active investigations, and we maintain a publicly available policy for anyone to submit a complaint anonymously, which the company reports to our Audit Committee chair for review.

We also have a comprehensive set of other corporate policies that promote an environment of legal compliance, which includes anti-corruption and export control policies, a global equity policy to encourage employees to seek opportunities to promote equity, and a [Supplier Code of Conduct](#) that governs our policies for suppliers doing business with Zendesk.

**Compliance training:** We require all our employees to complete global compliance training modules. The modules cover topics such as risk management, privacy, security, conflicts of interest, anti-corruption, and anti-fraud.

**Anti-corruption policy:** Our Anti-Corruption Policy mandates that all Zendesk employees and third parties with whom we engage comply with all applicable anti-corruption laws, including the U.S. Foreign Corrupt Practices Act and the UK Bribery Act. The policy provides guidance around gift-giving, meals, entertainment, travel, and other common business practices that, under certain circumstances, might be considered improper or even illegal. In summary, the policy makes clear that Zendesk does not offer or accept bribes or kickbacks and does not tolerate corruption in our business dealings.

**Encouraging our employees to speak up against violations:** We strive to foster a culture that values compliance and transparency, which is why we encourage all employees to speak up if they suspect a potential violation of our Code of Conduct or any other Zendesk policy or governmental law. There are several avenues available to employees for reporting violations, including contacting their manager, our human resources or legal department, or the ethics helpline, which is available 24 hours a day, seven days a week, and is hosted by a third party. We do not tolerate intimidation, disadvantage, or retaliation against any employee who makes a report in good faith. Reports may be submitted anonymously where allowed by law, and all information provided is kept strictly confidential, consistent with law and Zendesk policy. Reports of violations are investigated and, if appropriate, reviewed in detail by our Audit Committee.

**Labor standards and human rights:** In line with our commitment to the highest standards of legal and ethical business conduct, we support the elimination of modern slavery and human trafficking as outlined in the United Nations Universal Declaration of Human Rights. Our Code of Conduct prohibits any unlawful or unethical activity by any of our directors, officers, employees, or consultants. Furthermore, we expect our suppliers to share our commitment to human rights and equal opportunity in the workplace. We expect our suppliers to acknowledge our Human Rights Policy and to conduct their employment practices in full compliance with all applicable laws and regulations. Additionally, through our employee volunteering, company donations, and products, we regularly support organizations that align with our mission to promote dignity, inclusion, and respect for all people.

# Data privacy and trust

We believe that trust is at the core of all our interactions with our customers. We recognize the importance of our customers' privacy and the security of their data.

Our customers from a wide range of industries—including healthcare, financial services, government, and technology—entrust us with large amounts of personal information.

With the oversight of our chief privacy officer, privacy council, and data protection officer, we aim to use best practices and industry standards to achieve compliance with industry-accepted general security and privacy frameworks. The Audit Committee regularly receives updates on our privacy program. To work to prevent, detect, and respond to cybersecurity threats, Zendesk has a dedicated information security officer (ISO) whose team is responsible for leading our information security strategy, policy, standards, architecture, and processes. We are committed to ensuring our Board is consistently updated on identified threats to our business and receives updates on the mitigation process through quarterly reviews from our ISO to our Audit Committee.

The Audit Committee regularly reports to the entire Board on these risks. The ISO and our information security team collaborate with our internal audit department to review information technology-related risks and perform a cybersecurity framework maturity assessment at least every two years (based upon the NIST Cybersecurity Framework) as part of the overall risk management process. Additionally, the company maintains an insurance policy that provides coverage for certain cyber incidents.

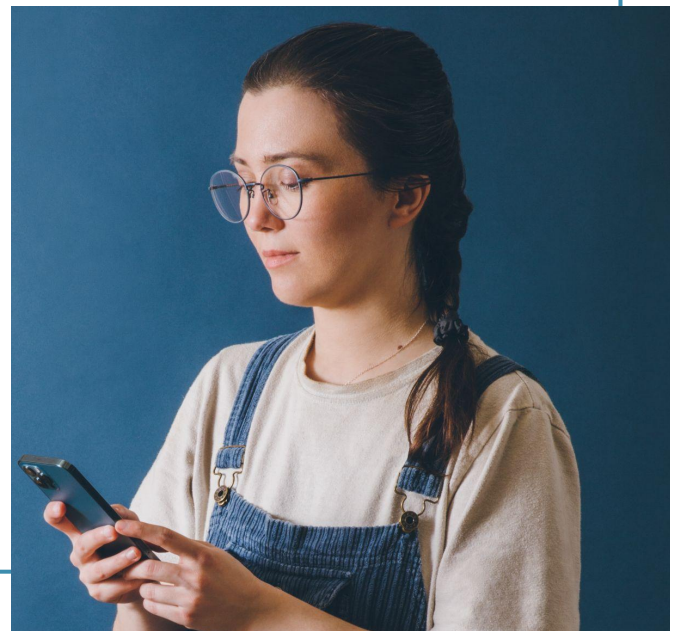


**Earning our customers' trust is a top priority and we take our job as stewards of our customers' data seriously. We provide ways for our customers to comply with data privacy laws applicable to their businesses and do our part to safeguard data in our role as processor.**



**Shanti Ariker**

SVP, General Counsel & Chief Privacy Officer  
Zendesk





**Data security certifications:** We maintain a variety of security related certifications including, SOC 2 Type II, ISO 27001, ISO 27018, ISO 27701, HDS, and FedRAMP authorized with Low Impact Software-as-a-Service (LI-SaaS).

**Data protection and privacy program:** We take pride in maintaining and enhancing our global data protection and privacy program. Our dedicated privacy team partners with cross-functional key stakeholders—including legal, security, product, human resources, procurement, and executive teams—to foster a privacy culture.

With an ever-changing privacy and security environment, Zendesk regularly seeks to enhance our privacy and security practices. The [Zendesk Trust Center](#) provides our customers with a single resource for concise information on how Zendesk maintains customer trust through security and privacy principles and frameworks. Zendesk was one of the first companies to obtain approval from the EU data protection authority for Zendesk’s Controller and Processor Binding Corporate Rules, which are known as the “gold standard” for EU data transfers. Zendesk has updated its Controller and Processor Binding Corporate Rules to contain *Schrems II* protections.

**Disclosure of customer service data:** Zendesk assesses third parties for security impact and maintains controls to confirm compliance with our security practices and procedures. Our policy is only to disclose service data to third parties when disclosure is necessary to provide the services or as required to respond to lawful requests from public authorities, in accordance with our Government Data Request Policy and provided in our Transparency Report.

**Data hosting locality:** Customers who purchase the data center location-deployed associated service (“Data Center Location Add-on”) can select the region (from the available Zendesk regional options) where the data center which hosts their service data is located in accordance with our Regional Data Hosting Policy.

**Access management:** Zendesk provides an advanced set of access and encryption features, such as login alerts and two-factor authentication, implementing restrictions on the amount of information other apps can request from our users and providing secure data storage and tools to give users more control over their data. We do not access or use customer service data for any purpose other than providing, maintaining, and improving the Zendesk Services and as otherwise required by law.

**Trust:** We have developed security protections and control processes to help our customers work to create a secure environment for their information. Independent third-party experts have confirmed our adherence to high industry standards. For more information, please visit our [Trust Center](#).



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**Trust is gained in drops and lost in buckets. Through a variety of internal testing, external and independent third-party validations, and integrity and transparency through all customer interactions, we commit to our customers that we keep the trust bucket full.**



**Lisa Core**  
VP Security & Compliance

SECTION FOUR

# Social impact and philanthropy

## Social impact at Zendesk

Through our social impact programs, we activate our resources to further our nonprofit partners' missions and empower our employees to become active global citizens. We focus our efforts on areas that we are uniquely suited to support. Through our donations of grants via the Zendesk Foundation, expertise via our employee engagement programs, and products via our Tech for Good program, we have made a tangible difference in our global community.

## Zendesk Foundation

Zendesk transitioned to virtual volunteering as a way to stay connected during the Covid-19 pandemic and our new remote work landscape. In 2021, our employees engaged with over 50 nonprofit organizations via our social impact programs—mentoring students and jobseekers, creating greeting cards, and participating in educational and advocacy programs.

In 2022, we renamed our giving entity to the **Zendesk Charitable Foundation** and launched a new website, [zendesk.org](https://zendesk.org)

**\$2,524,000**

Total amount given in 2022 by the Zendesk Foundation

**67** nonprofit organizations receiving Zendesk Foundation grants

**25** Tech For Good Impact Award Winners



### SUSTAINABLE DEVELOPMENT GOALS



# Fostering community

In 2022, we supported organizations all over the globe that are working to support their communities and help people thrive. From supporting individuals facing homelessness, to improving childcare, to mentoring at-risk youth, Zendesk is building communities wherever we are—pairing our grants from the Zendesk Foundation and our employee volunteers.

## Creating career pathways into technology

To help address the opportunity gap for people of color, women, and other marginalized or overlooked groups, the Zendesk Foundation launched a new initiative under its Tech for Good umbrella: the Career Pathways program.

Through the program, the Zendesk Foundation donates Zendesk software licenses and certification credits for free to help train participants for careers in CX. The nonprofit partners provide the additional tools and support their students need to succeed, which can include access to computers, core skills training, job interview preparation, and career counseling.

## Promoting resilience

As a global company, when a crisis strikes somewhere in the world, we all feel it. We know friends, colleagues, partners, and customers who are impacted, we closely follow the news, and we look for ways to help.

- In March of 2022, we watched in horror as the devastating war in Ukraine began to unfold. We were amazed by the passion, empathy, and spirit of many Zendeskians. The Zendesk Foundation donated \$800,000 total to the International Rescue Committee and World Central Kitchen to support efforts in Ukraine and the surrounding region.
- Additionally, throughout 2022, the Zendesk Foundation Tech for Good program provided more than \$400,00 in product donations to organizations supporting Ukrainians, including the [Center for Humanitarian Technology](#), the Polish Red Cross, and [Unterkunft Ukraine](#).



**I truly believe that companies have a responsibility to give back to society and make a positive impact, and I am deeply impressed by Zendesk’s dedication to social impact initiatives. Joining forces with a company that prioritizes making a positive impact on the world has been an incredibly fulfilling and meaningful experience for me.**



**Kyle Studnicka-Pineda**  
Senior Outbound Research Representative



**“Learning how to be a customer support agent is a fantastic first step on a career ladder. By partnering with nonprofit organizations—and donating Zendesk software and CX agent training curriculum—we hope we can help close the opportunity gap for marginalized groups and allow more individuals to participate in a career in the innovation economy.**



**Alana Ramo**  
Director, Tech for Good

## Employee engagement

Volunteering is a core part of Zendesk culture, and as a digital-first company, our focus this year was to develop virtual volunteering opportunities that allowed Zendesk employees to meet, support, and connect with people in their community.

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[It was] great to be part of the project and get in touch with all of you. [It's also] interesting to see in how many ways Zendesk can be used.



**Jens Klinger**  
Technical Architect,  
Germany, EMEA



## Deeper impact with pro bono volunteering

In 2022, we expanded our pro bono programs, working to leverage our employees' skills to create a deeper impact for our nonprofit partners. Through our pro bono programs, employees had the opportunity to apply their skills in new and meaningful ways while building connections within Zendesk and in our communities.



### Pro bono use case

A “skills for impact” project with [NairoBits](#) - [NairoBits](#) is a Kenya-based nonprofit that provides students and young adults from informal settlements with technology training and job opportunities. NairoBits trains 2,000 youths annually and envisions a future of reaching many more. Six passionate Zendesk volunteers helped the NairoBits staff implement Zendesk products to streamline systems and increase operational efficiencies. In total, our volunteers spent 162 hours on this project, providing professional consulting worth over \$34,000.

As part of our Tech for Good partnership, NairoBits also received a \$50,000 grant from the Zendesk Foundation, along with Zendesk Customer Experience training, contextualization, and delivery.

# Tech for Good

Zendesk's Tech for Good program provides free software and expertise to nonprofits that address urgent social problems. By leveraging the power of CX solutions, our partners can improve efficiency and magnify their impact.

We donate our products to organizations doing amazing, innovative, and transformative work. Our partners are using Zendesk to provide 24/7 global support to domestic violence victims, helping charitable organizations provide cash grants to communities in need, and reshaping how police are responding to nonviolent service calls in the U.S.

## 2022 Impact<sup>1</sup>



85

Nonprofits supported



\$6.1M

In donated software



64

Agents certified through  
Career Pathways



485K

Nonprofit beneficiaries  
supported through  
Zendesk



6.4M

Knowledge base views



608K

Tickets solved



\$113K

Value of pro bono  
services donated

<sup>1</sup>Certain numbers included here are rounded

# 2022 Tech for Good Impact Awards

In 2022, Tech for Good hosted the first-ever Impact Awards. From June through October 2022, the Tech for Good team collected more than 600 applications from nonprofits all over the world. Zendesk’s global social impact team selected 25 recipients based on each applicant’s proposed use of Zendesk products and fit with the Zendesk Foundation’s mission of promoting resilience, fostering community, and increasing access to careers in technology.

“The Tech for Good Impact Awards were born from a desire to extend the impact of social good organizations by empowering them not only with much-needed grant funds but also with technology solutions,” said Megan Trotter, VP of Social Impact at Zendesk. “Learning about the work the applicant organizations are doing around the world showed us how urgent the need is for technology that can inform and connect communities quickly.”

Four recipients received grants of \$50,000, and an additional 21 organizations received grants between \$5,000 and \$25,000, with all 25 also receiving free Zendesk software. All organizations successfully explained how Zendesk’s suite of customer support products would help them scale operations, increase efficiencies, empower more clients, or drive greater impact. The top four grant recipients include [Rare](#), a global leader in driving social change for people and nature; [Mobile Pathways](#), an organization that

helps immigrants get reliable legal information via mobile phone technology; [Globally ReUp](#), the Refugee Upskilling Program (ReUP), a workforce development program focused on matching newly arrived Afghans with meaningful job opportunities in the technology sector; and [Spring ACT](#), the world’s first chatbot that empowers survivors of domestic violence.



**We believe democratizing access to technology is a key part of creating a more equitable society. If we can help drive social change by giving nonprofits access to technology that’s easy to use and implement, we want to make it widely available.**



**Adrian McDermott**  
CTO of Zendesk

GLOBAL	AMER			LATAM	EMEA		APAC
<a href="#">Rare</a>	<a href="#">Career Village</a>	<a href="#">ITDRC</a>	<a href="#">Sidekick</a>	<a href="#">Alma Cívica</a>	<a href="#">ARDC</a>	<a href="#">P3</a>	<a href="#">Good Business Lab</a>
<a href="#">Mobile Pathways</a>	<a href="#">Change Machine</a>	<a href="#">One Tree Planted</a>	<a href="#">Worthy Mentoring</a>	<a href="#">Asociación Civil Impacto</a>	<a href="#">AMERA International</a>	<a href="#">Women In Technology</a>	<a href="#">Rocket Learning</a>
<a href="#">Globally ReUp</a>	<a href="#">DCU Next Generation</a>	<a href="#">RISE/The Mom Project</a>	<a href="#">Somos Proyectos Sociales</a>	<a href="#">Kwanele</a>			
<a href="#">Spring ACT</a>	<a href="#">Freeworld</a>	<a href="#">ShelterTech</a>		<a href="#">Lagos Food Bank Initiative</a>			

# The Asia Foundation

The Tech for Good team was thrilled to partner with The Asia Foundation in 2022 to provide impactful programming to those launching their career in the digital economy. The partnership between Zendesk and The Asia Foundation was originally formed back in 2020 with the objective to advance gender equality in the region. Zendesk and The Asia Foundation have been involved in many different programs in the past, ranging from employee volunteering events to software donations and grant donations, and now, most recently with the Skills2Work program.

The Asia Foundation's Skills2Work program aims to help women, unemployed youth, and marginalized groups re-skill, return to work, and pursue careers in customer experience (CX). Working closely with Zendesk as well as expert CX trainers, this program provides learners with industry-relevant and certification-aligned CX training for free. The Asia Foundation also collaborated with hiring partners to connect the trainees to an ecosystem of employers in the CX and BPO industries. Skills2Work launched on October 10, 2022, in the Philippines with 38 participants, and there are plans to launch an additional cohort in Malaysia in early 2023.



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**Working closely with Zendesk as well as expert CX trainers, the Skills2Work program provides learners with industry-relevant and certification-aligned CX training to jumpstart or return to their careers.**

**Sarah Kuruvilla**

Senior Advisor, Singapore, The Asia Foundation

# Urban Alchemy + Zendesk: Empowering community public safety



Urban Alchemy creates transformation where extreme poverty meets homelessness, mental illness, and addiction.

Nonprofit social enterprise Urban Alchemy is working to transform community spaces—and help heal the people in them—with the expertise of people who understand what it’s like to be disenfranchised. With honesty, compassion, and no judgment, Urban Alchemy’s practitioners assess and serve some of the most traumatized and vulnerable people in urban centers. The largest number of Urban Alchemy practitioners are involved in community outreach. They work as ambassadors to calm neighborhoods and public spaces by forming bonds with residents, promoting positive behavior, and connecting people to services.

Urban Alchemy began using Zendesk as part of the LA CIRCLE program. Under the program, non-violent 911 calls related to homelessness, mental health, and addiction are routed to the CIRCLE dispatch center 24/7, and Urban Alchemy practitioners act as first responders as an alternative to the police, resolving non-violent incidents more effectively than law enforcement. Urban Alchemy needed a technology platform that would allow CIRCLE’s dispatch center to receive and route calls and collect and configure data.

Tech for Good will continue to partner with Urban Alchemy as the nonprofit expands to Austin, Texas, and three new urban areas by 2025.

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**Zendesk has always been an integral part of what we’re doing with CIRCLE. When calls come in, our dispatchers listen to them through Zendesk. All data and information we receive are collected using Zendesk and then sent out to medics on the street. Using Zendesk Explore to manage our data is important because we didn’t want to be reliant on external data. It’s important that we’re able to create our own narrative and not have to wait for other agencies to share data. Zendesk really empowered us to manage on our own.**

**Kirkpatrick Tyler**

Chief of Government and Community Affairs,  
Urban Alchemy



# Breaking the silence: How AI is giving a voice to domestic violence survivors

Spring ACT developed and launched the world's first chatbot empowering domestic abuse survivors to gather evidence and seek help. The Sophia chatbot is available 24/7 and provides complete anonymity for users. As a current Tech for Good partner, Spring ACT uses Sunshine Conversations to enable the Sophia chatbot and provide survivors with access to critical resources.

Survivors can chat with Sophia about their abusive relationships, how to recognize the signs, what they need to know if they plan on leaving the relationship, and, most importantly, where and how to find help. They can also create a digital safe where they can start gathering potential evidence of the abuse happening, which could be used in custody decisions, divorce proceedings, and obtaining restraining orders with the support of the police.

In 2022, Sophia has already helped more than 11,000 people access the tools and resources they need. The Spring ACT and Sophia chatbot story is a shining example that artificial intelligence (AI), when leveraged in the right way, can help us be more human.

Through Zendesk's partnership, Sophia offers 24/7 support in 12 languages. To reach Sophia, type "www.sophia.chat" into your browser or search for "Sophia chatbot" in your messenger apps (Viber, Telegram, or WhatsApp).



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**Sophia not only helps survivors understand their legal rights and find local support but also guides them on how to gather and store potential evidence—for example, how to take pictures of physical or emotional abuse in the right way.**

**Rhiana Spring**

Founder + CEO, Spring ACT

SECTION FIVE

# Environmental impact

Climate change is the most complex challenge that our human society is facing, and we are now in a pivotal moment to shape the future of our planet.

According to the [latest World Economic Forum Global Risks Report](#), over half of the top short-term and long-term global risks are environmental and climate issues. And we know the communities that contribute the least to climate change oftentimes suffer the most, which aggravates global equality issues.

The [latest climate science](#) shows that global temperature increases above the pre-industrial level must be capped at 1.5°C for our human society to have a chance to avoid the devastating consequences of climate change. In order to limit the global temperature increase to 1.5°C, the global greenhouse gas (GHG) emissions must be drastically reduced, and in the meantime, we must remove the already-emitted carbon dioxide from the atmosphere by 5 to 10 gigatons per year by 2050—roughly the equivalent of the United States’ annual emissions.

At Zendesk, we believe that business plays a critical role in creating a sustainable and thriving planet. That's why we're committed to decarbonizing our entire value chain and contributing to a 1.5°C aligned future by applying a strategy of “Reduce, Mitigate, and Accelerate.”

Climate change is a global issue that affects everyone, and no one country, government, or company can address it alone. We must take collective and collaborative actions to tackle the challenge together. In 2022, Zendesk joined the [Business Sustainability Roundtable \(BSR\)](#), [Business Council on Climate Change \(BC3\)](#), and [GreenBiz Executive Network \(GBEN\)](#) communities, hoping to collaborate with other industry leaders to surface crucial issues in corporate sustainability, learn from others, and act on common industry challenges.



**Reduce** value chain emissions in alignment with the latest climate science



**Mitigate** global emissions by purchasing high-quality carbon offsets



**Accelerate** carbon removal technologies and transition to a net zero economy

SUSTAINABLE DEVELOPMENT GOALS



## Reducing our emissions

Reducing our company's emissions has always been our top priority. We have made great progress over the past few years, and we are committed to continually reducing our emissions at a speed and scale that align with the latest climate science. In 2022, along with 4,000+ leading businesses, we joined the Science-Based Targets Initiative (SBTi), committing to set additional targets to drive continuous emissions reduction across our entire value chain.



## Global real estate offices

Our global real estate offices are places where our employees collaborate and connect in person, and they are the main source of our Scope 1 and 2 operational GHG emissions. Through achieving 100 percent renewable electricity, aligning the design and construction of our newly leased offices with leading green building standards globally, and leaning into a digital-first policy, our office operational emissions were reduced by 47 percent from a 2019 level.

- **Our 100% renewable electricity strategy**  
Since 2020, we have achieved our 100 percent renewable electricity goal by enrolling in local utilities' green tariff programs, and for the rest of the offices, purchasing Energy Attributes Certificates (EACs) in partnership with a market expert called "Climate Impact Partners." We continue evaluating opportunities to engage landlords and improve our renewable energy electricity strategy, aiming to help accelerate the global clean energy transition.
- **Working in a sustainably-built environment**  
We ensure that the design and construction of our newly leased offices meet world-leading sustainable building standards. In 2022, we received green building certifications for two new offices located in Montreal, Canada, and Krakow, Poland. And we constantly benchmark building performance and evaluate energy efficiency improvement opportunities using our office sustainability scorecard.
  - Our newly completed Collaboration Center in Krakow, Poland, was designed specifically for in-person collaboration and community building.

## Product engineering & data hosting

Today, data centers make up 2 percent of the world's electricity; by 2030, that number could be as high as 8 percent. Zendesk's product runs in the public cloud, and a large portion of our Scope 3 emissions comes from our cloud usage. In Zendesk Engineering, we wanted to bring the environmental impact of running our products to the forefront. This involves understanding how the decisions we make in the cloud impact the environment and using that information to deliver highly efficient, well-maintained, and well-designed systems.

In 2022, we increased our ability to measure the carbon footprint of our engineering systems running in the cloud, and we took a data-driven approach to optimize our compute resources, which reduced our carbon footprint.

By engaging our cloud vendor to share usage-based environmental impact and leveraging an open-source project's carbon footprint data along with our own in-house analytics tooling, we were able to analyze our cloud usage through a lens of sustainability. We can now visualize our cloud carbon footprint by Region, Cloud Product, Zendesk Product, and much more. Importantly, as we continuously improve the efficiency of our systems, we can now track the impact.

We optimized our cloud usage in 2022 through a major cross-organizational initiative. By upgrading the server fleet supporting our application and database tiers, we were able to significantly improve the efficiency and performance of our product and reduce the associated GHG emissions.

## Supply chain

Our suppliers are a crucial part of our business success. In Zendesk Procurement, we believe that keeping it simple doesn't mean compromising our integrity, and we expect our suppliers to act with the highest ethical standards in accordance with our Supplier Code of Conduct and collaborate with us in our collective sustainability journey.

Over 90 percent of Zendesk's annual GHG emissions are from our upstream supplier activities. That's why our procurement and sustainability teams are partnering to embed sustainability into our supplier relationships and procurement operations.

- We have added sustainability-related expectations—including disclosing environmental data on an annual basis and setting science-based climate targets—to our Supplier Code of Conduct, which helps our suppliers understand Zendesk's values and expectations.
- In 2022, we started embedding sustainability into quarterly business reviews with a couple of our top strategic suppliers, signaling how suppliers' sustainability progress is valued in our business relationships.
- We are working to set our own Scope 3 science-based target, which will include a supplier engagement target that we will implement to drive systemic actions on value chain emissions reductions.

Zendesk also strives to be an environmentally responsible supplier to our customers. We are proud that we continuously disclose our environmental data and details of our sustainability programs to 30+ customers annually via the EcoVadis sustainability platform and to many more customers via customer inquiries. We hope that our sustainability efforts and progress can help customers accomplish their sustainability goals.

## Employee travel & working from home

We have implemented a digital-first policy, which allows our employees to work remotely as needed and travel for business events. Our business travel-related emissions were reduced by over 80 percent from 2019 to 2022. While business travel is now only 5 percent of our total value chain footprint, we recognize that it is an important way of connecting with our customers and communities, and we continue leaning into our digital-first policy to limit our global travel emissions while balancing other important business priorities.

Our digital-first policy also means that most of our employees are now working from their home offices, consuming energy and generating GHG emissions. Our employees are our change agents and have a big role to play in making a positive impact on our planet. That's why in 2022, we launched a voluntary, company-wide survey asking employees about home office energy use and sustainability practices. Nearly half of Zendesk employees responded to the survey.

We analyzed the survey data, shared insights with our employees, and for the first time, quantified GHG emissions from our employees' home offices (see ESG table). Additionally, we developed a [Work From Home Sustainability Toolkit](#), which includes recommendations for reducing home office energy use and carbon emissions, to guide and empower our employees to work from home in the most environmentally responsible way possible.



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**Laptop computers, external monitors, and desk-floor lamps are the top three electronics used in respondents' home offices. Almost three-quarters of respondents use two monitors.**

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**17% of survey respondents are enrolled in a green power program with their utility, and 31% would like to participate.**

---

**10% of respondents have on-site renewable energy at their homes.**

---

**7% of respondents offset their carbon emissions, and 45% are interested in learning more about how to do so.**



Photo source: Climate Impact Partners

## Maximizing the impact of carbon offsetting

While we recognize the imperfection of the voluntary carbon market, we think it is a critical and valid mechanism for mitigating the climate crisis.

As a customer service software company with products aimed at improving customer relationships, we care deeply about trust and the relationships we have with nature and our communities. That's why our carbon offsetting program focuses on high-quality, verified carbon-offsetting projects that span across the globe and create co-benefits for local ecosystems and communities. While ensuring the integrity and carbon reduction impact of offsetting, we aim to also advance broader UN Sustainable Development Goals (SDGs).

All our carbon-offsetting projects align with leading verification standards endorsed by the [International Carbon Reduction and Offset Alliance \(ICROA\)](#), such as the Gold Standard. And beyond reducing carbon emissions, our projects have created significant social and economic impact for local communities, including halting biodiversity loss, improving access to clean water, promoting gender equality, and creating decent job opportunities.

## Mitigating global emissions and achieving carbon neutrality

Beyond transforming our business operations and driving incremental progress on reducing our own value chain emissions in line with the SBTi standards, we know we have opportunities to create immediate impact by mitigating societal-level, global GHG emissions through purchasing carbon-offsetting projects.

In 2022, we are proud that we delivered all of our customers a carbon-neutral product, which means that all the emissions from our product value chain—including office operational emissions, data hosting, and product engineering-related emissions—are reduced and offset. Also, we achieved carbon neutrality on our employees' business travel and commuting-related emissions, including emissions from their home offices, which are considered "virtual commuting emissions" based on the GHG protocol.

By partnering with [Climate Impact Partners](#), we purchased carbon credits from a portfolio of high-quality carbon-offsetting projects and applied them to offset our residual emissions from product operations and employee travel. Achieving carbon neutrality essentially puts an internal price on Zendesk's carbon footprint, driving further emissions reduction progress in our business operations.

## Accelerating carbon removal

To achieve net zero and a 1.5°C world, we need to rely on the large-scale deployment of carbon removal technologies, which remove carbon dioxide from the atmosphere and lock it away for long periods of time. Unlike carbon reduction offsetting projects, carbon removal technologies are in a very early stage. The market is still very nascent and needs stable and predictable financial support to grow.

At Zendesk, we started supporting engineering-focused carbon removal technologies in 2020. The initiative was originally funded by our software engineering team, by reinvesting its cost savings from product operations and data hosting. And we piloted investing in a couple of high-impact, engineering-focused technologies such as direct air capture.

We quickly learned that the most helpful role for Zendesk to play is to send strong demand signals to the market and advocate for more mature market standards and protocols. And we aim to scale and maximize the impact of our program. In 2022, we made a long-term commitment to investing in permanent carbon removal technologies from now to 2030 by partnering with other climate leaders in the Frontier and Watershed communities. Our joint funds will be spent between now and 2030 to purchase permanent carbon removal from suppliers building promising and innovative solutions.

- Frontier is an advanced market commitment catalyzing the growth of the permanent carbon removal sector, and it was founded by Stripe, Alphabet, Shopify, Meta, and McKinsey Sustainability. We are joining the initiative alongside Watershed, which is an enterprise climate platform that helps Zendesk track, manage, and report our GHG emissions.

Through commitment and partnership with other industry leaders, we hope to send strong demand signals to the market and use our collective buying power to accelerate and scale the technologies.

## Environmental data governance

We think high-quality and actionable environmental data is the foundation of an effective sustainability strategy and our commitment to transparency. In 2022, we implemented robust measures to improve data governance.

1. We engaged data owners from cross-functional departments and collected more actual business activity data compared to historical years, which resulted in more accurate environmental impact measurement, including energy consumption, carbon emissions, and progress against our goals.
2. In partnership with Watershed, we have been continuously improving our carbon accounting methodologies across Scope 1, Scope 2, and Scope 3 to ensure that our measurement is complete and conservative wherever it needs to be.
3. We implemented an internal review and approval process to flag questionable data for further investigation and potential correction, to ensure data accuracy before data was submitted to internal and external reporting.
4. For the first time, we engaged Apex, a third-party independent verifier, and completed a limited assurance review of our key environmental metrics, including our Scope 1 and 2 emissions and progress toward the 100 percent renewable electricity goal.

The environmental data disclosed in this report are mainly used to quantify our company's impact on the environment, analyze our progress and opportunities, develop our sustainability strategy and action plans, and engage internal and external stakeholders.

# Employee inclusion and culture

## Our culture and values

We're intentional in building a culture where all employees feel empowered to be their authentic selves at work. For us, that means living the values that define who we are and what we stand for, how we take care of and grow and develop our employees, and how we accelerate our commitments to diversity, equity, and inclusion (DEI) in our communities and company.

Our culture is reflected in where and how we work, too. When the pandemic hit, like many companies we moved to fully remote work. Enabled by our cloud-based tools and technologies, we continued to work together, apart. We were headed toward a hybrid way of working post-pandemic, where a proportion of our employees would be fully remote and a proportion would be hybrid (working from our offices at least two days per week). As time passed, we recognized that not only were we able to continue to be productive when working remotely, but we thrived! We were able to be more inclusive, we were able to meet talent where they were located (increasingly away from the office locations), our teammates were engaged (as demonstrated in our people survey results), our leaders had adapted well to leading remotely, and flexibility was a key table stake in attracting and retaining our teammates. Our expectations—and that of our colleagues—about our way of working had changed.

During 2022, we further evolved our digital-first way of working to be remote first, removing mandated days per week in the office and having 98 percent of our employees work primarily remotely, while offering them the flexibility and choice to determine where they did their best work, whether that be at home, from a Zendesk workplace, or another location—being fully flexible. We recognize that digital first does not mean digital only. We value the power of human connection in real life, so we are intentional about when we come together in person, and that is primarily for connection and collaboration.



Throughout 2022, we have continued to build digital first into our employee experience by creating a knowledge center to share best practices, building functional how-we-work plans to bring digital first to life for each team, continuing to experiment with how we work (such as through hybrid meetups and social community clubs for people to connect in the same locality), and starting the redesign of our office locations to have the majority of our space dedicated to collaboration and connection.



Our employees directly share the impacts of digital first on their lives (“[What I love about digital first](#)”). It has allowed them to feel more engaged, connected, and productive, and it has helped create a better work environment for both themselves and their loved ones:



## Less commute time = more family time



Working fully remote at Zendesk showed me the real meaning of work-life balance. I have more time now to prepare food for my kids, drop them off at school, and help them with their studies. It has lessened my commute stress because I don't need to spend 2.5 hours to get to work. And it has also helped me save money because I don't need to pay someone to look after [my kids]. My kids feel secure now because they know that I am with them. Working from home gives me more time to spend with my family, which helps me to approach my tasks productively and with increased motivation.



**Augela Solis**  
RevOps Deal Support Analyst

Being fully flexible has enabled me to spend more time with my son during the week. If I had to commute to the office, I would likely not see my son with all the traveling time, since I'd leave around 7:30 a.m. (when he's still asleep) and get back at 7 p.m. (when he'd be asleep). It's great that I am now able to create more memories together with my family.



**Dave McGinn**  
Senior Software Engineer



## Flexibility to connect with teammates globally



Digital first has allowed me to work in a very positive way. I get to coordinate, collaborate, and hang out with co-workers all over the globe. I feel more connected now than ever before.



**Beryl Baker**  
Manager, Creative Production

I spent two months working from Lisbon, Portugal. We had a cozy little Airbnb in a central neighborhood with a very local vibe. While it meant very early mornings to overlap with Asia time zones, it also meant a more favorable time zone to join more global team meetings. I really came away feeling better connected to my global peers and business partners. I came back to Singapore refreshed and revitalized.



**Alaina Franklin**  
RVP, Customer Success



## Flexibility for self-development



Digital first, to me, means flexibility for my self-development. In the past two years, when I did not have to commute to work and I could manage my time more efficiently, I had a chance to take two self-development leadership programs. The programs provided me with leadership insight and best practices outside of my own working environment, with an external coach, peers, and tutors. I had the opportunity to learn more about what leadership encompasses and put these learnings into practice each and every single day of my life at Zendesk, as I progress in my career.



**Maria Di Martino**  
Group Manager, Communications



## Flexibility to pursue a career in new locations



Moving from a big city like Warsaw to Copenhagen was a life changer for me. I always dreamed of living next to the sea, and here I am. I also moved for a better work balance for me and my family. Working from home, I have more time to share my passion with my children, which is music, and just spend more time with them. My kids have better chances for their future life, as Denmark has one of the best school systems in Europe. They will speak at least three languages fluently—Polish, Danish, and English, and who knows what else. Thanks to 'digital first,' I really appreciate this opportunity!



**Sebastian Ciejak**  
Customer Success Manager

## Taking care of our employees

Zendesk's benefits strategy views mental health through the lens of **caring for the whole person across multiple well-being pillars**. Because of the connection mental health has with physical health and other aspects of an employee's life, the company's holistic approach encompasses the following:

- **Physical well-being:** Movement and mindfulness with mental and physical fitness partners and apps, as well as virtual yoga, fitness, and meditation classes.
- **Mental well-being:** Access to therapists through our mental health platform and employee assistance program, along with a mental fitness app to improve resilience and reduce stress and anxiety.
- **Financial well-being:** Financial education and coaches through the mental health platform help reduce anxiety stemming from financial issues.
- **Community and social well-being:** A wide range of programs within and outside of Total Rewards that promote work-life harmony and strengthen social connectedness.

# Inclusive support for our employees

Taking care of our employees and their families is fundamental to how we do business. One of the ways we do this is by providing inclusive health and well-being benefits. The physical and emotional toll of the past few years has been unprecedented. That's why we reviewed our benefits to ensure we had a holistic offering that provides the support our employees need, no matter where they are on their personal and professional journeys. Below are just a few highlights of the inclusive benefits we offer our employees.



16+ weeks paid parental leave for birthing and non-birthing parents



Surrogacy, adoption, and family-forming funds



3 weeks pregnancy loss leave, including for abortion and miscarriage



10 days emergency leave, including COVID-19 self-care and caregiving



Access to mental health and coaching resources



Generous PTO and monthly Recharge Fridays (2022)



Back up child care via care.com (where available)



Paid leave for deployed military/reservists



Zendesk's extended military leave policy was a godsend when I was activated to serve in Operation Allies Welcome, following the fall of Afghanistan. That program allowed me to focus on serving the mission at hand without the added stress of having to juggle finances. Your whole world gets upheaved when you are called up. It impacts your ability to execute on daily job duties, family requirements, housing, food, etc., so any assistance from an employer in making some aspect of that easier on the life of the service member is extremely valuable and doesn't go unnoticed.



**Nick Klauer**

Staff Software Engineer and Staff Sergeant, U.S. Army Reserve

# Growing and developing your career at Zendesk

We're proud of our culture, and it makes us happy that our employees and others recognize how special it is.

**85%** would recommend Zendesk as a great place to work

**90%** say Zendesk is committed to diversity, equity, and inclusion

**86%** say at work, they feel cared about as a person

We invest in growing our people as we grow our organization. Creating equitable access to experiences, leadership, and education makes us better as people, an organization, and a community. People come to Zendesk to grow their careers at Zendesk. That journey begins the moment they decide to work at Zendesk and continues throughout their development and career journey.

In 2022, we introduced a refined performance management framework that prioritizes employee growth and development. It focuses on creating a culture where expectations are clear, employees receive frequent and constructive feedback that accelerates growth, and employees are being developed to do more both in their current role and toward future career goals.

## Join the champions of customer service...

**Over 1,700** employees began their careers at Zendesk in 2022 through a 100 percent virtual New Hire Onboarding program.

- **Give back:** During New Hire Onboarding, participants created “thinking of you” cards for homebound seniors or other partners of the Zendesk Foundation. Additionally, employees were offered a \$25 donation gift card to the charity of their choice via GlobalGiving. In 2022, thousands of greeting cards were made supporting several global nonprofit partners.
- **Be an ally:** To support global diversity, equity, and inclusion, we provide all employees with an Allyship Toolkit to help everyone become allies in their communities and workplace.

### ... and build a career here

In 2022, we helped our employees continue their growth through promotions and other forms of internal mobility, like changing jobs and getting those “new” feels all over again.

**17.2 percent of employees were promoted, and 11.6 percent of employees moved into a new role** and flexed their mobility in 2022!

# Leadership expectations

We recognize that leaders help enable career journeys by bringing our employees' growth and development aspirations to life. Our inclusive leadership behaviors drive equity throughout our talent practices and contribute to our diverse community. The pillars of these inclusive leadership expectations are: **leading yourself, leading the business, and leading the team.**

When our leaders live and breathe leadership in this way, they drive connection and collaboration across our business to create a more effective and courageous Zendesk.



**Building inclusive leadership at scale is critical to shaping Zendesk's future. Leaders impact the candidate and employee experience every single day through how they behave and showcase our values. Our leaders are essential to empowering our diverse, global, digital-first community on our journey from great to iconic.**



**Michelle Saurin**

Senior Director, Talent & Leadership Development at Zendesk

## Lead yourself

### Role model

- **Be accountable** for what you deliver
- **Communicate** with purpose and clarity
- **Be agile**

## Lead your team

### Connect

- **Foster belonging** and inclusive leadership
- Embody **digital first** ways of working
- **Enable development** of yourself and others

## Lead the business

### Look up and out

- **Collaborate** cross-functionally
- **Know our business,** customers, and product
- **Focus on results and impact**



**1,700+**  
employees attended a formal learning program



**6,000+**  
active users completed 260,000+ items within our learning and development platform



**\$1.76M**  
learning stipend dollars were spent on personal development needs



**My coach has taught me how to approach conversations and interactions in a way that creates a really positive win-win environment and to frame challenges as a common goal to work towards together. This shift in how to approach interactions has been life-changing and will forever impact my well-being and success. I am so grateful!**

**BetterUp Program participant**  
Building a diverse, equitable, and inclusive culture

## Accountability Leadership Sprint

Live, structured learning delivered over 10 weeks to Zendesk's leadership population; launched a complimentary asynchronous self-paced pathway.

600+ attendees

## Ignite

A mentorship and coaching program designed to develop and accelerate our top-performing, underrepresented talent.

110 attendees

## Accelerate

Mid- to senior-level leadership program focused on leading in hyper-growth and hyper-change environments.

120+ attendees

## BetterUp

A 1:1 coaching program targeting top performers to help them thrive as a person and inspire them as a leader.

3,000+ coaching sessions delivered

## Illuminate

Zendesk's Leadership Fundamentals Program for newly hired and newly promoted people leaders focused on soft, practical applicable management skills.

290 attendees

## Manager Essentials

Quarterly workshop and supplemental asynchronous guide laying the foundation for expectations of leading others at Zendesk.

224 workshop attendees

## Career Week

A dedicated week for all employees focused on career ownership and developmental opportunities to support ongoing career development.

1,164 participants

# Our Employee Communities

Employee Communities (ECs) play a critical role in building our inclusive culture. They elevate the voices of underrepresented groups inside and outside of Zendesk and provide spaces where everyone can feel welcomed, supported, and empowered. Employee Communities directly impact our business and culture with focuses on:

- **Career:** Growing future leaders and expanding our talent networks
- **Connection:** Increasing connection and belonging
- **Community:** Expanding market reach and external impact
- **Culture:** Amplifying equity and inclusion



“

Throughout 2022, The Village EC in EMEA brought together parents and caregivers across Europe through lively exchanges in our Slack channels and through events curated to make our community members feel appreciated and welcome. One of our 2022 highlights was a fireside chat with a well-known European marketing leader, mom, and professional development coach during Zendesk’s EMEA Inclusion Week. Participants shared that the event was heart-warming, and we as the EC leaders are motivated by knowing that caregivers at Zendesk know that Zendesk takes care of them.



**Saskia Stähle-Thamm**, Communications Manager, and  
**Dee Costello**, Talent Acquisition Partner, Global Co-Leads for The Village



**Being part of the Women at Zendesk leadership team has been an amazing experience. I've met colleagues from all regions and all departments, sharing our experiences and best practices. Participation in this community makes me feel supported, heard, and understood. It also makes me feel more connected to my colleagues. I am so proud of the global events we've organized that created occasions to learn, educate, share, and connect around common causes, such as everyday empowerment and allyship.**

**Celine Foubert**

Senior Enterprise Marketing  
Manager, France, and Global Lead  
for Women at Zendesk





## Peer Circles

A highlight of the 2022 Employee Community initiatives was our Peer Circles, led by our Mosaic Employee Community. These Circles are a series of fireside chats with senior staff and an intimate group of Employee Community members (fewer than 10 per circle) to discuss professional development topics selected by our employees. In addition, the EC curated lists of books recommended by our executives to foster continuous personal and professional development for EC members. This grassroots initiative expanded member exposure to different development topics and provided direct access to the C-suite for our diverse employee groups, resulting in the creation of meaningful connections.

## Investing in our Employee Community leaders

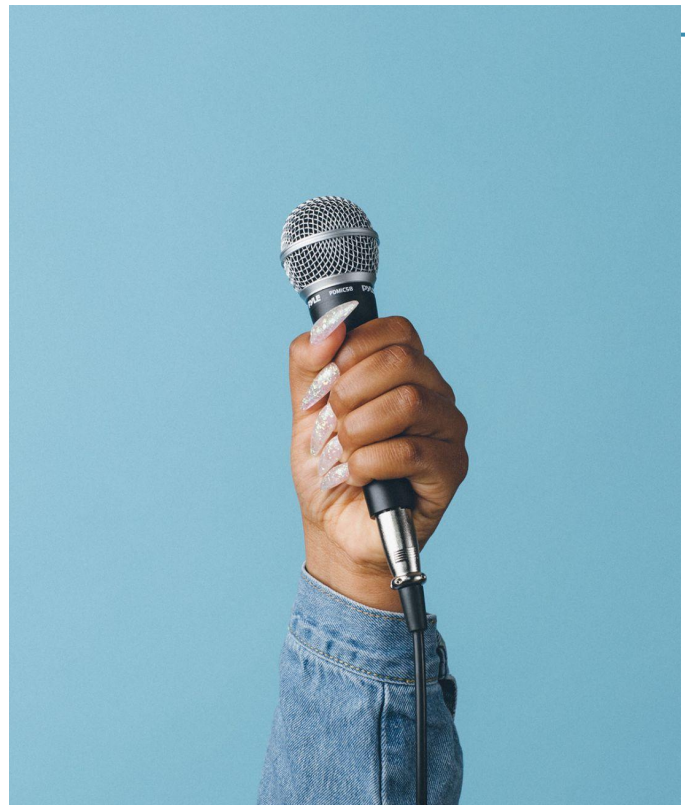
In recognition of the contributions of our Employee Community leaders and the important leadership role they have with the company, Zendesk is proud to partner with BetterUp. This partnership provides our EC leaders with live one-on-one career coaching and dynamic, personalized digital experiences to accelerate their long-term professional development and drive personal growth.

“

**2022 was an impactful year for the development of our Employee Community members. We collaborated across Mosaic, Women at Zendesk, and Zendesk Pride to deliver more than 10 Peer Circles to our members. Each brought a different senior leader to the table, and topics ranged from work-life balance to power and influence, negotiation, and authentic leadership. These conversations provided invaluable insights for both our leaders and our employees.**



**Yvonne Chavez**, Senior Product Marketing Manager and Professional Development Committee Lead for Mosaic



# Pay equity

One of our top priorities in Total Rewards is pay equity—which we monitor globally for gender, and in the United States by race/ethnicity.

We invest in an annual pay equity study (completed by an independent third party) that assesses each of the following: total direct compensation, base salary, bonus, and stock. We look across locations, by function, by country, and by job level to ensure we are thorough in our analysis.

This study allows us to quickly and effectively evaluate our practices and identify and appropriately address any statistical disparities we identify. This also helps us to proactively head off future disparities. We believe this is the most complete and fair way to determine pay equity.

We're committed to ensuring our diverse workforce is equitably rewarded for their work through competitive base wages, bonuses, and benefit programs. Our reward programs are crafted specifically to recognize our employees' contributions to value creation and business results.

Our commitment to transparency in our pay practices is crucial to building trust with our employees. This transparency ensures accountability to our values and to our commitment to being a truly inclusive and equitable place to work.

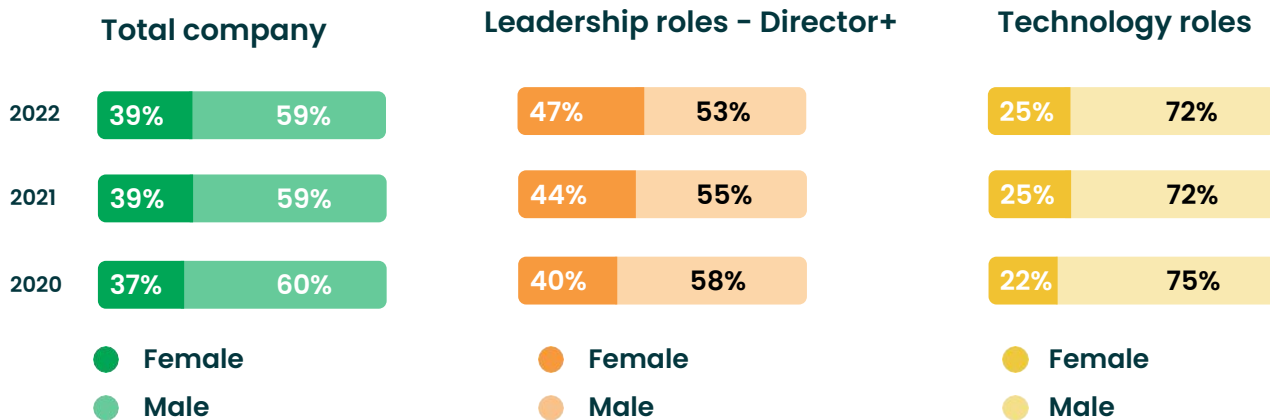


# Making progress in representation

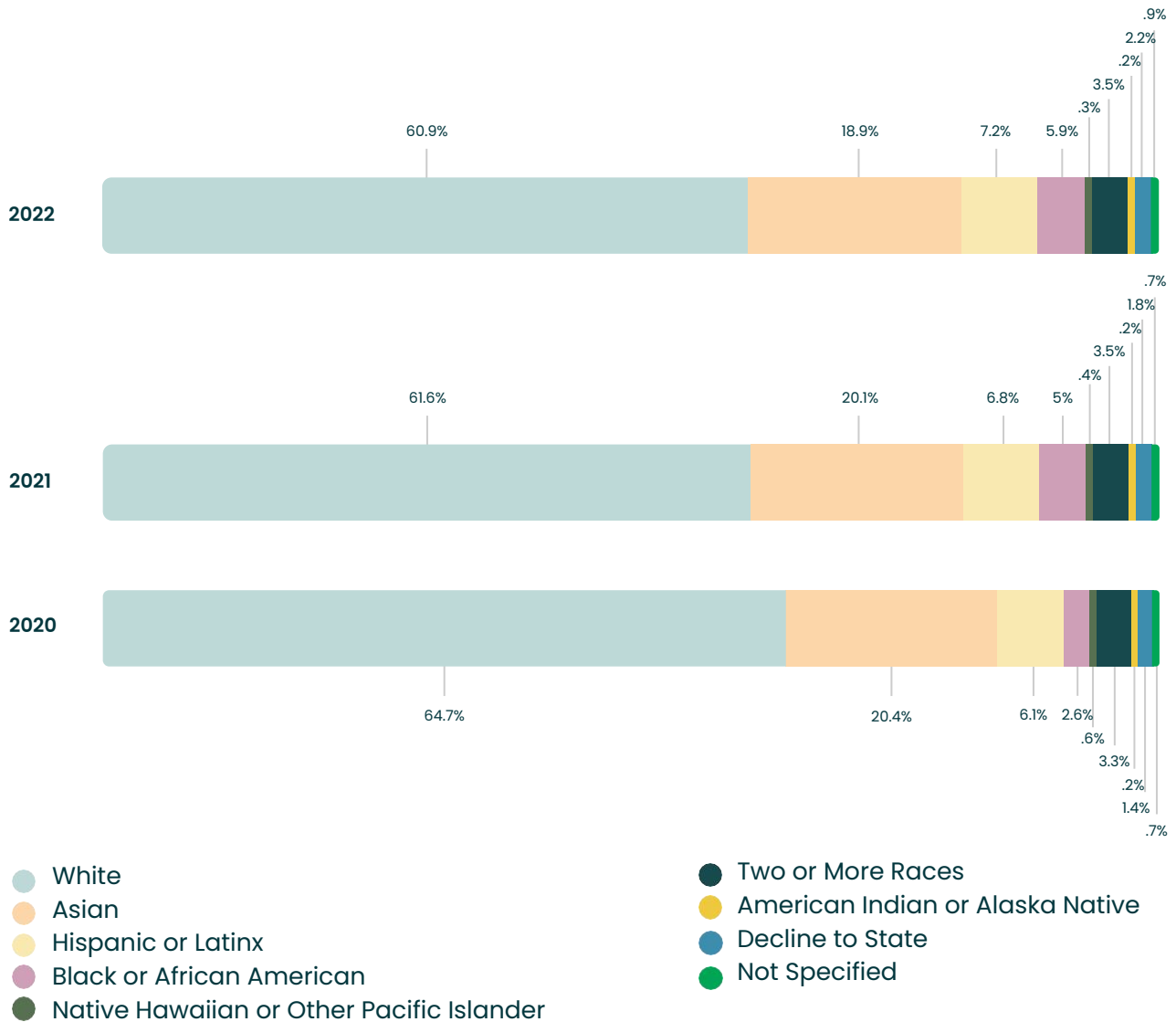
Diversifying the representation of our workforce remained a priority in 2022. While we, like many companies in the technology space, faced headwinds in hiring, we are proud of the fact that we were able to make significant progress toward our goals. In addition to focusing on diverse talent pipelines, we also invested in the development of our underrepresented talent. Some examples are programs with BetterUp, the Executive Leadership Council, and edX, a 2U brand. **Here is how we moved the needle on representation in 2022:**



## Gender representation (total company)



## Race/ethnicity representation (U.S. only)



### Mansfield 2.0 Certification

In 2022, Zendesk’s legal team was one of only 40 legal teams and law firms in the U.S. to achieve [Mansfield 2.0 Certification](#). Gaining a 2.0 Certification means our legal team considers candidate pools consisting of at least 50 percent women, minority, LGBTQ+, and disabled lawyers for job openings, promotions, and leadership opportunities.

# Partnering to amplify our impact

Zendesk invests in organizations that are doing truly innovative and inspiring work in the diversity, equity, and inclusion space to both extend our reach and amplify their impact. We are proud to partner with these organizations to drive a more inclusive culture for our employees and our communities.



We're proud of the progress we've made, and we remain steadfast in our commitment to drive equitable outcomes and tangible results so that people from a wide range of backgrounds thrive at Zendesk and we can amplify impact across all our communities and customers. The journey continues, and we know it takes contribution from each of us in order to achieve our goals and create transformative change.



**Megan Kollar Dwyer**  
Head of Diversity, Equity & Inclusion



# Accessibility

We want anyone accessing Zendesk with assistive technology to encounter a successful and positive experience. The customer service industry is a source of jobs for millions of people, and if people can't use our technology, they can't access those jobs. Also, because we power customer service software for other companies, it's our job to make sure their customers can get help, regardless of how they access technology or experience the world.

The goal of our Product Development organization is not only to meet the industry standard, WCAG 2.1 AA, but to go beyond it wherever possible.

In 2022, accessibility continued to be a top priority:

- Our quality improvements continue for each of our end-user and agent-facing experiences. Our teams are held accountable for employing best practices throughout the product cycle, starting with design through final testing. We are also in the process of expanding our third-party audit program to all Zendesk products.
- In 2022, we launched a new training program with the goal of running 200+ Zendesk employees through hands-on design and coding workshops every year.
- Also, we grew our core Product Accessibility team and now have more Accessibility Engineers to provide additional expert design, development, and testing, on top of that already done by product teams.



## SECTION SEVEN

# ESG metrics

Company	FY 2022	Framework
Organization name	Zendesk, Inc.	GRI 102-1
Products & services	<a href="#">Products &amp; services</a>	GRI 102-2
Location of headquarters	San Francisco	GRI 102-3
Statement from CEO	Page 4	GRI 102-14
Reporting period	January 1, 2022 -December 31, 2022	GRI 102-50
Reporting cycle	Annual	GRI 102-52
Social	FY 2022	Framework
Charitable donations (Zendesk Foundation)	\$2,524,000	
Programs for upgrading employee skills	Page 30	GRI 404-2
Employee engagement <sup>2</sup>	83% <sup>3</sup>	TC-SI-330a.2
Happy working at Zendesk <sup>4</sup>	81%	
Recommend Zendesk as a great place to work <sup>5</sup>	85%	
Human rights policy	<a href="#">Zendesk Human Rights Policy</a>	GIR 412-1
Supplier code of conduct	<a href="#">Supplier Code of Conduct</a>	GIR 414-1
Supplier diversity	<a href="#">Supplier Code of Conduct</a>	
Acceptable use policy	<a href="#">User Content and Conduct Policy</a>	GIR 102-16

<sup>1</sup> The numbers here reflect regular employees only and exclude fixed-term employees and interns.

<sup>2</sup> Two questions that make up the employee engagement outcome: (1) How happy are you working at Zendesk? (2) I would recommend Zendesk as a great place to work.

<sup>3</sup> 2022 data reflects outcomes of the May 2022 survey.

<sup>4</sup> Calculation represents the number of employees who responded 4 or 5 on a 5-point scale where 1 = Not at all and 5 = Completely happy. 2022 data reflects outcomes of the May 2022 survey.

<sup>5</sup> Calculation represents the number of employees who responded 4 or 5 on a 5-point scale where 1 = Strongly Disagree and 5 = Strongly Agree. 2022 data reflects outcomes of the May 2022 survey.

Diversity	FY 2022	Framework
Equal pay assessment	Yes	GIR 405-2
<b>Gender representation<sup>6</sup></b>		
Global tech <sup>7</sup>		TC-SI-330a.3
Female	25.4%	
Male	74.6%	
Global leadership (Director+)		
Female	46.5%	
Male	53.5%	
Total company		
Female	39.1%	
Male	59.2%	
<b>Representation by ethnicity<sup>8</sup></b>		GIR 405-2 TC-SI-330a.3
White	60.9%	
Asian	18.9%	
Hispanic or Latinx	7.2%	
Black or African American	5.9%	
Native Hawaiian or other Pacific Islander	0.3%	
Two or more races	3.5%	
American Indian or Alaska Native	0.2%	
Decline to state	2.2%	
Not specified	0.9%	

<sup>6</sup> Note that missing and declined to state data is not reported here. Zendesk recognizes that gender identity is not binary and is actively working to more inclusively reflect the full spectrum of gender identity.

<sup>7</sup> Zendesk classifies “tech” employees by job role. Technical roles are those that rely heavily on knowledge and skills in areas such as engineering and mathematics to support the business. In 2020, we updated our list of tech roles that meet this criteria and our 2019 baseline data has been updated to reflect this new set of job roles.

<sup>8</sup> Ethnicity data is captured from only U.S.-based employees.



Governance	FY 2022	Framework
Governance structure	<u>Management Team</u>	GIR 102-18
Highest governing body managing ESG issues	Board of Directors oversees the ESG Committee	GIR 102-29
Zendesk cookie policy	<u>Zendesk In-Product Cookie Policy</u>	TC-SI-220a.1
Data privacy policy	<u>Zendesk Privacy and Data Protection</u>	TC-SI-220a.1
Code of conduct	<u>Code of Conduct</u>	102-16

Environmental metrics <sup>9</sup>	FY 2022	Framework
<b>Strategy and management</b>		
Environmental policy	<u>Zendesk Environmental Policy</u>	UNGC Principle 7
100% renewable energy goal set	Yes	GRI 302-4 UNGC Principles 8, 9
Discussion of the integration of environmental considerations into strategic planning for data center needs	<u>2021 Global Impact Report</u>	TC-SI-130a.3 UNGC Principle 8
Emissions reductions initiatives	<u>Zendesk Sustainability</u>	GRI 305-5 UNGC Principle 8
Engagement with supply chain on climate-related issues	Yes	GRI 308-1 UNGC Principle 8

<sup>9</sup> Zendesk's voluntary environmental reporting is informed by the below leading frameworks:

- The Sustainability Accounting Standards Board (SASB) Sustainability Accounting Standard for the Technology and Communications Sector, Software & IT Services industry
- The Global Reporting Initiative (GRI) Standards
- The Ten Principles of the United Nations Global Compact (UNGC)

<b>Environmental commitments &amp; progress</b>		
100% renewable energy	Achieved	GRI 302-4
Carbon neutral product	Achieved	
Scope 1 + 2 market-based emissions (MTCO2e)	864	GRI 305-1, 305-2
Percentage offset	100%	GRI 305-1, 305-2
Residual Scope 3 emissions from product value chain (MTCO2e)	14,016	GRI 305-3
Percentage offset	100%	GRI 305-3
Carbon neutral travel	Achieved	GRI 305-3
Residual Scope 3 business travel and commuting emissions (MTCO2e)	5,871	GRI 305-3
Percentage offset	100%	GRI 305-3
Science-based target	Committed	Principle 8
Carbon removal purchasing	Committed	Principle 8
<b>Greenhouse gas emissions</b>		
<b>Emissions by Scope (MTCO2e)</b>		
Scope 1 emissions	862	GRI 305-1
Scope 2 (location-based) emissions	1,229	GRI 305-2
Scope 2 (market-based) emissions	2	GRI 305-2
Scope 3 emissions	47,221	GRI 305-3
<b>Scope 3 emissions by category (MTCO2e)</b>		
Purchased goods and services	36,876	GRI 305-3
Capital goods	3,750	GRI 305-3
Fuel and energy-related activities	626	GRI 305-3
Waste generated in ops	75	GRI 305-3
Business travel	2,613	GRI 305-3
Employee commuting	3,258	GRI 305-3
Transportation emissions	644	GRI 305-3
Optional Scope 3 employee commute emissions	2,614	GRI 305-3
Upstream leased assets	23	GRI 305-3

Energy		
100% renewable energy progress	100%	GRI 302-4
Total electricity consumption (MWh)	3,184	GRI 302-1
Electricity consumption covered by Utility green power programs (MWh)	1,834	GRI 302-1
Electricity consumption covered by high-quality EACs (MWh)	1,350	GRI 302-1
Total energy consumption (MWh)	7,398	GRI 302-1

Electricity consumption and Scope 1 & 2 market-based emissions by city			
City	Electricity use (MWh)	Energy use (MWh)	Framework
<b>By city</b>			GRI 305-2
Dublin	285	1,164	
Copenhagen	28	68	
Krakow	227	227	
London	71	71	
Madison	222	493	
Melbourne	203	301	
Montpellier	22	48	
Montréal	194	238	
San Francisco	1,329	4,169	
Singapore	181	181	
Taguig City	350	350	
Tokyo	71	88	

