knowbe4

SUMMARY



Lael Giebel, Director of Global Sustainability & Culture
September 1, 2026



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 team members actively engaged in this mission.

We believe that our environmental commitment not only benefits the planet but also strengthens our business fundamentals. Our energy efficiency initiatives have reduced operational costs, while sustainable practices enhance our brand and appeal to eco-conscious customers and top talent. By integrating environmental responsibility into our core strategy, we're creating long-term value that supports both our financial performance and our vision for a sustainable future.

While we remain focused on our pledge to achieve net-zero GHG emissions by 2040, we also prioritize smaller, everyday actions such as organizing neighborhood clean-ups and composting our office coffee grounds and food scraps. 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 & Culture

Energy

Carbon Footprint

Since 2020, we have measured our Greenhouse Gas (GHG) emissions annually, evolving from initial Scope 1 and 2 tracking to include significant Scope 3 categories. In 2024, we transitioned to the Watershed platform to ensure audit-grade data quality critical for emerging climate disclosure regulations. Our 2025 total footprint of 5,303 tCO2e represents an increase from 2024, primarily driven by our return-to-office mandate increasing employee commuting, a rise in in-person meetings reflecting greater business travel, and business growth including our expansion into the Washington, D.C. market. We continue to use these data-driven insights to manage our emissions profile and inform our internal GHG reduction targets and transition strategies.

Clean Energy

In 2025, our offices used well over 75% clean energy globally, exceeding our 25% target, largely through the purchase of green energy tariffs and Renewable Energy Certificates (RECs). Twelve of our offices now run on 100% clean energy.



Our Clearwater Tower has used clean energy through Duke Energy's Clean Energy Connection (solar) program since July 2022; our landlord has requested 100% clean energy, subject to availability.

Energy Efficiency

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



Remote Employees

A portion of our workforce works remotely. Remote work reduces the number of cars on the road, lowering greenhouse gas emissions, fossil fuel consumption, and energy usage. It also helps reduce environmental and human health impacts as a result of decreased air pollution.

Net Zero Carbon Pledge

On May 8, 2021, KnowBe4 took the pledge to reach net zero carbon emissions by 2040 — 10 years ahead of the United Nations' Paris Agreement on Climate Change.

Emission Reduction Initiatives

Since 2022, we have purchased Renewable Energy Credits (RECs) from reputable sources to support clean energy generation and address our Scope 2 emissions. Since 2023, we have purchased carbon credits to offset a portion of the previous year's emissions In 2024, we began offsetting a portion of our Scope 3 emissions for the previous year through Patch, which certifies projects via third-party audits. While these efforts are not yet fully reflected in our reported numbers, they remain essential to our strategy of increasing both REC acquisitions and carbon offset purchases. Our goal is to significantly reduce our carbon footprint by 2040, balancing immediate actions with long-term reductions.

Zero Waste

Goal

We strive to minimize waste through responsible consumption practices, innovative circularity solutions, and employee engagement initiatives, combining waste reduction, reuse, responsible recycling, and composting wherever feasible.



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 grounded in 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."

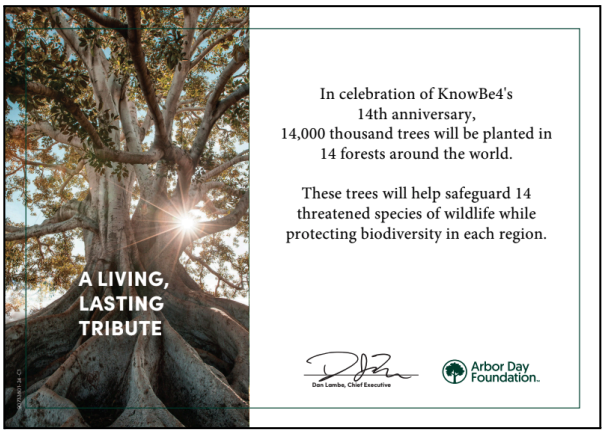
-Stu Sjouwerman, "Founder and Executive of the Board" in response to receiving the 2021 Tech Cares Award From TrustRadius

Trees

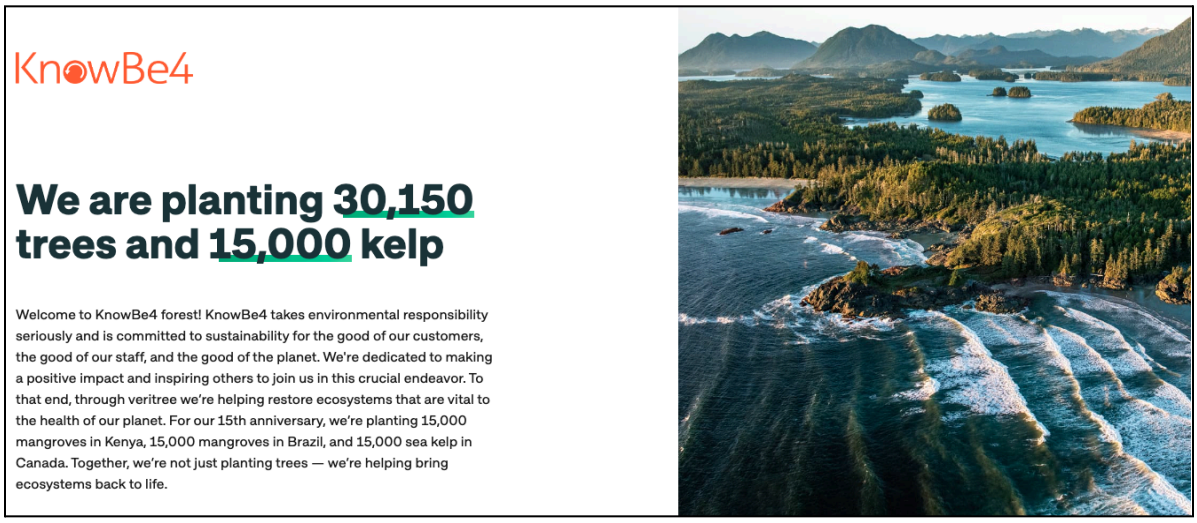
For our anniversaries, we funded tree-planting milestones: 10,000 trees in 2020 (our 10th year) and 14,000 trees across 14 global forests in 2024 (our 14th year). For our 15th anniversary in 2025, we partnered with veritree to plant 15,000 mangroves in Kenya and 15,000 in Brazil, supporting carbon absorption, ecosystem enhancement, and biodiversity conservation.



*Credit: ONE**TREE**PLANTED*



Arbor Day certificate



From veritree website

Bees

Since 2021, we have annually supported the Pinellas Beekeepers Association (PBA) by establishing and maintaining honey bee hives, growing from 11 hives to 14 hives in 2024. In 2025, we reduced our PBA hives to 13 and expanded our international reach by adopting two hives in

the Netherlands, contributing to global pollination, which is essential for food production. In 2026, for our 16th anniversary, we reduced our PBA hives to 12, discontinued the Netherlands hives, and adopted two hives in the UK, one in Germany, one in South Africa, bringing our total to 16 hives, or about 900,000 bees collectively.





KnowBe4 Staff and hives at Pinellas Beekeepers Association



Netherlands beehives

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. For our 16th anniversary in 2026, we sponsored 16 distinct, ecologically important reef-building coral species. Through the Florida Aquarium, this conservation effort is global in scope, executed through a coral specialist group of experts from the UAE, Australia, the UK, the US, Singapore, Brazil, France, India, Japan, South Africa, and Germany.

Endangered Species

We protected endangered species through targeted donations: 13 species in 2023 for our 13th anniversary (representing each country where we operate, plus two additional species), 14

different species in 2024 for our 14th anniversary, and 15 species for our 15th anniversary through our tree planting initiatives.

Clean-ups

Employee groups across multiple countries conduct regular environmental clean-ups. Since 2022, over 2100 volunteers across 11 countries have collected over 10,500 pounds of trash, including through our Adopt-a-Street program on Garden Ave 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 2025.

Employee Recycle Program

In addition to standard office recycling, our US headquarters offers employees the option to recycle household items, including e-waste, printer cartridges, plastic bags, batteries, reusable bags, and office supplies.

EarthBe4

This volunteer group has grown to over 100 members (known as “Earthsters”) across 11 countries as of January 2026. Activities include:



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

Employee Education

We provide 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.

We also 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. The program has since concluded.

Outside Engagement

Partnerships

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

Awards

2026 Sustainability Award - Sustainable Organization - Australia
TrustRadius Tech Cares Award (2021, 2022, 2023, 2024, 2025, 2026)
Business Intelligence Group (BIN) Sustainability Award (2022, 2024, 2025, 2026)
Sustany Sustainable Business Awards (2022, 2023, 2025)
Amplify Clearwater Environmental Steward Award (2022)
Green Business Partnership certification (2021)

Finalist, Sustainability Leader and Sustainability Team Awards, 2026 World Sustainability Awards
Finalist, Executive of the Year Award 2025 Global Sustainability Awards
Finalist - Highly Commended, Executive of the Year Award, 2024 Global Sustainability Awards







Glossary

Carbon Footprint	The amount of carbon dioxide released into the atmosphere as a result of the consumption of fossil fuels by a particular individual, organization or community.
Carbon Negative	An individual, organization or community is carbon negative if the amount of CO_2 emissions they remove from the atmosphere is greater than the amount of CO_2 emissions they put into the atmosphere. The impact is positive, meaning they are actively doing something to better the climate.
Carbon Neutral	An individual, organization or community is carbon neutral if the amount of CO_2 emissions they put into the atmosphere is the same as the amount of CO_2 emissions they remove from the atmosphere. The impact is neutral, zero.
Clean Energy	Energy derived from renewable, zero-emissions sources ("renewables"), as well as energy saved through energy efficiency ("EE") measures.
CO_2	Carbon Dioxide. A colorless, odorless gas produced by burning carbon and organic compounds and by respiration. It is naturally present in air (about 0.03 percent) and is absorbed by plants in photosynthesis. Carbon dioxide becomes a poisonous gas when there is too much of it in the air you breathe. Besides the effects it can have on the planet and the atmosphere, carbon dioxide poisoning can lead to central nervous system damage and respiratory deterioration in humans and other breathing creatures.
Compost	Noun: a mixture that consists largely of decayed organic matter and is used for fertilizing and conditioning land. It is commonly prepared by decomposing plant and food waste and recycling organic materials. The resulting mixture is rich in plant nutrients and beneficial organisms such as worms. Compost improves soil fertility in gardens, landscaping, horticulture, urban agriculture, and organic farming. Verb: to convert (a material, such as plant debris) to compost.
EarthBe4	A group of volunteer, green-minded Knowsters who have an interest in sustainability and protecting the environment. Members are dedicated to promoting and celebrating environmental responsibility. The group organizes clean-ups and brainstorms about sustainability ideas and initiatives. Reach out to Lael Giebel if interested!
Earthsters	1. Members of EarthBe4. 2. Eco Warriors. 3. People who are actively involved in preventing damage to the environment.

Eco	Eco is defined as the environment, habitat or surroundings. An example of eco is ecology. Eco is something that is environmentally friendly or sustainable.
eWaste	Informal name for electronic products nearing the end of their "useful life." Computers, televisions, VCRs, stereos, copiers, and fax machines are common electronic products. eWaste is something that can and should be recycled.
EPA	Stands for Environmental Protection Agency: an independent federal agency, created in 1970, that sets and enforces rules and standards that protect the environment and control pollution.
EPP	Stands for Environmentally Preferred Purchasing Policy (we have one here at KnowBe4). An EPP involves purchasing products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. Recycled paper is an example of something the policy calls for.
Green	Concerned with or supporting environmentalism. The term points to environmental awareness and environmental health.
Net Zero Carbon	Refers to a state in which the greenhouse gas emissions produced by human activity are balanced by an equivalent volume of carbon removals from the atmosphere, achieved through a primary strategy of deep decarbonization across all operations. Unlike carbon neutral, which often relies on purchasing offsets that fund emission reductions elsewhere, net zero requires an entity to physically eliminate the vast majority of its own emissions and use permanent removal technologies to neutralize only the remaining, unavoidable residuals.
Recyclable	An object that can be recycled.
Recycle	To convert waste into a reusable material.
Renewable	(Of a natural resource or source of energy) not depleted when used. Solar is an example of renewable energy.
Sustainability	Sustainability can be defined as focusing on meeting the needs of the present without compromising the ability of future generations to meet their needs. Sustainable practices support ecological, human, and economic health and vitality.
Waste-to-Energy (WTE)	The process of generating energy in the form of electricity and/or heat from the primary treatment of waste, or the processing of waste into a fuel source. WTE is a disposal technology that destroys the resource forever and doesn't reduce waste or protect natural resources. It also produces large amounts of ash that must be landfilled anyway, so in reality, there is no such thing as zero waste to landfill even if you burned 100 percent of your discards!

Zero Waste	Zero Waste is a goal for the conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health.