

# SUMMARY

## Sustainability Master Plan



Lael Giebel, Director of Global Sustainability  
March 11, 2025



*The health of our planet affects all life, and at KnowBe4, we take our environmental responsibility seriously. Our commitment to extreme ownership extends to safeguarding our environment, with every team member actively engaged in this mission.*

*We're not just focused on grand gestures like our pledge to achieve net-zero carbon emissions by 2040. We also prioritize smaller, everyday actions such as organizing neighborhood clean-ups and composting our office coffee grounds. Environmental stewardship isn't merely a corporate policy for us—it's woven into the fabric of our culture. It defines who we are and guides our actions, from leadership to every individual in our organization.*

*At KnowBe4, we believe that every effort, big or small, contributes to a healthier planet. We're dedicated to making a positive impact and inspiring others to join us in this crucial endeavor.”*

- Lael Giebel, Director of Global Sustainability



### ***Carbon Footprint***

We've tracked greenhouse gas emissions since 2020, beginning with Scopes 1 & 2. In 2023, we expanded to additional Scope 3 categories, and in 2024, implemented Watershed to improve data quality for setting reduction targets against our 2023 baseline.

### ***Clean Energy***

Our US headquarters utilizes Duke Energy's Clean Energy Connection solar program, while several international offices occupy buildings that are partially powered by renewable energy.



### ***Energy Efficiency***

We implement energy efficiency through computer power management, printer sleep settings, motion sensors, LED lighting, and Energy Star-certified appliances.



### ***Remote Employees***

Our substantial hybrid and/or remote workforce reduces environmental impact through decreased commuting, lowering greenhouse gas emissions, fossil fuel consumption, and energy usage.

### ***Net Zero Carbon Pledge***

In May 2021, we committed to achieving net zero carbon emissions by 2040, ahead of the Paris Agreement timeline.

### ***Emission Reduction Initiatives***

Since 2022, we have invested in renewable energy credits as part of our comprehensive strategy to reduce our carbon footprint by 2040.

# Zero Waste

## Goal

We aim to achieve an 80% annual average diversion rate from landfill, incineration (WTE), and environmental disposal through waste reduction, reuse, responsible recycling, and composting.



*Image of Zero Waste Plan*

## Zero Waste Plan

Our comprehensive Zero Waste Plan integrates annual waste tracking, eco-friendly purchasing policies, global leadership roles, standardized recycling programs for offices and employees, grassroots composting efforts, and practical waste reduction strategies focused on the principles of reducing, reusing and repurposing materials.



# Environmental Stewardship

*“KnowBe4 has always been an organization that has put forth goodwill efforts throughout the community via various initiatives, such as environmental cleanups, helping to feed needy families, charitable donations, days off for employees to volunteer for positive causes, and more. The employees at KnowBe4 are dedicated to a variety of causes that help to make our organization and our community a better place. We are elated to win this award from TrustRadius and look forward to finding even more ways to show our strength in corporate social responsibility.”*

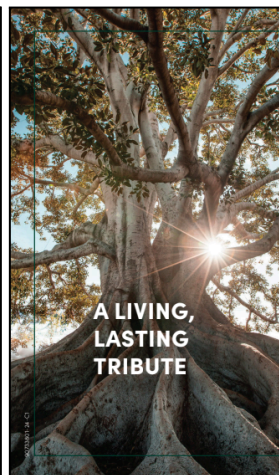
-Stu Sjouwerman, in response to receiving the 2021 Tech Cares Award From TrustRadius

## Trees

For our anniversaries, we funded the planting of 10,000 trees in 2020 (10th year) and 14,000 trees across 14 global forests in 2024 (14th year), supporting carbon absorption, ecosystem enhancement, and biodiversity conservation.



Credit: ONETREEPLANTED



Arbor Day certificate

## Bees

Since 2021, we have annually supported the Pinellas Beekeepers Association by establishing and maintaining honey bee hives (starting with 11 hives and increasing each year to 14 hives in 2024), contributing to global pollination essential for food production.



KnowBe4 Staff and hives at Pinellas Beekeepers Association



## Ocean

For our 12th anniversary in 2022, we funded the removal of 12,000 pounds of garbage from The Great Pacific Garbage Patch, addressing the critical issue of oceanic plastic pollution.

## Endangered Species

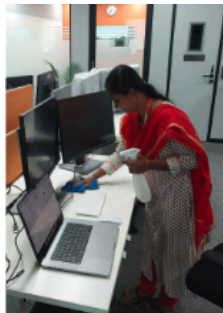
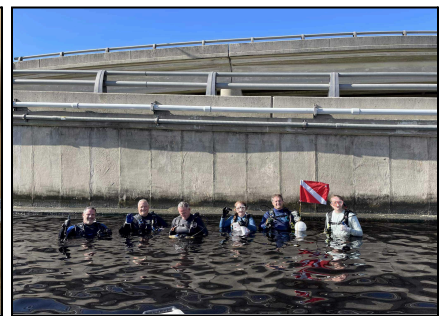
We protected endangered species through targeted donations, including 13 species in 2023 for our 13th anniversary (representing each country where we operate plus two additional species), and 14 different species in 2024 for our 14th anniversary through our tree planting initiatives.



*Garbage in the Great Pacific Garbage Patch*

## Clean-ups

Employee groups across multiple countries conduct regular environmental clean-ups. Since 2022, 945 volunteers across 11 countries have collected nearly 7,500 pounds of trash, including through formal adoption programs in Clearwater.



*Various staff clean-ups across the globe*

# Employee Engagement

## **Knowster Climate Pledge**

Launched on Earth Day 2021, the Knowster Climate Pledge has seen employee participation grow from 30% in the first three weeks to 97% by the end of 2024.

## **Employee Recycle Program**

In addition to standard office recycling, our US headquarters offers employees options to recycle home items beyond standard office materials, including e-waste, printer cartridges, plastic bags, batteries, reusable bags, and office supplies.

## **EarthBe4**

This volunteer group has grown to over 75 members (known as “Earthsters”) across nine countries as of January 2025. Activities include:

- Adopted Garden Avenue for regular clean-ups
- Partnerships with local organizations
- Sustainability-focused contests and events including Meatless Mondays, No-Waste November, and Earth Day activities



## **Employee Education**

We provide comprehensive sustainability education through pre-meeting videos, onboarding training, an internal blog featuring #GreenTips, and optional learning opportunities like Carbonauts courses on reducing personal carbon footprints, among other things.

We organize sustainability-focused viewing events, including a week-long TEDx Countdown watch party leading up to COP26 in November 2021 and a six-day screening of the "Future Forward" documentary series in 2023.



*KnowBe4 TEDx Countdown*

*Future Forward Film Series*

## **Clean Energy Incentives**

In 2022, we offered eligible employees \$1,000 incentives for installing home solar panels or purchasing fully electric vehicles, with thirty employees participating in the program.



# Outside Engagement

## *Partnerships*

KnowBe4 is proud to partner with multiple local and international non-profit organizations.



## Awards

*Green Business Partnership certification (2021)*

*TrustRadius Tech Cares Award (2021, 2022, 2023, 2024)*

*Business Intelligence Group (BIN) Sustainability Award (2022, 2024)*

*Amplify Clearwater Environmental Steward Award (2022)*

*Sustany Sustainable Business Awards (2022, 2023, 2025)*





# Commitment to Progress

Our sustainability journey reflects our core values and commitment to responsible business practices. As we advance toward our 2040 net zero goal and 80% waste diversion target, we will continue measuring our progress, refining our strategies, and engaging our global team in environmental stewardship.

Through innovation, collaboration, and accountability, we aim to create lasting positive impact for our employees, communities, and planet. This master plan serves as our roadmap - guiding our decisions today to ensure a sustainable tomorrow.