2021 CitizenSnap Report

Powered by Kindness

Data Tables

Society

Data Point	2019 Data	2020 Data
Corporate giving	$1.1 + million	$3+ million
Snap Foundation giving		$4 million in COVID-19 relief and recovery
Volunteer Hours	10,500+ service hours	8,500+ service hours
Number of volunteer projects	27 cities across 15 countries	31 cities across 16 countries
Volunteer participation rates for team members	61%	47%
In Kind Donations — Pro Bono Advertising	$3.5 million	$3.3 million
Civic engagement		Helped more than 1.2 million Snapchatters register to vote through our app in 2020
Discover content engagement		- 88 million viewers watched COVID-related content on Discover - 36 million viewers watched racial justice content on Snapchat in the month after George Floyd's murder
Privacy / Safety	Refer to the Transparency Report	Refer to the Transparency Report
Yellow Accelerator Representation		- 76% of the companies we have invested in have been founded by women or BIPOC - 45% of the companies have a woman founder - 60% of the companies have a BIPOC founder

Planet

Data Point	2019 Data	2020 Data
Electricity (global total)	12,587 MWH	11,945 MWH
Renewable Electricity (global total)	0	10,097 MWH (85%)
Scope 1 emissions	4,656 MT CO_2e	2,952 MT CO_2e
Scope 2 emissions (market-based)	4,284 MT CO_2e	902 MT CO_2e
Scope 3 emissions	129,762 MT CO_2e	165,467 MT CO_2e
Total GHG Emissions (Scope 1, Scope 2, and Scope 3)	138,702 MT CO_2e	169,321 MT CO_2e
Food donations	50,000 meals worth over $100,000	Reallocate resources and nearly $500,000 from the Snap food budget to serve 60 global organizations supporting COVID-19 relief.
Battery efficiency improvements	- 50% reduction in Snapchat's median background running time - 36% reduction in battery drain when swiping between Chat and friends feed; during Story and Discover video playback - 23% reduction in battery drain when scrolling through your friends feed	- Reduced the power usage of typing in chat on iOS by 48% - Reduced the power usage of taking, editing and sending an image snap on iOS by 10%
Number of 3rd party supplier audits		67 on-site supplier audits since Spectacles launched in 2016
% response for conflict minerals and compliance	- 97% of suppliers responded to our conflict minerals data request - 100% of suppliers responded to our materials disclosure requests	- 94%of suppliers responded to our conflict minerals data request - 100% of suppliers responded to our materials disclosure requests

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Data Tables

People

Data Point	2019 Data	2020 Data
Council	1,485 councils / 26 offices / 12 countries	3,479 Council Engagements including 1,734 Team Councils and retreats facilitated across 27 office locations, in 16 countries with 364 teams, 310 Councils and retreats welcoming 1,106 new Snap team members and many more.
Training hours	67,205 training hours (21 training hours per person)	33,273 training hours (8 training hours per person)
Participation in unconscious bias and allyship trainings	1690 team members	812 employees participated in the Ally at Work training series. 232 Reflection Councils themed around racial injustice, gender identity and allyship.
Well-being events	264 events / 12 cities	150 benefits & well-being events globally
Total recordable incident rate	0.2	0.05
Total lost time incident rate	0.14	0
Notices of noncompliance/violation related to EHS	0	0

Governance

Data Point	2019 Data	2020 Data
Gender representation on Board of Directors	30% of independent directors are women	50% of independent directors are women
Integrity & Compliance — % of team compliant w/Code of Conduct training requirement	99.25%	99.8%

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Data Tables

Diversity, Equity, and Inclusion

Representation

	Race/Ethnicity (US)							Gender (Global)		
	Asian	Black	Hispanic / Latin X	Multiple Races	Native American/ Alaskan Native	Native Hawaiian/ Pacific Islander	White	Men	Women	Undeclared
Overall										
2019	33.4%	4.1%	6.9%	4.4%	0.1%	0.3%	50.9%	66.6%	32.9%	0.6%
2020	34.4%	4.9%	6.8%	4.1%	0.1%	0.2%	49.5%	66.0%	33.1%	0.9%
Δ	+1.1%	+0.9%	-0.1%	-0.3%	0.0%	-0.2%	-1.4%	-0.6%	+0.3%	+0.3%
Tech (Company-wide)										
2019	48.5%	2.3%	3.5%	3.0%	0.0%	0.2%	42.5%	83.0%	16.2%	0.8%
2020	49.4%	2.5%	3.6%	3.1%	0.0%	0.2%	41.1%	82.1%	16.7%	1.2%
Δ	+1.0%	+0.1	+0.2%	+0.1%	0.0%	0.0%	-1.3%	-0.9%	+0.4%	+0.4%
Non-Tech (Company-wide)										
2019	14.6%	6.2%	11.1%	6.1%	0.2%	0.5%	61.4%	45.8%	53.9%	0.3%
2020	14.2%	8.3%	11.1%	5.3%	0.2%	0.2%	60.8%	43.6%	55.9%	0.4%
Δ	-0.4%	+2.1%	0.0%	-0.8%	0.0%	-0.3%	-0.6%	-2.2%	+2.0%	+0.1%
Director+										
2019	16.5%	2.6%	2.6%	7.0%	0.0%	0.9%	70.4%	74.1%	24.5%	1.4%
2020	14.3%	3.0%	4.5%	5.3%	0.0%	0.8%	72.2%	72.5%	26.3%	1.3%
Δ	-2.2%	+0.4%	+1.9%	-1.7%	0.0%	-0.1%	+1.7%	-1.6%	+1.8%	-0.2%
Tech (Director+)										
2019	17.5%	2.5%	0.0%	10.0%	0.0%	0.0%	70.0%	91.1%	6.7%	2.2%
2020	13.3%	2.2%	2.2%	8.9%	0.0%	0.0%	73.3%	84.3%	13.7%	2.0%
Δ	-4.2%	-0.3%	+2.2%	-1.1%	0.0%	0.0%	+3.3%	-6.8%	+7.1%	-0.3%
Non-Tech (Director+)										
2019	16.0%	2.7%	4.0%	5.3%	0.0%	1.3%	70.7%	66.0%	33.0%	1.1%
2020	14.8%	3.4%	5.7%	3.4%	0.0%	1.1%	71.6%	67.0%	32.1%	0.9%
Δ	-1.2%	+0.7%	+1.7%	-1.9%	0.0%	-0.2%	+0.9%	+1.0%	-0.9%	-0.1%

Hiring

	Asian	Black	Hispanic / Latin X	Multiple Races	Native American/ Alaskan Native	Native Hawaiian/ Pacific Islander	White			
Total Hires (Men)										
2019	25.1%	3.7%	5.4%	3.0%	0.0%	0.0%	25.5%			
2020	25.1%	4.2%	4.0%	1.6%	0.0%	0.0%	28.1%			
Δ	+0.3%	+0.5%	-1.3%	-1.5%	0.0%	0.0%	+2.6%			
Total Hires (Women)										
2019	10.7%	2.0%	3.9%	2.2%	0.0%	0.0%	18.4%			
2020	12.3%	5.1%	2.5%	1.7%	0.0%	0.0%	14.9%			
Δ	+1.5%	+3.1%	1.4%	-0.5%	0.0%	-0.2%	-3.5%			

A small percentage (0.2%) of Hires in the US in 2020 were Undeclared with regards to Gender. Hiring data represents hires by group as a percentage of total hires.

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