

Understanding and Exploring the cases and achievements of META's Responsible Business towards Sustainability

Facebook was launched in 2004, with a **mission** to build innovative new ways to give people the power to build communities and bring the world closer together, changing the way people connect. Products and Apps like Messenger, Instagram and WhatsApp further empowered more than 3 billion people around the world to share ideas and offer support. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented, virtual and mixed reality to help build the next evolution in social technology.

That's why Meta is supporting the advancement of the [United Nations Sustainable Development Goals](#) (SDGs) and working alongside our partners to drive progress towards these goals by 2030. While it's possible to link Meta's work to all SDGs, [best practice challenges companies](#) to prioritize specific sectors where they can move the needle the most. Here are some highlights of how we work with partners to advance specific SDGs.

Resources: [Sustainability Report 2023](#) [META's 2023 Environmental Data Index](#) [META's 2023 Environmental Methodology](#)

SDG 3: GOOD HEALTH + WELL-BEING	<ul style="list-style-type: none"> ● Facebook's COVID-19 Information Center connected over 2 billion people to reliable pandemic and vaccine information. ● Meta-created tools like the Emotional Health Resource Center, time controls, and comment moderation to enhance user experiences. ● Users raised \$175 million for COVID-related causes on Facebook and Instagram in 2020. ● Over 100 million people globally joined Facebook's Blood Donations feature, resulting in a 19% increase in first-time blood donors at partner sites. ● Meta used AI to remove 12 million pieces of COVID-19 misinformation and took action against 3,000+ accounts for violating rules on COVID misinformation, removing over 20 million pieces of content.
SDG 5: GENDER EQUALITY	<ul style="list-style-type: none"> ● Initiatives include providing a platform for gender equality communities and offering support to researchers for insights into advancing gender equality. ● The #SheMeansBusiness program, launched in 2016, has trained and mentored over 1 million women across 28 countries, aiding them in growing their businesses on Meta's platform. ● Collaborating with organizations like the World Bank, UN Women, Equal Measures 2030, and Ladysmith, Meta conducted a global survey on Gender Equality at Home, reaching 500,000 Facebook users across 200 countries to highlight global challenges and opportunities for women. ● Meta emphasizes Gender Data by nurturing a community of data and gender specialists. They offer free resources like Gender Data 101, an online course teaching skills to gather, analyze, and share data in a gender-sensitive manner, available as a self-paced or facilitated program with TechChange.
SDG 8: DECENT WORK + ECONOMIC GROWTH	<ul style="list-style-type: none"> ● Economic Growth and Employment: Personalized advertising supports 200M+ small businesses and 10M+ advertisers globally, fostering job creation and breakthrough opportunities. ● Insights and Surveys: Collaborated with World Bank and OECD: surveyed 100,000+ businesses since 2016 via the Future of Business Survey, informing policies for global economic recovery. ● Global State of Small Business survey: Insights from 35,000 leaders across 30 countries on pandemic effects and recovery. ● Commissioned study with Economist Impact: Surveyed 3,000+ GenZers and Millennials globally on COVID-19's impact on entrepreneurship and employment. ● Promoting Equality and Diversity: Commitment of \$1B annually to diverse suppliers, \$40M in grants to COVID-impacted Black businesses. ● Aiming for 50% of the workforce from underrepresented communities by 2024, believing in the importance of internal diversity. ● Support Programs for Small Businesses: Meta Elevate, Meta Blueprint, and Meta Boost offer free digital marketing training and resources. ● Meta Boost's Summer of Support program offered free online training during the pandemic for navigating market changes.
SDG 9: INDUSTRY, INNOVATION + INFRASTRUCTURE	<ul style="list-style-type: none"> ● Collaborating worldwide to enhance internet access and reliability, especially in under-connected regions, aiming for sustainable development for all. ● Investments and partnerships in regions like Sub-Saharan Africa, ASEAN, and Latin America for estimated \$200 billion economic growth over 5 years. ● Initiatives like the 2Africa subsea cable, Echo, Bifrost subsea cables, and fiber backhaul in regions like DRC, Pakistan, and Nepal to improve connectivity for millions.
SDG 13: CLIMATE ACTION	<ul style="list-style-type: none"> ● Climate Action and Environmental Commitments: ● Achieved 100% renewable energy for global operations and aiming for net zero emissions across the value chain by 2030. ● Partnering with suppliers, using low-carbon alternatives, and incorporating circular economy principles in product development for sustainability. ● Launch of the Climate Science Information Center, enabling access to authoritative climate resources, with over 3.8 million subscribers and facilitating \$130 million in donations for climate causes. ● Initiatives like Messenger bot for climate actions, global Climate Change Opinion Survey, and a commitment to become water-positive by 2030, aiming to return more water to the environment than consumed for operations through restoration projects.

SDG 16: PEACE, JUSTICE AND STRONG INSTITUTIONS	<ul style="list-style-type: none"> ● Meta is working to make the human rights policy real through a broad range of actions across policy development, products, and operations with a strong focus on priority countries as well as the most critical human rights risks faced by our company. ● With over 40,000 people working on safety and security, our global content review teams in over 20 sites around the world review content in over 70 languages. ● Currently, we are developing a human rights training program for all staff and a series of actions to better support human rights defenders from strengthened policies to protect them from online abuse to measures to secure their accounts. ● Meta reports our most critical human rights issues, like risks to freedom of expression, to our Board of Directors periodically and a public report annually on how it's addressing human rights concerns stemming from their products, policies, or business practices. Its engagement with civil society groups, human rights activists and experts, academics and the UN is fundamental to inform its work and inspire their commitments.
SDG 17: PARTNERSHIPS FOR THE GOALS	<ul style="list-style-type: none"> ● Partnerships for SDGs: Meta emphasizes partnerships among governments, civil society, private sector, and communities to address the SDGs' diverse challenges. ● Initiatives for SDGs: Launched Project 17 in 2019, focusing on internal and external partnerships to drive impact, starting with data and insights for gender equality. ● Project 17, in collaboration with Data for Good at Meta, works on filling data gaps, providing insights to 500+ partners for informed decisions on humanitarian and development SDGs. ● Contributions to SDG Partnerships: Member of 2030 Vision, a partnership led by the World Economic Forum and UNDP, connecting businesses, NGOs, academia, and governments for technology solutions supporting SDGs. ● Collaborates with the UN, contributing to UN General Assembly to facilitate discussions on the tech industry's role in advancing UN SDGs.

Why is Marketing Sustainability important?

In today's dynamic market, the fusion of marketing and sustainability is crucial. Consumers now prioritize ethical values, demanding transparent, eco-conscious brands. Marketing drives sustainability by spotlighting initiatives, nurturing brand credibility, educating consumers, and steering choices towards eco-friendly options. Integrating these from inception aligns values, reduces costs, manages risks, and secures a competitive edge. Early adoption ensures compliance, fosters long-term planning, and cultivates a culture of responsible decision-making, underscoring why these facets must intertwine for enduring success in a conscientious consumer era.

META's path to Net Zero

- In 2020, Meta achieved net zero emissions in its global operations, slashing emissions by 94% from a 2017 baseline through a strong reliance on renewable energy for data centers and offices. This commitment has already reduced greenhouse gas emissions by over 12.3 million metric tons of CO2e since 2018.
- Recognizing the need to extend beyond operational boundaries, Meta aims to achieve net zero emissions across its entire value chain by 2030, aligning with the Paris Agreement. To realize this goal, the company is implementing science-aligned emissions reduction targets and a comprehensive strategy to decarbonize all facets of its business.
- However, the challenge lies in rapidly transforming ambition into action, particularly as the company navigates exponential growth. In 2022, emissions surged by 46% due to increased office presence and accelerated business expansion, underscoring the imperative for innovative, sustainable solutions that can scale across operations and with suppliers. Meta acknowledges that in the early stages, decarbonization may not seamlessly align with business growth, emphasizing the urgency to pioneer sustainable approaches across all operational dimensions.

META's Approach towards Sustainability: META's strategy is anchored by 3 components — Operation, Creation and Collaboration.

Operation

- Take bold climate action by minimizing footprint, championing renewable energy, restoring water resources, engaging our suppliers and supporting climate justice.
- Respect human, labor and civil rights in our operations and supply chain.
- Cultivate diversity and inclusion in our operations.
- Boost energy and water efficiency in our data centers.

Creation

We push the boundaries of what is possible, creating solutions where none existed and building products that enable change.

- Provide access to new ideas, accurate information and ways to take action via content on our platforms
- Amplify content from scientists and climate action leaders
- Design new products with diverse needs and values in mind
- Elevate small businesses and spur economic growth
- Integrate circular practices in our facilities and hardware

Collaboration

We tackle important issues by creating partnerships and joining established initiatives.

Climate	Energy	Water	Supply Chain	Biodiversity
<ul style="list-style-type: none"> ● Achievements in Emissions Reduction (2020): Achieved net zero GHG emissions in direct operations by reducing emissions by 94% compared to 2017 levels. ● Aim to reach net zero emissions across the value chain by 2030, setting science-aligned reduction targets and strategizing to transform business operations. ● Supporting Carbon Removal Projects: Supporting carbon removal projects to offset residual emissions by 2030, including agroforestry, forest management, and ecological restoration projects. ● Focus on scaling voluntary carbon markets for high-quality projects, contributing to Frontier advance market commitment & partnering with Aspiration for capital for nature-based solutions. ● Pledged to develop carbon removal projects on tribal lands in partnership with the National Indian Carbon Coalition. ● Tackling Climate Misinformation: Created the Climate Science Center (CSC) to provide science-based climate information, reaching over 18 million followers worldwide. ● Introduced tools like Climate InfoFinder and Climate Science Literacy Campaign to combat climate misinformation alongside fact-checking and labeling features. ● Removed 80,000 tons of CO2 through carbon removal projects covering Scope 1 and 2 emissions in 2022. 	<ul style="list-style-type: none"> ● Renewable Energy Support: Meta supports global operations with 100% renewable energy by adding wind and solar projects to local grids, driving the transition to renewable energy. ● 86 Meta-supported wind and solar projects in the U.S. by 2025 will add 9.8 GW of renewable energy across 24 states, contributing \$8B+ to the U.S. economy, creating jobs, supporting local businesses, and generating new tax revenue. ● Enabling Renewable Energy Transition: Collaborates with utility partners to create green tariffs or renewable energy arrangements, facilitating the purchase of renewable energy and credits by corporate customers, accounting for over 4,000 MW of new wind and solar capacity in the U.S. ● Energy Storage Initiatives: Implements energy storage solutions to enhance grid reliability and flexibility, partnering with local utilities like Public Service Company of New Mexico (PNM) to add 50 MW of battery storage and 240 MW of solar power. ● Collaborates with utility partners in New Mexico, Kentucky, and Mississippi to add 130 MW of battery energy storage to the grid. ● Advancing Industry Standards: Actively engaged in various initiatives like Renewable Energy Buyers Alliance (REBA), RE-Source, and RE100, working with a network of companies to scale corporate procurement of clean energy globally across industries. 	<ul style="list-style-type: none"> ● Data Center Water Efficiency: Data centers prioritize water efficiency through innovative measures like choosing plant species, efficient irrigation, alternative water sources, smart scheduling technologies, and FSC-certified wood products, saving millions of gallons annually. ● Restoring Local Watersheds: Invests in water restoration projects in water-stressed regions, collaborating with local organizations and utilities. ● Since 2017, invested in over 25 projects across eight watersheds, aiming to restore 1.9 billion gallons of water annually; in 2022, projects returned 621 million gallons. ● Engagement and Partnerships: Joined the UN CEO Water Mandate and Water Resilience Coalition to mobilize businesses for water stewardship aligned with SDGs. ● Community Support: Partnered with Dig Deep to provide water access to 14 Navajo households, offering nearly 300,000 gallons of water annually, addressing water scarcity issues in the Navajo Nation. ● Workplace Water Efficiency: Implemented circular systems in global offices to reduce water use, installing efficient systems in kitchens and bathrooms, monitoring outdoor water use, and utilizing highly efficient cooling designs in data centers. 	<ul style="list-style-type: none"> ● Meta's Responsible Supply Chain (RSC) program aims to empower workers and protect the environment within their complex global value chain. ● They've initiated a net-zero supplier engagement program to achieve net-zero emissions across their value chain by 2030. ● The focus involves collaborating with vendors to assess and reduce Scope 1, 2, and 3 emissions, setting reduction targets, and taking actions to achieve these goals. ● A pilot group of suppliers identified significant GHG reduction opportunities, such as 9,000 megawatt hours of potential annual energy savings in mechanical and electrical equipment. ● By 2024, Meta aims to engage with suppliers representing two-thirds of their annual spend to drive emissions reductions. ● Initiatives like the Happiness Series aim to enhance worker morale and sense of belonging across their supply chain, such as installing a smart library benefiting 11,000 workers with access to 2,000 books, including those empowering women and supporting children's education. ● Meta collaborates with multi-stakeholder initiatives like the Responsible Business Alliance, Responsible Minerals Initiative, and Responsible Labor Initiative to facilitate responsible value chains globally. 	<ul style="list-style-type: none"> ● Meta takes steps to mitigate its impact on local habitats and promote biodiversity across global facilities. ● Strategies include designing data centers to support biodiversity, using native landscapes, mimicking natural hydrology, and reducing urban heat island effects. ● Water conservation efforts involve choosing appropriate plant species, efficient irrigation, and utilizing alternative water sources, saving millions of gallons annually. ● Notable projects include a 12.5-acre green roof at Menlo Park headquarters, hosting 600 trees and 5,300 birds of 50 avian species, and an 11-acre park with 2,650 newly planted trees at the Bayfront Campus. ● Meta reports Scope 1 and 2 GHG emissions since 2011 and expanded to select Scope 3 categories in 2017, with full reporting on relevant emissions since 2019. ● They aim to enhance data accuracy by re-baselining 2020 data and continually updating emission reports as the business grows. ● In 2022, Meta's total emissions were 8.5 million metric tons of CO2e, with 1% residual Scope 1 and 2 emissions offset through nature-based carbon removal projects. Scope 1 includes direct operational emissions like natural gas from cooking, while Scope 2 covers purchased energy such as electricity.

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