

2023

Environmental Impact Report

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Foreword

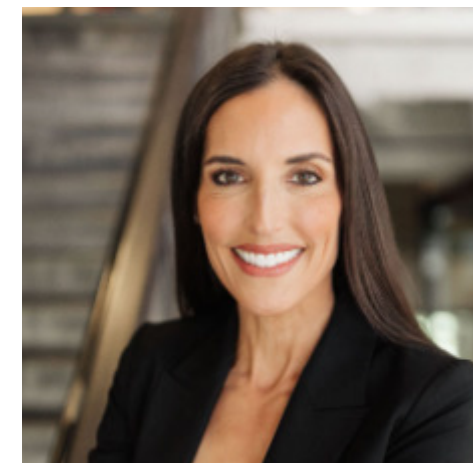
Foreword

At Qualtrics, our mission is to make business more human. We recognize the opportunity we have to better the experience of our employees, customers, and community with respect to sustainability and the environment.

This inaugural report highlights our commitment to responsible business practices, showcases our achievements, and outlines steps for the future. By integrating sustainable practices into our operations, we minimize our environmental footprint and drive positive change within our communities.

Qualtrics will continue to engage in sustainable business practices that benefit both our stakeholders and the world we live in.

“At Qualtrics, we believe we can be a successful business today while also building a more sustainable future for many years to come. One thing we all have in common is the earth, and we are committed to operating in a way that helps foster a healthier planet for all. Our 2023 Sustainability Report reflects on the progress we are making and the opportunities we have to help create meaningful, positive change.”



Gina Sheibley
Chief Communications &
Corporate Responsibility
Officer

“From conducting an internal carbon inventory to now offering sustainability solutions to external organizations, Qualtrics has shown commitment to environmental responsibility. The introduction of initiatives like commuter programs and vegetarian options in response to employee suggestions makes me confident that experience management is key to a sustainable future.”



Ben Romney
Sr. Software Engineer &
Green Team Global Co-Chair

Definitions

Carbon Emissions Reporting The process of calculating and disclosing the greenhouse gas (GHG) emissions of an organization. It involves carbon accounting (measuring the emissions resulting from an organization's operations and supply chains) and then reporting the results of the carbon accounting process.

Climate Neutral An approach for climate change mitigation in which carbon dioxide emissions (or all greenhouse gas emissions) are balanced by absorbing carbon via carbon sinks or by removals. This can be achieved by reducing emissions, most of which come from the burning of fossil fuels, and by removing carbon dioxide from the atmosphere.

Daylight Harvesting This technique automatically dims or adjusts the brightness of lights in response to the amount of natural light available in a space. Utilizing natural daylight coming through the windows or skylights minimizes the amount of energy used in artificial lighting.

BRG Business Resource Group. These are voluntary, employee-led groups that serve as a resource for members and their employers by fostering a diverse, inclusive workplace aligned with organizational mission, values, goals, business practices and objectives.

ESG This stands for environmental, social and governance, and represents a more stakeholder-centric approach to doing business. ESG is set on the principle that the environment is only one factor in determining an organization's commitment to sustainability. Companies that adhere to environmental, social and governance standards agree to conduct themselves ethically in those three areas.

Motion Sensor Lights Lights that detect movement and accordingly turn on when a room is occupied and off when everyone leaves, saving electricity.

PPAs Power Purchase Agreements purchase power and associated renewable energy certificates from specific renewable energy generators.

R2 Cert. The Responsible Recycling (R2) Standard provides a common set of processes, safety measures and documentation requirements for businesses that repair and recycle used electronics.

XM Day An annual holiday given to Qualtrics employees to spend time bettering the world's experiences by giving back and volunteering their time.

Our Vision

Qualtrics believes in closing experience gaps. These gaps—the discrepancies between perception and reality—are where poor experiences live. **As we strive to improve the world holistically, we prioritize best-practice-based sustainability initiatives that benefit our global environment.**

Our ultimate goal is to create a more prosperous world, benefiting not only our valued customers and dedicated employees, but all those who call our planet home.

The image shows a dense, vibrant green jungle scene with various tropical plants like monstera and ferns. Overlaid on the top right is the Qualtrics XM logo. The word "qualtrics" is written in a white, lowercase, rounded font with a thin blue outline. To its right, "XM" is written in a blue, uppercase, sans-serif font with a glowing effect.

qualtrics^{XM}

Executive Summary

Executive Summary

REPORT OVERVIEW

This inaugural Environmental Impact Report provides a comprehensive overview of Qualtrics' sustainability vision and performance. In order to achieve our mission, we are focusing on three key pillars:

- + **Carbon Emissions Reduction**
- + **Waste Reduction**
- + **Community Engagement**

This report outlines our sustainability governance structure and details our current progress toward these three pillars. We outline our ongoing initiatives to make progress toward our sustainability goals, including energy efficiency, water conservation, food management, and recycling. This report also discusses our ESG product offering and future outlook.



Executive Summary

KEY HIGHLIGHTS FROM THIS REPORT

This past year, Qualtrics has taken steps toward sustainable growth and responsible corporate citizenship. Our achievements include:

The Green Team. Green Team is an internal employee Business Resource Group (BRG) focused on sustainability at Qualtrics. Green Team launched as an official BRG with support staff and executive sponsorship this past year. It currently has 400 members, and participation is growing from employees across the globe.

Reducing Single Use Plastic. Currently, over 50% of our offices now utilize reusable (as opposed to single-use plastic) dishes and utensils for catered meals, drinks, and snacks. Qualtrics plans to expand the Reusable Dishware Program to every office integrated with an

efficient washing system, which includes dishwashers with targeted spray patterns and specialized washing cycles to reduce waste and minimize water and energy usage.

Carbon Emissions Reporting. An internal committee initiated our first comprehensive Global Carbon Report. The team triaged emissions based on their source and identified carbon offsets, or methods to compensate for GHG emissions.

Sustainability Commitment

At Qualtrics, we are focused on reducing our environmental footprint, fostering diversity and inclusion, upholding ethical conduct, and making positive contributions to our communities. Our approach is rooted in transparency, accountability, and ongoing improvement. This commitment drives us to continually update our practices and initiatives. As a result of this commitment, we will be reporting on our environmental practices and progress annually.



Carbon Emissions Reduction

Transport

GREEN TRANSPORTATION RESOURCES & AMENITIES

Our Provo HQ has an outfitted bike room with tools for fixing bikes, including bike pumps, tire changing equipment, repair kits, etc. We have added more spaces for bike storage and provide showers for those who commute on their bike. Most global offices have similar bike rooms and showers. Our Dublin office provides bikes for employees as well. In Chicago, employees may use the building's bike room (subsidized by Qualtrics) or they may bring their bikes up to the Qualtrics floor for free storage during the day. On-site gyms, lockers, and showers allow employees to workout comfortably without an extra commute.

We provide Electric Vehicle (EV) charging for free in our Provo, Dallas, Seattle, and Sydney offices. We are continuously expanding the number of chargers in our office network.

SUBSIDIZED PUBLIC TRANSPORTATION

Qualtrics compensates Orca (Seattle public transportation) passes for Seattle-based employees. Additionally, Qualtrics provides reimbursement for the train in Sydney, Tokyo, Provo, and London. The Chicago office is in the process of procuring a program to support public transit. Qualtrics also offers an optional Transportation FSA, which can be used for public transit.

Energy

ENERGY EFFICIENCY & CONSUMPTION

Qualtrics aims to improve energy efficiency across our operations. Our ongoing initiatives include:

- + Conducting energy audits and assessments to identify opportunities for optimization
- + Implementing energy management systems and monitoring tools via our Procurement team
- + Measuring and reporting on global CO2 emissions segmented by company, team, employee, and other sub-groupings
- + Promoting employee awareness and engagement regarding energy-saving practices
- + Investing in energy-efficient technologies and equipment
- + Signing documents digitally, saving more than 264,192 pounds of carbon over the past 3 years

DATA CENTERS & EFFICIENT CLOUD OPERATIONS

Qualtrics is a Software as a Service (SaaS) company and utilizes efficient cloud operations. While Qualtrics does not own or operate our data centers, our secure and efficient data center partner will be 100% powered by renewables by 2025 and has a global climate-neutral goal of 2040 with science-based targets. They are currently working toward this goal and will continue to embed decarbonization actions across their business and supply chain.

MOTION SENSOR LIGHTS & DAYLIGHT HARVESTING

Many of our buildings are currently (or are in the process of becoming) Leadership in Energy and Environmental Design (LEED) certified. This is a green building certification program used worldwide. Multiple offices use plentiful natural light and implement other energy efficient practices such as Daylight Harvesting, which adjusts lighting to daylight patterns. In many locations, older light bulbs have been replaced with efficient LEDs. Additionally, 60% of our offices worldwide utilize motion sensor lights to decrease energy consumption.



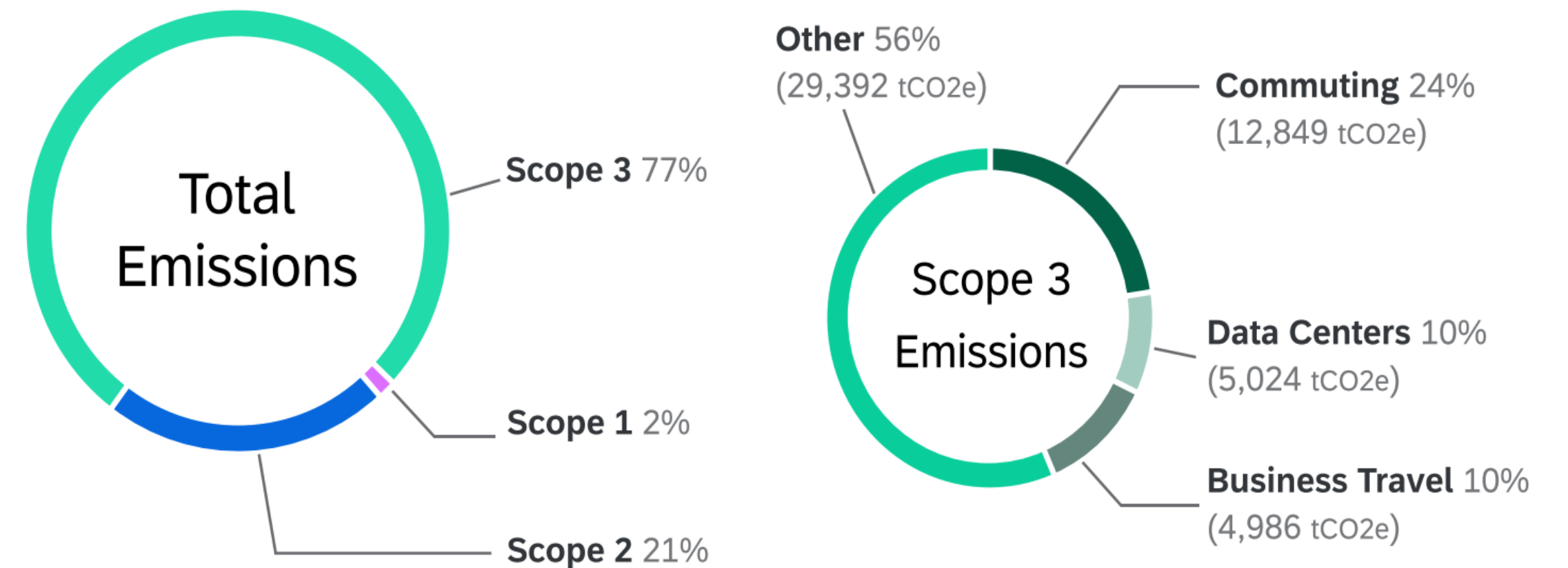
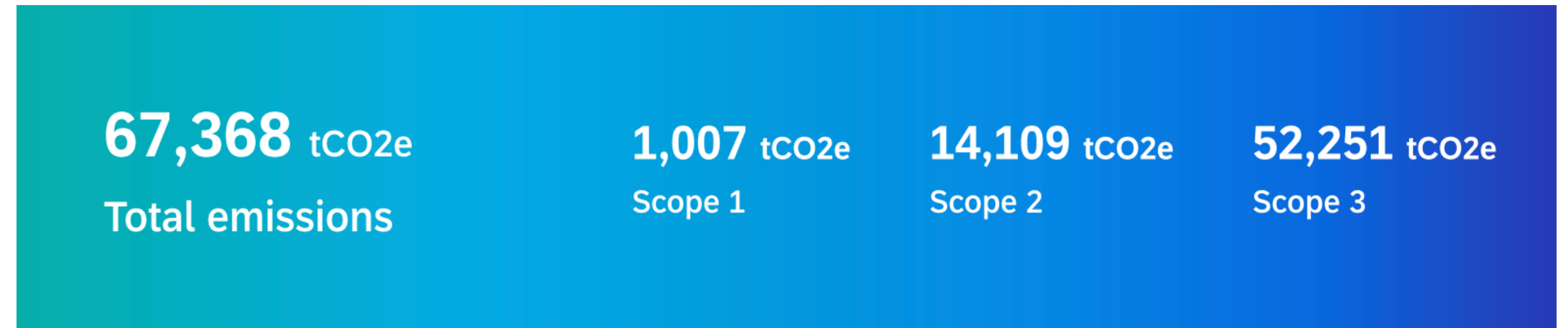
2022 GLOBAL CARBON REPORT

We have summarized the findings of Qualtrics' first annual GHG emissions inventory in our 2022 Global Carbon Report, which you can see to the right. This was the result of a One Team effort by our internal ESG committee. This is presented as total estimated company emissions from 2022 in metric tonnes carbon dioxide equivalent (tCO₂e). For context, you emit one ton of CO₂ for about every 2,500 miles you drive in a car with 22 mpg.

Scope 1 - These emissions result from sources that are owned or controlled by the company. We gathered gas bills from a representative sample of owned and leased offices, then applied regional emission factors.

Scope 2 - These emissions result from the generation of purchased energy. We gathered electric bills from representative sample of owned and leased offices, then applied regional emission factors.

Scope 3 - These emissions result indirectly from the company's activity. Total Scope 3 was calculated via Climate Neutral calculator through Novata. The commuting subsection was calculated through an employee survey. Business Travel was calculated from logged business flights. Data Centers was calculated via the AWS Carbon Footprint Tool on our main account an extrapolated across other accounts. The Other' category mostly consists of purchased goods and services.



Disclaimer - The results of this internal study are estimates only that have not been reviewed or verified by a third party. Qualtrics makes no representations or warranties regarding the accuracy or completeness of this study, and disclaims any liability related thereto.

Waste Reduction

Food Management

FOOD DONATIONS

Multiple office locations partner with local nonprofit organizations to ensure that excess food, which would otherwise go to waste, is safely collected and redistributed to those in need. These collaborations allow Qualtrics to collect surplus food from corporate events, such as our annual X4 conference and office lunches. The food is then redistributed to community organizations such as food banks and shelters. Our partners ensure the safe handling and preservation of excess food donations, adhering to quality and hygiene standards. Qualtrics demonstrates our dedication to addressing food insecurity and promoting sustainability through these partnerships.

LOCAL PARTNERSHIPS

Many Qualtrics offices utilize a catering company to provide bulk meals. We have phased out single-meal crowd-economy delivery service programs where possible to reduce waste associated with delivered food. This also reduces emissions from picking-up or receiving delivered takeout.

Where possible, we source food from locally owned businesses to reduce the carbon emissions related to food transportation. For example, our Provo HQ uses a local woman-owned and -operated catering business to supply daily meals and run the free cafe. The cafe serves custom coffee drinks and sodas, eliminating the need for pod-based coffee and drink packaging. We are also exploring global menu alterations to reduce carbon emissions from meat production. In our Seattle office, multiple meals per week do not include meat, and we provide daily meatless options in our Provo HQ.

COMPOSTING

Qualtrics has implemented composting initiatives in multiple facilities where local infrastructure allows. Through composting, organic waste such as food scraps, coffee grounds, and plant materials are diverted from landfills, and they are instead transformed into nutrient-rich compost. This compost is used to enrich soil, promote plant growth, and reduce the need for chemical fertilizers. Where possible, Qualtrics provides designated composting bins and promotes effective employee usage through informative signage.

ECO-FRIENDLY PRODUCTS

Where applicable, we have implemented the use of in-office green cleaning supplies that are better for the environment. Various Qualtrics locations purchase green consumables such as biodegradable packaging, bamboo toilet paper, and recycled paper.



SNACKS, BEVERAGES & PACKAGING

Our snack program has been overhauled to reduce food waste. Throughout our offices, we have also reduced individually packaged snacks in favor of bulk snacks to reduce plastic waste where possible. For example, nuts and cereals can be served from a large jar or dispenser into a reusable cup. Certain snacks cannot be distributed this way due to food-safety concerns, but we are exploring alternative options that are packaged sustainably.

The offices have bulk production coffee machines that utilize whole beans. We have nearly phased out single-serving pod-based coffee systems. Most office locations also have soda fountains that dispense a wide variety of drinks. This removes the need for individually packaged beverages, thus reducing the amount of single-use cans and bottles.



Recycling

ASSIGNED BINS FOR MATERIALS

To encourage recycling and mindful waste production, multiple offices have reduced the number of trash cans to a few per floor. Eventually, garbage bins will be centralized for each floor in all offices. The various assigned bins for recycling include paper, plastic, cardboard, glass, aluminum cans, and coffee grounds depending on location.

PAPER & PRINTERS

We have reduced printers in all offices and encourage employees to use digital assets when possible. By emphasizing digital documentation, we estimate that we save 360 metric tonnes of paper, 6,120 trees, 9.36 million liters of water, and 1.44 million kilowatts of power annually. We also encourage our clients and prospects who ask for hard copies to accept digital documents. This has saved over 112,555 lbs of wood and more than 18,290 lbs of waste over the last 3 years.



E-Waste

HARDWARE REPURPOSING & RECYCLING

Qualtrics works with an external partner to facilitate end-of-life hardware repurposing and recycling. Our partner ensures that hardware reaches its maximum life cycle, even if damaged. If hardware cannot be recycled, it is broken into smaller parts for reuse. As a B Corp, a company that has voluntarily met the highest standards for social and environmental performance, our partner works with wholesalers and direct-to-consumer partners to provide better price points and access to computers for underserved groups. A portion of devices is donated to local organizations in need.

Our partner holds various certifications, including the R2 environmental certification, and complies with all DoD standards (ISO 14001:2015, ISO 45001:2018, and ISO 9001:2015 certifications) to ensure security first. This partnership allows Qualtrics to operate on an adequate and secure hardware refresh cycle, maximize resources, and provide needed supplies for local communities.



Water Management

WATER CONSERVATION

Our water conservation efforts include:

- + Assessing water usage and implementing efficiency measures
- + Recycling and reusing water where feasible
- + Collaborating with suppliers to minimize water usage in our supply chain
- + Supporting community initiatives focused on water conservation
- + Signing documents digitally, saving over 331,413 gallons of water over the past 3 years

WATER WASTE MANAGEMENT

Our Reusable Dishware Program utilizes dishwashers equipped with precise spray patterns and specialized washing cycles, aimed at reducing waste and minimizing water and energy consumption. Over 50% of our offices utilize reusable dishes, and we plan to expand this program where possible.



Community Engagement

GREEN TEAM

Green Team is a passionate community of Qualtrics employees who volunteer their time and efforts to promote environmental awareness, advocate for sustainable business practices, and help Qualtrics be a force for good in creating a healthier planet. This is our fastest growing Business Resource Group (BRG) with over 400 members globally and regionally-based chapters.



MEMBER SPOTLIGHT

“Green Team is a collection of individuals who care deeply about our world and Qualtrics’ impact on it. Our mission is to improve Qualtrics’ triple bottom line by promoting, enhancing, and implementing sustainable practices at the corporate and individual level.”



SAM SANDERS

*Sr. Analyst, People Development
Green Team Global Co-Chair*

GREEN TEAM ACCOMPLISHMENTS

We're thrilled to share the progress made by Green Team this year.

Green Team held an engaging Earth Week Challenge that promoted environmental awareness and sustainable practices among employees. They also co-facilitated a Fireside Chat with our Women's Leadership Development group, featuring Gina Sheibley, Qualtrics' CCO and Green Team's executive sponsor, and Rent the Runway's CEO Jennifer Hyman. The event showcased sustainable fashion and the positive environmental impact that businesses can have. Attendees praised the event's authentic, engaging conversation, making it clear that our commitment to sustainability, diversity, and inclusion extends beyond our company walls.

Green Team has facilitated multiple in-office initiatives. These include the implementation of our Reusable Dishware Program and new vegetable-focused meals in our Provo location. Green Team also made significant improvements to the Provo bike room



and hosted 50+ bike commuters for Provo City's Bike to Work Day. These actions have increased the number of people regularly biking to the office. Green Team ran an Electric Vehicle (EV) survey for Provo employees and initiated a conversation with facilities to install additional EV charging stations. The team also facilitated our inaugural 2022 Global Carbon Report initiative, and is currently researching alternative energy solutions for the Provo office.

Green Team also focuses efforts on sharing sustainability education materials and promoting community involvement. Environmentally relevant local and information is collected and shared to members weekly to educate and spark discussion among peers and at home. As part of XM Day this year, our annual employee volunteer holiday, Green Team and Qualtrics employees participated in over 50 clean-up events globally. Green Team also facilitates worldwide clean-ups for Earth Day annually.



ESG Product Offering

Our Mission & ESG Solution

Qualtrics' mission is to build technology that closes experience gaps. We design solutions to help our customers collect and synthesize feedback so they can better understand their stakeholders, which include their own customers and employees, and take action.

There is a gap between how organizations perceive their Environmental Social Governance (ESG) efforts and how employees, customers, and the market may perceive them. To help close this gap, we researched and designed an ESG software solution that we can both use ourselves and share with our customers. This solution collects and synthesizes ESG information into accessible dashboards for increased transparency. We can also advise organizations on data collection and insight evaluation in accordance with our research and thought leadership.

Growing Need for Corporate ESG Transparency

Given the rising importance of green initiatives and actions, a company's engagement with ESG has become particularly

significant. Employees are displaying an increasing concern and interest in environmental and social responsibility, making it crucial for organizations to address these aspects effectively. Maintaining authenticity and transparency around efforts, goals, and performance is important, even when there are shortcomings. By openly communicating plans and improvement efforts, companies build trust and foster connection while avoiding the negative consequences of concealing failures or overstating our abilities.

Three Key Findings from Qualtrics' ESG Research¹:

1. Organizations perform strongly in employee support fundamentals but should prioritize community support and climate action
2. Enhancing ESG factors boosts employee engagement, well-being, and inclusion
3. Senior leaders often experience a disconnect, perceiving their organization's ESG credentials more positively than the individual contributors in their same organization do

¹ www.qualtrics.com/blog/improving-esg-performance/

ESG SOLUTION PRODUCT OFFERING

Qualtrics has designed an [ESG software solution](#) that helps leaders understand how to become a more sustainable and responsible business. It creates a set of standards that enable leaders to gather the perspectives of all stakeholders and make data-driven decisions on how to achieve ESG objectives.

The ESG Framework asks:

- + How much does the business care for the environment?
- + How well do they reflect and support society?
- + How well-run is the company?



Future Outlook

Sustainability Goals

We are proud of the progress we've made, but we also recognize that there is always more work to do.

We will continue to focus on initiatives aligned to our three pillars: Carbon Emissions Reduction, Waste Reduction, and Community Engagement. We have outlined our future goals in accordance with these pillars here.

FUTURE PLAN

INITIATIVE	GOALS
Carbon Emissions Reduction	<ul style="list-style-type: none"> + Conduct energy audit and assessments + Implement energy-management systems and monitoring tools, explore alternative energy solutions + Explore additional Electric Vehicle (EV) charger procurement + Invest in energy-efficient technologies
Waste Reduction	<ul style="list-style-type: none"> + Identify opportunities for waste optimization + Increase accessibility to recycling and composting + Adjust our procurement strategy to purchase products that promote upstream and downstream efficiencies
Community Engagement	<ul style="list-style-type: none"> + Promote employee awareness and engagement regarding environmental and energy-saving practices + Promote Green Team participation and allocate budget to Green Team activities + Engage in community partnerships and certifications

Long-Term Vision

As the world evolves and embraces change, we will continue to refine our environmental efforts and progress toward a more sustainable future. Our goals are a work in progress, and we recognize that there is always room for improvement. As we learn more and grow, we will continue to expand our initiatives, striving to be at the forefront of environmental stewardship. Our sustainability journey is driven by the understanding that, though we may have shortcomings, we are dedicated to learning, taking meaningful actions, and fostering a culture of continuous improvement.