

Sustainability Master Plan



Lael Giebel, Director of Global Sustainability
February 27, 2024

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Corporate Statement

Sustainability can be defined as focusing on meeting the needs of the present without compromising the ability of future generations to meet their needs. Sustainable practices support ecological, human, and economic health and vitality.

KnowBe4 takes environmental responsibility seriously, and embraces sustainability for the good of its customers, its staff, and the planet. KnowBe4 is committed to reaching net zero carbon emissions by 2040, through carbon elimination and credible offsets. As a part of this commitment, the company is improving energy efficiency with new technologies and best practices, and pledging to increase its use of clean, renewable energy to an average of at least 25% globally by 2025. Additionally, we are working towards zero waste in our operations, with an initial goal of an 80% diversion rate from landfill.

This document may contain a number of forward-looking statements. Any statements that are not statements of historical fact (including, without limitation, statements to the effect that KnowBe4 or its management “believes,” “expects,” “anticipates,” “plans” and other similar expressions) should be considered forward-looking statements and should not be relied upon. There are a number of important factors that could cause KnowBe4’s actual results to differ materially from those indicated by such forward-looking statements, including general economic conditions, our continued ability to develop and introduce products, our ability to control costs and other risk factors. KnowBe4 has no obligation to update or alter forward-looking statements.



Climate change and the health of our environment impacts every living thing on this planet. At KnowBe4, we embrace extreme ownership, and this includes extreme ownership of our environment. From the very top to the bottom of our Organizational Chart, we are engaged in doing the right things to help protect our planet. We don't just do the big things, like committing to net zero carbon by 2040 and zero waste. We do the little things too, like neighborhood clean-ups and composting our breakroom coffee grinds. Environmental responsibility is not just our company stance, it's our culture; it is who we are.

-Lael Giebel, Director of Global Sustainability



Carbon Footprint

We have established our Scope 1 & 2 Greenhouse Gas (“GHG”) Inventory 2020 baseline, and in partnership with Optera, we will continue to measure our GHG inventory annually. In 2023 we switched to the Greenstone platform to measure our 2022 emissions, and increased the number of Scope 3 emissions categories we measured.

2022 Emissions Totals by Scope

Scope	Source	2022 Emissions	Details
Scope 1	Space Heating Fugitive Refrigerants	0.3 mtCO2e	Estimated based on site characteristics
Scope 2	Purchased Electricity, District Heating	*285 mtCO2e	12 firm-wide facilities
Scope 3	Employee Commuting (Remote Employees), Business Travel, Purchased Goods and Services (Cloud Data Centers)	1713 mtCO2e	
Scope 1+2 Total		285 mtCO2e	
Scope 1+2+3 Total		1,999 mtCO2e	

**The decrease in carbon emissions was achieved through the purchase of green energy from our electricity provider and Renewable Energy Credits.*

2021 Emissions Totals by Scope

Scope	Source	2021 Emissions	Details
Scope 1	Space Heating Fugitive Refrigerants	54 mtCO2e	Estimated based on site characteristics
Scope 2	Purchased Electricity, District Heating	790 mtCO2e	12 firm-wide facilities
Scope 3	Employee Commuting (Remote Employees)	366 mtCO2e	Majority of staff worked remote for all of 2021
Scope 1+2 Total		844 mtCO2e	
Scope 1+2+3 Total		1,210 mtCO2e	

2020 Emissions Totals by Scope

Scope	Source	2020 Emissions	Details
Scope 1	Space Heating Fugitive Refrigerants	39 mtCO2e	Estimated based on site characteristics
Scope 2	Purchased Electricity, District Heating	1,341 mtCO2e	12 firm-wide facilities
Scope 3	Employee Commuting (Remote Employees)	390 mtCO2e	Majority of staff worked remote from March - December 2020
Scope 1+2 Total		1,380 mtCO2e	
Scope 1+2+3 Total		1,770 mtCO2e	

Clean Energy

In 2022, the Clearwater Tower landlord signed onto Duke Energy's Clean Energy Connection (solar energy) program and requested 100% clean energy, which is subject to availability. The Clearwater Tower began utilizing clean energy in July 2022.

Several of our international offices are located in buildings that already utilize at least a portion of renewable energy sources.



Energy Efficiency

We have the following best practices in place:

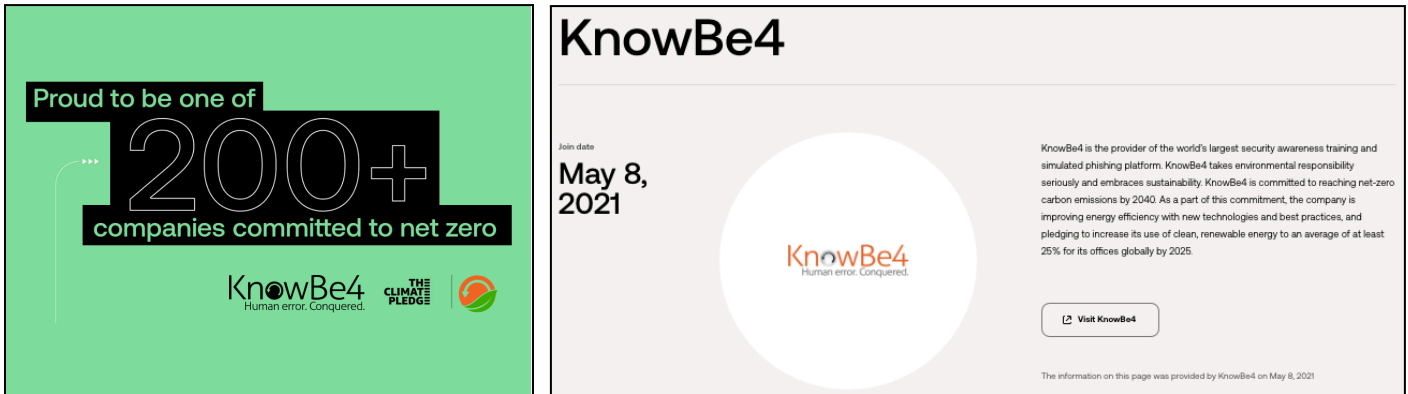
- All computers go into power-saving mode after 10 minutes of idle time
- All computers are put into sleep mode at night
- Printers go into sleep mode automatically when not in use
- Motion sensors are installed at the Atrium building and on the 10th floor of the Clearwater Tower
- Adding motion sensors to the rest of the floors at CT (11th & 12th floors)
- Phasing the replacement of the fixtures to LED at the CT over 2022-2023
- LED lights are throughout the AT
- Energy Star appliances

Remote Employees

A portion of our workforce works remotely. Remote work is a practice that reduces the number of cars on the road, thereby reducing overall greenhouse gas emissions, fossil fuel consumption, and energy usage. It also helps reduce environmental and human health impacts as a result of decreased air pollution.

Net Zero Carbon Pledge

On May 8, 2021, KnowBe4 committed to reach net zero carbon emissions by 2040 — 10 years ahead of the United Nations' Paris Agreement on Climate Change.



We further pledge to increase our use of clean, renewable energy to an average of at least 25% globally by 2025.

Carbon Offsets

Beginning in 2022, KnowBe4 began to purchase carbon offsets (in the form of RECs) annually to offset our carbon emissions. We expect to increase our annual offsets as we near 2040, to bring us to net zero carbon by no later than 2040.

Zero Waste

Goal

We have a Zero Waste Plan in place with the goal of an overall annual average diversion rate of 80% from landfill, incineration (WTE), or the environment. As our Zero Waste Plan dictates, we plan to achieve this diversion through a combination of waste reduction, reuse, responsible recycling and composting, as feasible.



Image of Zero Waste Plan

Zero Waste Plan

Some highlights of the plan:

- Annual Waste Measurements per the *Zero Waste Action Plan*
- Environmentally Preferred Purchasing (EPP) Policy
- Recycled Content Minimum Requirements
- Eleven Zero Waste Managers Globally
- Standard Office Recycling Program
- Courtesy Employee Recycling Program
- Grassroots Composting
- Emphasis on Reducing, Reusing, and Repurposing
- Best practices such as double-sided printing

Environmental Stewardship

“KnowBe4 has always been an organization that has put forth goodwill efforts throughout the community via various initiatives, such as environmental cleanups, helping to feed needy families, charitable donations, days off for employees to volunteer for positive causes, and more. The employees at KnowBe4 are dedicated to a variety of causes that help to make our organization and our community a better place. We are elated to win this award from TrustRadius and look forward to finding even more ways to show our strength in corporate social responsibility.”

-Stu Sjouwerman, in response to receiving the 2021 Tech Cares Award From TrustRadius

Trees

In 2020, we donated \$10,000 to plant 10,000 trees in Australia, Indonesia, Kenya, and the Kootenai National Forest in Montana. This was to commemorate our 10 year anniversary/1,000 employee milestone. According to the Arbor Day Foundation, in one year a mature tree will absorb more than 48 pounds of carbon dioxide from the atmosphere and release oxygen in exchange. This means that once these trees are mature, they should absorb over 480,000 pounds of carbon dioxide a year. We plan to continue retaining and enhancing nature's existing carbon storage by protecting and growing ecosystems such as forests.



Credit: ONETREEPLANTED

Bees

In 2021, KnowBe4 donated \$5,500 through the Pinellas Beekeepers Association (PBA) to establish and maintain 11 full honey bee hives throughout the season. This was to commemorate our 11th anniversary. Each mature hive, or colony, will house approximately 20,000 - 35,000 honey bees. That means KnowBe4's donation is ultimately adding between 220,000 and 385,000 bees to the planet! Honey bees — wild and domestic — perform about 80 percent of all pollination worldwide. A single bee colony can pollinate 300 million flowers each day. Grains are primarily pollinated by the wind, but fruits, nuts, and vegetables are pollinated by bees. Seventy out of the top 100 human food crops — which supply about 90 percent of the world's nutrition — are pollinated by bees.

In 2022, we donated \$6,000 through the Pinellas Beekeepers Association (PBA) to establish and maintain 12 full honey bee hives throughout the season. And in 2023, we donated \$6,500 through the Pinellas Beekeepers Association (PBA) to establish and maintain 13 full honey bee hives throughout the season.



KnowBe4 Staff and hives at Pinellas Beekeepers Association

Ocean

In 2022, KnowBe4 donated \$36,000 through Ocean Voyages For our 12th anniversary (8/10/22), to fund the removal of 12,000 pounds of garbage from The Great Pacific Garbage Patch. It is estimated that there are now 5–51 trillion pieces of plastic in the world's oceans. The Great Pacific Garbage Patch, a collection of marine debris in the North Pacific Ocean—about 1.6 million square kilometers—is bigger than Texas and three times the size of France. According to biologicaldiversity.org, at current rates, plastic is expected to outweigh all the fish in the sea by 2050.



Garbage in the Great Pacific Garbage Patch



KnowBe4 Staff and hives at Pinellas Beekeepers Association

Endangered Species

In 2023, KnowBe4 donated \$26,000 through Endangered Species International and Friends of the Florida Panther Refuge to protect 13 endangered species; one from each country where we have offices, plus the Florida Panther and monarch butterflies.

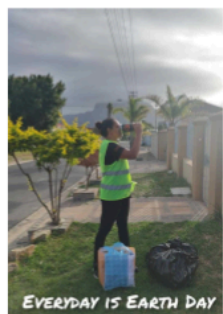
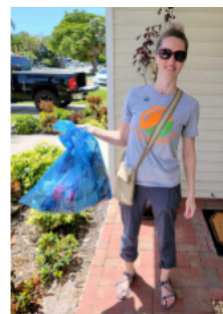
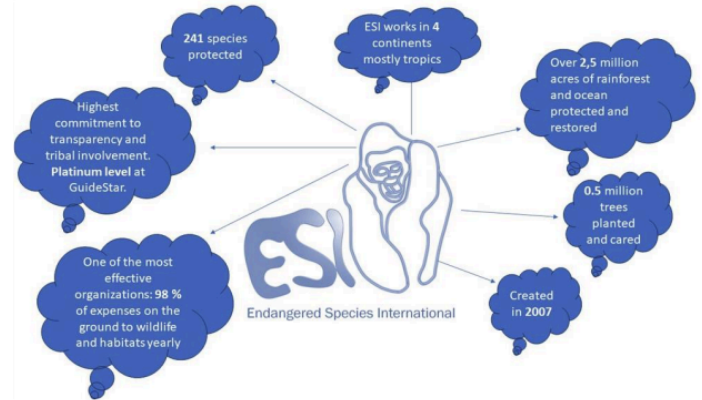
Clean-ups

Groups of Knowsters across 10 nations regularly organize and participate in clean-ups of beaches, parks, and neighborhoods (both residential and commercial).

In the US, our Clearwater offices have adopted Garden Avenue where our offices are located through the Keep Pinellas Beautiful “Adopt a Community” program and the City of Clearwater “Adopt-a-Street” program, which entails a minimum of four clean-ups a year. We have also partnered with Keep Pinellas Beautiful to organize other local clean-ups throughout the year, and Ocean Allies for the annual Big Cleanup Clearwater.

In 2023, 311 employees participated in 99 cleanups across nine countries, and collected over 2,479 pounds of trash.

About Endangered Species International



Various staff clean-ups across the globe

Employee Engagement

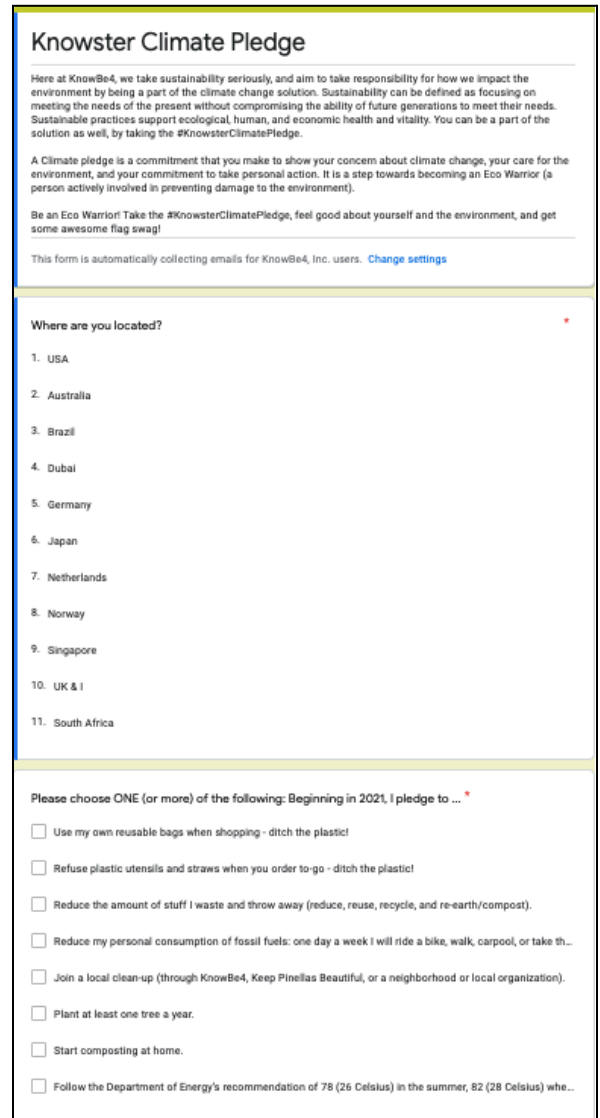
Knowster Climate Pledge

On Earth Day, April 22, 2021, we rolled out a Knowster Climate Pledge. Within the first three weeks, over 30% of our staff across 11 countries took the personal climate pledge. By the end of the second quarter, over 50% had taken the pledge, and over 68% of our employees made a commitment by the end of the third quarter of 2021. At the end of 2021, that number rose to over 70%. At the close of 2023, that number had reached 97%.

Employee Recycle Program

Our US offices currently have a standard office recycling program serviced by our solid waste providers (where aluminum and steel cans, plastic bottles and containers, and paper and cardboard are collected). However, we go above and beyond the standard and provide several additional recycling options for the convenience of our employees. Our staff is invited to bring the following items from home, and we coordinate recycling those items on their behalf:

- E-waste (broken or unused electronics)
- Laserjet and Inkjet Printer Cartridges
- Plastic Bags, Bubble Wrap, and Plastic Product Overwrap
- Reusable Shopping Bags
- Single-use and rechargeable batteries
- Pens, glue sticks, and other office supplies



The image shows a screenshot of the Knowster Climate Pledge form. The title is "Knowster Climate Pledge". Below the title, there is an introductory paragraph explaining the company's commitment to sustainability and the purpose of the pledge. A second paragraph defines a climate pledge as a commitment to show concern about climate change and take personal action. A third paragraph encourages employees to be "Eco Warriors" and take the pledge. Below this, there is a note that the form is automatically collecting emails for KnowBe4, Inc. users, with a "Change settings" link. The next section is titled "Where are you located?" and lists 11 countries: USA, Australia, Brazil, Dubai, Germany, Japan, Netherlands, Norway, Singapore, UK & I, and South Africa. The final section is titled "Please choose ONE (or more) of the following: Beginning in 2021, I pledge to ..." and contains a list of 10 options, each with a checkbox: "Use my own reusable bags when shopping - ditch the plastic!", "Refuse plastic utensils and straws when you order to-go - ditch the plastic!", "Reduce the amount of stuff I waste and throw away (reduce, reuse, recycle, and re-earth/compost).", "Reduce my personal consumption of fossil fuels: one day a week I will ride a bike, walk, carpool, or take th...", "Join a local clean-up (through KnowBe4, Keep Pinellas Beautiful, or a neighborhood or local organization).", "Plant at least one tree a year.", "Start composting at home.", and "Follow the Department of Energy's recommendation of 78 (26 Celsius) in the summer, 82 (28 Celsius) whe...".

Image of #KnowsterClimatePledge

EarthBe4

We have created an employee group called EarthBe4. This is a group of volunteer, green-minded Knowsters, known as Earthsters, who have an interest in sustainability and protecting the environment. Members are dedicated to promoting and celebrating environmental responsibility. The group organizes clean-ups and brainstorms about sustainability ideas and initiatives. As of January 1, 2024, we have over 50 members in seven countries.



As an EarthBe4 initiative, the Clearwater offices have adopted Garden Avenue, where our offices are located, engaging in a minimum of four clean-ups a year. We have also partnered with Keep Pinellas Beautiful to organize other local clean-ups throughout the year. Clean-ups take place at beaches, parks, neighborhoods, and Farm 527.



Several EarthBe4 members at a cleanup of Farm 527, Dunedin, FL

Other EarthBe4 initiatives include global employee contests, games, and events such as a Desk Plant Contest; a month of Meatless Mondays; No-Waste November; a Plant Growing Collaborative Project; a month-long initiative called “Cleaning Earth. Together”; a full month of Earth Day contests and events; Waste Free February; KnowBe4 Drop & Swap; and a TEDx watch party event, where we showed a selection of the TEDx Countdown videos (an event on sustainability, counting down to the UN Climate talks: COP26) daily for a full week in November, 2021.



Official 2021 KnowBe4 TEDx Countdown logo



City of Clearwater's Adopt-a-Street sign acknowledging KnowBe4

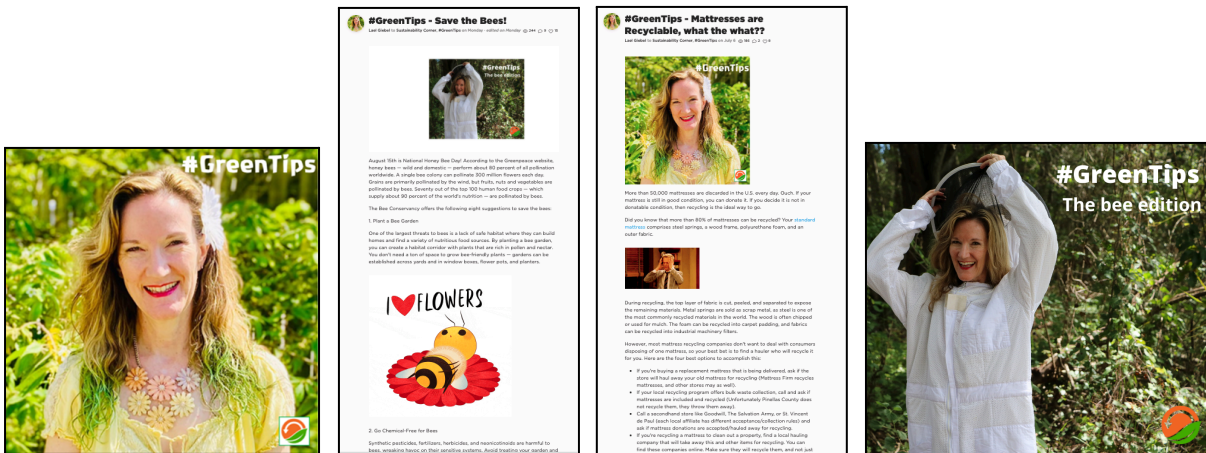
Employee Education

We have created and launched a series of educational sustainability videos that are shown at our Daily Briefing meeting pre-roll. These educate our employees on various sustainability topics such as different aspects of recycling, new sustainability initiatives, the Knowster Climate Pledge, best practices, quarterly sustainability updates, etc.

We also created onboarding training content so that each new employee learns about our sustainability efforts when they first join the company.

The onboarding training content has also been made available to all employees through our internal training platform.

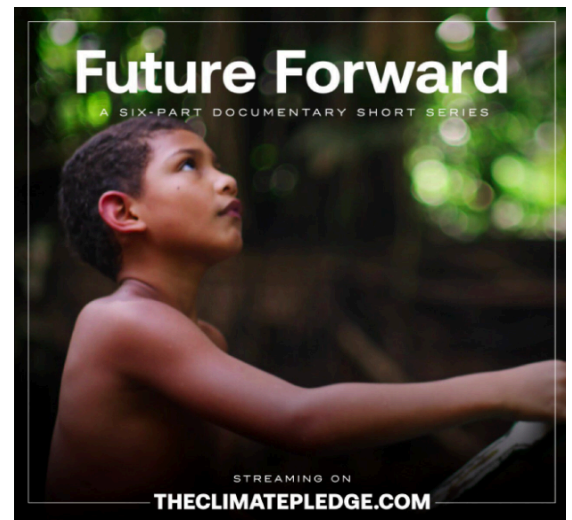
We have a weekly #GreenTips blog which is posted on our company intranet. #GreenTips provides ideas for living more sustainably, tips, tricks, and hacks for saving natural resources and money, and highlights certain days of the year such as Earth Day, National Honey Bee Day, etc.



#GreenTips blogs on KnowBe4's intranet

Additionally, we periodically offer optional learning and training opportunities to our employees. We have hosted two [Carbonauts](#) training sessions: In 2022, we had 28 KnowBe4 employees from four different countries who took a six-week course to first learn their personal carbon footprint, and then how to reduce that footprint; in 2023, 29 KnowBe4 employees from Brazil, the US, and Netherlands learned how to “Master the Low-Plastic Lifestyle” through Carbonauts.

In 2023 we hosted a watch party of the documentary series, *Future Forward*, over the course of six days. Future Forward is a character-driven, six-part documentary series featuring people and businesses pioneering industry innovation on the front lines of climate change, produced by The Climate Pledge. We showed each video twice a day (once for our employees in the Asia Pacific region, and once for the rest of the globe). We had a total of 107 viewers from six countries take part (US, UK&I, Singapore, Australia, India, and Netherlands).



Future Forward Film Series - The Climate Pledge

Clean Energy Incentives

As a part of KnowBe4's continued commitment to the environment, in 2022 we launched a new Clean Energy Incentive. KnowBe4 offers two different incentives to eligible employees:

- \$1,000 solar incentive for the purchase or lease of solar panels for the home
- \$1,000 incentive for the purchase or lease of a fully electric car

Thirty employees took advantage of the incentives in the program year (2022).

Outside Engagement

Partnerships

KnowBe4 is proud to partner with the following groups:

- The Climate Pledge for our Net Zero Carbon goals
- Keep Pinellas Beautiful for Community Adoption and local clean-up initiatives
- City of Clearwater for their Adopt-a-Street Program
- Farm 527 for local clean-up initiatives
- Ocean Allies for the Big Cleanup Clearwater
- Pinellas Partners in Recycling for community engagement
- Amplify Clearwater for community engagement
- University of Florida IFAS/Pinellas County Extension for the Green Business Partnership
- Salty Soul Foundation for beach cleanups
- Blue Green Connections for the annual Hope Spot Festival, Gala, and cleanup
- ONETREEPLANTED to plant 10,000 trees
- Pinellas Beekeepers Association to establish 11 new beehives (in 2021), 12 (in 2022), and 13 (in 2023)
- Ocean Voyages Institute for the removal of 12,000 pounds of garbage from the ocean
- Endangered Species International for the protection of 12 endangered species
- Friends of the Florida Panther Refuge for the protection of Florida Panthers



Additionally, we are proud to join in the following efforts:

- Race to Zero
- Count Me In
- Countdown

2021 Green Business Partnership (certification)

KnowBe4 was awarded the Green Business Partnership by the University of Florida IFAS Extension, in partnership with Pinellas County. The Green Business Partnership is a voluntary assessment that recognizes businesses for their environmental stewardship and sustainable practices. It is a collaborative effort of businesses, business organizations, and county government. It was initiated through an innovative grant awarded by the Florida Department of Environmental Protection to Pinellas County and encourages conservation of resources, waste reduction, energy conservation, and cost savings.



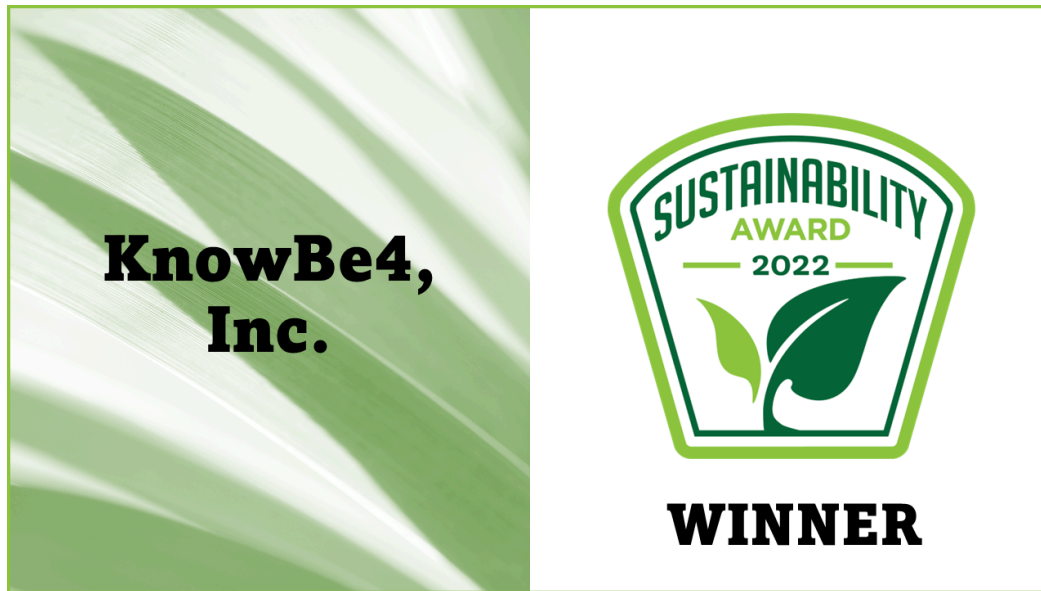
2021, 2022, 2023 TrustRadius Tech Cares Award

The Tech Cares Award recognizes tech companies that demonstrate corporate social responsibility. Volunteerism demonstrates a commitment to a community. Diversity and inclusion programs allow more voices to be heard. Environmental sustainability shows a consciousness of our wider world. These deserve celebration, and Tech Cares is one way to recognize these incredible commitments.



2022 BIN (Business Intelligence Group) Sustainability Award

The Sustainability Awards honor those people, teams, and organizations who have made sustainability an integral part of their business practice or overall mission.



2022 Amplify Clearwater Environmental Steward Award

The Environmental Steward Award recognizes organizations that have demonstrated exceptional contributions, commitment, and actions to make a positive impact on the local environmental landscape. They are a role model for business in environmental sustainability best practices, and have helped to build environmental awareness and promote environmental stewardship within the Tri-Cities.

ENVIRONMENTAL STEWARD	
<p>Sponsored by Bob Heilman's Beachcomber, the Environmental Steward Award recognizes organizations that have demonstrated exceptional contributions, commitment, and actions to make a positive impact on the local environmental landscape. They are a role model for business in environmental sustainability best practices, and have helped to build environmental awareness and promote environmental stewardship within the Tri-Cities.</p>	A photograph of a woman with long brown hair, wearing a blue sequined dress, holding a trophy. She is standing in front of a backdrop with logos for "AMPLIFY CLEARWATER", "ENVISION CLEARWATER", "EDUCATE CLEARWATER", "PERIENCE CLEARWATER", and "Guide".

2022 & 2023 Sustany Sustainable Business Awards

KnowBe4 won the Sustainable Business Awards in the large business category, tied with the Tampa International Airport. Sustany Foundation's Sustainable Buzz celebrates environmentalism in the Tampa Bay Area by featuring the best that the Bay has to offer. The Sustainable Business Awards recognizes businesses and organizations that embrace the triple bottom line and demonstrate a commitment to social responsibility and environmental stewardship.



Carbon Footprint	The amount of carbon dioxide released into the atmosphere as a result of the consumption of fossil fuels by a particular individual, organization or community.
Carbon Negative	An individual, organization or community is carbon negative if the amount of CO ₂ emissions they remove from the atmosphere is greater than the amount of CO ₂ emissions they put into the atmosphere. The impact is positive, meaning they are actively doing something to better the climate.
Carbon Neutral	An individual, organization or community is carbon neutral if the amount of CO ₂ emissions they put into the atmosphere is the same as the amount of CO ₂ emissions they remove from the atmosphere. The impact is neutral, zero.
Clean Energy	Energy derived from renewable, zero-emissions sources (“renewables”), as well as energy saved through energy efficiency (“EE”) measures.
CO ₂	Carbon Dioxide. A colorless, odorless gas produced by burning carbon and organic compounds and by respiration. It is naturally present in air (about 0.03 percent) and is absorbed by plants in photosynthesis. Carbon dioxide becomes a poisonous gas when there is too much of it in the air you breathe. Besides the effects it can have on the planet and the atmosphere, carbon dioxide poisoning can lead to central nervous system damage and respiratory deterioration in humans and other breathing creatures.
Compost	<p>Noun: a mixture that consists largely of decayed organic matter and is used for fertilizing and conditioning land. It is commonly prepared by decomposing plant and food waste and recycling organic materials. The resulting mixture is rich in plant nutrients and beneficial organisms such as worms. Compost improves soil fertility in gardens, landscaping, horticulture, urban agriculture, and organic farming.</p> <p>Verb: to convert (a material, such as plant debris) to compost.</p>
EarthBe4	A group of volunteer, green-minded Knowsters who have an interest in sustainability and protecting the environment. Members are dedicated to promoting and celebrating environmental responsibility. The group organizes clean-ups and brainstorms about sustainability ideas and initiatives. Reach out to Lael Giebel if interested!
Earthsters	<ol style="list-style-type: none"> 1. Members of EarthBe4. 2. Eco Warriors. 3. People who are actively involved in preventing damage to the environment.
Eco	Eco is defined as the environment, habitat or surroundings. An example of eco is ecology. Eco is something that is environmentally friendly or sustainable.
eWaste	Informal name for electronic products nearing the end of their "useful life." Computers, televisions, VCRs, stereos, copiers, and fax machines are common electronic products. eWaste is something that can and should be recycled.
EPA	Stands for Environmental Protection Agency: an independent federal agency, created in 1970, that sets and enforces rules and standards that protect the environment and control pollution.

EPP	Stands for Environmentally Preferred Purchasing Policy (we have one here at KnowBe4). An EPP involves purchasing products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. Recycled paper is an example of something the policy calls for.
Green	Concerned with or supporting environmentalism. The term points to environmental awareness and environmental health.
Net Zero Carbon	Net zero is broadly the same as carbon neutral: that is, the amount of CO ₂ emissions put into the atmosphere is the same as the amount of CO ₂ emissions removed from the atmosphere. Emissions are still being generated, but they're offset by the same amount elsewhere. The "net total" emissions is then zero. This is done by implementing decarbonization strategies through real business changes and innovations, including efficiency improvements, renewable energy, materials reductions, and other carbon emission elimination strategies; and then neutralizing any remaining emissions with additional, quantifiable, real, permanent, and socially-beneficial offsets to achieve net-zero annual carbon emissions by 2040.
Recyclable	An object that can be recycled.
Recycle	To convert waste into reusable material.
Renewable	(Of a natural resource or source of energy) not depleted when used. Solar is an example of renewable energy.
Sustainability	Sustainability can be defined as focusing on meeting the needs of the present without compromising the ability of future generations to meet their needs. Sustainable practices support ecological, human, and economic health and vitality.
Waste-to-Energy (WTE)	The process of generating energy in the form of electricity and/or heat from the primary treatment of waste, or the processing of waste into a fuel source. WTE is a disposal technology that destroys the resource forever and doesn't reduce waste or protect natural resources. It also produces large amounts of ash that must be landfilled anyway, so in reality, there is no such thing as zero waste to landfill even if you burned 100 percent of your discards!
Zero Waste	Zero Waste is a goal for the conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health.