2024

Environmental, Social & Governance Report

Accountability, action, and progress at Culture Amp

Sharing our roadmap for building an ethical, responsible company.

Culture Amp

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A note from us...

For more than a decade, Culture Amp's mission has been to build a better world of work. To achieve that mission, we not only need to contribute to building workplaces that work better, but also to do our part to build a better world in which work happens. While our software, services, and partnerships help our customers build excellent workplace cultures, those contributions alone aren't enough to achieve our full ambition. In fact, our most lasting impact may be how we operate Culture Amp.

Over the last few years, we've leaned into publicly sharing our commitments and the investments we've made in an effort to realize them. We've celebrated our successes, acknowledged our failures, and even have had the privilege of empowering our community to go on the journey alongside us. We will continue to embrace this practice of transparency in 2025.

There is perhaps no better word to describe our approach to environmental, social, and governance issues this year than "accountability." Over the last 12 months, teams across our business have spent countless hours understanding how we currently operate and defining what it means to operate in an ethical and values-aligned way, and evolving our structures to ensure we meet the standards we set for ourselves and that our community and customers expect of us.

This year, we've tackled some enormous emerging challenges: local and global political conflicts impacting how our Campers (what we call employees) show up at work, the explosion of artificial intelligence, and a rapidly evolving regulatory environment. When faced with these new challenges, we've returned to our values, using them as a compass to guide the actions we take as a business.

In this year's report, you'll notice that we've broadened the scope of our disclosures and aligned our terminology with the broader industry. Our commitment to equity & inclusion remains steadfast even amidst headwinds, as does our work to ensure effective and responsible governance of our business. Here, you'll see where we've achieved our goals and where we still have work to do. We hope that by sharing our efforts as transparently as we can, we can build trust with our community and inspire others on their journey to building a better world of work.

Samm MacLeod

VP of Security & Risk

Aubrey Blanche-Sarellano

VP of Equitable Operations

Reducing our environmental impact

2024 Goals

2024 GOALS

Goal	Progress
Improve the data quality underlying our emissions audit	Achieved
Achieve accreditation for our climate goals in line with the 1.5-degree warming target via the Science-Based Targets Initiative	Achieved
Take our first steps on our journey to net zero	Achieved

Net Zero Plan

We aim to take a world-leading approach to sustainability, including our journey to net zero emissions by 2040. We believe that in order to achieve our ambitions, we need to both create change in our own operations and inspire that change beyond our company. Our approach is outlined in the five pillars of our Net Zero Plan.

Measuring our impact

As a company most well-known for our employee experience surveys, we deeply understand the importance of data in making the strategic decisions that result in greatest impact. That's why we have been monitoring our emissions since 2022 using best-practice accounting from the GHG Protocol.

In 2024, we saw our purchased energy emissions increase and our indirect emissions decrease compared to 2023, the previous reporting period. Our direct emissions increased due to office usage, with greater numbers of people returning to in-person work. We also acquired an additional office space in Belgrade, Serbia with our acquisition of Orgnostic.

For the first time since we measured our footprint, our flight emissions decreased as we adopted a prudent approach to travel in 2024. With a globally distributed workforce and customer base, travel emissions remain a challenge. In 2025, we will continue to explore ways that we can encourage our employees to choose more sustainable and responsible travel options.

EMISSIONS

Scope	Emissions Source	Emissions
Scope 1	Direct combustion	0
Scope 2	Purchased energy (including electricity, cooling and heat)	243
Scope 3	Indirect emissions (including purchased goods & services, employee travel, work from home etc)	4,797
	Total (Scope 1, 2,3)	5,040 tonnes
	Carbon intensity (emissions per employee)	5.36 tonnes

Continuing our commitment to science-based targets

This year, we sought independent accreditation of our targets through the UN-backed Science Based Targets Initiative (SBTi) to ensure our targets are aligned with their recommendations to limit global warming to 1.5°C by 2050. Our Net Zero Plan was endorsed in 2024 with the following SBTi targets:

- Reduce absolute Scope 1 and 2 GHG emissions by 42% by 2030
- Reduce Scope 3 GHG emissions from employee commuting by 52% per employee by 2030
- 75% of our suppliers by spend for purchased goods and services to set science-based targets by FY2028

> **"The SBTi commends Culture Amp's ambitious 1.5°C-aligned target, currently the most ambitious designation available."**
>
> — Science Based Targets Initiative, 2024

Reducing our emissions

We used the data collected to identify our short- and long-term emissions reduction projects.

In 2024, we focused on increasing our use of renewable energy. We renegotiated our electricity agreements to increase our usage of renewable electricity and entered a partnership with the Bright Schools Program to support the installation of solar panels in U.S. public schools. These panels generated renewable energy certificates, which helped us mitigate our impact when and where the use of direct renewables was not possible. We specifically engaged the Bright Schools Program because it aligns with our commitment to advancing climate equity by positively impacting the communities in which we operate.

Additionally in 2024, our employee resource group, Camp Climate Crisis, held educational sessions to inform employees on ways they can reduce their emissions. These sessions empowered our workforce to contribute to our sustainability goals both at work and in their personal lives.

Supporting people facing climate impacts

As climate change leads to increasing extreme weather events worldwide, we recognize the importance of proactively providing support to our global workforce. We have an Emergency Support Policy in place, which provides specific leave and/or financial support to any employee facing climate impacts. Over the past year, we made this policy available to those facing natural disasters, such as the hurricanes that impacted North America.

Beyond the physical impacts of climate change, we've seen the increasing mental health burden of climate change on our employees. At Culture Amp, we offer therapy and climate anxiety resources through our partner Modern Health. In 2024, we also held a panel discussion on the impacts of climate anxiety on carergivers and shared coping strategies.

We also recognize that the catastrophic effects of climate change disproportionately affect the most historically marginalized communities. The Kevin Wiggins grant program enables us to offer support to climate equity-focused NGOs.

Collaborating for broader change

Climate change is a global problem that we can only address by working together. We seek to extend the positive impact of our actions through:

• Our products, which include a sustainability template for customers hoping to understand and measure employee sentiments toward climate commitments

• Tech Zero, a climate action group for tech companies

• B Corp Climate Collective, a climate action group for certified B Corporations

• Tech Council ESG Working Group, the ESG arm of an Australia-based tech advocacy group

• Advocacy and thought leadership that informs and inspires others to take climate action

In 2025, we will continue to create change by collaborating with all our stakeholders, including customers, suppliers, and our community. While the political landscape around climate action continues to shift, Culture Amp remains unwavering in our efforts towards net zero emissions. We invite other companies to join us in taking action.

2024 Goals

2025 Goals

2025 GOALS

Goal

Achieve 100% renewable electricity for Scopes 1 and 2 emissions

Assess our climate and broader ESG risks and develop a process to manage them

Build a portfolio of carbon removal projects

Minding our social responsibilities

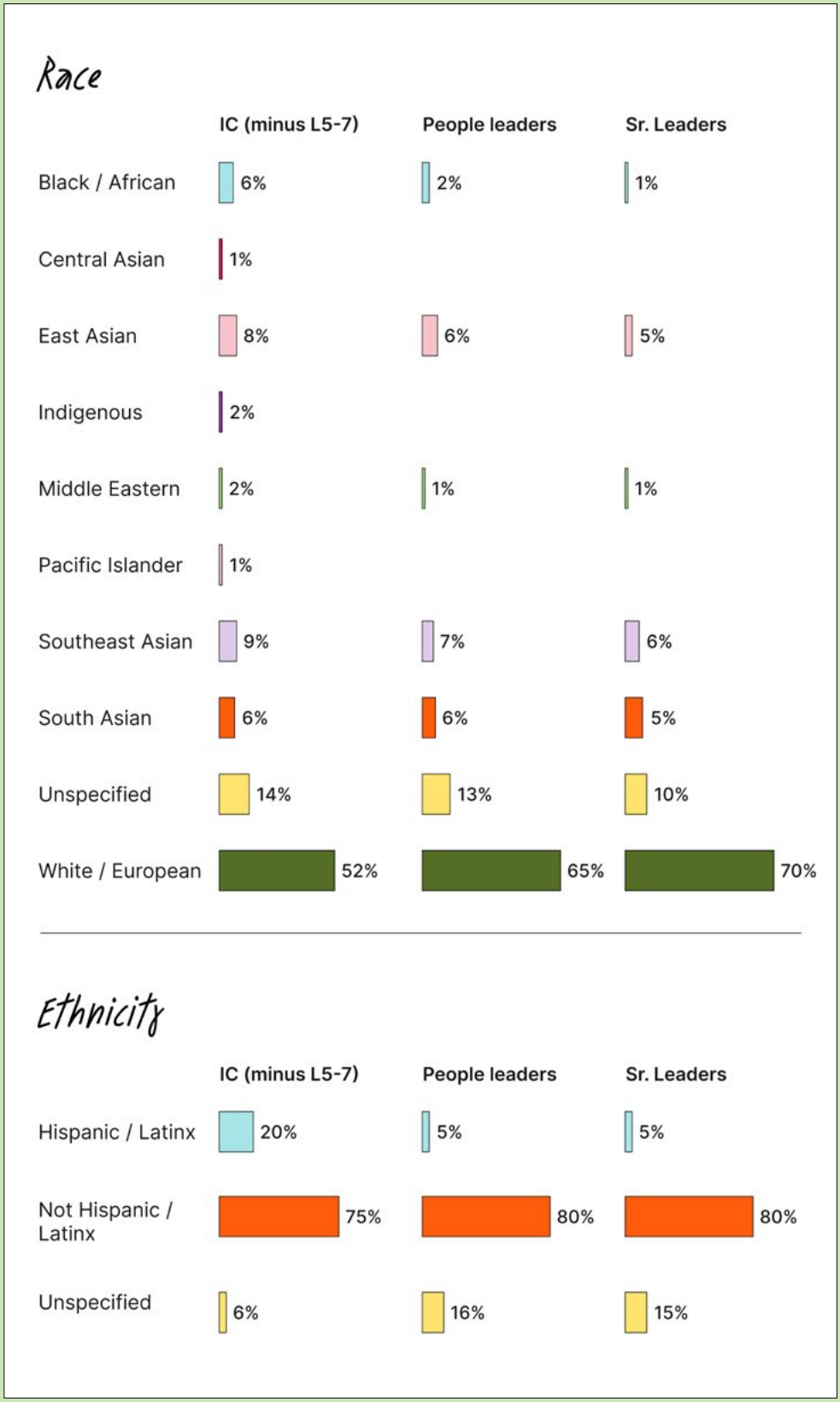
Continuing our commitment to equity & inclusion

2024 Goals

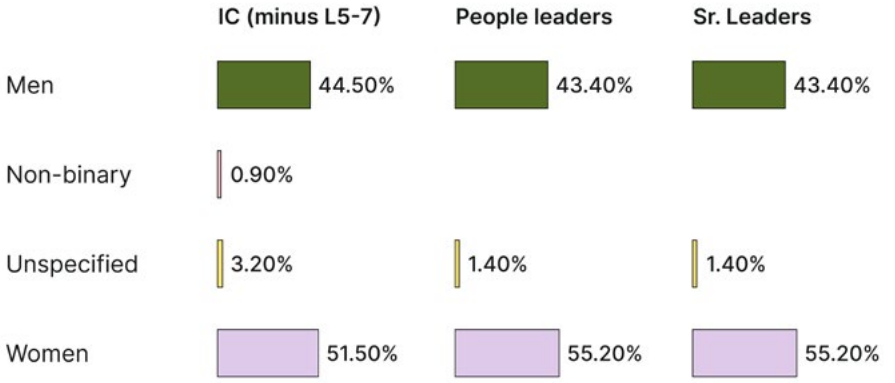
2024 GOALS

Goal	Progress
Improve the experience of Black Campers →	**+20%** point increase in Black employee engagement No detectable bias in promotional velocity
Improve the experience of Campers with mental disabilities →	**+2%** point increase in neurodivergent Camper engagement **+3%** point increase in career enablement sentiment
Increase in the quality of experience for trans and non-binary Campers →	**+12%** point increase in trans Camper engagement

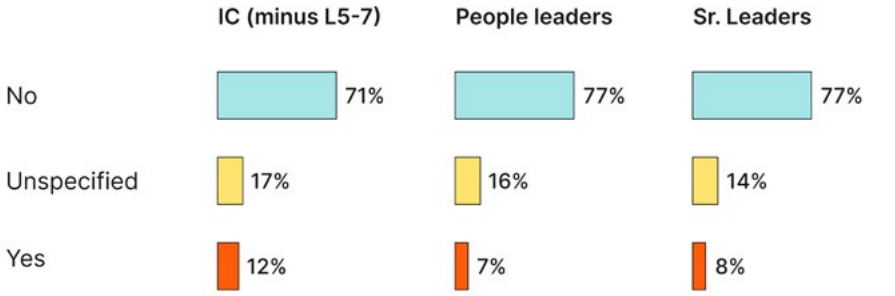
Global representation



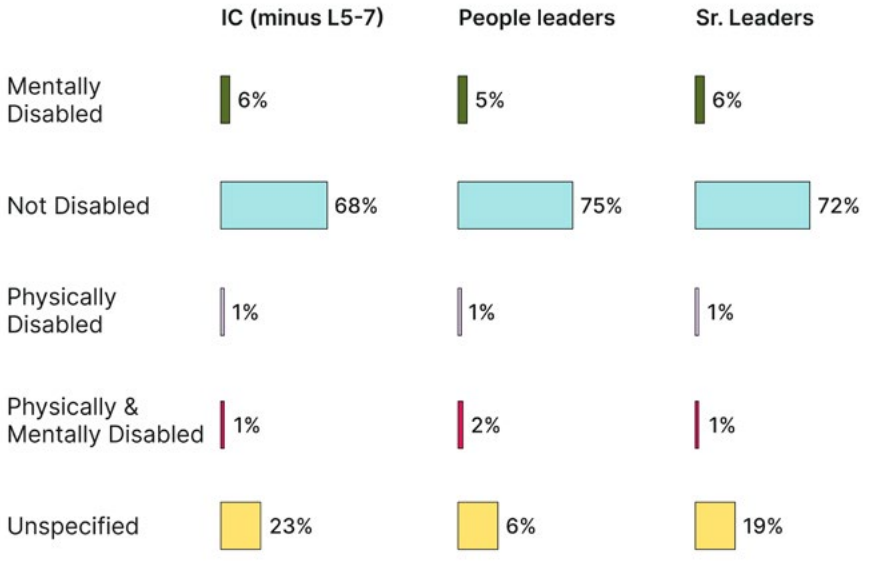
Gender

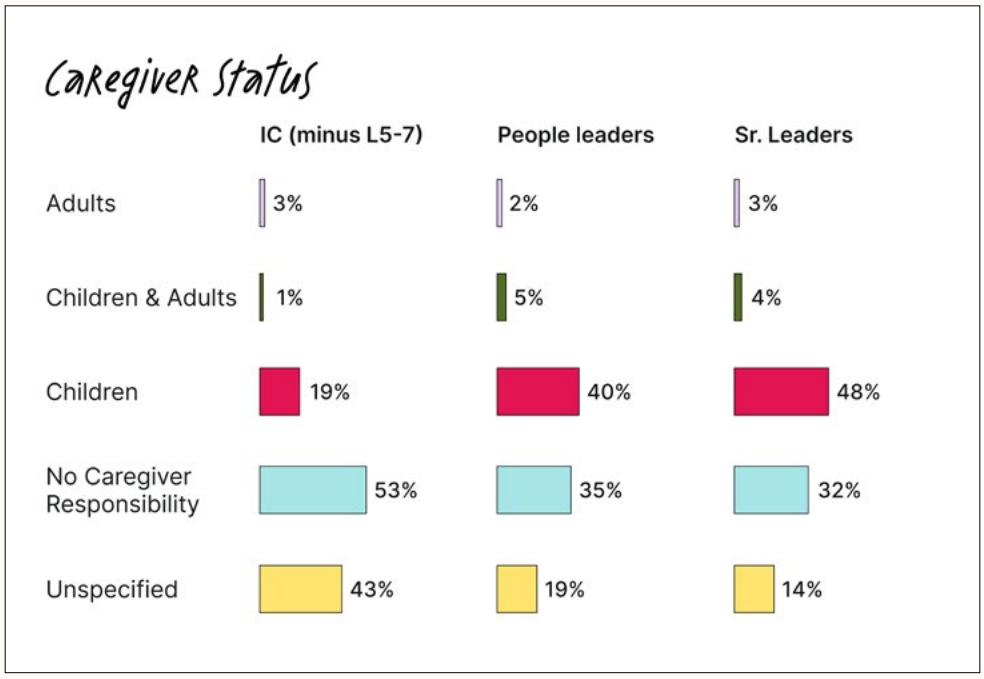


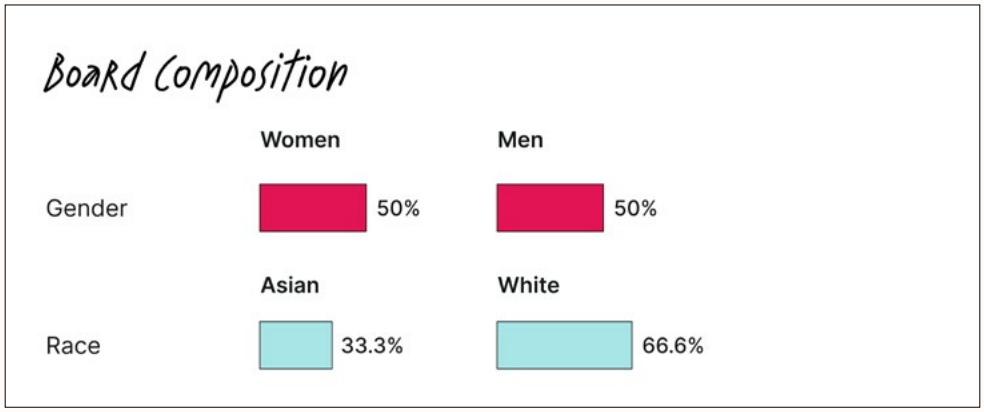
LGBTQIA+



Disability







Foundational investments

Equity of experience for all Campers continues to be one of our greatest priorities at Culture Amp, and this year we have continued to invest in these two foundational areas: (1) comprehensive equity audits and (2) flexible support structures.

Conducting comprehensive equity audits

One of the most significant investments we make towards equity is the **comprehensive equity audits** we conduct every talent cycle.

Twice per year, we audit our performance, promotion, and pay processes for equity across gender, race & ethnicity, disability, LGBTQ+, caregiver status, and native English speaker status. Where data allows, we also assess intersectional identities.

We believe it's crucial to involve our leaders in the audit process. We conduct our analyses early in the performance process, allowing leaders to address any potential structural issues before they impact the career experiences of any Campers. Before any performance decisions are finalized and communicated, we also conduct secondary audits on calibrated decisions to confirm that our processes are free of detectable structural bias.

Providing flexible support structures

We believe that providing flexible support structures is key to enabling the success and wellbeing of our Campers. To this end, we continue to provide:

- Emergency financial, leave, and relocation support to employees experiencing crises
- An employee assistance program and access to multiple sessions with a licensed therapist as a part of our standard employee benefits
- An accommodations & adjustments process available to any applicant, candidate, or Camper that needs specific support to reach their full potential

This year, we also created stand-alone policies and support for bereavement and domestic & family violence to assist in Campers' most difficult moments. We've also embedded options for accommodations directly into our recruiting processes to ensure every candidate can perform at their best while interviewing.

Program spotlights

Black equity

As a result of feedback shared by Black Campers in 2023, we launched the Black Camper Experience Plan in 2024 with three key objectives. By the end of the year, we wanted Black Campers to:

- See action and progress as a result of their feedback
- Have the support and connection they need to thrive
- Feel confident that they can grow their skill and careers

We first committed to collecting feedback throughout the year and providing quarterly progress updates to the Black Camper community.

We kicked the initiative off with global listening sessions with all Black Campers, hosted by our CPO and Equitable Design & Impact (EDI) Team leaders. We combined the qualitative feedback from these sessions with quantitative data from our engagement survey to inform the plan's foundation. Continuous data collection across the year helped us agilely pivot the plan to respond to evolving Camper needs, and regular sharing helped build trust in the strength of our commitment.

Second, we wanted to ensure that Black Campers had the support and connection needed to thrive within the organization. To enable this, we invested in community-building initiatives for Black Campers and additional training for People Leaders. The training primarily focused on helping People Leaders create psychological safety and build the skills most relevant to supporting Black people in the workplace.

To grow representation overall, we introduced a new set of equitable hiring standards and guides for hiring leaders to ensure the efficacy of our intentional sourcing efforts.

Disability inclusion

In 2024, we focused on three objectives to increase engagement and improve the overall quality of experience of our Campers with mental disabilities, many of whom are neurodivergent:

- Understand the needs of Campers with mental disabilities and show progress as a result of their feedback
- Ensure Campers with mental disabilities feel confident and have the skills and mentorship to grow
- Provide the structural support Campers with disabilities need

We know the relationship between Campers and their People Leaders is core to the employee experience. This year, we provided People Leaders with neuro-inclusive leadership skill training to help them serve as better mentors and career guides to all Campers.

We also recognize that having a safe, competent space to ask questions, troubleshoot problems, and get support is crucial to helping neurodivergent Campers navigate their work life. To support this, we engaged neurodivergent coaches who specialize in working with neurodivergent professionals in each of our global regions. Any Camper could access these coaches at any time throughout the year.

Trans experience

We continue to commit to providing a safe and inclusive workplace for our transgender and non-binary employees.

This year, we built on the foundational work of our trans equity strategy by improving existing resources. For example, we've refined our gender transition guideline to provide additional resources for the individuals who support Campers undergoing transition. We also developed new learning modules on trans inclusion in the workplace, which will be available to all Campers in 2025.

In recognition of the specific challenges faced by our trans and non-binary Campers, we launched an industry-leading gender transition wardrobe reimbursement benefit in 2024. This benefit will help transitioning Campers offset the often substantial costs of finding gender-affirming clothing while emphasizing privacy as a core component of the experience.

2025 Goals

This year, we aim to take the benefits, programs, and enablement generated by our 2024 programs and embed them more deeply into our ways of working. We believe that expanding access to these benefits and programs will allow each Camper to better understand their role in building a more equitable workplace.

2025 GOALS

Goal

Ensure Black candidates are equitably represented for open leadership roles

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Ensure senior leaders have action plans to build equitable, inclusive cultures

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Provide every People Leader with access to resources to build their competency in inclusive leadership

Having an impact on our communities

2024 Goals

2024 GOALS

Goal	Progress
Launch our skilled volunteering program	Achieved
Add 6 additional grantees to our Foundation Grant Program	Achieved
Increase the volume and value of Culture Amp For Good, our product grant and discount program	$9.98 million USD **(+31% YoY)**

Philosophy & approach

The Culture Amp Foundation's mission is to make a better world of work more attainable. To serve that mission fully, the Culture Amp Foundation 360 enables us to serve our grantees through monetary gifts, product grants, direct Camper support, and impact partnerships.

All Culture Amp Foundation grant recipients receive an unrestricted grant ranging from $10,000 to $25,000. We practice unrestricted giving because it is critical to enabling organizations to sustain, grow, and determine their future in ways that best serve their beneficiaries. In addition, grantees can receive a product grant or discount, up to 100% off. By prioritizing organizations that align with our mission as a foundation and with our values as a B Corporation, we build relationships with organizations that are meaningful in more ways than one.

Our commitment also extends to our Campers. We encourage our employees to participate in our skills-based volunteering program, using up to 5 Social Impact Days per year to support causes and communities they are passionate about.

Grantee Spotlights

Indigitek

Our inaugural grantee seeks to increase the percentage of Aboriginal and Torres Strait Islander peoples in STEM Careers in Australia. With the support of Culture Amp, Indigitek expanded its program into more schools on Aboriginal land, funded marketing and production collateral to expand its fundraising reach, and supported staff to implement its programs. We are proud to continue our partnership by offering a follow-on grant to our original commitment this year.

BLK Men in Tech

BLK Men in Tech's (BMiT) mission is to provide access, resources, and community for Black men within the tech industry and those who are interested in entering the space. Their philanthropic initiatives support the next generation of tech leaders. Black men often must develop a certain degree of mental toughness to navigate their careers and achieve their goals without compromising their cultural values. BMiT aims to establish a community committed to providing current and future Black male tech leaders with the resources and opportunities they need to achieve greatness in this highly complex industry.

Colorintech

Colorintech creates inclusive pathways into the tech industry by partnering with leading technology companies to foster environments where diverse talent thrives. They focus on building an ecosystem that empowers individuals to expand their knowledge, grow their skills, and advance their careers while uplifting the broader community. As creators of Europe's largest event for diverse professionals, they have built a network of over 60,000 people, providing opportunity and connection at every stage. Colorintech aims to inspire the next generation of leaders and innovators to create a more inclusive and equitable tech industry for all.

COOP Careers

COOP is a unique career-accelerator fellowship that brings together peer cohorts of 16 motivated unemployed or underemployed first-generation college grads who meet nightly for 16 weeks (200 hours) to learn technical skills, build community, and jump-start careers in digital marketing, data analytics, or financial services. COOP's fellowship model matches peer cohorts with alumni coaches who support them in building the professional skills and networks they need to get their first good job after graduation. Almost 2,000 fellows in five cities complete the fellowship each year.

Karrkad Kanjdji Trust's Women's Ranger Program

The Karrkad Kanjdji Trust (KKT) supports women's ranger programs that enable First Nations women to overcome the disadvantages of remoteness and access culturally-appropriate employment, training and leadership opportunities while caring for their custodial lands. KKT is a shared resource for eight First Nations community-controlled organisations in Arnhem Land today. It funds innovative on-Country employment opportunities, supports the preservation and revitalisation of culture, and the conservation of over 50,000 square kilometres of land and sea Country.

The Last Mile

The Last Mile provides opportunities for personal and professional growth for justice-impacted individuals through education and technology training. TLM develops job-ready employees who transition from incarceration to employment with the support of TLM's reentry team. Fellows in the TLM program are trained in Web Development, Audio Video Production and coming soon Entrepreneurship, Music Management, Sales, Marketing, Project Management, and more.

Work On Climate

Work On Climate is a non-profit organization that aims to build a workforce that will solve climate change equitably and justly. It has built the world's largest online community for professionals working in climate or seeking to enter the field. Through its programs, 3,000+ people have found climate jobs, and 3,000+ climate founders have been unblocked on their company journeys. Culture Amp's support helps it advance this work and its next-stage work to create workforce-scale climate talent pipelines.

Culture Amp for Good

Culture Amp for Good is a program that provides discounts and grants to organizations and causes making a positive impact worldwide. The discount and grants program serves three purposes:

1. Provide robust tech software to organizations who may not otherwise be able to afford it
2. Address systemic barriers faced by marginalized people in business and wage fairness
3. Ensure that a better world of work is made possible through as many companies as possible

Our discounts and grants include:

1. Free software up to $25,000 through the Kevin Wiggins Racial Justice Grant
2. 35% discount to non-profits and charitable organizations
3. 10% discount for businesses who hold and retain B Corporation status

2025 Goals

2025 GOALS

Goal

Expand our skills-based volunteer program through engagement with our Foundation Grantees

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Achieve 6M in discounts through our Culture Amp for Good program while expanding new business within the social enterprise and non-profit sector

Ensuring good governance

Philosophy & approach

We are committed to upholding the highest standards of corporate governance. Our philosophy is rooted in transparency, accountability, and ethical conduct. We believe that strong governance is essential for building trust with our Campers, customers, and the broader business community. This ensures the long-term sustainability of our business and contributes to building a better world.

Our approach to governance is characterized by:

- **Ethical conduct:** We adhere to the highest ethical standards in all our operations and decision-making.
- **Transparency:** We are committed to open and transparent communication with our stakeholders, providing timely and accurate information about our governance practices and performance.
- **Accountability:** We hold ourselves accountable for our actions and decisions and are committed to taking responsibility for any negative consequences.
- **Stakeholder engagement:** We actively engage with our stakeholders, including employees, investors, customers, and suppliers, to understand their concerns and expectations.
- **Risk management:** We have robust risk management processes in place to identify, assess, and mitigate potential risks.
- **Compliance:** We are committed to complying with all applicable laws and regulations.

By adopting this philosophy and approach, we aim to create a culture of trust, integrity, and sustainability that benefits all of our stakeholders.

Data security & privacy

Culture Amp recognizes the importance of protecting the privacy and security of personal information. Our governance approach to data security and privacy is underpinned by the following principles:

- **Data protection:** We are committed to protecting the personal information of our customers, employees, and other stakeholders.
- **Transparency:** We are transparent about our data collection, use, and sharing practices.
- **Accountability:** We are accountable for the protection of personal information and take responsibility for any data breaches.
- **Compliance:** We comply with all applicable data protection laws and regulations, including the General Data Protection Regulation (GDPR) and the Australian Privacy Principles (APPs).

Our governance approach to data security and privacy includes:

- **Data protection policies:** We have implemented comprehensive data protection policies and procedures to safeguard personal information.
- **Risk management:** We conduct regular risk assessments to identify and mitigate potential data security threats.
- **Technical safeguards:** We employ appropriate technical measures, such as encryption and access controls, to protect personal information.
- **Building Security Awareness:** We provide our employees with regular training on data security and privacy best practices.
- **Incident detections and response:** We have state of the art cybersecurity monitoring and detection tools that act as an early warning system to incidents. Our robust incident response plan is in place to address data breaches and other security incidents promptly and effectively.

By adopting this governance approach, Culture Amp aims to ensure that personal information is handled responsibly and securely and that our stakeholders can trust us to protect their privacy.

Responsible AI

We are committed to developing and using artificial intelligence (AI) in a responsible and ethical manner. Our governance approach to responsible AI is guided by the following principles:

- **Regulatory, contractual, and legal compliance:** Any development and deployment of AI must adhere to all applicable laws and regulations, as well as our legal and contractual responsibilities.
- **Security & privacy:** New AI initiatives must not compromise our security posture. They should uphold the existing standards regarding data security, fulfill privacy obligations, and guarantee the confidentiality and safety of data.
- **Transparency & explainability:** Any AI development deployed must be clearly labelled, documented, and supported by robust change management practices.
- **Fairness & bias mitigation:** AI systems must be developed and used in a fair and unbiased manner, including considerations of privacy and ethics. Efforts must be made to identify and mitigate biases in data, algorithms, and outcomes.
- **Sustainability:** AI systems should be developed and deployed with consideration for their environmental impact.

Our governance approach to responsible AI includes:

- **AI ethics framework:** We have developed an AI Policy and Responsible AI standard that outlines our principles and guidelines for responsible AI development and use.
- **AI governance body:** We have established an AI governance body to oversee the development and deployment of our AI systems.
- **Bias assessment:** We conduct regular bias assessments to identify and mitigate potential biases in our AI models.
- **Explainability:** We are committed to developing explainable AI models.
- **Privacy protection:** We prioritize the protection of privacy in our AI systems.

- **Continuous learning:** We are committed to continuously learning and improving our practices in responsible AI.

- **Data Management & Security:** We have strict guidelines regarding the use of data and compute resources for the creation of AI features for the platform and in delivering business efficiencies. Risk assessments including Security and Privacy are conducted for all AI developments at initiation and at implementation.

By adopting this governance approach, Culture Amp aims to ensure that our AI systems are developed and used in a responsible and ethical manner, contributing to a positive and equitable future.

Modern slavery

Addressing modern slavery goes to the heart of Culture Amp's values – a better world of work is a world where modern slavery no longer exists and everyone has access to fairly compensated, equitable, and safe work. We are required to make annual disclosures, and made our first statement in 2023. Culture Amp's statements can be viewed on the Australian Government's Modern Slavery Register.

As a Software as a Service (SaaS) company, our supply chain risk profile is lower than other businesses of a similar size in other sectors or industries. Our initial assessments revealed that the majority of Culture Amp's supply chain consists of technology products and services. We did not find any material risks within our supply chain and determined our overall risk to be low.

However, the company recognizes that managing these risks requires ongoing vigilance. We have implemented a comprehensive strategy that includes regular training, strong governance, and clear policies and processes. This strategy includes:

- Training our team to identify and manage these risks, particularly in procurement and supply chain management

- Establishing a Modern Slavery Risk governance structure, with key stakeholders from the Finance, Risk, Security, and Legal teams overseeing the management of risks, including regular updates to the Audit and Risk Management Committee

- Developing a Modern Slavery Questionnaire, which we use to assess prospective suppliers and identify any necessary corrective actions to improve suppliers' risk management
- Updating our Code of Conduct to incorporate Modern Slavery and requiring employees and suppliers to uphold these standards
- Developing a suite of contractual clauses and controls for inclusion in our agreements with suppliers that aim to manage our supply chain
- Promoting transparency with a Whistleblower Hotline – a confidential platform for reporting concerns

Conclusion

As we begin to look to the upcoming year, we're reaffirming our commitment to building a better world of work – one that is inclusive, ethical, and sustainable. Our journey has been one of learning, growth, and accountability, and while we have made meaningful progress, we recognize that this kind of work isn't the kind with an endpoint.

The challenges of the past year have only reinforced the importance of letting our values guide our decisions and operations. That means we'll continue leaning into transparency, constant improvement, and advocating for greater positive impact.

This year, we will continue pushing ourselves to do better – for our employees, customers, and the broader community. We hope that by sharing our efforts, we can inspire you to contribute to a future where businesses take responsibility not just for their own success but also for the well-being of the world in which they operate.

Thank you for being part of this journey with us.

Want to help us make the world of work more attainable for everyone?

Be part of the Culture Amp Foundation programs.

Learn more

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