Executive Summary

2021 CitizenSnap Report
Powered by Kindness

SnapInc.
A Letter from Evan

We believe that it is in Snap’s best interest to work towards creating a healthy, safe society. When our community and partners thrive, our business grows, and we are always thinking about ways to make a positive impact and contribute to human progress. Over this past year, our team across the world doubled down on our efforts to support our communities, our partners, and the planet.

This 2021 CitizenSnap Report recounts the work we did — and outlines the overwhelming amount that remains to be done. Last year we remained apart because of the pandemic, but we worked together to keep people connected to their friends and to support mental health and well-being. In the face of deep injustice across the world, we sought to use our platform to support efforts to seek justice and spread peace, to alleviate poverty, and to provide educational opportunities. During the election season we empowered our community to vote and to engage. As we witnessed continued devastation on our planet, we made our first major commitment to reducing our environmental impact. Within our products, we deepened our commitment to privacy, safety, and ethics. And within our team, we worked to make progress in diversity, equity, and inclusion.

We wrote last year that our 2020 CitizenSnap Report was a “rough draft;” reflective of our desire to learn, grow, and iterate. That’s still true. It always will be. We know there are many ways we fall short, and much more work to be done. But we will keep striving to improve. Through this report on Snap’s Environmental, Social, and Governance efforts, we hold ourselves accountable to the communities we support. We know these communities, in particular the hundreds of millions of Snapchatters who use our platform every day, care deeply about how we contribute to society, and we want to build trust through transparency and engagement. As we roll up our sleeves, we welcome your feedback to help us learn and grow.

Evan Spiegel,
Co-founder and CEO
At Snap, our mission is to contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. In doing so we lead with our values — kind, smart and creative — but it always begins with kindness. We design kindness into the way we run our company, how we build our products, and how we treat our people, society, and the planet. That’s how we think about Environmental, Social, and Governance (ESG), and we set our ESG priorities to match.

This CitizenSnap Report recounts our ESG efforts during 2020. In a year that saw huge upheaval, we focused on supporting our team and our Snapchat community. We are proud of what we were able to accomplish — from rolling out resources to support the mental health and well-being of Snapchatters, to helping millions of young people cast their vote, to achieving carbon neutrality, to educating our community about COVID-19, to fighting misinformation, to creating a more inclusive culture and using our platform to promote racial justice. But we know there is so much more to do, and so many ways we can continue to improve.

This Executive Summary recounts the highlights of our ESG work, organized into four categories: Society, Planet, People, and Governance. For those who want to read more about efforts in each category, read the full report.
Snap’s ESG Priorities

**Society**
- Strengthening communities through strategic partnerships, giving, and volunteering.
- Implementing responsible design principles to ensure inclusion, safety and privacy for everyone who uses our products.
- Leveraging our platform to support mental health, civic engagement and promote initiatives and causes with a positive social impact.

**Planet**
- Combating climate change by mitigating the carbon footprint of our products and operations.
- Conserving natural resources and reducing waste.
- Minimizing the environmental footprint of our products across their lifecycle.
- Building a socially and environmentally responsible supply chain that emphasizes worker well-being and responsible materials use.

**People**
- Creating a diverse, equitable, and inclusive workplace to strengthen our culture and inspire innovation in our organization and the industry at large.
- Encouraging wellness and ensuring a healthy, safe environment.
- Engaging, supporting, and developing employees to foster our unique values and our strong commitment to integrity.

**Governance**
- Maintaining a governance structure focused on creating long term shareholder value, transparency, and robust decision-making processes.
- Selecting a diverse and representative Board of Directors.
- Doing business responsibly and ethically, and expecting the same of our partners.
- Integrating a robust enterprise risk framework to anticipate, identify, prioritize, and manage material risks to business objectives.
- Operating a tax strategy that positions us as a responsible part of communities where we operate.
We leveraged our platform to help our community navigate the COVID-19 pandemic. We reached more than 197 million people with in-app tools aimed at keeping people safe amid COVID-19. More than 88 million viewers watched COVID-related content on our Discover platform. We donated more than 200,000 meals to organizations supporting COVID-19 relief efforts. And during the early days of the pandemic, we donated N95 masks to hospitals and custom face shields, made at our R&D facility in Los Angeles, to local healthcare workers.

We utilized both our products and our content platform to support the emotional well-being of our community. In March 2020, we launched a feature called Here For You that provides Snapchatters resources from expert partners when they search for a range of mental health topics. We also debuted content aimed at supporting and empowering viewers with mental health challenges.

We worked to support diversity through our content offerings. We invested in content that is more fully inclusive of the Snapchat community; at least 53% of our Snap Originals featured leads or hosts who are BIPOC or LGBTQ+. We also focused on coverage of racial justice issues: Our Content team produced daily coverage surrounding the murders of George Floyd and Breonna Taylor, highlighting powerful Snaps our community shared from across America, and our news partners produced more than 120 editions on Snapchat covering issues of race, gender, LGBTQ+ rights, discrimination and inclusion.

We spread kindness to our communities through strategic partnerships, giving, and volunteering. We donated several million dollars in ad space to nonprofits and several million more to organizations focused on youth, education, and the arts around the world. Our team members contributed more than 8,500 service hours to Snap Philanthropy projects globally. And we created opportunities for historically underrepresented groups through our Snap Academies, Yellow Accelerator, career exploratory events, and mentorship programs.

Every day, on every Snap team, decisions we make have an impact on the broader society of which we are a part. That’s why we believe we have a moral responsibility to design our products ethically, to promote civic education, to fight for online privacy and safety, and to give back through philanthropy, volunteerism, and nonprofit partnerships.

2020 highlights include:

Snap partnered with TurboVote and others to create tools within Snapchat that helped users register to vote, make a plan to vote, and learn about candidates and issues. More than 30 million people used these tools, and more than 1.2 million people used our app to get help registering to vote in the US elections. More than half of these Snapchatters were first-time voters.

We doubled down on our commitment to ethical product design in 2020. Snap has never stockpiled user data. And because we intentionally designed Snapchat with no open newsfeed and a curated content platform, we don’t give unvetted content an opportunity to get reach. In 2020, we intensified our efforts to protect privacy, moderate content and ads, and fight misinformation and hate.

More than 1.2 million people used our app to get help registering to vote in the US election.

“Users trust Snapchat when it comes to civics, which is why TurboVote sees higher engagement rates there than on any other platform.”

– MIKE WARD, VP, VOTER ENGAGEMENT, DEMOCRACY WORKS
We congratulate Snap Inc. for setting science-based targets consistent with limiting warming to 1.5°C, the most ambitious goal of the Paris Agreement. By setting ambitious science-based targets grounded in climate science, Snap Inc. is taking action to prevent the most damaging effects of climate change.

– Alberto Carrillo Pineda, Science-Based Targets at CDP

The Snapchat community cares passionately about combating climate change and stands to experience some of its worst impacts. We feel a deep responsibility to take action at the pace and scale that is needed. So we are thrilled to announce an ambitious three-part climate strategy:

First, we have achieved Carbon Neutral Snap. We have purchased offsets sufficient to make the company carbon neutral going back to its founding in 2011, and we have committed to going-forward carbon neutrality, starting now, through a strategic mixture of emissions reductions, offsets, and renewables.

Second, we have adopted science-based emissions reduction targets approved by the Science Based Targets initiative (SBTi). These targets help mitigate climate change based on what the latest science says is needed to meet the Paris Agreement’s goals.

Third, we’ve committed to purchase 100% renewable electricity for our facilities globally.

That three-part plan is just the beginning. We are starting the process to make a Net Zero commitment within the next year, as part of our work to keep building upon this strategy. And we will double down on efforts to educate our Gen Z audience on Snapchat about the climate crisis and actions they can take, through original content and augmented reality experiences.

We took additional steps to fulfill our Planet commitments in 2020. For example:

We continued hunting for ways to reduce the environmental footprint of our products across their lifecycle, including increasing software and battery efficiency. In 2020, for instance, we reduced by 48% the power consumed by iOS users when they type in Chat. That adds up to notable energy savings across hundreds of millions of users worldwide.

We expanded workplace programs to conserve natural resources, reduce waste, and serve healthy, sustainable food to our team. When our team wasn’t in the office, we diverted our campus food resources to feeding our local community by donating over 30,000 meals and $500,000 to organizations fighting against food insecurity.

We began enhancing travel policies to minimize business travel and reduce emissions as the world and workplace return to normal. We also provide our employees with incentive programs that support lower-carbon commuting alternatives.
At Snap we want to create an environment where all members of our team feel supported to grow and succeed. We strive to build a culture where our team members feel welcome, safe, and able to show up authentically and be their best selves. Key 2020 initiatives included:

To support our DEI goals, we began redesigning our systems to build products that work for all Snapchatters — for example, by rewriting machine learning algorithms to remove bias, and by adopting inclusive design principles. We are scaling empathy to inspire all team members to do their part, and are launching new tools to help team members operate in a more inclusive manner each day. We have also rolled out new DEI accountability mechanisms. This includes incorporating DEI into our performance management process into how we measure employee performance, regularly reviewing progress driven by our executive team, and creating an Employee Resource Group Advisory Council with executives to foster candid conversations and accountability. And we made progress — though not enough — toward our representation goals. Our recently published 2021 Diversity Annual Report reflects these efforts and provides detailed representation data and updated goals.

We expanded our living wage program — an initiative that sets localized baseline wages for team members so they can afford to live near where they work — to our international offices.

We expanded our training and development options, rolling out more offerings across everything from leadership to privacy to job-specific training. In all, Snap team members participated in more than 33,000 combined hours of training and development in 2020.

We supported our teams working remotely by providing best-in-class benefits and resources. Among other things, we expanded the availability of therapy sessions, as well as providing added child and family care resources, and we extended parental leave to 16 weeks globally for birthing and non-birthing parents.
Governance

Snap maintains a governance structure focused on long-term shareholder value, transparency, and robust decision-making processes. Our Board is diverse and experienced. Our compliance program hews to governmental best practices but also looks beyond the law to ensure we hold ourselves to the highest level of integrity. Our tax program is aimed at paying fair taxes where we do business. And we run a robust enterprise risk program that links enterprise-level risks with company strategic objectives. 2020 governance highlights include:

We expanded our already robust certification program for key non-financial metrics, such as Daily Active Users. These metrics are substantively audited on a recurring basis; they are subject to demanding change management and quality standards; and we commission third-party review of our data integrity procedures annually.

We took a leading role in an industry consortium that is developing broader standards around non-financial metrics to ensure they are rigorous and trustworthy.

We began revamping our Code of Conduct to focus more broadly on ethical decision making principles, in addition to specific rules.

Across the board, we deepened our commitment to the communities we serve in 2020. We are dedicated to expanding on this work in 2021.

We increased representation of women on our Board to 50%. Our Board contains eight independent directors, 63% of whom are current or former Chief Executive Officers of prominent companies.