

# 2023 Responsible Business Practices Report

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“The most compelling part of technology is the way it can help people connect and take action.”

—Nick Clegg  
President, Global Affairs



A message from

# Nick Clegg & Jennifer Newstead

President, Global Affairs

Chief Legal Officer

There are no easy answers or solutions to the challenges the world faces today. From war and disease to economic instability and climate change, global problems can only be met with cooperation that extends beyond the borders of any one country or industry. To make progress, we need to bring people together around common goals and values, share tools and expertise, and collaborate in

ways that take advantage of a great breadth of diverse ideas and experiences. As a company that connects billions of people around the world, we know that we and the wider tech industry have a significant role to play.

## Shaping the future of social connection

Meta builds apps and services that help people connect, express themselves, and build communities and businesses. More than 3.7 billion people

use our platforms every month. People have raised \$7 billion to support causes they care about using Facebook and Instagram. More than 200 million businesses use our services every month to reach customers and grow. And more than \$400 billion in U.S. economic activity annually is linked to supply chains relying on our platforms, which in turn supports more than 3 million jobs.

As we look to the future, two major technological waves create opportunities to help people connect in new and compelling ways: artificial intelligence and the metaverse. These technologies are complementary. Like today's internet, the metaverse will be an interconnected system that transcends industry, company and geographic borders.

The metaverse won't be built, operated or governed by any one company or nation. It will take a range of companies large and small, civil society, the public sector, along with millions of

individual creators and users. As we develop these new technologies, it is incumbent on all of us to ensure that industry standards and regulations are inclusive of the concerns of the civil rights and human rights communities, so they are built in a way that's empowering for everyone.

## Maintaining our focus on user privacy and safety

For technologies to be empowering for everyone, privacy and safety are paramount. Our [Community Standards](#) and other policies specify what's allowed on our apps, and drive our efforts to

remove harmful content. Artificial intelligence (AI) is a crucial part of how we do this. We have reduced the amount of hate speech people see on Facebook over time — currently hate speech is about 0.02% of content viewed, or about two views per every 10,000.

As our world changes, we evolve our policies and enforcement practices to keep up with and anticipate new challenges. Our approach starts with designing and implementing community guidelines and other policies, as well as developing preventative tools. Then, we make it easy

A message from Nick Clegg, President, Global Affairs and Jennifer Newstead, Chief Legal Officer

to report potential harms. By visiting our [Safety Center](#), users can learn about tools that let them decide what they share, who they share it with, what content they experience and who can contact them.

In January 2022, we launched [Privacy Center](#), a hub where people can learn more about Meta’s approach to privacy across our apps and technologies. It includes answers to people’s privacy questions, information about how we use data, and links to privacy controls.

We take special care to protect the safety of young people online through our content policies and by providing tools and resources for parents, caregivers and educators. The [Family Center](#) offers a suite of supervision tools that allow parents to oversee teen accounts.

As we continue to evolve as a company, responsibility remains at the heart of everything we do. We know that conducting business sustainably and continuously improving our practices to ensure the most positive impact on the world

will, in turn, lead to the long-term success and growth of our business. And we remain committed to upholding the United Nations (UN) Global Compact’s Ten Principles and to the UN Guiding Principles on Business and Human Rights.

This report is part of our commitment to share our stories, successes and challenges as transparently as possible.

—Nick Clegg

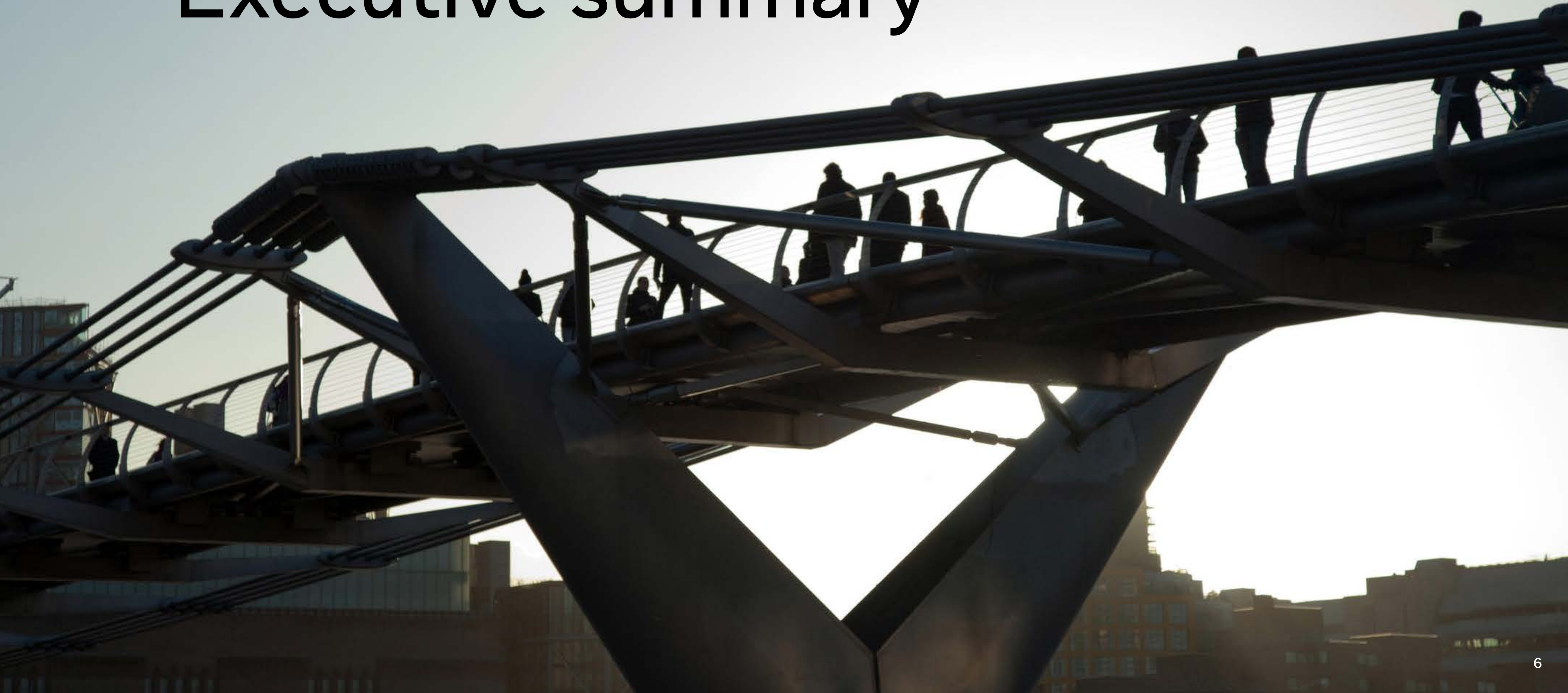
President, Global Affairs

—Jennifer Newstead

Chief Legal Officer



# Executive summary



# About Meta

When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram, and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality (AR/VR) to help build the next evolution in social technology.

We report financial results for two segments: Family of Apps (FoA) and Reality Labs (RL). For FoA, we generate the majority

of our revenue from selling advertising placements to marketers. Ads enable marketers to reach people based on a variety of factors, including age, gender, location, interests and behaviors. Marketers purchase ads that can appear in multiple places, including Facebook, Messenger, Instagram, third-party applications and websites. RL reflects our efforts to develop the metaverse and generates revenue from sales of consumer hardware products, software and content.

We ended 2022 with offices in more than 90 cities across North America, Europe, the Middle East, Africa, Asia Pacific and Latin America. We also own 21 data center locations globally.

Headcount was 77,100 at the end of Q1 2023.

## Adjusting to a changing industry

At the start of the Covid-19 pandemic, the world rapidly moved online and the surge of online commerce led to accelerated revenue growth. Many people predicted this would be a permanent acceleration that would continue even after the pandemic ended, and Meta, like many of our peers, invested heavily in talent to meet this heightened demand.

Instead, not only did online commerce return to prior trends, but the more challenging macroeconomic environment and limitations

on our ad targeting and measurement tools, among other factors, contributed to a decline in our revenue.

To address this new environment, we took a number of steps to become a more capital efficient company and, in November 2022, made the difficult decision to reduce our workforce by approximately 11,000 employees. Outgoing U.S. employees received a package that included:

- Severance of 16 weeks of base pay plus two additional weeks for every year of service.
- Payment for all remaining paid time off.

- Coverage of the cost of healthcare for employees and their families for six months.
- Three months of career support with an external vendor, including early access to unpublished job leads.
- Dedicated immigration specialists to help guide employees based on their needs.

We offered similar support for outgoing employees outside of the United States, taking into account local employment laws.

MISSION

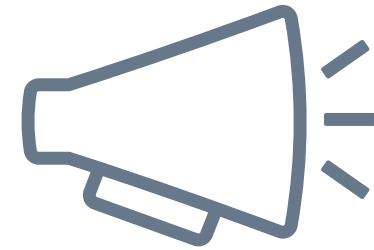
# Give people the power to build community and bring the world closer together.



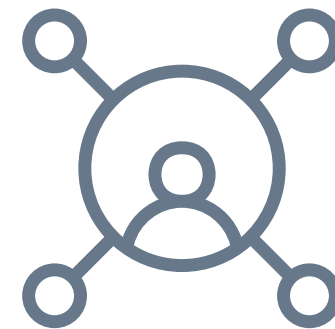


## Our principles

Our [principles](#) embody what we stand for and the technology we build.



**Give people a voice.** People deserve to be heard and to have a voice — even when that means defending the rights of people with whom we disagree.



**Build connection and community.** Our services help people connect, and when they're at their best, they bring people closer together.



**Serve everyone.** We work to make technology accessible to everyone, and our business model is ads so our services can be free.



**Keep people safe and protect privacy.** We have a responsibility to promote the best of what people can do together by keeping people safe and preventing harm.



**Promote economic opportunity.** Our tools level the playing field so businesses grow, create jobs and strengthen the economy.

## Apps & services

Meta builds technologies that help people connect, find communities and grow businesses.

### Family of Apps



### Reality Labs

Meta's AR and VR tools include Meta Quest devices as well as software and content that enable a range of social experiences that allow people to defy physical distance, including education, training, gaming, fitness, entertainment and more.

## Approach to reporting

Meta’s 2023 Responsible Business Practices Report reflects our work during the 2022 fiscal year (January 1–December 31, 2022) unless otherwise noted. The diversity, equity and inclusion (DEI) data contained replaces a standalone DEI report.

This year’s report was prepared in reference to the Global Reporting Initiative (GRI) standards and informed by the Sustainability

Accounting Standards Board (SASB), Internet and Media Services Industry Standards; the United Nations Global Compact; and the Task Force for Climate-related Financial Disclosures (TCFD).

Apex Companies, LLC. audited our 2022 environmental data. You can access our audit certifications [here](#).

## Commitment to transparency

Meta is committed to operating with transparency and communicating regularly with stakeholders. Beyond the information available in this Responsible Business Practices Report, we invite you to review the topics below or visit [about.meta.com](#) for information on our reporting practices.

- [Annual Report](#)
- [Proxy Statement](#)
- [Transparency Center](#)
- [Privacy Center](#)
- [Human Rights](#)
- [Civil Rights Update](#)
- [Sustainability](#)
- [CDP](#)
- [UN Global Compact COP](#)

## Engaging stakeholders

We know how important it is to maintain continuous and open dialogue with our stakeholders and to understand their needs, expectations and concerns. Through regular conversations and strategic partnerships, we incorporate diverse voices and insights into our business decisions.

# Engaging stakeholders

Stakeholder group	Stakeholder expectations	Examples of how we engage	
<b>Investors</b>	Robust strategies to mitigate business risks and maximize value creation, including through responsible business practices	SEC filings Earnings calls Annual shareholder meeting Investor calls	Industry events Responses to general correspondence Newsroom posts Investor Relations website
<b>Employees</b>	Fair wages and benefits, career growth and development opportunities, and an inclusive company culture	Engagement surveys Training and development Employee Q&As	Internal communications Meta Resource Groups
<b>Customers</b>	Opportunities to conduct and grow businesses and connect with new and diverse audiences on safe and privacy-protected platforms; outstanding user experience	Regular business dialogue Client Councils Small business hub	Advertising reports, events, repository of policies Events, webinars, conferences and communications
<b>Local communities</b>	Access to quality jobs, investments, technology and economic growth in communities where we operate	Community events Employee volunteering	Partnerships and sponsorships Blog posts and newsroom
<b>Suppliers &amp; partners</b>	Ethical partnerships, respect for labor and human rights, support toward achieving responsible business goals	Formal and informal communications Company policies and standards	Events and web resources
<b>Policy makers &amp; regulators</b>	Compliance with laws and regulations, collaboration to address societal issues	Lobbying Proactive outreach and response to requests Response to requests to provide testimony	Financial filings Company standards and policies
<b>Industry peers</b>	Collaboration to mitigate social and environmental risks, drive meaningful change on societal issues, and scale impact	Industry coalitions and partnerships Memberships in trade associations and other industry groups	External reporting and public data Formal and informal communications Blog posts, newsroom
<b>Non-governmental &amp; international organizations</b>	Partnerships and collaboration to share knowledge, inform business practices and policies, support causes, scale initiatives, and improve business impact on society	Formal collaborations and partnerships Ongoing dialogue and meetings Cross-sector events	External reporting, newsroom Charitable contributions
<b>Academic institutions</b>	Support for advancement of research and development, and access to data and technology tools	Formal research partnerships Events	Public websites External reporting

# Priority topics

We conducted a priority topics assessment in 2021 to determine the most significant risks and opportunities for our business. We refreshed this assessment in 2022 to reflect evolving business priorities. The assessment process entailed:

1. Evaluating which responsible business topics are most relevant to our industry.

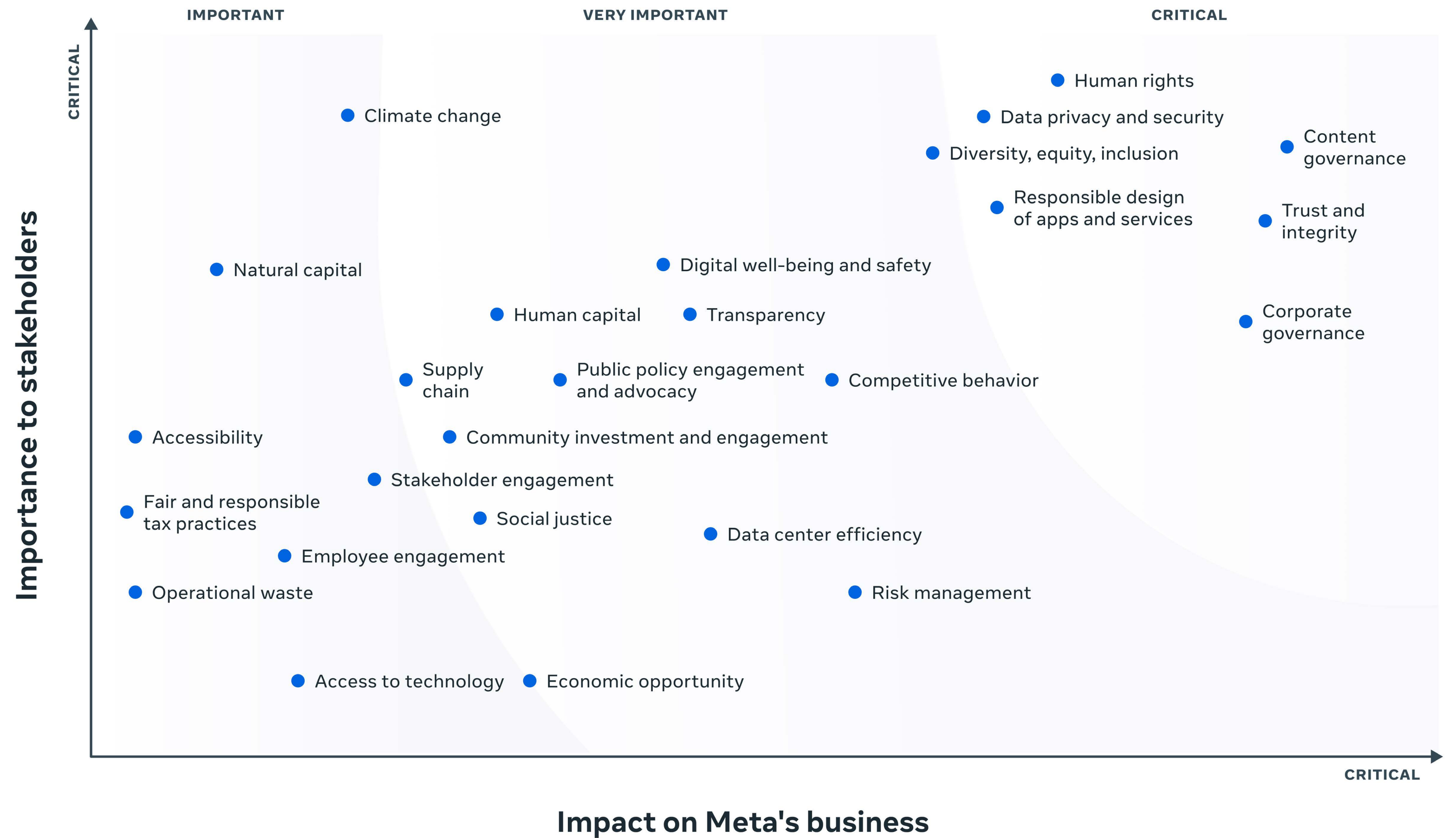
2. Analyzing which topics have the greatest impact on business resilience and enterprise value.

3. Understanding which topics have the greatest impact on our stakeholders and on sustainable development.

4. Reviewing topics with internal and external stakeholders.

5. Prioritizing topics to inform business actions and approach.

Based on this analysis, we plotted our priority topics on a map according to their impact on our business and on stakeholders. For complete definitions of each topic, please see the [Data Index](#) at the end of this report.



# Approach to responsible business

Informed by our priority topics assessment, we organize our approach to doing business responsibly around four strategic pillars. The four pillars, shown at right, inform our business strategy and enable us to focus efforts in areas where we can have a sustainable impact.

In consultation with stakeholders, we continue to refine the activities under each pillar and define key performance indicators. Our strategy is informed by the United Nations Sustainable Development Goals (SDGs) and the 10 Principles of the UN Global Compact. We commit to sharing updates and reporting regularly on our evolving processes and practices.

## Operate transparently and sustainably

Conduct business responsibly, ethically and transparently in order to maintain the trust of stakeholders and earn our license to operate around the world.

## Empower our people and partners

Treat employees, suppliers and other partners with respect and dignity by implementing high standards of safety and care and ensuring our supply chain partners do the same.

## Build responsibly

Design, develop and continuously improve our products and platforms to enable safe and inclusive experiences that improve people's lives.

## Unlock potential for good

Empower people around the world to share ideas, offer support and make a difference through the use of our apps, services and tools, creating a positive impact at scale.


# Responsible business highlights




**10,000 MW**  
of renewable energy contracted



Exceeded  
**\$1 billion**  
in spend with diverse suppliers and joined the Billion Dollar Roundtable




To ensure fairness and eliminate bias in our compensation systems, we regularly conduct pay equity analyses, and our latest analysis confirms that we continue to have pay equity across genders globally, and by race in the U.S., for people in similar jobs, accounting for location, role and level.



## Access to information

When Russia attempted to restrict access to Facebook and Instagram as part of a wider attempt to cut Russian citizens off from the open internet after its invasion of the Ukraine, we:

- Demoted and labeled Russian state-controlled media posts so users knew the source of the content
- Detected and disabled two Russian “smash-and-grab” campaigns that used thousands of fake accounts in an attempt to overwhelm discourse with their content across social media

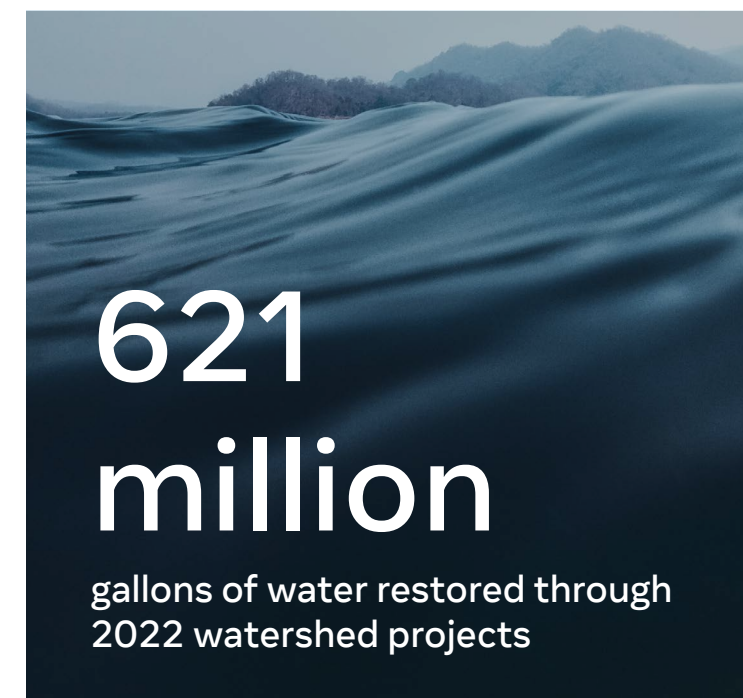


More than  
**\$7 billion**  
raised for social causes on Facebook and Instagram over time


**135**  
external publications and case studies were published using Meta’s datasets



Over  
**50,000**  
Meta employees completed civil rights training



**621 million**  
gallons of water restored through 2022 watershed projects




## Keeping accounts secure


Detected more than 400 malicious apps, alerted people whose accounts may have been compromised, and created a list of items to look out for to help users keep their accounts secure



Expanded the Climate Science Center to all countries, attracting more than  
**18 million**  
followers from 243 countries and territories



Launched [Family Center](#)



Launched the [Privacy Center](#) to provide details on why and how we collect data as well as to educate users on how to use privacy and security tools

# Operate transparently and sustainably

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# Operate transparently and sustainably

To be good stewards of our planet and maintain the trust of shareholders, employees, suppliers, customers and partners, we must operate sustainably, responsibly, ethically and transparently in everything we do.

This means continuously improving performance in order to minimize the negative and maximize the positive impacts of our business operations. We also measure and report on the impact of our operational footprint, from the policies that govern our business practices to the data centers that power our platforms and the products that enable consumers to experience the virtual world.





# Corporate governance



Our [Corporate Governance Guidelines](#) reflect the commitment of Meta's Board of Directors to sound corporate governance practices and encourage effective policy and decision making at both the Board and management level, with a view to enhancing long-term value for Meta shareholders.

## Governing responsible business

### Board and management

Our Board of Directors, its committees, and our management provide oversight around our responsible business efforts. The Audit & Risk Oversight Committee of the Board of Directors has primary oversight of our responsible business program and strategy.

### Executive Sponsors: President, Global Affairs and Chief Legal Officer

Leadership sets the tone for our responsible business strategy and ensures alignment with business goals.

### Cross-functional committee

This group comprises subject matter experts and leaders from across the organization, who meet at least quarterly to discuss ESG issues.

### ESG Team

The environmental, social and governance (ESG) Team drives strategy, governance, engagement and reporting on responsible business across the organization.

## Managing risk

The purpose of the Audit & Risk Oversight Committee is to oversee (1) the independence, qualifications and performance of

the independent auditor, (2) the accounting and financial reporting processes of the company and the audits of the financial statements of the company, (3) the company’s internal audit function, (4) significant financial matters of the company, including tax policies, planning and compliance, treasury policies, and share repurchases, and (5) certain risk exposures of the company.

With respect to its risk oversight responsibilities, the Audit & Risk Oversight Committee reviews the following with the Meta management team on a regular basis:

- Major financial and enterprise risks and steps taken to monitor or mitigate them.
- Meta’s program for promoting and monitoring compliance with legal and regulatory requirements.
- Meta’s major legal and regulatory compliance risk exposures and steps management has taken to monitor or mitigate them.
- Major ESG risks facing Meta and steps taken to monitor or mitigate them in coordination with other Board committees.
- Cybersecurity risk exposures and the steps taken to monitor or mitigate them.
- Other risks, as needed.



## Human rights

We are committed to advancing our mission while respecting humanity’s fundamental rights. We seek to translate human rights guidance into meaningful action, every day.

Our [Corporate Human Rights Policy](#) helps ensure that Meta incorporates consideration of the [United Nations Guiding Principles on Business and Human Rights](#) (UNGPs) into our decisions and actions. In 2022 we launched our first [Human Rights Report](#) which outlines the way our efforts support the evolution of our business and human rights agenda.

Meta’s Human Rights Policy and its commitments to protect human rights are enterprise-wide, and our Human Rights Policy Team is tasked with implementation, ensuring that it is integrated across the company’s policies, programs, apps and services. This team is accountable to the Audit & Risk Oversight Committee.

A key commitment made in our human rights policy is to carry out human rights due diligence so that we “know and show” our human rights impact and take actions to prevent or mitigate salient human rights risks. For social media companies like Meta, whose apps and services, scale of operations and impact are evolving at a dramatic pace,

the challenge of continuously updating methodologies capable of identifying salient risks and developing meaningful recommendations is considerable. Meta has sought to develop a number of different due diligence methodologies including human rights impact assessments of specific countries, apps and services, or strategic initiatives and rapid salience analysis to support crisis situations, real-time content policy feedback, and decision-making. Meta has published the results of human rights impact assessments on the role of our technologies in the Philippines and Israel/Palestine. We have also recently conducted a comprehensive salient risk assessment.



Human rights also guide our work to develop responsible innovation practices, including when building, testing, and deploying apps and services enabled by AI. We recognize the importance of [The Organisation for Economic Co-operation and Development \(OECD\) Principles on Artificial Intelligence](#), which have been adopted by more than 60 countries and territories.

## Human rights training

In late 2022, we launched a company-wide elective human rights training and trained more than 2,000 full-time employees by the end of the year.

The training course, Bigger than Meta: Human Rights, highlights the potential real-life impacts of Meta’s apps, services, policies and business decisions on human rights and helps employees to adopt a human rights mindset in their day-to-day work.



## Civil rights

In the context of this report, “civil rights” refers to the set of rights or privileges guaranteed by the U.S. Constitution and by the laws that prohibit discrimination against people based on characteristics like race, ethnicity, national origin, sex, religion, disability, gender identity or sexual orientation.

In 2018, Meta voluntarily commissioned a [civil rights audit](#) that spanned over two years and prompted the creation of Meta’s own Civil Rights Team in November 2020. We remain

the only major tech company to have a Vice President (VP) of Civil Rights, a distinction that has contributed to our progress over the last two years.

The team has since been working across the company to advance civil rights. In June 2022, we introduced civil rights training to better equip employees to identify and address civil rights issues in their day-to-day work. More than 50,000 full-time employees have completed the training.

The Civil Rights Team supports apps and services development by helping teams consider the impact of content that is harmful or disrespectful to historically and systemically marginalized communities. Specifically, we’ve developed a “knowledge base” that identifies benign topics that may form potentially problematic or degrading stereotypes when associated with groups of people, and we have worked to remove these harmful associations from our recommendation systems.

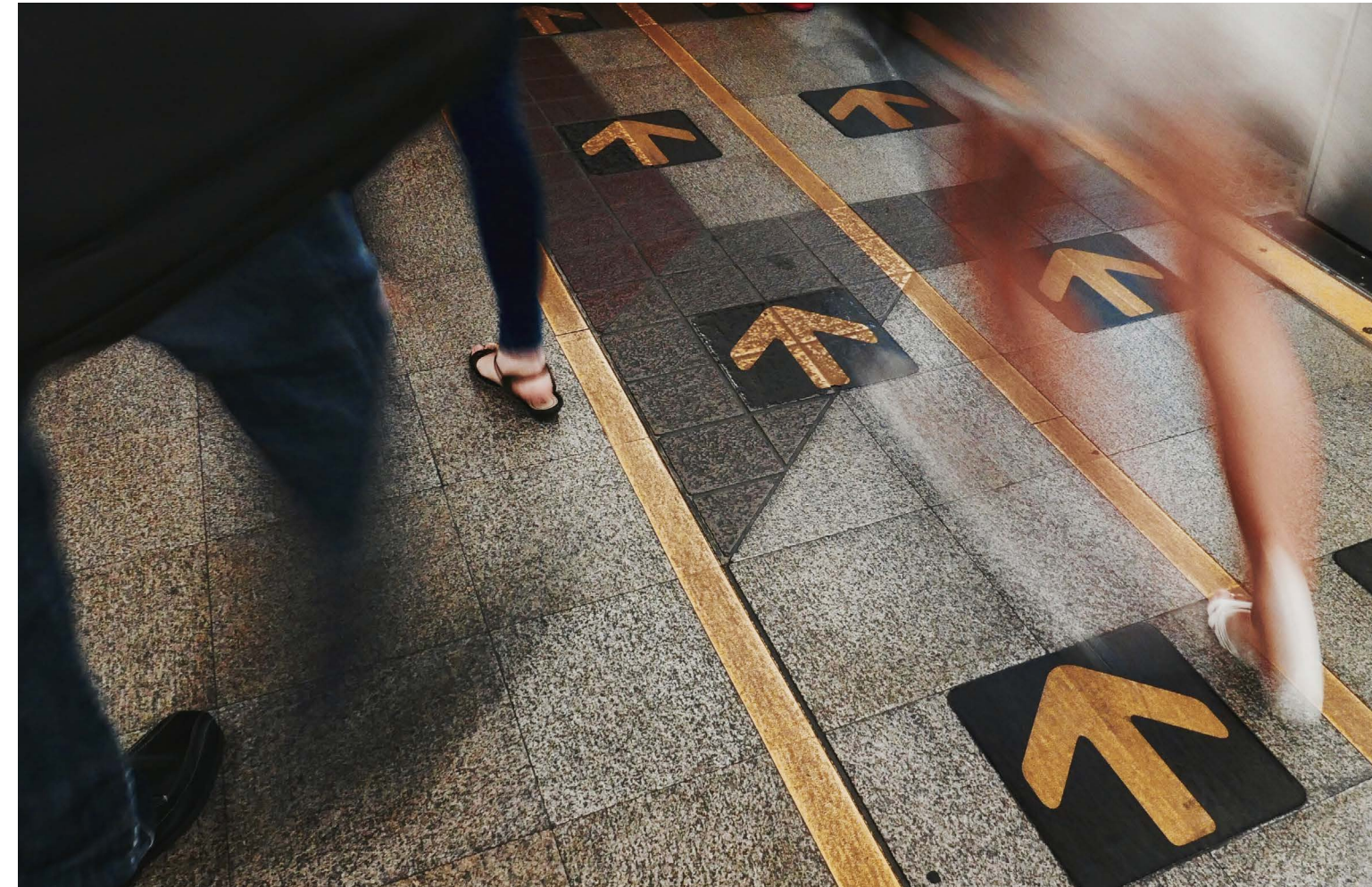
## Promoting compliance and ethical behavior

We hold ourselves accountable to a high standard and take pride not just in what we build, but how we build it.

Meta’s [Code of Conduct](#) is our foundation for having a positive impact. It helps empower everyone who works at Meta to understand the responsibilities we have and requires all Meta personnel to:

- Act in accordance with Meta principles and follow company policies.

- Act lawfully, honestly, ethically and in the best interests of Meta and our Meta users at all times.
- Complete required training, use the Code of Conduct, and speak up when they have a question or concern.
- Never retaliate against anyone who raises a concern in good faith about a possible violation of the Code, Meta policies or the law, or who cooperates in an investigation.
- Cooperate fully with company investigations, including requirements around confidentiality, participation and honesty.



In addition to following these requirements, those who lead or manage Meta personnel are also expected to:

- Lead by example, recognizing that our behaviors and decisions influence others, including by championing the importance of abiding by the Code of Conduct and company policies.

- Promote and maintain a positive work environment in which everyone feels included and empowered to do the right thing and speak up when they have ideas, feedback or concerns — this means listening to questions and concerns and escalating when needed.
- Promptly report potential or known violations of the law, this Code or company policies to the legal team.

Our code of conduct and company policies span many areas, including conflicts of interest, sanctions, competition and anti-bribery. We are committed to compliance with the letter and the spirit of anti-corruption laws everywhere we do business, including the [U.S. Foreign Corrupt Practices Act](#) (FCPA) and the [U.K. Bribery Act](#).

Our [Anti-Corruption Policy](#) ensures compliance with such laws and extends to all Meta personnel as well as third parties acting on Meta’s behalf. Our policy covers:

- No allowance of bribes or kickbacks.
- Ethical engagement with government entities and officials.

- Following all gift and business hospitality rules.
- Following Meta’s Grants and Donations Policy.
- Working responsibly with ethical and qualified third parties.
- Identifying and addressing red flags.
- Creating and maintaining accurate business records and effective internal controls.
- Conducting risk-based due diligence in connection with acquisitions and joint ventures.

## Implementing tax policy

The Audit & Risk Oversight Committee of Meta’s Board of Directors oversees our [approach to tax policy](#), which is published publicly as part of our corporate governance documents. We believe that stable, long-term tax policies are critical to an environment that helps businesses thrive and grow.

In this rapidly changing policy environment, we work with policy makers to help them adapt to these changes. We hold ourselves to the highest standards and principles as described below:

### Full compliance with relevant tax laws

Meta ensures compliance with all tax laws in the jurisdictions

where we operate. Tax policy has seen rapid change over the last several years, and our tax, policy and finance teams work hard to ensure the accurate and timely filing of our tax returns.

### Cooperation and transparency with tax authorities

Tax policy and administration are core to the functioning of every government. We strive to work collaboratively with all tax authorities, maintain a professional and open relationship, and resolve disagreements through open discussions. While we strive to cooperate with all tax authorities, we recognize that disagreements do occur, and we will assert necessary legal rights to uphold our positions based on our interpretation of the law.

### Reducing uncertainty where appropriate

One of Meta’s primary goals is to reduce uncertainty in our tax matters with regard to interpreting various tax laws. This may include the use of tax forums, tax rulings, advance pricing agreements and other appropriate measures allowed by law. These efforts are supported by our collaborative approach and relationships with tax authorities.

### Proactive approach to the needs of policy makers

We believe it is not enough to simply comply with all tax laws. We take a proactive approach to tax policy to address new and changing norms.



## Replying to government requests for user data

Government officials sometimes make requests for data about people who use our platforms as part of official investigations. The vast majority of these requests relate to criminal cases, such as robberies or

kidnappings. In many of these cases, the requests seek basic subscriber information, such as name, registration date and length of service. Other requests may also seek IP address logs or account content. We have [guidelines](#) in place to inform our response to all government data requests.

Government requests for user data include both routine legal process and emergency disclosure requests. For both types, we report the number of requests received, the number of users/accounts requested, and the percentage of requests where we produced some data. We have publicly [reported](#) this information since 2016 to provide information on the nature and extent of these requests and the strict policies and processes we have in place to handle them.

# Content policies set clear expectations



We want our platforms to be places where people have a voice. To create conditions where everyone feels comfortable expressing themselves, we must also protect their safety, privacy, dignity and authenticity. This is why we have [Community Standards](#) that outline content that:

- Is not allowed.
- Requires additional information or context.
- Is allowed with a warning screen.
- Is allowed but can only be viewed by users aged 18 and older.

Our goal is to take action on content that violates our policies while detecting nuance so that we aren't removing items incorrectly.

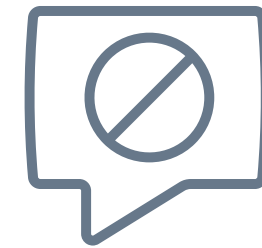
We regularly publish a [Community Standards Enforcement Report](#) to more effectively track our progress and demonstrate how we enforce policies. Reports are independently assessed to verify that our metrics are fairly stated and our internal controls are suitably designed and operating effectively. We also publish a number of transparency reports that share metrics on how we respond to data requests and protect intellectual property.

A full list of our policies and enforcement practices, along with regular transparency reports can be found by visiting [transparency.fb.com](https://transparency.fb.com).

## Transparent advertising guidelines

Our [Advertising Standards](#) provide policy detail and guidance on the types of ad content we allow and the types of ad content we prohibit. When advertisers place an order, each ad is reviewed against our policies. The standards also inform advertisers about certain behaviors that may result in advertising restrictions.

Our standards are guided by four principles:



### Protecting people from unsafe and discriminatory practices

We require all advertisers to comply with the laws in their jurisdiction, not engage in discriminatory practices, and not sell illegal or unsafe substances.



### Protecting people from fraud or scams

We prohibit ads promoting products, services, schemes or offers using deceptive or misleading practices, including those meant to scam people out of money or personal information.



### Promoting positive user experiences

Because ads may be delivered to people in their Feed from Pages or accounts they don't follow, we want to help ensure that the ads don't detract from the overall experience across our technologies. For that reason, we prohibit ads containing shocking, sensational or excessively violent content; certain adult content; and profanity.



### Promoting transparency

Our [Ad Library](#) offers a view of all ads currently running across our apps and services. It also offers additional information on ads about social issues, elections or politics, including range of spend, who saw the ad and the entities responsible for those ads.



## Supporting free expression

Meta wants users to be able to talk openly about the issues that matter to them, whether through written comments, photos, music or other artistic mediums, even if some may disagree or find them objectionable. Our commitment to expression is paramount, but we recognize the internet creates new and increased opportunities for abuse.

For these reasons, when we limit expression, we do it in service of safety, privacy, authenticity and dignity. Our Community Standards are enforced by a combination of automated review technology and thousands of moderators reviewing content everyday, across the world,

and we are committed to implementing the Global Network Initiative (GNI) [Principles on Freedom of Expression and Privacy](#) according to their associated [Implementation Guidelines](#). There are lots of requests — every day — for Meta to take down or leave up content on Facebook and Instagram. We allow content that shares a perspective, furthers a debate or levels a criticism, and we remove content that violates our policies. We miss things sometimes, and we're always at work improving our systems.



## Reviewer training

Review teams undergo extensive training designed to ensure they have a strong grasp on our policies, the reason for those policies and how to apply them correctly. A continuous cycle, our training includes three components:

**Pre-training.** Beyond what to expect on the job, we work to ensure reviewers understand how to access resilience and well-being resources and how to connect with a professional when they need additional support.

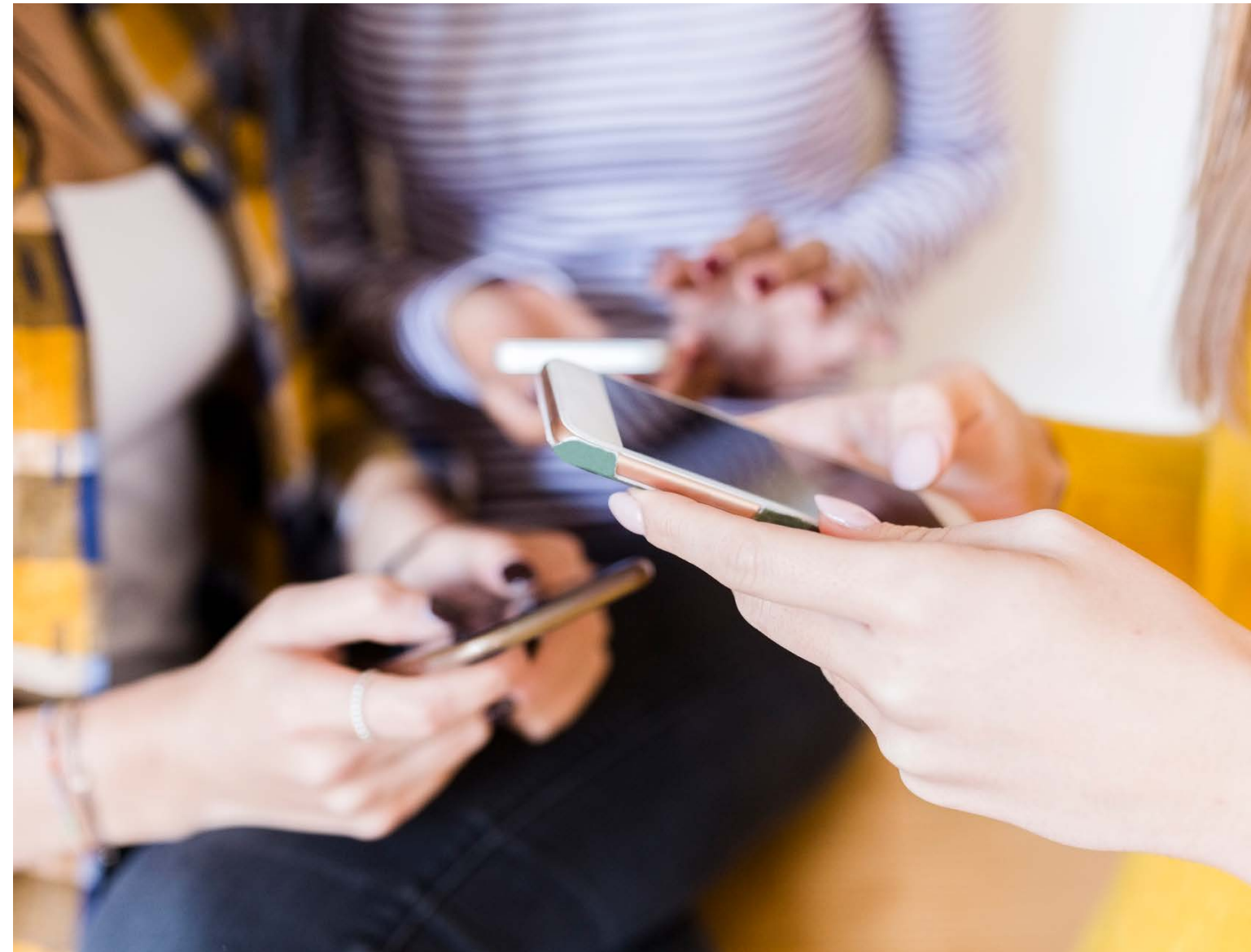
**Hands-on learning.** After completing at least 80 training hours with a live instructor, reviewers apply what they've learned in a simulated environment.

**Ongoing coaching.** As with any role, regular coaching, refresher sessions and policy updates are critical to ensure content is properly moderated and that our reviewers are working in a safe, comfortable environment.

## Resolving content disputes via Meta’s Oversight Board

In 2020, Meta created the [Oversight Board](#), a group of outside experts and civic leaders who exercise independent judgment over some of the most difficult and significant content decisions on Facebook and Instagram.

The Oversight Board is committed to making principled decisions with the aid of public input and issuing advisory opinions on policies, products and operations. The Oversight Board



can hear content cases from either Meta directly or people on Facebook or Instagram who disagree with Meta’s decisions.

Because the Oversight Board cannot hear every appeal, it prioritizes cases that have the

potential to affect many users around the world; are of critical importance to public discourse; or raise important questions about Meta’s policies, apps and services or operations.

## Oversight Board pushes for clear and precise policies

One example of the Oversight Board’s process is Meta’s decision to leave up a video depicting a woman in India being harassed by a group of men. The text accompanying the Instagram post stated that a “tribal woman” was sexually assaulted and harassed by a group of men in public. The Instagram account on which the video was posted describes its goal as “sharing stories from a Dalit’s desk.”

Meta initially took the content down for violating our [Adult Sexual Exploitation](#) policy. Upon further review, however, we decided that the post was newsworthy and reinstated it for users over 18 with a warning screen.

We referred this case to the Oversight Board because it created tension between our [values of safety and voice](#), demonstrating the challenge in striking the appropriate balance between allowing content that condemns sexual exploitation and content that has the potential to harm by

allowing visual depictions of sexual harassment to remain on our platforms.

The Oversight Board [upheld](#) Meta’s decision to restore the post but asked Meta to clarify the relevant guidance to content reviewers and to introduce an exception to its Adult Sexual Exploitation policy to allow for instances in which people seek to increase awareness of and draw attention to issues of public importance.

## Post discussing a substance with psychoactive properties

The Oversight Board [overturned](#) Meta’s decision to remove a post discussing the plant-based substance ayahuasca. The post, made by an Instagram account for a spiritual school based in Brazil,

included a picture of dark brown liquid in a jar and two bottles, which were described as ayahuasca in Portuguese in the accompanying caption. Ayahuasca is a plant-based brew with psychoactive properties that has religious and ceremonial uses, particularly among some groups of indigenous peoples in South America. The caption also included statements that ayahuasca is for those who want to “correct themselves,” “enlighten,” “overcome fear” and “break free.”

Meta removed the post for violating its policy on [Restricted Goods and Services](#), as it encouraged the use of ayahuasca, a non-medical drug, stating that “the user described ayahuasca with a heart emoji, referred to it as ‘medicine,’ and stated that it ‘can help you.’”

The Oversight Board found that the post did not violate Instagram’s Community Guidelines and were concerned that the rules weren’t articulated clearly to users. Meta’s company-wide human rights commitments also supported restoring the content.

The Oversight Board recommended that Meta change Facebook and Instagram’s rules to allow users to discuss the traditional or religious uses of non-medical drugs in a positive way where there is clear contextual evidence of such use.

As a result, Meta conducted policy development resulting in an update to the Community Standards in the Transparency Center to explicitly allow discussion of certain non-medical drugs with a traditional or religious context.



# Privacy

We've overhauled privacy at Meta in the last few years, and we're continuing to evolve our privacy practices and policies as technology, regulations and people's expectations change.

Our work on privacy is an ongoing journey and a top priority for Meta. Privacy is underpinned by our internal governance structures that foster accountability for privacy at every level, led by our Chief Executive Officer and Chief Privacy Officer. This section outlines our internal processes to protect data privacy. For more information on our approach to user privacy, please see the [Build Responsibly](#) section of this report.



# Privacy governance



## Privacy product groups

Embedded within each product group, privacy team members provide expertise and ensure privacy responsibilities are accounted for through the apps and services development process.

## Privacy and data practices

Led by Meta’s Chief Privacy Officer for Product, this team is at the center of our privacy program. In addition to ensuring privacy protections are built into our apps and services from the beginning and that data use aligns with our policies, this team is responsible for ensuring people understand how we use their data and how to adjust privacy settings through the newsroom, blog and [Privacy Center](#).

## Privacy and data policy

This team reports to Meta’s VP and Chief Privacy Officer for Public Policy and leads external engagement efforts in the global public privacy discussion. Members of this team work to ensure government and expert feedback is considered in apps and services design and data use practices. This team develops Meta’s internal privacy policies and, among other things, engages experts via advisory groups, workshops, funding [privacy research](#), and hosting a [regular conversation series](#) with leading privacy experts from around the world to discuss a range of pressing privacy policy topics.

## Privacy legal

Embedded in the design and ongoing execution of our program, the Privacy Legal Team counsels on legal requirements during the course of our privacy review process.

## Privacy committee

The [Privacy Committee](#) is an independent committee of Meta’s Board of Directors that meets quarterly to ensure we adhere to our privacy commitments. The committee receives regular briefings on the state of our privacy program and compliance with a Federal Trade Commission (FTC) Order from our independent privacy assessor, whose job it is to review and report on our privacy program on an ongoing basis.

## Internal audit

Meta’s Internal Audit Team provides independent assurance on the overall operations of our privacy program and the supporting control framework.

## Privacy education

To ensure personnel understand internal privacy expectations and their responsibilities to uphold our commitments, all personnel — including employees, contingent workers and interns — are required to complete our Annual Privacy Training. The training covers the foundational elements of privacy and is designed to help everyone at Meta develop the ability to recognize and consider privacy risks.

It provides scenario-based examples of privacy considerations aligned with Meta’s business operations and includes an assessment to test understanding of relevant privacy concepts. Trainings are updated and deployed annually to ensure relevant information is included in addition to core concepts.

We also drive privacy education through internal communication channels, updates from privacy leadership, internal Q&A sessions, and a dedicated internal Privacy Week.



## Managing privacy incidents

Our Privacy Risk Management program assesses risks related to how we are collecting, using, sharing and storing user data. We leverage this to enhance our privacy program. No matter how robust our mitigations and safeguards, we must be prepared for any scenario. Our Incident Management program operates globally to oversee the processes by which we identify, assess, mitigate and remediate privacy incidents, and we recognize our responsibility to:

- Identify when an event potentially undermines the confidentiality, integrity, or availability of data for which Meta is responsible.
- Investigate those situations.
- Take any needed steps to address gaps we identify.

If an incident does occur, we believe transparency is critical to rebuilding trust in our apps, services and processes. While the Privacy and Data Practices Team leads the incident management process, teams from across the company, including legal and apps and services teams, also play vital roles.

Beyond fixing and learning from our mistakes, our Incident Management program includes steps for notifying people where appropriate, such as through our newsroom or blog, about issues impacting our community, or for working with law enforcement or other officials to address incidents we find. We continue to invest time, resources and energy in building a multi-layered program that is constantly evolving and improving to ensure people’s information is safe.

## Minimizing data collection and use

Throughout 2022, we proactively reduced the amount of user data that we collect and use by deploying innovative tools and technology across Meta, including privacy-enhancing technology (PET). PET helps us minimize the amount of personal information we process, while still allowing us to show relevant ads and measure ad effectiveness.

Industry collaboration on PETs is essential for the development of interoperable solutions and a shared set of standards to sustain a free and open internet.

Our collaboration with Mozilla on a new [privacy-preserving standard](#) for ad measurement, [Interoperable Private Attribution](#) (IPA), aims to create a new standard for consistent and viable measurement across all browsers. We also participate and encourage advertisers to get involved in industry conversations that ensure businesses have a role in influencing these future technologies and standards — including through [IAB Tech Lab’s PET Working Group](#), [Association of National Advertisers](#) (ANA) and [World Federation of Advertisers](#) (WFA).

## Updating on our privacy progress

We recognize the importance of being transparent about our efforts and detail our [privacy progress](#) online, annually, to provide visibility into our results and how we hold ourselves accountable for our continued commitments. While we still have a lot of work left to do, we have made meaningful progress toward our goal to embed our privacy policies in our systems.

# Public policy decisions can have significant implications for the people who use our services and the future direction of our company.

Meta regularly engages with government officials to discuss policy issues important to the company as well as share information about our apps and services. In doing so, we maintain compliance with all relevant laws and guidelines. All Meta personnel, including external consultants, who engage with government officials to discuss policy issues on our behalf, receive training on the ethical standards required in all such interactions and are required to report on all lobbying interactions.

Meta's VP of Public Policy oversees all corporate political activity (including lobbying activities and political contributions) and is aided, in some instances, by a cross-functional team that includes representatives from Meta's public policy, communications and legal teams.





## Supporting informed political participation

Meta encourages informed participation in the political process. Meta employees may participate in personal political activities on their own time, with their own funds and in accordance with their own political preferences and desires. Employees must keep such activity separate from work and never represent that such activities are being conducted on behalf of Meta. Pursuant to [Meta’s Political Activities and Lobbying Policy](#), no personal political contribution or expenditure may be, or will be, coerced by Meta or its executives.

## Advocating for public policy

Under U.S. campaign finance law, Meta (like all corporations) is prohibited from donating to federal political candidates. Because many Meta employees wish to support federal candidates who share their goal of building community and bringing the world closer together, we formed Meta Platforms, Inc. PAC (MetaPAC), originally called Facebook, Inc. PAC, in 2011.

Where legally permitted to do so, either by administering Meta’s federally registered PAC or through direct corporate contributions, we support the campaigns of candidates for public office in the United States

who have certain policy stances that are consistent with Meta’s public policy views and business interests.

In deciding which federal candidates to support, MetaPAC considers factors such as:

- A candidate’s general alignment with Meta’s public policy views and business interests.
- The extent of Meta’s presence in a given state or congressional district.
- Whether a candidate could work on policy issues relevant to Meta.
- Political balance.
- The interests of our employees, shareholders and other stakeholders.

Where permitted by law, Meta may contribute to candidates for state office. Political activity is conducted in compliance with applicable disclosure laws, including the timely filing of required reports.

Apart from these political contributions, Meta does not make any independent expenditures in support of or opposition to any candidate for office. The personal political preferences of Meta executives, directors, and employees do not influence either MetaPAC’s or the

company’s political contributions. Additionally, a contribution to a candidate for office does not mean that we agree with every policy or position that candidate may espouse. No campaign contribution will be made with the expectation that Meta will receive something in return.



## Cooperating for policy impact

Meta belongs to various trade groups and organizations representing diverse views and communities. Our team also works with independent third-party organizations on issues relating to technology and internet policy, and we sometimes support their events that highlight internet and social media issues.

We seek to participate in conversations about the issues that directly affect our company and the experience of the people who use our services. We choose

these organizations because they are engaged in meaningful dialogue about either the internet or the local communities in which we operate.

While we actively participate in these discussions and believe collaborative problem-solving is the best way to address issues and have the greatest impact, we do not always agree with every policy or position that individual organizations or their leadership take. Therefore, our membership, work with organizations, or event support should not be viewed as an endorsement of any particular organization or policy.



## Climate policy

Meta actively works with policy makers, partner organizations, trade groups and industry peers to advance climate and clean energy policies. This includes membership in the Clean Energy Buyers Alliance (CEBA), Advanced Energy United (AEU), American Council on Renewable Energy (ACORE), Center for Climate and Energy Solutions (C2ES), European Climate Pact, and Asia Clean Energy Coalition (ACEC).

We believe that for Meta to reach our own net zero emissions goal in 2030, we need governments around the world to move toward a net zero economy. Global cooperation at [COP27](#) is critical, which is why we have prioritized our engagement on the global stage, and Meta is proud of its longstanding relationship with the United Nations Framework Convention on Climate Change (UNFCCC).

# Environmental sustainability

We envision a just and equitable transition to a zero-carbon economy and are working with others to scale inclusive solutions that help create a healthier planet for all.

We will not realize this vision on our own. We see our role as protecting people and the planet through responsible operations. We are working to minimize our emissions and the energy and water used to power data centers that let people access our apps and services. We are also working

to minimize the impact of our workplaces while protecting workers and the environment in our supply chain.

At the same time, we collaborate with community members, climate action leaders and scientists to innovate beyond what is possible today. We leverage our core apps, tools and services to enable access to climate science information and accelerate action-oriented resources for tomorrow.

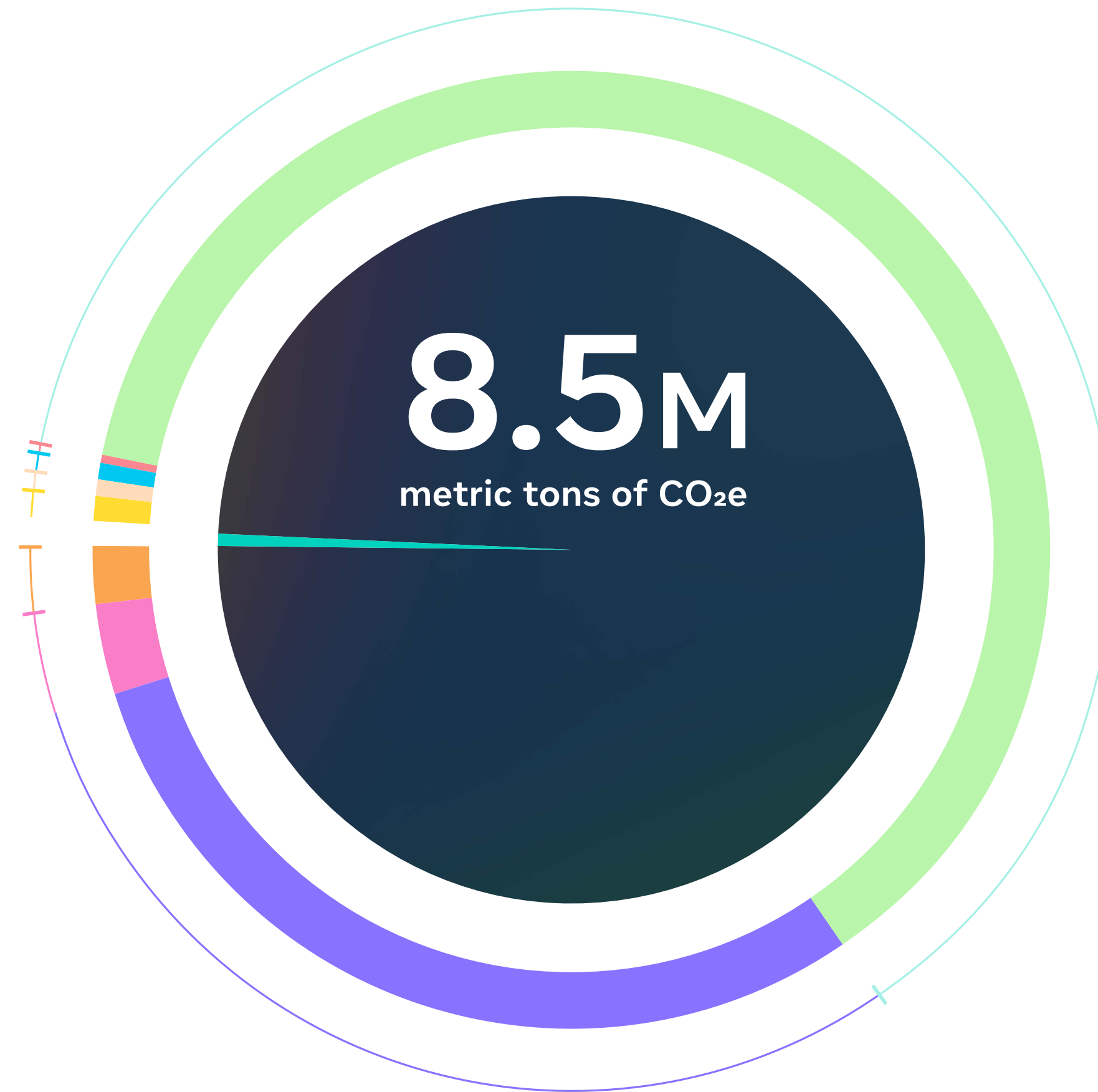


# Path to net zero

Since 2020, we have maintained net zero emissions in our global operations. To get there, we reduced our operational emissions by 94% from a 2017 baseline, primarily by supporting our data centers and offices with 100% renewable energy. Our renewable energy commitments have reduced our reduced our greenhouse gas (GHG) emissions by more than 12.3 million metric tons of carbon dioxide equivalent (CO<sub>2e</sub>) since 2018.

But reaching net zero emissions in our operations is not enough. Meta’s responsibility to decarbonize our footprint extends beyond our data centers and offices. To align with the [Paris Agreement](#), we have set a goal to reach net zero emissions across our value chain in 2030.

We know that achieving net zero value chain emissions in 2030 will be difficult, requiring material shifts in how we build infrastructure and operate our business. Our approach to reach our goal will evolve over time as we transform our business and explore climate solutions that will scale with varying degrees of success.



## Meta’s 2022 carbon footprint

	mt CO <sub>2e</sub>
1% Scope 1	66,934
<1% Scope 2	273
99% Scope 3	8,466,264
30% Purchased Goods & Services	2,545,466
63% Capital Goods	5,346,583
<1% Fuel & Energy-Related Activities	12,658
2% Upstream Transportation & Distribution	176,636
<1% Waste Generated in Operations	18,519
3% Business Travel	251,807
<1% Employee Commuting	45,054
<1% Upstream Leased Assets	3,444
<1% Downstream Transportation & Distribution	16
<1% Use of Sold Products	62,306
<1% End-of-Life Treatment of Sold Products	3,775



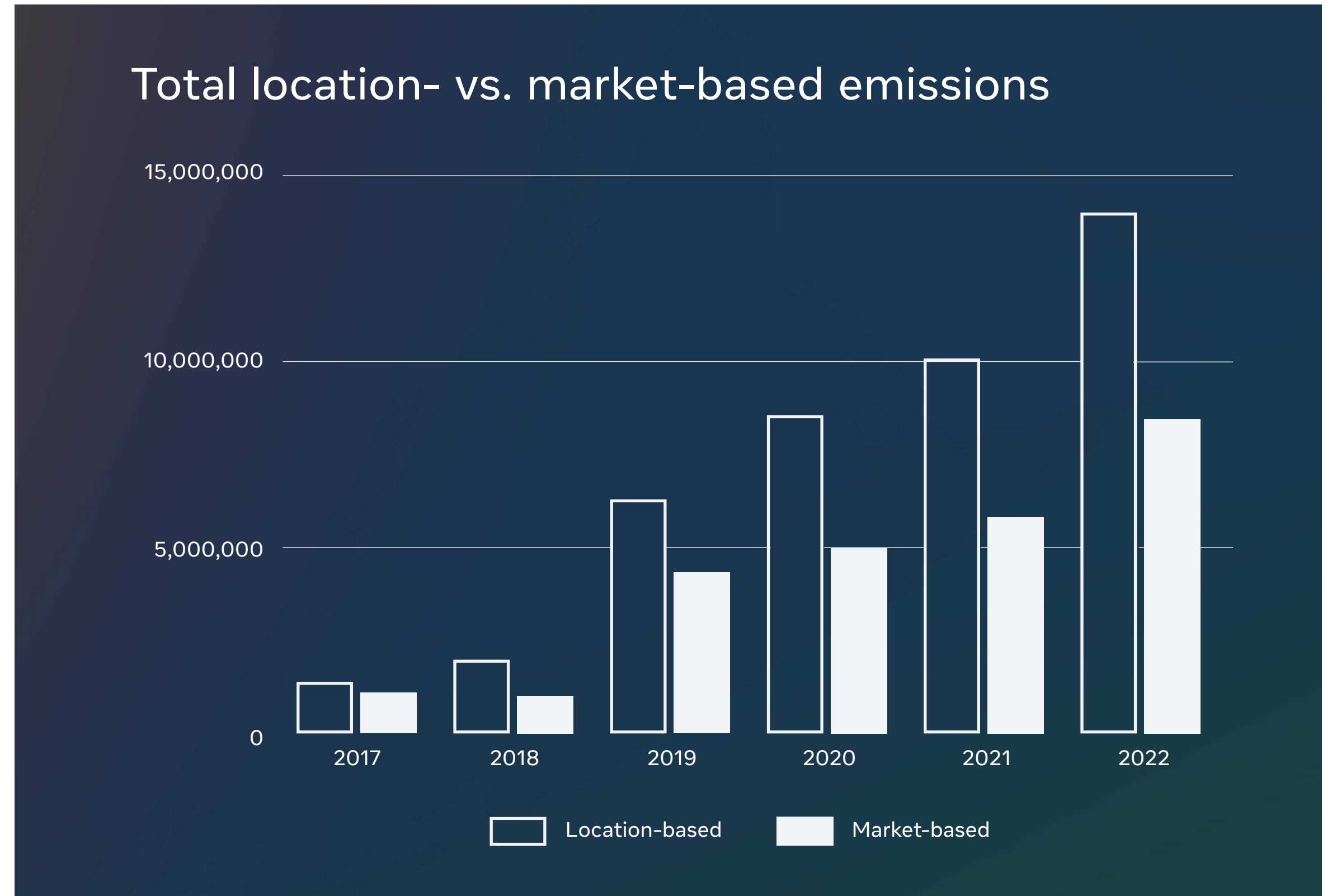
We removed 80,000 tons of CO<sub>2</sub> through carbon removal projects to cover our Scope 1 and 2 emissions.

# GHG emissions data

Early in this decade, we do not expect decarbonization and business growth to be in harmony. In fact, our emissions increased 46% in 2022 due to Meta employees returning to offices and because our business growth accelerated at a faster pace than we can scale decarbonization.

This reality underscores the need for us to drive innovative solutions across our business and with our suppliers today, so that growth can happen sustainably. We are already seeing tangible results in our push to decarbonize our operations. Particularly, our market-based emissions were 39% smaller than our location-based emissions in 2022,

reflecting significant emissions reduction from initiatives such as our procurement of 100% renewable energy. In the coming years, we will build upon the strong foundation for emissions reduction we have set in 2022 with our suppliers and across our value chain as detailed throughout the rest of this report.



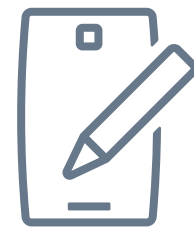
Our 2022 market-based emissions were 39% smaller than our location-based emissions (14 M tons CO<sub>2</sub>e). Our market-based emissions adjust for emissions reductions from purchasing decisions we have made. This includes our contracting of more than 10,000 MW of renewable energy and purchase of more than 1 million gallons of sustainable aviation fuel for business travel, which has an up to 80% lower carbon footprint than traditional jet fuel.

## Reducing our emissions

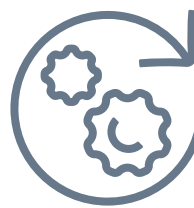
Reducing GHG emissions across our global operations and value chain is a top priority and the most effective strategy to reach net zero. Insufficient emissions reduction today may lead us toward high carbon intensity business tomorrow. Rapid decarbonization is our best chance to limit the worst impacts of climate change, which is critical to sustain healthy and equitable communities.

We are aligning our emissions reduction target with the [Science Based Targets initiative](#) (SBTi) and roadmapped our strategy to systematically transform the way we do business.

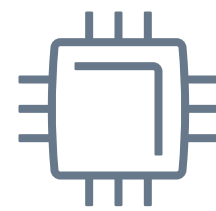
The core principles guiding our approach to emissions reduction include:



**Designing with less** and reducing the volume of materials in construction and hardware, extending the life of hardware components and reducing waste.



**Choosing better** and incorporating principles of circularity into our supply chain, construction and purchases.



**Embracing low-carbon technology** and finding alternatives such as low-carbon fuels and innovative new materials.



## Enabling renewable energy

Supporting our operations with 100% renewable energy is critical to our net zero strategy and is no small task as our business continues to grow.

Supporting efforts to decarbonize electricity goes well beyond the procurement of renewable energy for our own operations.

We also partner with many of the largest utilities in the U.S. to add renewable energy onto their electricity grids in ways that work for both Meta and other similar customers. Not all utilities offer electric rates (or tariffs, as utilities call them) that allow customers to support their

Our portfolio of more than 10,000 megawatts (MW) of contracted renewable energy projects makes Meta one of the largest corporate buyers of renewable energy globally and the corporation with the [largest operating portfolio](#) in the United States, with more than 5,500 MW online.

facilities with new renewable energy projects. When this is the case, we work with utility partners to create green tariffs that align with Meta’s approach to renewable energy. These utility offerings in turn provide other energy customers with the opportunity to pursue renewable energy projects via their retail

electricity service and address their own sustainability goals.

Our renewable energy projects represent an estimated \$14.2 billion of capital investment in new infrastructure, supporting an estimated 74,000 one-year jobs throughout the U.S. over the 10-year construction phase (averaging 7,400 jobs each year).

## Silicon Ranch solar

We’ve partnered with Silicon Ranch, one of the largest independent power producers in the U.S., on 16 projects totaling approximately 1,500 MW of new solar energy, including 720 MW contracted in Georgia and Tennessee in 2022. Silicon Ranch’s model of land management co-locates renewable energy production with regenerative agriculture practices.





## Engaging our suppliers to drive net zero progress

To help us reach net zero emissions across our value chain in 2030, we are partnering with our suppliers to commit to science-aligned GHG reduction targets and to use 100% renewable energy for Meta-related production and services.

By the end of 2026, we intend to engage with suppliers that represent two-thirds of our supplier spend budget through:



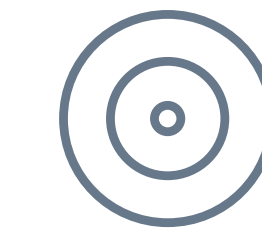
### Capacity building

Deliver capacity-building content to enhance suppliers' sustainability maturity.



### Accounting

Gather annual GHG emissions and help suppliers understand the material activities leading to those emissions.



### Target setting

Engage collaboratively with suppliers to set GHG reduction targets for 2025 and 2030 in alignment with the science and the context of our business together.



### Execution

Work directly with suppliers to create accountability, partnerships and executable action plans in a supplier-specific, prioritized manner.



## Removing remaining emissions

While our climate strategy prioritizes achieving significant emission reductions, some emissions from hard-to-abate sectors will remain difficult to eliminate by 2030. Any residual emissions we cannot eliminate will require carbon removal projects to reach our net zero goal.

Supporting a diverse portfolio of natural and technological carbon removal projects is essential to maximize near-term climate impact while supporting necessary carbon removal solutions for the future.

Nature-based projects are available now, begin sequestering carbon within the first years of implementation, and can provide positive local impacts like supporting community resilience or increasing the ecological health of a region.

Emerging technologies like direct air capture, which have a high global climate mitigation potential and can offer durable carbon storage, will be a critical complement to nature-based removals in enabling a zero carbon future.



Photo courtesy of Western Rivers Conservancy

Our carbon removal projects:

- Demonstrate additionality.
- Are designed and monitored for durable carbon storage.
- Support local livelihoods to enable climate justice and equity.
- Benefit the environment by supporting biodiversity, habitat or water resources.
- Are quantified using existing standards and verified by a third party.

Our strategy seeks to expand the voluntary carbon market toward the types of high-quality projects we value that align with the highest environmental and social standards. In 2022, we supported agroforestry, improved forest management and ecological restoration projects in California, Australia and Mexico.

## Partners for impact

Collaborating with like-minded companies helps us scale change.

- [Frontier](#) is an advance market commitment to accelerate the development of carbon removal technologies by guaranteeing future demand.
- The [Business Alliance to Scale Climate Solutions \(BASCS\)](#) provides a platform for us to meet with other businesses and climate experts and act together to improve climate solutions.
- Through [1t.org](#), the [National Indian Carbon Coalition](#) and Meta pledge to develop carbon projects that center Indigenous leadership and traditional ecological knowledge to protect and restore forest lands.

## Creating healthy, sustainable workplaces

While the way we look at the traditional office culture has changed drastically, our commitment to providing workplaces that are healthy, safe and sustainable will not change. Our approach to workplace sustainability is driven by climate action as well as promoting the health and well-being of our employees.

We are targeting a 50% reduction in workplace carbon emissions in 2030 (from a 2019 baseline), which we aim to achieve through the reductions mentioned at right.

We require that our largest offices globally be certified by third-party sustainable building programs. All Meta offices over 100,000 square feet are required to be LEED Gold or higher, and some offices also adhere to Fitwel, GreenStar and ISO 50001 standards.



### Reduction goals



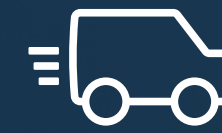
32%

Reduction in office energy consumption



50%

Reduction in waste generated in office operations



35%

Reduction in employee commute emissions



40%

Reduction in embodied carbon of building materials and furniture



54%

Reduction in carbon intensity of culinary offerings

## Employee climate action pilot

In 2022, Meta partnered with [Climate Club](#) to enable Scope 3 GHG emissions reductions with the support of employee advocates. As an early adopter, the team worked with Climate Club to create an app that meets the specific needs of our global community.

In January 2023, we launched the app to track office food and waste reductions to a pilot group of 500 employees. This pilot helped employees see the benefits of individual action by showcasing the collective impact those actions can have.

## Setting the standard for data center sustainability

Meta’s data centers are part of the global infrastructure that brings our current technologies to life and supports immersive experiences in the metaverse.

Supported by 100% renewable energy, they are among the most advanced and efficient in the world. Our data centers generate the highest percentage of our energy use and GHG emissions. Also responsible for the highest percentage of Meta water use, data centers rely on water for evaporative cooling during summers and humidification during winters.

**100% of our data centers achieve, at minimum, LEED Gold certification.**

We have a strong track record incorporating design and construction strategies that conserve energy and water, reduce waste, treat our land and communities with respect, responsibly source materials, and provide healthy workspaces for our people. Together, this has led to 100% of our operational data center buildings earning, at minimum, LEED Gold certification.

To date, we have certified 34 LEED Gold or better data center buildings, totaling over 22 million square feet. We are also a platinum member of the U.S. Green Building Council. In 2022, six of our new construction data center buildings, in the following locations, were awarded LEED

Gold certification, totaling over 5 million square feet:

- One in Altoona, Iowa
- One in Papillion, Nebraska
- One in North Huntsville, Alabama
- One in Eagle Mountain, Utah
- Two in Newton County, Georgia



## Integrating circularity

We believe evolving from linear to circular production and consumption is critical for operating responsibly, which is why we have integrated circularity into our net zero emissions strategy. Limiting the use of new materials helps us prevent waste and avoids upstream emissions.

To enable greater circularity within our supply chain, we focus on eliminating the use of hazardous substances and prioritizing the responsible takeback, reuse and recycling of electronic equipment. Our Materials of Concern Standard

and Electronics Reuse and Recycling Standard support safe and healthy environments for anyone who manufactures, uses or recycles Meta hardware.

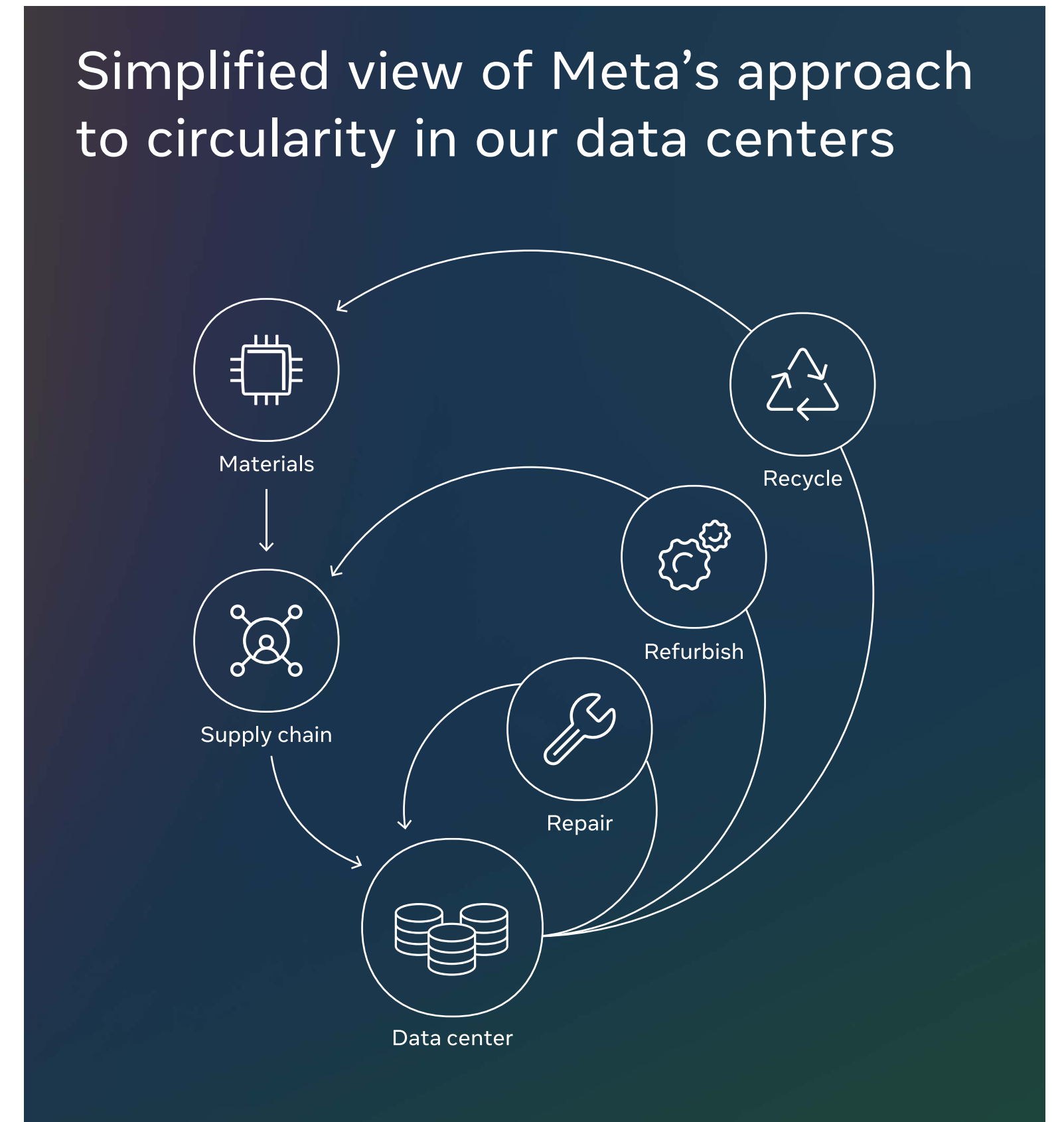
In our data centers, we prioritize the use of post-consumer recycled (PCR) plastics and recycled metal in our hardware and system design to enable a more circular supply chain, and thus, reduce the embedded carbon in our hardware.

Avoiding emissions in our upstream supply chain means using less, where possible. To achieve this, we are investing in systems that will extend the life of our hardware and reusing as many components as possible in our data center production.

We cannot reduce what we do not measure. In 2022, we conducted Life Cycle Assessments (LCAs) on several data center hardware products and developed internal visualization tools to identify the highest carbon emitting components of each product.

At the data center fleet level, the Sustainability, Physical Modeling, and Meta AI Systems and Machine Learning Teams have partnered on a large-scale project to develop and scale a dataset containing the best available embodied carbon estimates at the scale of the hundreds of millions of components in our data center hardware.

In 2022, the teams reached around 90% coverage, meaning there is primary data, an LCA, or a [modeled](#) value assigned to each asset. This dataset lays the foundation for value chain carbon reductions by helping us use less or choose low-carbon options, engage suppliers, and drive value chain and system-level interventions in line with Meta's net zero strategy.



## Building climate resilience

We conduct ongoing climate-related risk and opportunity assessments to help us take the right measures to build our company’s and our world’s resilience to changes that are already happening. We think about building resilience at three levels: for our organization, for our employees, and for our larger communities.

We regularly assess and manage our climate-related, physical risks and opportunities at both the organizational level and that of specific assets. The scope of these assessments considers risks in the near, medium, and long term as they relate to the impacts of climate change.

Insights from these assessments help inform our operational strategy and identify opportunities to weave climate-related considerations into business decisions such as site selection and infrastructure development, and to partner with local communities to enhance climate resilience.

For example, we are partnering with the City of Menlo Park and Pacific Gas & Electric (PG&E) in a proposal to Federal Emergency Management Agency (FEMA) to build resilience to sea level rise around Meta’s headquarters campus, PG&E’s substation, and surrounding communities.

We also integrate climate risk and resilience into our employee preparedness programs to

provide proactive actions employees and their households can take to be more prepared for climate-related, natural and other hazards we may face.

Thinking even bigger picture, we understand the role we can play in strengthening community resilience and adaptation to climate-related hazards and natural disasters. Many of our emissions, energy, water and biodiversity initiatives promote community climate resilience. And by sharing the insights we gain with our local partners — and vice versa — we can further increase opportunities for communities to build resilience for themselves.



At [COP27](#), Meta supported the launch of the [PREPARE Call to Action on Adaptation](#), an initiative of the U.S. State Department and U.S. Agency for International Development.

At [Climate Week](#), in New York City, and at COP27, Meta partnered with Business Fights Poverty to advance discussions, collaboration and action on climate justice to support those most impacted by climate change.

# Water positive in 2030

Water is an important, finite resource and every drop matters. Minimizing water use in our data centers and offices, being transparent with our water data, and restoring water where we operate are key pillars of our water stewardship program.

We are committed to becoming water positive in 2030, when we will restore more water to the environment than we consume for our global operations. To achieve this goal, Meta will restore 200% of the water we consume in high water-stressed areas, and 100% of the water we consume in medium water-stressed areas. Our water restoration projects in water-stressed regions always have a

hydrological connection to the source water consumed in our operations, and their impacts are quantified by independent third-party experts, applying industry standard methodologies. Working with local environmental organizations and utilities, we invest in water restoration projects in water-stressed regions that also provide co-benefits such as supporting local water supply or restoring local habitats and wildlife.

Since 2017, we have funded or supported more than 25 water restoration projects in eight watersheds where we operate. Once all projects are online and fully implemented, they will restore 1.9 billion gallons of water

annually. In 2022, our water restoration projects returned 621 million gallons (2,351,562 cubic meters) of water to high and medium water-stressed regions.

In 2022, Meta joined the [UN CEO Water Mandate](#), a UN Global Compact initiative that mobilizes business leaders on water, sanitation, and UN SDG 6, Clean Water & Sanitation, as well as the [Water Resilience Coalition](#), a cross-sector initiative to raise the ambition of corporate water stewardship and foster collective impact in priority basins.

In addition to water restoration, we are committed to using water efficiently at our facilities. For example, at our operational

	2017	2018	2019	2020	2021	2022
Water Withdrawal	1,609,000	2,367,000	3,430,000	3,726,000	5,042,564	4,893,023
Water Consumption	838,000	1,279,000	1,971,000	2,202,000	2,568,849	2,638,188
Water Restoration	-	132,000	145,000	2,250,000	2,335,672	2,351,562

data centers, we use outside air for cooling for many months of the year. When needed, we add water to the air to maintain ideal humidity and temperature.

In 2022, we tested increasing our data hall temperature from 85°F to 90°F at select pilot campuses.

The preliminary results indicate a reduction of over 50% of our water use over the summer season, with little to no impact to our data center operations. By raising the temperature at which we maintain our data halls, we found an opportunity to further reduce our water use, in addition

to the water savings achieved [from adjusting humidity levels](#). We will be testing this approach at more of our data center locations prior to rolling out to the rest of our fleet.



# Biodiversity impacts

Rapid climate change threatens the rich variety of living organisms on our planet. The loss of biodiversity has critical implications for humanity, from the collapse of food chains and health systems to the disruption of entire supply chains. We continuously take steps to mitigate impacts from our offices and data centers and seek opportunities to promote and protect biodiversity through our apps, services and partnerships.

We promote biodiverse habitats in all phases of data center development through minimizing our footprint, consolidating construction to preserve sensitive or ecologically unique habitats, and intentionally restoring and enhancing native habitats in landscape design.

To date, we have preserved over 3,400 acres of native habitat across 20 North American data centers, representing 58% of our existing data center fleet footprint. In addition to habitat benefits, these landscapes provide inexpensive carbon sink, soil stabilization, as well as water-efficient and climate-resilient

solutions over traditional sod or ornamental landscape options.

A 40-acre native pollinator habitat restoration project at our Huntsville, Alabama, data center will begin in early 2023. This project includes a native genome rare plant nursery, in which we will grow our own seeds to expand the restoration.

## Colorado River Indian Tribes drip irrigation project

Scarce water and increasing federal cutbacks fuel the need to optimize water efficiency in Arizona, where agriculture is critical to the

economy of the Colorado River Indian Tribes (CRIT). We are partnering with CRIT and N-Drip Technology to replace flood irrigation with drip irrigation — reducing water usage, evaporation and runoff by providing water directly to the soil slowly. This project is

predicted to restore water, increase resilience for tribal farm operations, and ensure that more water is left in Lake Mead to bolster system-wide conservation efforts in the Colorado River basin.

# Empower our people and partners

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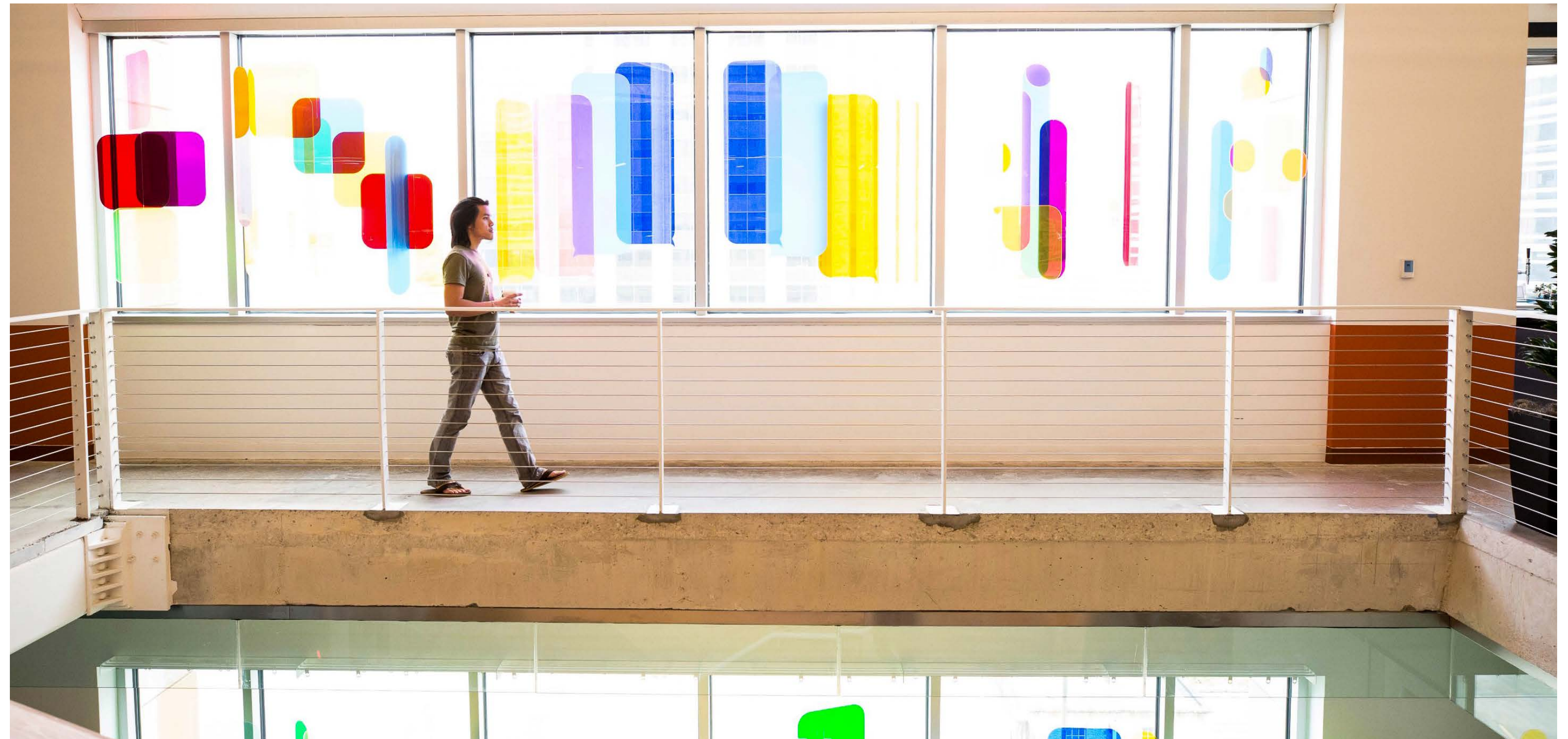




# The people we work with and communities we work in are our greatest assets.

Creating a safe and supportive corporate culture and building equitable opportunities for our people and partners to thrive help us to achieve our company's mission.

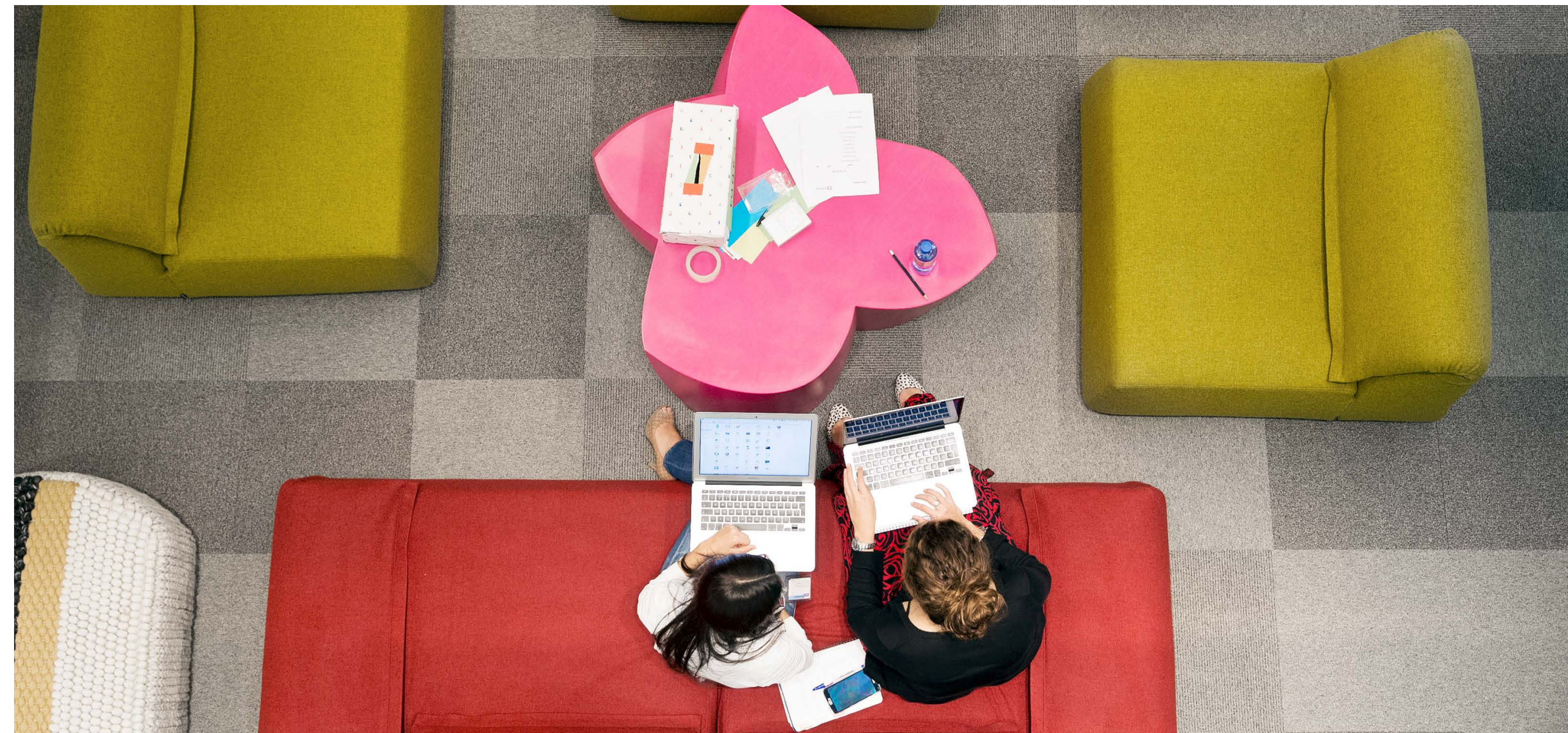
We support our employees so they can do their best work, learn and grow. We nurture our supplier relationships to maintain strong partnerships and enable business development. And we invest in the communities in which we operate to ensure their long-term vitality.



# Meta culture and career experience

From our holistic benefits to our commitment to diversity and our personalized approach to flexibility, we focus on building an inclusive environment that's welcoming for everyone who works at Meta.

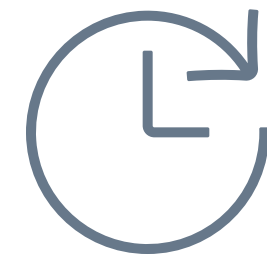
We empower people to connect with each other, build community and do work that is meaningful for them, for our company and for the people who use our technologies.



# Six values [↗](#) guide our work, how we spend our time, and how we work together.



**Move Fast** helps us to build and learn faster than anyone else. This means acting with urgency and not waiting until next week to do something you could do today. It's about moving fast together — in one direction as a company, not just as individuals.



**Focus on Long-Term Impact** encourages us to extend the timeline for the impact we have, rather than optimizing for near-term wins. We should take on the challenges that will be the most impactful, even if the full results won't be seen for years.



**Build Awesome Things** pushes us to deliver products and services that are not just good but also awe-inspiring. We've already built apps and services that are useful to billions of people, but in our next chapter we'll focus more on inspiring people as well.



**Live in the Future** guides us to build the future of the work we want, where opportunity isn't limited by geography. This means operating as a distributed-first company and being the early adopters of the apps and services we're building to help people feel present together no matter where they are.



**Be Direct and Respect Your Colleagues** is about creating a culture where we are straightforward and willing to have hard conversations with each other. At the same time, we are also respectful and when we share feedback we recognize that many of the world's leading experts work here.



**Meta, Metamates, Me** is about being good stewards of our company and mission. It's about the sense of responsibility we have for our collective success and to each other as teammates. It's about taking care of our company and each other.

# How we engage employees

We are committed to listening and learning from our employees and creating an inclusive environment to work in from day one. We have new hire orientations where we introduce the importance of diversity and inclusion, and there are several informal groups that help new hires understand Meta’s culture.

Each year, we conduct company-wide employee surveys to help understand how employees feel about working at Meta and what we can do to improve their experience. Annual surveys measure company, manager and personal experience over time on a variety of topics including workplace satisfaction, performance management,

ethics, learning and career development. In 2022, we saw a 90% response rate from employees.

Our more frequent surveys, including those we administer daily to an ongoing random employee sample, allow us to measure real-time sentiment around emerging events and company changes. Surveys invite feedback and actionable suggestions, inform leadership decisions, and drive change across the company.

Members of our leadership team, up to our CEO, regularly host 60-minute Q&A sessions to share company news and answer questions from full-time employees and interns.

We rely on Workplace, Meta’s web-based communications tool, for project collaboration, brainstorming, video conferencing and instant messaging. The tool also provides opportunities for employees to join work-related and social groups where employees can react and comment on shared content similar to the way users interact on Facebook.

## Tailoring our approach to benefits and compensation

We offer competitive compensation to attract and retain the best people, and we help care for our people so they



can focus on our mission. Our employees’ total compensation package includes market-competitive salary, health and wellness benefits, bonuses or sales incentives, and equity. We generally offer full-time employees equity at the time of hire and through annual equity grants because we want them to be owners of the company and committed to our long-term success.

We have conducted pay equity analyses for many years. In 2022, analyses indicated that we continue to have pay equity across genders globally, and race in the U.S., for people in similar jobs, accounting for factors such as location, role and level.

Through Life@ Meta, our holistic [approach to benefits](#), we provide our employees and their dependents with resources to

help them thrive. We offer a wide range of benefits, including healthcare and wellness, family building and care resources, retirement savings plans, access to tax and legal services, and Meta Resource Groups (MRGs) to build community among their peers.

Our programs are tailored to help boost physical and mental health, create financial peace of mind, provide support for families, and help employees build a strong community. We design and fund programs in support of autism care, cancer care, services for transgender people, holistic well-being, and mental health programs for our employees and their dependents.

## Developing internal talent

Learning is at the heart of Meta’s culture. The People Development Team is a catalyst to help Metamates grow as leaders and drive value across the business. We believe every person thrives off a collection of skills, community and experiences they build as they grow their career.

In addition to providing education assistance, we support the growth of all Metamates through learning experiences that extend beyond the classroom and virtual classroom. Metamates can leverage free learning subscriptions and tools, engage with learning communities, or participate in on-demand e-learning.



Performance at Meta is a continuous process, with biannual reviews for promotion readiness and annual alignment on goals and feedback. In 2022, we began to transition toward ongoing conversations in lieu of calibrated performance assessments. We learned that people appreciated the conversations but wanted more transparency into assessments and performance feedback. Our newly launched Career Expectations framework creates a consistent way for people to give feedback and evaluate performance, and it allows Meta to recommend learning opportunities aligned with specific skills.



In 2023, we’re focused on bringing together the best of both systems — bi-annual calibrated performance signals and opportunity for promotion with clear moments for feedback and growth conversations.

# Commitment to DEI



Meta builds apps, services and tools that promote voice, connection and presence for people all over the world. Having diverse teams is key to building experiences that are relevant, accessible and valuable for global users, whether they are growing their businesses, staying close to friends or being entertained.

Meta's DEI strategies increase cognitive diversity across the company. The more employees we have from different backgrounds — with different skill sets, perspectives and ways of thinking — the more effective our problem-solving and the better our teams will be at building apps, services and tools that work for a global user base.

A message from Chief Diversity Officer

# Maxine Williams

## Building equitable outcomes for all



This is my 10th year at Meta. From day one, we delved into existing research that any inequity in our systems would have negative outcomes — for our employees and the people who use our apps and services. We also knew that if we built inclusively, we increased positive

outcomes. We made it a priority to deliver valuable experiences for all by reducing the surface area for bias, increasing objectivity in the hiring and performance evaluation processes and using new approaches to gain insight on the experiences of the underrepresented. [The latter we did](#) by focusing on smaller datasets — and qualitative research along with quantitative data. Those insights helped us build strategies that made systems and outcomes better for all.

A decade later, I’m proud to say that DEI is integrated across our company with positive results.

### Apps and services: Shaping the future

We believe our apps and services should treat everyone fairly and work equally well for all people. This is why fairness, inclusion and safety are some of our core principles for what, and how we build.

We put DEI into practice as we build by:

- Leveraging diverse perspectives and ideas to create the best apps and services. Inclusive Product Councils made up of diverse Meta employees provide feedback to teams based on lived experiences and expertise. This consultation allows us to shape apps and services and build more valuable experiences for everyone.

- Open sourcing representative data because, the more representative the data, the less likely it is that human bias will turn into automated discrimination. Early facial recognition systems performed less reliably on [people with darker skin](#). We created and shared an improved data set that includes more than 25,000 videos from more than 5,000 people across seven countries self-identifying their age, gender, race and other physical characteristics.

### People: Driving growth, fairness and excellence

To ensure fairness in our performance and hiring processes, we’ve focused on objectivity in evaluations based on substance rather than sentiment. One intervention for achieving that is the inclusion of just-in-time flags in our performance tool to call out potential bias — whether that looks like undue generosity or undervaluing.

We also invest in the careers of underrepresented people through mentoring, sponsorship and leadership programs to grow and keep diverse talent.

DEI work is never finished. As our business landscape continues to shift, we evaluate our DEI approach constantly. We are committed to fostering an enriching environment for our global workforce, and we are focused on supporting our people in doing the best work of their careers, no matter where they are located.

Our commitment to DEI remains at the center of who we are as a company. We are focused on equitable outcomes and experiences for all employees along with the retention and growth of underrepresented people.

—Maxine Williams  
Chief Diversity Officer

# Increasing diversity within our workforce

Since 2014, we've publicly reported our [diversity metrics](#). Our [2022 Annual Diversity Report](#) outlines the way we put DEI at the forefront of our work.

In 2019 and 2020, based on our long range plans at the time, we set ambitious goals to increase representation in our workforce by 2025. The goals included getting to 50% underrepresented people globally, doubling the number of women, Black and Hispanic people and increasing people of color in leadership positions in the U.S. by 30%. As of June 30, 2022, in our last



public report, we had beat or met many of the goals ahead of the 2025 schedule. Unfortunately, the radically different business and economic landscape that arose in 2022

meant a freeze in hiring and a reduction of our workforce through layoffs. By the end of the 2022 calendar year, we were at 45.4% underrepresented people globally and had climbed to 47.9% underrepresented people

in the U.S. Our goal to double the number of Black and Hispanic employees in the U.S. and women employees globally by 2024 was achieved and maintained ahead of schedule for Black employees, and was just short

of 100% increase for Hispanic employees in the U.S. and for women globally. We ended the year with 43.1% of our leaders in the U.S. being people of color (up from 36.7% when we set these goals). As our business landscape continues to shift, with slower workforce growth than we had anticipated when these goals were set years ago, we will need to recalibrate while never de-prioritizing diversity.

People with disabilities now represent 7.2% of our U.S. workforce, up from 6.2% on June 30, 2022 in our last report. Based on voluntary self-identification, veterans

represent 2.3% and members of the LGBTQ+ community make up 9.8% of our U.S. workforce. We regularly conduct pay equity analyses, and our latest analysis confirms that we continue to have pay equity across genders globally and by race in the U.S. for people in similar jobs (accounting for factors such as location, role and level).

We remain committed to having a skilled, inclusive and diverse workforce because we know cognitive diversity fuels innovation — in turn delivering the best apps, services and experiences for users around the world.



## Enabling employee-driven resources

We focus on creating an inclusive environment from every employee’s first day. MRGs are inclusive communities that celebrate our differences and create spaces where every employee feels seen, heard and empowered to make an impact.

Our MRGs not only provide employees with community but also function as centers for professional development, coaching, mentorship and actionable insight.

## Driving inclusivity and accessibility

Drawing on their own lived experiences, the Stuttering/Stammering@ group — a part of the Disability@ MRG — worked with Meta’s internal benefits group to ensure that stuttering/stammering is an eligible condition for speech therapy, covered by company insurance.

Members of our MRGs also consult with product, people and policy teams

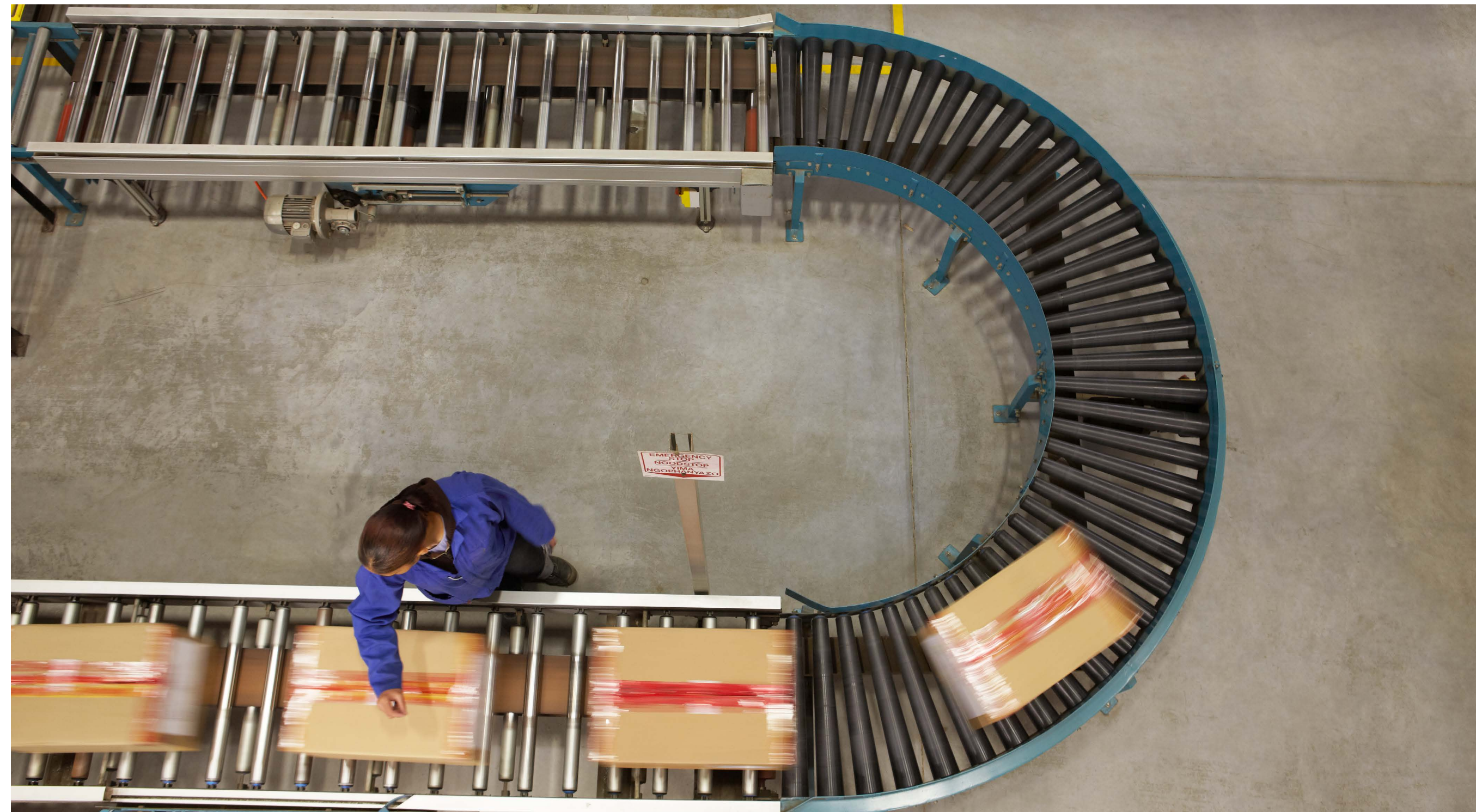
to make our outputs more inclusive and accessible. The Diversity Advisory Council (DAC) is a group composed of employees from each of our MRGs and regions around the world who contribute insight and input into content policy, apps and services, and people program development. Since its inception, the DAC has provided critical input on our Performance Management process, Hate Speech policies, Product Operations and equity findings and recommendations.



# Our supply chain

Meta is part of a complex value chain that touches lives and communities around the globe. Every day, we work with thousands of companies — large and small — across multiple industries, to support our global business.

Our supply chain includes the design and manufacturing of hardware and technology as well as the procurement of goods and services including, for example, materials, content services, packaging and consulting.





## Evaluating and recognizing the value of supplier diversity

We know that a company’s supplier base should reflect the people and communities it serves, which is why we launched our Global Supplier Diversity program in 2016 with a mission to create more opportunities for diverse-owned companies to do business with Meta and the people and communities who connect on our platforms.

Since its inception, Meta has spent more than \$8 billion globally with diverse-owned suppliers. In 2021, Meta spent \$1.4 billion globally with diverse suppliers and, in 2022, joined the [Billion Dollar Roundtable](#) (BDR), a group of 31 companies that annually spend at least \$1 billion with certified minority-, women-, veteran-, LGBTQ+- and disabled-owned businesses. At the time of its induction, Meta became one of the fastest companies to reach \$1 billion in annual spend with diverse suppliers after launching a supplier diversity effort.



# Content reviewers play a critical role in platform success and safety

We partner with companies that employ more than 15,000 reviewers who help to ensure that content — including both paid advertising and organic content — posted on our platforms meets our defined [Community Standards](#). Content review partners operate on a global scale and review content in more than 80 languages.

Content review partners are subject to our contractual standards and the principles laid out by our Code of Conduct, which applies not only to employees but also to all suppliers performing work for Meta.



Our Code of Conduct sets the expectation that partners will act lawfully, honestly, ethically and in the best interests of the company in the execution of their contractual duties. They must comply with all personal,

confidential and sensitive data security laws and regulations, as well as with Meta’s internal privacy principles and data protection practices. Suppliers are contractually obliged to pay content reviewers at a rate exceeding the industry standard at every site.

## Selecting and onboarding content review partners

Meta performs a global request for information exercise to identify potential content review partners. A short-list of top companies is engaged directly for further due diligence. Meta assesses the suitability of a potential partner considering a variety of factors, with the most important being that the partner clearly places focus on the care of its employees.

Once selected, Meta requires content review partners to participate in our onboarding program. We also conduct third-party assessments of internal privacy and security capabilities, and site assessments for all partner sites performing Meta work.

Meta worked in partnership with a third party to develop industry best practices around the assessment of candidates for content moderation roles. Common pre-resiliency screening standards are integrated into our contracts with partners and focus on ensuring reviewers’ success in-role.

Reviewers come from different backgrounds, reflect our diverse community and have an array of professional experiences — from veterans to legal specialists to enforcement experts in policy areas such as child safety, hate speech and counterterrorism. As an essential branch of our content enforcement system, review teams must have language proficiency and cultural competency to do their job well.

## Setting content reviewers up for success

Meta's Global Operations Team provides a combination of capacity building, relationship management, and structural support to help our partners consistently improve their practices and performance, and equip reviewers with the skills and knowledge required to perform efficiently and effectively in their roles.

We have a comprehensive training program for all reviewers before they start, which includes at least 80 hours of live instructor-led training, as well as hands-on practice with specific examples on how to uphold our Community Standards and take appropriate enforcement actions. Additional training happens at a regular cadence, including when policies are clarified, or as they evolve.

To enable the rollout of training at scale, we use a train-the-trainer model. Training materials are created in partnership with Meta's Content Policy and Safety and Integrity Teams as well as with in-market specialists or native speakers from respective regions.

Content review is essential but can be a challenging job that sometimes involves looking at objectionable content. This is why we ensure that all reviewers employed by our global network of vendors have access to well-being and resiliency resources including on-site support with trained practitioners and healthcare benefits from the first day of their engagement with Meta. We also employ technical solutions to limit exposure to graphic material as much as possible.

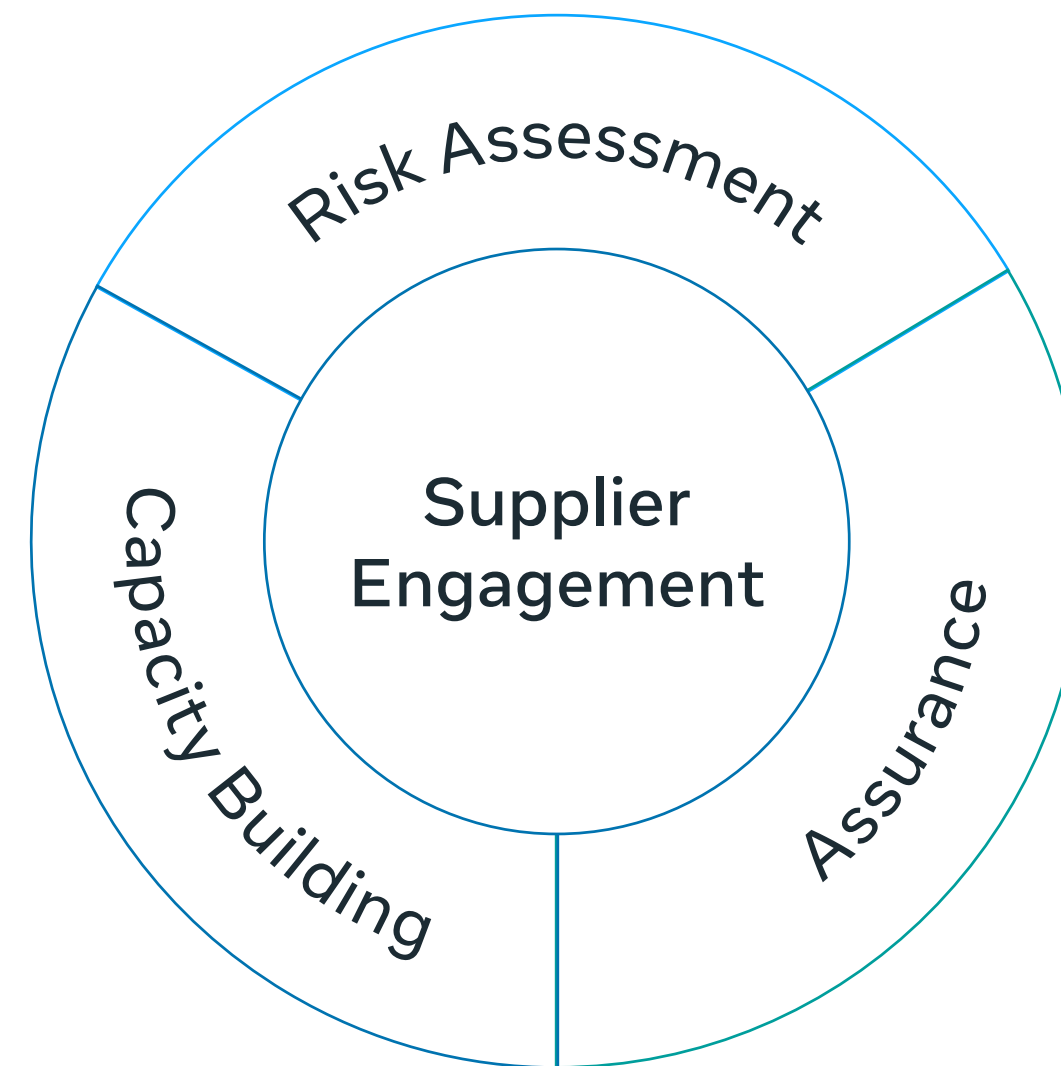


# Responsible supply chain

Our [Responsible Supply Chain](#) (RSC) program strives to empower workers and protect the environment — through open and frequent communication with our suppliers; initiatives that support safe, healthy and fair working conditions; and deep understanding of core sustainability issues. Focusing on social and environmental responsibility within our supply chain enables us to protect workers, [promote circularity](#), and proactively identify, assess and mitigate risks to our business and drive responsible manufacturing practices.

Our approach begins with establishing clear expectations with our suppliers through our standards and policies. The [Responsible Business Alliance \(RBA\) Code of Conduct](#), [Meta’s Anti-Slavery and Human Trafficking Statement](#) and [Meta’s Conflict Minerals Policy](#) form the basis of our Responsible Supply Chain program. We work closely with our suppliers to help them build internal capabilities to meet our requirements and improve their overall sustainability performance.

Our approach to supplier development is based on a continuous improvement model,



working closely with suppliers to help them understand, prevent and mitigate risks in and to their business.

We use a risk-based methodology to regularly assess the social and environmental risks of our suppliers and then engage with

them to build their capabilities to meet Meta’s expectations. We assess supplier conformance to the RBA Code of Conduct and other Meta standards via independent third-party audits, supplier questionnaires and other types of on-site assessments. For any identified areas of concern,

we work with suppliers to understand root causes, develop corrective action plans, and assess closure.

Throughout this process, ongoing supplier dialogue and engagement are key. We engage with suppliers in an array of programs that aim to improve working conditions, support worker well-being, maximize resource efficiency, reduce environmental risks and lead to sustained progress.

## Addressing forced labor risks

Meta is opposed to all forms of human trafficking, slavery,

servitude, forced labor and all other trafficking-related activities as noted in our Anti-Slavery and Human Trafficking Statement.

Our statement includes information on preventing forced labor risks in our supply chain, including risk assessment and due diligence processes. In 2022, we launched a new course for Meta employees to increase internal awareness of Meta’s commitment, policies and practices to prevent forced labor risks in our business operations and supply chains.

We also partner with external organizations to support holistic approaches to address the root causes of forced labor in global supply chains.

## Improving worker well-being

We are committed to improving the working conditions and sustained performance of Meta’s hardware supply chain by keeping workers at the core of what we do.

Through our Worker Well-being program, we utilize surveying tools, worker engagement, and training and capability building to understand workers’ needs and perspectives. We engage directly with workers through mobile surveys that provide insights into key worker sentiment.

Building on risk assessment work conducted with suppliers, in 2022 we also worked with a third-party

consultant to evaluate how gender is integrated into our core RSC standards and tools and developed programming and engagement opportunities with partners to bring more focus to this issue. Making our RSC program more gender-responsive aligns with the [United Nations Guiding Principles on Business and Human Rights](#) and the [OECD Guidelines for Multinational Enterprises](#).

By investing in programs centered on equity and justice, we support a more resilient supply chain for all.

Meta provides a variety of training programs for our suppliers as a way to directly support them and further enable the business.

For example, in 2022, we enlisted the help of third-party experts to design and launch the Building a Respectful Workplace training program. This program builds suppliers’ and workers’ understanding of harassment and discrimination in the workplace, including gender-based vulnerabilities, and supports their capacity to identify and address these issues.

Building a Respectful Workplace engages all functions and levels of employees and cultivates employee empowerment by creating peer coaches who share learnings with their coworkers.



## Ensuring health & safety

Effectively protecting workers and the environment in our supply chain means understanding and focusing on ways to mitigate the environmental, health and safety (EHS) risks associated with the activities our supply chain partners undertake on our behalf.

In 2022, we conducted an in-depth questionnaire and on-site EHS risk assessment for selected supplier

sites based on a prioritization exercise. This led to the development of practical toolkits to help suppliers and Meta’s sourcing managers implement best practices for managing the most common EHS issues.

We are focused on safe process chemical management by leveraging the [RBA Industry Focus Process Chemicals Policy](#).

Working with key data center hardware and RL supplier sites, we

assessed policies and procedures in place to protect worker safety. Surveying tools, desktop reviews and in-person facility-level assessments also support our suppliers in developing corrective actions and improvement plans.

# Community engagement and investment

Meta builds and supports communities, both online and off. Connections are at the center of everything we do and extend beyond the apps and services that we build to the communities in which we operate.

We actively engage with our neighbors and make local investments that reflect community needs and our company's core values.







In 2022, we focused our community efforts around three pillars:

**STEAM education**

- Hosted the Black History Month and Latinx Hispanic Heritage Month Student Summits, providing 400 high school youth across the country access to Science, Technology, Engineering, Arts and Mathematics (STEAM) opportunities.
- Partnered with the Best Buy Foundation to expose kids to more high-tech tools at the Boys and Girls Club in East Palo Alto.

**Economic opportunity**

- Strengthened local communities by connecting members to tech career pathways through things like Meta Summer Academy, a 10-week paid internship program.
- Awarded the Silicon Valley Bridge Award for our investment and commitment to delivering exemplary workforce programs and partnerships that provide sustainable jobs to local communities and young adults with non-traditional backgrounds.

**Community building**

- Donated 348,540 meals and boxes of fresh produce and groceries to local communities, neighbors and nonprofit organizations across the U.S.
- Supported seven local communities and more than 25 nonprofit organizations in celebrating the holiday season by hosting fundraisers, employee gift wrapping of over 800 gifts, donating 12,595 meals to local communities, and participating in two home builds.

## Investing in affordable housing

As a major employer with headquarters in the Bay Area, we have a responsibility to support local development and to strengthen the community where many of our employees live and work.

Launched in 2019, the Meta Housing Initiative is a 10-year commitment to help address the affordable housing crisis in California, and in other communities where we operate that face similar challenges.

In partnership with advocates, policy makers, community organizations, and researchers, the Meta Housing Initiative develops innovative investment



and impactful policy strategies to make the production of new housing faster, cheaper, easier and more equitable across the state. We do this through supporting local and statewide housing advocacy organizations, funding policy research, supporting state legislation, and deploying investment funds.

Read more about our progress in our [Meta Housing Initiative Impact Report](#).

**“The production of affordable housing across the income spectrum is a problem throughout California and must be addressed through partnerships that bring companies, communities, nonprofit organizations and policy makers statewide together to find creative solutions.”**

—Dave Wehner,  
Meta Chief Strategy Officer

## Enabling community action

Our annual global [Meta Data Center Community Action Grants](#) program provides direct funding to local data center community nonprofits, schools and other community projects that support the long-term vitality of our data center communities.

Grants are available to projects that do one or more of the following:

- Address critical community needs by putting the power of technology to use for community benefit.
- Connect people online or offline.
- Improve local science, technology, engineering and mathematics (STEM) education.

# Build responsibly

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# We start with responsible AI and design principles



Technology has the capacity to enhance people's lives in countless ways, but improvement isn't inevitable. It's the product of consistent, hard work and investment in early-stage foresight and proactive mitigation of potential consequences.

Our product development philosophy centers on continuous innovation in creating and improving apps, services and tools that are designed to place people and their social interactions at the core of the experience. We have set out a number of priority areas that underpin our work, including privacy and security, safety and integrity, and equity and inclusion.

# Responsible AI

AI is a core component of a vast range of technologies used today by billions of people around the world. AI sits at the very heart of our work across Meta. It is part of systems that do everything from ranking posts in Facebook's News Feed to tackling hate speech and misinformation.

Whether for personalization or protection, to improve existing services or create entirely novel ones, our future depends on our ability to responsibly leverage the newest AI technology at scale.

## Leveraging AI responsibly

While AI has brought huge advancements to humanity and our planet, it also has the potential to cause unintended consequences, and technology companies must proactively work to mitigate these issues.

Meta's work on Responsible AI (RAI) is driven by our belief that everyone should have equitable access to information, services and opportunities. [Five pillars](#) guide our efforts to ensure we're using AI responsibly.

Our RAI efforts are propelled by a cross-disciplinary team whose mission is to help ensure that AI at Meta benefits people and society. Our Civil Rights Team, for example, has been integral to this work: applying subject-matter expertise; conducting technical, policy, and legal assessments; and collaboratively designing technical solutions.

We're also advancing state-of-the-art [generative AI](#) technologies — which can generate text, images, audio and video by predicting the next word or pixel — through fundamental and applied research in open collaboration with the community.

We believe that the responsible foundation we are building will ultimately shape future technologies, including the metaverse. As we reflect on the progress we made in 2022, we hope to foster more collaborative and transparent dialogue across disciplines and audiences about the path ahead for these critical issues.



## Fairness and inclusion

We must consider not only how AI-driven systems work for different communities but also whether algorithmic rules are applied fairly and appropriately. Whether we realize it or not, we all have implicit biases that influence our daily judgments and decisions, and there are explicit inequalities in the world in which we live.

These biases can make their way into data used to train AI systems, which then can amplify unfair stereotypes and can lead to AI that reflects problematic stereotypes or fails to work equally well for all people. Therefore, we are working to create and distribute more diverse datasets.

In partnership with the University of Illinois Urbana-Champaign (UIUC), Meta joined Amazon, Apple, Google, Microsoft, the Davis Phinney Foundation and Team Gleason in launching a groundbreaking effort to improve speech recognition systems for people with disability-related speech patterns called the [Speech Accessibility Project](#).

Through this project, university researchers will collect recorded speech samples from individuals representing a diversity of speech patterns and create a private, de-identified dataset that can be used to train machine learning models to better understand a variety of speech patterns.

The [Casual Conversations version 2 \(CCv2\) dataset](#) is unique in the academic world in terms of categories and countries of data collection. This work is a continuation of the [Casual Conversations dataset](#) we released in 2021, which is composed of more than 45,000 videos designed to help researchers evaluate their computer vision and audio models for accuracy across a diverse set of ages, genders, skin tones and ambient lighting conditions.



# Responsible data collection

We collect data to enhance user experiences and serve relevant content on our platforms. It is our duty to be mindful of why we collect data, ensure that we use it responsibly and encourage users to customize their preferences and maintain control of their privacy settings. We are committed to honoring people's privacy choices, protecting their information and building secure services to help keep their data safe. In addition to the [internal processes we have in place](#) to uphold our commitments, we have several mechanisms to provide controls and transparency to people, helping users manage their information.



## Privacy tools

We want the people who use our apps to understand what information we collect and how we use and share it. That's why we encourage them to read our Privacy Policy to help them use Meta apps and services in the way that's right for them. Our [Privacy Policy](#) explains how we collect, use, share, retain and transfer information and informs users of their rights. Each section of the policy includes helpful examples and simple language to make our practices easy to understand. It also includes links and resources where people can learn more about the privacy topics that interest them.

As people connect and share more online, it's important that they know how to manage their privacy and protect their information. To provide greater transparency and control to people who use our platforms, we provide external education to improve people's understanding and awareness of our practices and have developed a number of privacy tools for people to understand what they share and how their information is used on our platforms.

In January 2022, we launched [Privacy Center](#), a hub where people can learn more about Meta's approach to privacy across our apps and

technologies. It includes answers to people's privacy questions, information about how we use data, links for people to make use of some of the privacy controls that we offer, and key account security tips and tools.

## Protecting cybersecurity

Security is a highly adversarial space where we are constantly thinking about how our apps and services, our policies and our enforcement may be challenged. We have to keep evolving our defenses and processes in response to malicious actors trying to work around them. The stronger our defenses become, the more actors try to exploit even the smallest gaps in enforcement and expand their targeting across different services.

We have built, and constantly work to improve, secure services to help keep people safe on our platforms, including:

- Offering our users login alerts and two-factor authentication.
- Implementing restrictions on the amount of information other apps can request from our users.
- Providing secure data storage.
- Providing tools to give users more control over their privacy and an understanding of how their information is used.

We want people to have a trusted private space for online conversations with friends and family that is safe and secure, which is why we currently offer end-to-end encryption (E2EE) on WhatsApp, and as an option for personal messages and calls on Messenger and Instagram Direct Messaging, with plans to offer it by default in the future.

We also work to continually improve our defenses to help protect our platform from emerging security threats by:

- Investing in building frameworks that help engineers prevent and remove entire classes of bugs when writing code.
- Building automated analysis tools that can inspect code and detect security errors at scale.
- Conducting peer reviews for code changes to find flaws that our automated technology may miss, and internal exercises to help surface points of vulnerability.

In addition, we have awarded over \$16 million to external security researchers who help us find and fix bugs through our Bug Bounty program, which is one of the industry's first such programs.

## Protecting against malicious apps

Despite the work our industry performs to detect and remove malicious software, malware apps disguised as apps with fun or useful functionality can sometimes make their way into reputable mobile app stores.

In 2022 alone, our Security Team found more than 400 malicious apps, which we reported to the mobile app stores. We also alerted people whose accounts may have been compromised and have created a list of items to look out for to help users keep their accounts secure.



### Bug bounty

Since 2011, we have operated a bug bounty program in which external researchers help improve the security and privacy of our apps, services and systems by reporting potential security vulnerabilities to us. The program helps us scale detection efforts and fix issues faster to better protect our community, and the bounties we pay

to qualifying participants encourage more high-quality security research. More than 50,000 researchers participate in this program, and around 1,500 researchers from 107 countries have been awarded bounties. A number of them have since joined Meta's security and engineering teams and continue this work protecting the Meta community.





## Combating attempts to deceive

We're constantly working to find and stop coordinated campaigns that seek to manipulate public debate across our apps. In 2022, we surpassed an important milestone in our enforcement

against covert influence operations — groups of people or pages that seek to mislead others about who they are or what they are doing. We've now disrupted more than 200 networks worldwide since 2017 for violating our Coordinated Inauthentic Behavior (CIB) policy. [See our detailed recap](#).

These deceptive networks came from 68 countries and operated in at least 42 languages. Most of them targeted people in their home countries, and only around one-third aimed solely at audiences outside of their own countries, engaging in foreign interference.

## Safeguarding access to accurate information during Russia's invasion of Ukraine

At times of war and social unrest, our platforms give people a way to connect within and across borders to share information and make their voices heard. In a number of regions around the world, we've seen attempts by governments to silence citizens, control the flow of information, and manipulate public debate. Nowhere in 2022 was this more apparent than in the Russian invasion of Ukraine.

Within days of Russia's full-scale invasion of Ukraine, Russia attempted to block or

restrict access to Facebook and Instagram as part of a wider attempt to cut Russian citizens off from the open internet, silence people and independent media, and manipulate public opinion. Among other things, our response included:

- Applying new and stronger enforcements to Russian state-controlled media.
- Demoting and labeling their posts on more than 450 Facebook pages and Instagram accounts so users knew the source of the content. In response, we saw state-controlled media shifting to other platforms and using new domains to try to escape our enforcements.

- Detecting and disabling two Russian “smash-and-grab” campaigns that used thousands of fake accounts in an attempt to overwhelm the conversation with their content across social media.

# Working to keep people safe

Our safety and integrity work centers around how we help keep people safe and gives them tools to take action or get help if they see or experience something they're not comfortable with on our platforms.

We use a strategy called "remove, reduce, inform" to manage content across Meta technologies. This means we remove content that goes against our [Community Standards](#) where applicable, when we become aware of it, reduce the distribution of problematic content that doesn't violate our policies, and inform people with additional context so they can decide what to click, read or share.

Our teams work together to develop our policies and enforce them. Meta has around 40,000 people working on safety and security, and has invested more than \$20 billion in teams and technology in this area since 2016.

We build features for safety, so people can report content and block, hide or unfollow accounts. We report on our enforcement of our Community Standards across a variety of sensitive areas, including:

- [Adult Nudity and Sexual Activity](#)
- [Bullying and Harassment](#)
- [Child Endangerment: Nudity and Physical Abuse and Sexual Exploitation](#)
- [Dangerous Organizations: Terrorism and Organized Hate](#)
- [Fake Accounts](#)
- [Hate Speech](#)
- [Restricted Goods and Services: Drugs and Firearms](#)
- [Spam](#)
- [Suicide and Self-Injury](#)
- [Violence and Incitement](#)
- [Violent and Graphic Content](#)

Taking action may include removing a piece of content, covering photos or videos that may be disturbing with a warning and allowing users to choose whether they are comfortable viewing it based on its caption, or disabling accounts altogether.

We continue to take steps to ensure our penalty system is proportionate, effective and fair. We are increasing our focus on helping people understand why we have removed their content, which is shown to effectively prevent re-offending, rather than so quickly restricting their ability to post.

## How we reduce the prevalence of hate speech

Our efforts are having a big impact on reducing how much hate speech people see on Facebook, with the prevalence of hate speech currently at about 0.02% of content viewed, or about two views per every 10,000, down by almost 50% in the last three quarters.

-  Removing accounts, Groups, Pages and events for violating our community standards
-  Filtering problematic Groups, Pages and content from recommendations across our services
-  Reducing the distribution of likely violating content or content borderline to our Community Standards
-  Adding warning screens and checks to proactively prevent someone from posting something that may be hateful
-  Prioritizing content review so that the most viral or severe content is reviewed first
-  Removing content that violates our policies for hate speech

## Combating misinformation

Misinformation thrives in the absence of good information. We focus on slowing the spread of hoaxes and viral misinformation and directing users to authoritative information. We have built the largest fact-checking network in our industry, partnering with more than 100 organizations around the world who review and rate viral misinformation.

Still, misinformation is different from other types of speech addressed in our Community Standards because there is no way to articulate a comprehensive list of what is prohibited. With graphic violence or hate speech, for instance, our

policies specify the speech we prohibit, and even persons who disagree with those policies can follow them.

The world is changing constantly, and what is true one minute may not be true the next minute. People also have different levels of information about the world around them and may believe something is true when it is not. A policy that simply prohibits “misinformation” would not provide useful notice to the people who use our services and would be unenforceable, as we don’t have perfect access to information.

Instead, our policies articulate different categories of misinformation and try to provide clear guidance about how we

treat that speech when we see it. For each category, our approach reflects our attempt to balance our values of expression, safety, dignity, authenticity and privacy.

Two types of misinformation we remove once identified include misinformation that is likely to directly contribute to the risk of imminent physical harm; or, cause interference with the functioning of political processes and certain highly deceptive or manipulated media. In determining what constitutes misinformation in these categories, we partner with independent experts who possess knowledge and expertise to assess the truth of the content. This includes, for instance, partnering with human rights organizations with a presence on the ground in a country to



determine the truth of a rumor about civil conflict, and partnering with health organizations during the global COVID-19 pandemic, for example, the World Health Organization (WHO).

For all other misinformation, we focus on reducing its prevalence or creating an environment that fosters a productive dialogue. We know that people often

use misinformation in harmless ways, such as to exaggerate a point or in humor or satire. They may also share their experience through stories that contain inaccuracies. In some cases, people share deeply held personal opinions that others consider false or share information that they believe to be true but others consider incomplete or misleading.

As part of that effort, we partner with third-party [fact-checking](#) organizations to review and rate the accuracy of the most viral content on our platforms. We also provide resources to increase media and digital literacy so people can decide what to read, trust and share themselves.

Finally, we prohibit content and behavior in other areas that often overlap with the spread of misinformation. For example, our Community Standards prohibit fake accounts, fraud and CIB.

## Preparing for elections

We make preparing for elections one of our highest priorities and invest a huge amount of effort and resources not just during election periods but at all times. This includes our advanced security operations, our industry-leading global fact-checking network, and transparency around political ads.

We work with federal government partners around the world — such as the Cybersecurity and Infrastructure Security Agency in the U.S. and the Superior Electoral Authority in Brazil — as well as local and state election officials and industry peers to make sure we’re all preparing for different scenarios.



- **Preventing voter interference.** We enforce our policies against voter interference and misrepresentations about when, where and how to vote in an election. We’re fighting foreign and domestic election interference operations and have removed over 200 networks of CIB since 2017.
- **Connecting people with reliable information.** Through in-Feed notifications and our [Voting Information Center](#), we continue to connect people to information from their state and local elections officials about voter registration and elections. In 2022, for the first time in the U.S., we showed in-Feed election notifications in a second language other than English if the second language was one someone better understood.

We have long believed in the importance of transparency to bring more accountability for Meta and our advertisers, and this is especially important for ads that can influence the way people think, act and vote.

Since 2018, we have provided industry-leading transparency for ads about social issues, elections or politics, and we continue to expand on these efforts. All ads about social issues, elections or politics are held to our higher standard of authenticity and transparency on Facebook and Instagram and are not allowed to call into question the legitimacy of elections nor discourage or interfere with voting.

Advertisers must complete the following steps:

- **Authorization.** Complete the ad authorizations process in the country in which they want to run issue, electoral or political ads.
- **Confirm identity.** Prove who they are and where they are located.
- **Create “paid for by” disclaimer.** Include verified disclaimers on ads to confirm the legitimacy of an organization and show who’s behind them.
- **Transparency in the Ad Library.** Ads marked as about “social issues, elections or politics” are entered into the public Ad Library for seven years.

These tools are available in 190+ countries and territories. While each election is unique, in recent years Meta has developed a comprehensive approach to how elections play out on our platforms; one that gives people a voice and helps them participate in the civic process while combating hate speech, voter interference and foreign influence.

## Supporting digital well-being on our platforms

At Meta, protecting and supporting digital well-being is always a top priority. We want people to connect with others in a safe, positive and supportive environment and leave our apps feeling good about the time they spend on them.

Our approach to protecting people online starts with designing and implementing community guidelines and

other policies, and developing preventative tools. Then, we make it easy to report potential harms, so we can better serve the people who use our apps and protect the community as a whole. More details can be found by visiting our [Safety Center](#).

## Encouraging conscious social media use

To give people ways to manage their time so it's intentional and meaningful:

- We give people the option to set time limits or turn on “Take a Break” on Instagram to remind them to take regular breaks — and we send teens notifications to do so.
- We notify teens that it might be time to look at something different if they've been scrolling on the same topic for a while.



## Family Center

Launched in 2022, the [Family Center](#) offers a suite of supervision tools that allow parents to oversee their teen's account across Meta's apps and services. Supervision tools

on Instagram are available in the U.S. today, with plans to roll out globally in the coming months.

Our first set of parental supervision tools on Instagram allows parents and guardians to:

- View how much time their teens spend on Instagram and set time limits.
- Be notified when their teen shares they've reported someone.
- View and receive updates on what accounts their teens follow and the accounts that follow their teens.

When it comes to young people, our family of apps is designed with the following values in mind:

- **Responsible connections.** We strongly believe in helping young people to enjoy the many benefits our platforms provide.
- **Age-appropriate safeguards.** We know that younger users require additional safeguards for their safety, privacy and well-being.
- **Innovation.** We constantly explore innovative technologies which aim to provide great experiences for young people, and solve the defining challenges of our industry.

**“We’ve developed more than 30 tools to support teens and families, including supervision tools that let parents limit the amount of time their teens spend on Instagram, and age verification technology that helps teens have age-appropriate experiences.”**

—Antigone Davis,  
Meta’s Global Head of Safety

Our teams have developed several features to foster a safe, positive and supportive environment while protecting teens from unwanted contact with unconnected users.

- Teen accounts are automatically set to private when they join Instagram and defaulted into more private settings when they join Facebook. Private accounts require people to request to follow before they can see or comment on content.
- We’ve developed new technology that allows us to find accounts that have shown potentially suspicious behavior and help prevent those accounts from interacting with young people’s accounts.

- We limit the amount of potentially sensitive content they can see in Explore, Search and Reels.
- We don’t allow content that promotes suicide, self-harm or eating disorders. Of the content we take action on, we identify at least 97% of it before it is reported to us.

Our goal is to develop services that help parents and teens have smart dialogues about teens’ experiences online, how they build and maintain relationships, and how they navigate the unique experience of being a teenager today through our platforms.

To help parents and teens navigate social media together:

- We have parental tools that let parents and guardians see who their teen reports or blocks, and set “blocking hours” for when they can use our platforms.
- We launched [Family Center](#) with expert resources on how to have smart dialogues with teens about online habits.

## Creating age-appropriate ad experiences

We recognize that teens aren't necessarily as equipped as adults to make decisions about how their online data is used for advertising, particularly when it comes to showing them products available to purchase. For that reason, we restrict the options advertisers have to reach teens, as well as the information we use to show ads to teens.

Advertisers are not able to target teens based on interests and activities. We are now removing gender as an option for advertisers to reach teens.

Additionally, teens' engagement on our apps — like following certain Instagram accounts or Facebook pages — won't inform the types of ads they see.

We have introduced more teen-specific controls and resources to help them understand how ads work and the reasons why they see certain ads on our apps. These changes reflect research, direct feedback from parents and child developmental experts, UN children's rights principles and global regulation.

## Discouraging bullying and harassment

Our AI systems are designed to identify many types of bullying and harassment across our platforms. However, determining whether behavior constitutes bullying or harassment often requires context, including reports from people who may experience the behavior in question. It can be difficult for our systems to distinguish between how the same comment can be interpreted differently without knowing the people involved or the nuance of the situation.

We continue refining our bullying and harassment policies and tools to better identify and respond to this content. We also provide ways to manage potentially hurtful interactions including blocking or restricting accounts and hiding words, phrases and emojis people may find offensive.

We've recently deployed warning screens on both Facebook and Instagram to educate and discourage people from posting or commenting in ways that could be viewed as bullying and harassment.

We prevent people from experiencing and seeing bullying through the Restrict Tool. Once you restrict someone, they won't be able to see when you're active on Instagram or when you've read their direct messages, and the comments on your posts from a person you have restricted will only be visible to that person.

## Suicide prevention

In addition to our efforts to demote and remove content promoting suicide and self harm, our apps also help connect people to [support](#). We created a suicide prevention tool that leverages machine learning and can prompt people to reach out to a friend, offers pre-populated text to make it easier for people to start a conversation, and uses signals to identify posts from people who might be at risk.

# Building for equity and inclusion

Our equity and inclusion work prioritizes making sure technologies are designed inclusively and in a way that’s accessible.

We believe it is important to treat people fairly and ensure our apps and services work well for everyone. That’s why we build to advance meaningful, real-world outcomes for the diverse communities we serve.

Serving global audiences means accounting for myriad perspectives as well as social and geopolitical scenarios. To help ensure technology equitably benefits all people and communities, we must build diverse perspectives into the



development of tools, apps and features and be transparent about the values that drive our decision making.

We’re collaborating with diverse suppliers, developers, creators, experts and policy makers to build the apps and services that

so much of the world already uses to support businesses, connect with friends and experience entertainment.

Alongside other companies, we are building toward the metaverse — the next generation of digital experiences — with

In 2022, we released a [guide](#) with [Policy](#), an award winning feminist collective, called “Inclusion, Not Just an Add On” to serve as an exercise in thinking about diverse perspectives and needs of unique individuals when developing programs, policies and platforms.

## Improving ads fairness

We worked with the Department of Justice in 2022 to develop new technology to help distribute ads in a more equitable way on our apps. The Variance Reduction System (VRS) uses new machine learning technology in [ad delivery](#) so that the actual audience that sees an ad more closely reflects the eligible target audience for that ad.

The VRS builds on our longstanding efforts to help protect against discrimination. This includes restricting [certain targeting options](#) for campaigns that advertise housing, employment or credit ads. For example, we don’t allow advertisers that are either based in or trying to reach people in the U.S., Canada and certain European countries from targeting their housing, employment or credit ads based on age, gender or ZIP code.



## Product Equity Summit

In December 2022, Meta hosted an industry-wide [Product Equity Summit](#) where product practitioners from 15 tech companies united to build community, share knowledge, and explore themes of fair, equitable and inclusive product development. The goal of the summit was to bring together tech practitioners who are working on equity, fairness and inclusion issues to share lessons learned and best practices.

## Building accessibility into design and development

Meta apps and services strive to provide viable accessibility for people with disabilities. The objective is to deliver online experiences that deliver the same effectiveness, efficiency, and satisfaction that they deliver to everyone. And, even after release, our teams aim to continually improve and advance accessibility experiences, just as they strive to improve usability for all users.

Meta follows the internationally recognized [W3C Web Content Accessibility Guidelines \(WCAG\) version 2.1](#) and seeks to address a simple question: Is it possible for a user with a disability to use our apps and services as well as someone without a disability?

In honor of Global Accessibility Awareness Day, we hosted our annual [Accessibility Summit](#) in 2022 to raise awareness of people with disabilities, share our technical advancements in assistive technology, and call people to action in making the world a more accessible and inclusive place.



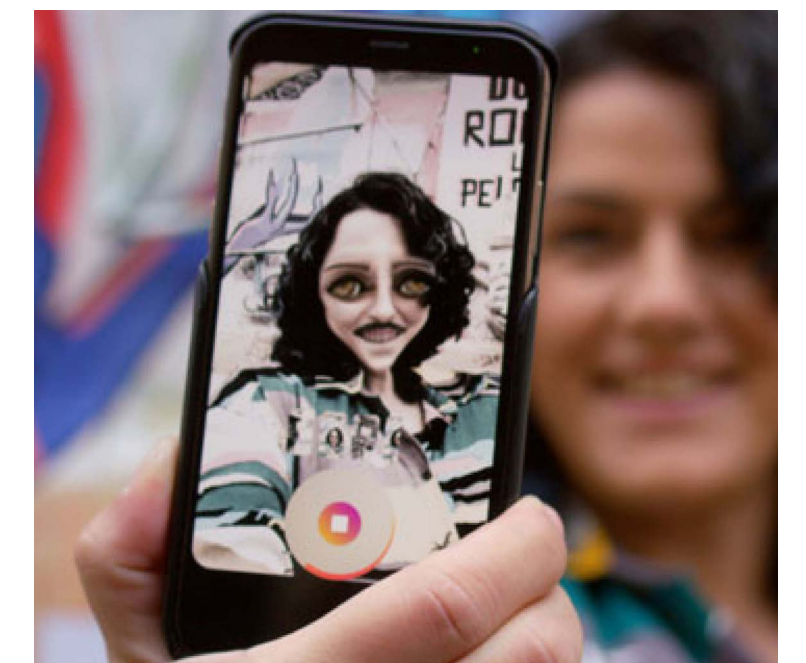
# Building the metaverse

The metaverse is the next evolution of the mobile internet. While today’s internet is defined by flat, 2D concepts like web pages, profile pictures and video streams, the metaverse will let people experience their digital lives in ways that feel like natural extensions of the physical world. This will enable a genuine sense of social presence: feeling like you’re truly together with other people or inside a virtual experience, not just looking at it on a screen.

At Meta, we are building many of the core technologies that will bring this vision to life, and we’re taking a long-term view on the innovations and investments needed to make it possible. And much like the internet itself, the metaverse will be built by a global ecosystem of developers, businesses and users, and we believe it will take shape over the coming decade.

While the majority of our metaverse investment is focused on developing foundational technologies that will enable the experiences of the future, RL has developed many ways for people to experience the future today. We have prioritized making the metaverse accessible to the widest possible audience, with a focus on software and platforms that work for the broadest range of users, and immersive experiences that can be accessed by billions of people through the open web and Meta’s FoA.

Our immersive experiences are accessible through Meta RL’s augmented and virtual reality products that help people feel connected in entirely new ways.





## Immersive experiences for work and play

A virtual social platform, Meta Horizon Worlds offers chances to interact with friends, meet new people and attend events in the metaverse. Using a Meta Quest headset, people can drop in to a sporting event or enjoy live music.

At work, Meta Horizon Workrooms features flexible breakout rooms for distributed teams to brainstorm or present, providing a VR space for teams to connect and collaborate no matter where they may be in the world.

## Protecting safety and privacy in the metaverse

We believe principles of privacy, safety and security need to be built in from the start. People should feel safe and in control in order to thrive on our technologies.

Safety and privacy are key areas where we'll continuously work with others to anticipate the risks and get it right; we're constantly evaluating how to enhance safety online and give people the tools to take action or get help if they

encounter something they're not comfortable with. As a part of this effort, we've facilitated independent external research with institutions across the globe.

Through our XR Programs and Research Fund, which is a two-year \$50 million investment in programs and external research geared toward building the metaverse responsibly, we worked with:

- [Digital Wellness Lab](#) at Boston Children's Hospital, a Harvard Medical School affiliate, focusing on improving our understanding of how we can foster young people's digital literacy and embed wellness into emerging metaverse technologies.

- Everfi, which will develop and implement Get Digital XR, a digital literacy program for students age 13 and older to promote positive, educational experiences in the metaverse.
- The Centre for Technology, Robotics, Artificial Intelligence & the Law at the Faculty of Law, National University of Singapore, which will study other topics such as privacy and data use.

We are also working across industry to gather feedback from other companies that are helping to build the metaverse. Meta is a founding member of the [XR Association](#) (XRA) to help promote the responsible development and thoughtful advancement of the XR (extended reality) industry, which includes VR, AR, mixed reality, and future immersive technology. And we joined the World Economic Forum's [Defining and Building the Metaverse](#) group, which is bringing together global voices to define the parameters for a safe and inclusive metaverse for us all.

## Letting users manage personal space

As with our platforms, we enable users to manage privacy settings. In Meta apps like Horizon Worlds and Venues, users can mute, block and report others, and in 2022, we introduced a [Personal Boundary](#) to help avoid unwanted interactions.

If someone tries to enter your Personal Boundary, the system will halt their forward movement as they reach the boundary. You won't feel it — there is no haptic feedback.

Building for safety in the metaverse continues to be a priority for Meta. Enhancing safety will require cooperation across apps, platforms and people using the experiences. That starts by explaining as best we can our vision for these technologies and the challenges we believe must be considered as they develop. It means being open and transparent about the work we're doing and the choices and trade-offs inherent in it. And it means being clear that our intention is not to develop these technologies on our own but by working together from this early stage with government, industry, human and civil rights experts, and academia as well as individuals who use our tools, apps and services.



No one company can solve these problems on its own. This is an industry-wide challenge. That's why partnerships with others — companies, civil society, researchers and governments — are so crucial.

## Supporting access to the metaverse

Meta actively considers DEI in its metaverse efforts in order to allow all communities to thrive in our spaces. Done well, the metaverse can be a positive force in these efforts, bridging some of the divides that exist in today's physical and digital world. However, anything that is dependent on hardware comes

with a cost, including limitations on who it can reach depending on income, access to the internet, or other restrictions. While we continue to explore options to enhance access, such as additional entry points to the metaverse, including through mobile phones, some level of cost of VR headsets will be unavoidable. As such, we continue to work to make our headsets as affordable as possible.

As an industry, we need to be mindful of the regional differences when it comes to things like access to hardware, internet connectivity, bandwidth, and so on, so we're working on a web-based version of Meta Horizon Worlds that will let more people get a glimpse of virtual

reality from other devices, like mobile phones.

We're also working with partners to help diverse creators develop skills in AR, VR and immersive media. This is part of our greater effort to help creators with a wide range of backgrounds and perspectives make a living in the metaverse and to build spaces that better represent us all.

## Developing more equitable and inclusive metaverse experiences

We continue building the metaverse with marginalized communities in mind, and that starts with engagement on a range of issues, including representation, governance and policy protections.

To consider hard choices and share perspectives on recommendations for the metaverse from these communities, we assisted in developing [community forums](#), which included nearly 6,000 people from 32 countries.

We have developed inclusive avatars representing different cultures, religions and regions so all communities may feel seen and have a sense of belonging in our spaces.

We recognize that this work will continue as certain features like mobility take longer to build. And we have set forth [values](#) for creators and administrators to help them create safe and responsible environments in personal (closed) spaces, as we work to do the same in more public spaces. Creating safe spaces in which everyone can thrive is at the core of our work.

## Meta immersive learning

Meta is helping to develop the next generation of metaverse creators through support of high-quality immersive experiences that transform the way we learn and increase access to learning through technology.

[Prisms VR](#), established by a former educator, aims to radically improve student motivation and achievement by teaching students mathematics, spatially, through hands-on problem solving before connecting to symbolic notation.

Meta partnered with [Victory XR](#) to launch 10 digital twin campuses — replicas of existing U.S. college campuses constructed in fully spatial 3D, at higher learning institutions including community colleges, Historically Black Colleges

and Universities (HBCUs) and Hispanic-Serving Institutions (HSIs). In these virtual campuses, students can move about, participate in activities, and take part in hands-on and remote classes.



## Minimizing the environmental impact of consumer hardware

As we develop new technologies that help people connect and explore in the metaverse, we are focused on approaches that prioritize emissions reductions. We aim to eliminate waste and maximize the reuse of resources.

We embed sustainability requirements into the product development process for all new devices and accessories.

In 2022, we advanced the sustainability of our products by:

- Increasing the use of sustainable materials in our products and packaging.
- Prioritizing the use of PCR, bio-based plastics, elastomers and recycled metal in our products.

- Transitioning segments of our logistics network to lower-carbon modes of transit, such as ocean freight, leading to over 47,000 metric tons of carbon emissions reduction compared to the transportation impact of total Meta Quest 2 units shipped in 2021.

Ocean freight produces about [97% fewer carbon emissions](#) transporting the same weight and distance traveled than air freight does. Going forward, we aim to increase ocean freight volumes even further.



- Extending the life of products, parts, and equipment through refurbishment, reuse, and our extended warranty program offering.

A refurbished Meta Quest 2 is estimated to produce <5% of the GHG emissions of manufacturing, packaging, and shipping versus a new Meta Quest 2.

- Completing LCAs for our products and accessories — including Meta Quest 2, Meta Quest Pro, and Ray-Ban Stories — to find opportunities for improvement so that we can quantify and reduce the carbon footprint of the next generation of these products even further.

# Unlock potential for good

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# Unlock potential for good

When people use Meta's platforms to forge connections, anything becomes possible. We've seen how a post on Facebook can get someone life-saving help, how a video challenge can raise record amounts of money for ALS research, how a hashtag can become a global call to action, and how people show up for each other in times of need.

These [acts of kindness and community](#) inspire us to continue creating tools that enable more people to connect and thrive in the digital world, learn about and support causes, grow their businesses, and increase their reach and impact. We also partner with organizations to scale our collective impact by sharing data, creating new offerings and elevating experts' voices.





# Investing in digital literacy

Digital literacy — defined as the ability to understand, navigate and participate online in a safe way — fundamentally shapes the way people in all populations and places use technology. It also determines the extent to which people can realize the full economic and communal potential of social media apps like Facebook, Instagram and WhatsApp.

Meta provides digital literacy and safety resources to enable global digital citizenship and the continuous development of skills on the appropriate, responsible and empowered use of technology.

These skills include helping people:

- Think critically about ways to contribute to society and work together to make positive progress, online and offline.
- Build healthy relationships and find greater well-being.
- Stay safe, build resilience and discern fact from fiction.
- Lead with empathy, communicate across diverse cultures, and respect other perspectives.

## Digital skills for real life



### Digital foundations

Helping you understand how to get connected and use digital tools to stay safe



### Digital engagement

Giving you and your friends the resources to build safe, supportive and inclusive online communities



### Digital empowerment

Teaching you how to use your online voice to create better opportunities for yourself and your community



### Digital wellness

Sharing ways to manage your health and well-being while online and offline



### Digital opportunities

Preparing you to create the next wave of technology with the skills you need to participate in the digital future

## Building healthy digital habits from youth

In 2022, we launched [Pledge Planets](#) on Messenger Kids. Through this in-app activity, kids practice navigating various social situations and making healthy online decisions that lead to positive outcomes.

Our [digital literacy library](#) encourages critical thinking about digital behavior. We created [My Digital World](#), for example, in partnership with experts across sub-Saharan Africa. This tool takes 13- to 18-year-olds on a deep dive into digital foundations and engagement best practices. The [Soy Digital](#) program is tailored to guide young people in Latin America and Caribbean to navigate digital spaces safely and respectfully.

# Enabling informed and meaningful action

We build online tools that empower individuals to get informed about important social and environmental issues — and take meaningful action. With accurate information and the right resources, people can make educated decisions, more easily interact with the causes they care about, and respond more quickly when members of our global community need support.

## Helping people get out to vote

We help empower individuals to be active, informed citizens in the digital world — and in the real world. Our [Voting Information Center](#) connects U.S. citizens on Facebook and Instagram to accurate and easy-to-find information about voting.

People can register to vote via a link to their state or nonpartisan website and request absentee or mail-in ballots from their state if available. Plus, we help people know if a deadline is approaching so they don't miss it.



## Elevating the facts about climate change

The [Climate Science Center](#) is a dedicated space on Facebook for factual resources from the world's leading climate organizations and actionable steps people can take in their everyday lives to combat climate change. In 2022, we:

- Expanded the Climate Science Center to all countries, attracting more than 18 million followers from 243 countries and territories.

- Launched the [Climate InfoFinder](#) tool enabling people to search for trusted information about climate change and link to this content directly in comment threads.
- Partnered with [Monash Climate Change Communication Research Hub](#), [Cambridge Social Decision-Making Laboratory](#) and [Yale Program on Climate Change Communication](#) on our new [Climate Science Literacy Initiative](#), which pre-bunks climate misinformation by running ads across our apps and services that educate users about five of the most common techniques used to misrepresent climate change.

Over **2 billion** people connected to credible COVID-19 info.

### Continuing COVID-19 education and support

In the midst of the COVID-19 pandemic, Meta supported the global public health community’s work to keep people safe and informed.

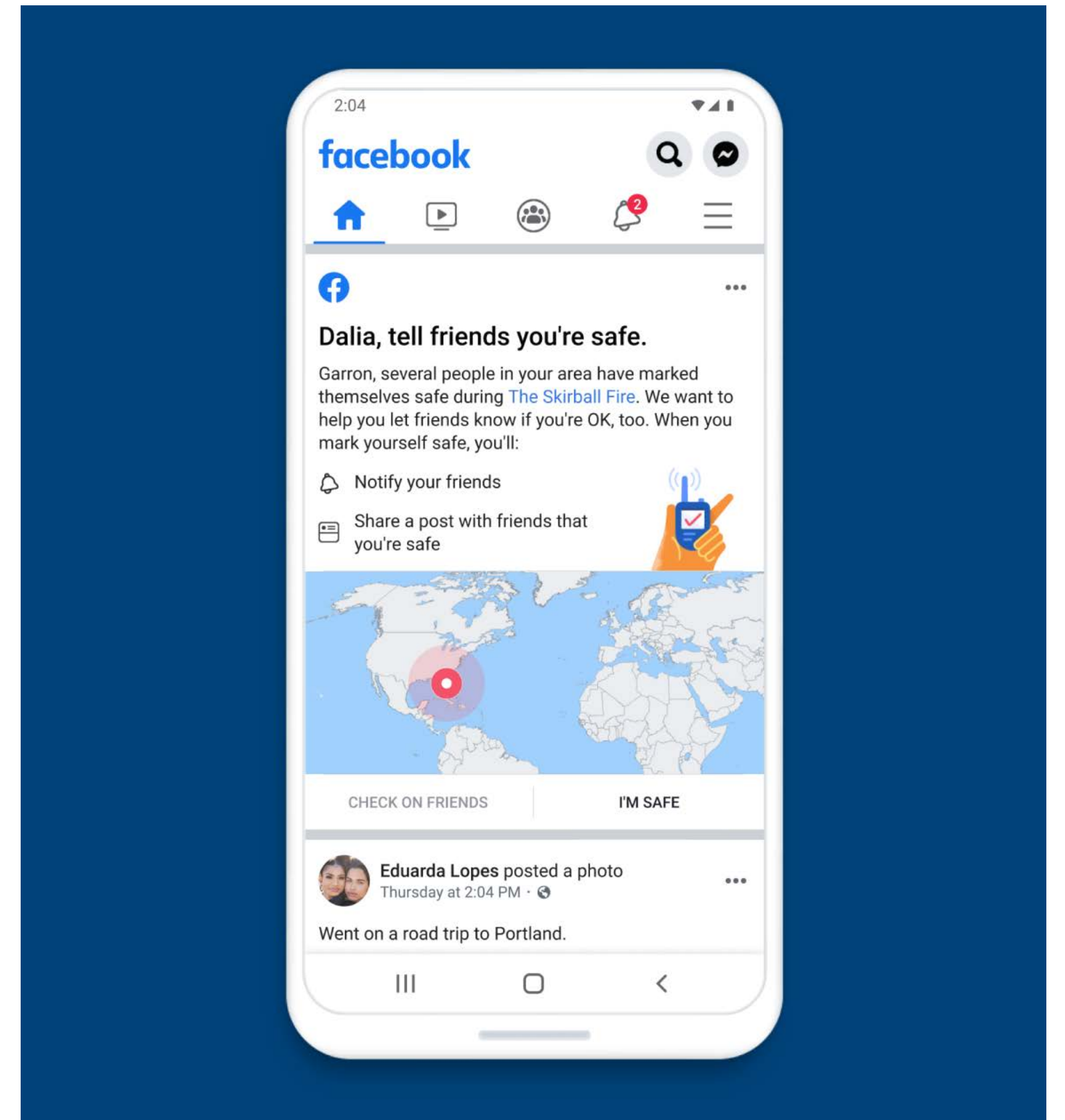
Throughout 2022, the [COVID-19 Information Center](#) provided credible information on COVID-19 — including prevention, travel guidance and vaccines — to help keep people safe and healthy.

### Responding quickly in times of crisis

Being prepared helps save valuable response time after a crisis. Meta offers various crisis response solutions to help people and organizations prepare and coordinate.

We created [Facebook Crisis Response](#) to house our Safety Check tool, which allows people to let their loved ones know they’re safe. Now, people can also request or offer help and find timely information from first-hand and official sources.

We also work with more pinpointed crisis situations, like the search for a missing child. In 2015, we launched AMBER Alerts on Facebook; in 2022, [we expanded AMBER Alerts to Instagram](#) in 25 countries. This feature was developed in partnership with organizations like the National Center for Missing & Exploited Children (NCMEC) in the U.S., the International Centre for Missing & Exploited Children, the National Crime Agency in the U.K., the Attorney General’s Office in Mexico, the National Agency for the Prohibition of Trafficking in Persons in Nigeria, the Australian Federal Police, and more.





## Supporting causes through fundraising and donations

Every day, people tap their networks on Facebook and Instagram to inspire generosity and support causes they care about. From funding medical research to donating school supplies or supporting the fight for racial justice, we can all do more together.

Through our platforms, people fundraise for nonprofits, personal causes like health or educational needs, or for their favorite small

business. As of 2022, people have raised over \$7 billion for nonprofits and personal causes through fundraisers on Facebook and Instagram.

We also connect users with opportunities to get involved. The Facebook [blood donations](#) feature, for example, was designed to raise awareness and educate people on where and when to donate. By 2022, more than 100 million people globally had signed up to receive notifications from nearby blood donation centers, and thousands of donations had been facilitated through Facebook.

## Integrating country- and culture-specific features

Many of our tools and resources are tailored to specific populations and locations. We rely on experts to ensure that we are best serving these specific needs. For example, we launched the first Blood Donations feature in 2017 in

India with the help of the [National Blood Transfusion Council](#), a division of India’s Ministry of Health and Family Welfare, and Giants Welfare Foundation. We then partnered with health agencies around the world to customize the feature for additional countries. The Blood Donations feature is now available in 45 countries.

# Economic impact and opportunity

Meta’s success depends on delivering results for other businesses. At our scale, that carries significant macroeconomic effects.

We recently conducted a [study](#) with economists at the University of California at Berkeley to understand the impacts of our apps and services in the U.S.

In 2022:

- U.S. businesses spent a total of \$49 billion on ads on Meta (Facebook and Instagram).
- Each dollar spent on Meta ads led to \$3.31 in advertiser revenues, equating to an estimated \$162 billion in the U.S. from Meta ads.

- We generated \$2 billion in revenues from Meta’s non-ad businesses — mostly through the sale of hardware — to arrive at a total of \$164 billion in total sales.

This means that over \$400 billion in economic activity annually is linked to supply chains relying on our platforms, supporting more than 3 million jobs.

From marketing planning and insights that can drive global campaign success, to free online courses that teach people how to use our self-serve tools, the [Meta Business Suite](#) is free to use and enables business owners and organizations of all sizes to meet their goals.

## Empowering small business owners

More than 200 million companies, mainly small businesses, use our technologies to reach customers each month. Meta has been doing all we can to support small businesses by providing them with access to the tools they need to get set up and grow online. [Meta Boost](#), for example, empowers them with the tools they need to start and grow a business online, guiding them through best practices at every stage of their journey.

We’re also always adding new ways for small businesses to connect with their audiences based on evolving consumer



preferences. In this digital era, nearly seven out of 10 people want to be able to communicate with businesses in the same way that they message with friends and family.

To facilitate these interactions, in 2022, Meta began testing:

- Easier ways to create Facebook and Instagram ads that start a WhatsApp chat.
- WhatsApp messages integrating with the Meta Business Suite inbox.

- More ways to [generate leads](#) through our apps and share more about their businesses.

## Helping grow the creator community

More and more people make purchasing decisions and consume culture by following individual creators — their favorite influencers, artists, video creators, public figures, journalists and athletes. We’re committed to making Meta’s platforms and technologies safe and supportive for creators to build and engage with their communities.

Because we offer multiple platforms and technologies, creators have the ability to reach and be discovered by various audiences and leverage the unique tools within each app to serve their needs. They can earn money on our platforms through things like fan support, affiliate marketing, ad revenue and brand partnerships. We continue to expand on our current offerings and introduce new education and training like our [Spark AR platform](#) to help creators build their skills and advance their careers.

## Elevating underrepresented creators and businesses

In our work with creators and small- and medium-sized businesses (SMBs), it's our responsibility to ensure we're supporting equal outcomes for historically underrepresented communities. Digital tools have played an outsized role in generating sales for diverse-owned businesses in particular. Our platforms have an important function to fill in empowering these businesses to grow revenues and resilience. This is especially important in the aftermath of the pandemic and the current global economy, since these communities have faced higher closure rates historically.

We approach this responsibility from multiple angles.

We committed \$25 million to launch the first Black creator program at Meta. [We The Culture](#) is a dedicated space for Black creators to share their vision with the world; spark community; and build successful, entertaining and sustainable networks across our apps.

[Dale Tú](#) builds on the We The Culture model. This initiative spotlights the next generation of Latinx and Hispanic creators who are shifting culture and using Facebook and Instagram to tell their stories.

## Helping small businesses operate more sustainably

In Meta's 2022 report, [Unlocking the Potential of SMBs in Climate Action](#) we share data and insights on small business' increasing focus on sustainability.

[Meta Boost Guide to Green](#) provides practical sustainability training designed specifically for SMBs — also known as small- and medium-sized enterprises (SMEs) — in collaboration with the [SME Climate Hub](#) and partners across Europe.

[Meta Elevate](#) is a community and learning platform created to accelerate the growth of Black and Latinx and Hispanic business owners and communities of color. The platform curates and hosts virtual training workshops, live sessions on digital marketing and branding strategies, and mentorship and internship opportunities focused on digital marketing.

We seek to continue learning how to serve these creator communities so they can reach their goals.



# Partnering to scale impact

Many people expect Meta to take a stance on key issues and integrate them into our business. We know that collaboration is key to fulfilling that expectation, which is why we closely partner with trusted experts in academia, intergovernmental organizations (IGOs) and non-governmental organizations (NGOs).

With these experts' help, we create the tools and resources discussed above for digital literacy, informed decision making, supporting causes and communities and growing businesses. And conversely, we use our platform and expertise to support their missions, scale up their solutions and increase their reach. Together, we make the most meaningful impact on solving our world's social and environmental challenges.



## Providing partners with data and insights

We partner with hundreds of universities, NGOs and IGOs to bring our datasets to life so they can drive action.

We help our partners stay informed — and inform others — by sharing data in multiple forms, including survey results and maps, while adhering to our data privacy and security commitments. We provide partners with tools, research and insights to inform their work. Data collected from our apps can be aggregated and shared in a de-identified way

to help researchers, academics and others understand behavior patterns and address humanitarian and social issues.

The reach of platforms like Facebook allows us to recruit participants globally for voluntary surveys on a range of topics. In 2022, Meta collaborated with Gallup and a group of academic advisors to design and conduct the [State of Social Connections Study](#), which offers a first-of-its-kind look at how connected, socially supported or lonely people feel in geographically diverse parts of the world. The survey sheds new light on social connections, interactions and support structures.

**In 2022, 135 external publications and case studies were published using our datasets.**

In 2022, we also conducted a global survey as part of our ongoing partnership with Yale University researchers. The survey gauged [climate change perceptions](#) of more than 100,000 Facebook users from nearly 200 countries and territories. The resulting data and insights are useful not only for the Yale Program on Climate Change Communications but also for governments to inform policy decisions and priorities. The findings also serve to inform journalism and public information

or awareness-raising campaigns. The nonprofit [Social Progress Imperative](#) is already using data from the 2022 survey to develop a new Climate Perception Index, which will serve as a tool for better understanding the societal implications of climate change and enabling policy makers to deliver tangible positive outcomes to their citizens.

Maps are another tool with powerful potential for good. Built from Meta datasets, [displacement maps](#) have

helped fill gaps in official statistics about where displaced populations ultimately resettle after leaving Ukraine. Maps like these are created in ways that protect individuals' privacy, while providing valuable data to inform the work of humanitarian partners like [Direct Relief](#), which provided 650 tons of medical aid and \$14.7 million in direct financial assistance to support Ukrainian refugees. Our data also informs the work of large UN agencies like the

[International Organization for Migration](#), [United Nations High Commissioner on Refugees](#) and others, as they support medical relief, housing and resettlement efforts.



## Social science research

We share privacy-protected Facebook and Instagram data with independent researchers so they can study social media’s impact on society. Our focus has been supporting social scientists who apply computational approaches to large-scale human behavioral data in order to study and explain social phenomena.

We balance the complexities of sharing billions of data points, with maintaining the privacy of the people who use our platforms. We also provide the computing resources and data infrastructure required to analyze large-scale data offerings. Our [Researcher Platform](#) was developed to meet these needs: a scalable platform that grants access to sensitive information in a controlled environment.

## Sharing insights

Billions of public posts are shared on our platforms every month. These posts can reveal how communities feel about issues such as gender equality, climate, and public health. By analyzing trends in public posts we can help organizations reach target populations through better informed outreach.

Meta and the Aspen Institute collaborated to bring together representatives from across the tech industry alongside academics, researchers,



practitioners, ethicists, policy experts, and civil society leaders to critically examine responsible research and innovation in the context of well-being. The Aspen Institute produced a report,

[Towards responsible research and innovation: An exploration of well-being and technology](#), synthesizing these workshops alongside landscape research and one-on-one discussions, highlighting the challenges and opportunities for an ecosystem of stakeholders.

## Mental health research

[The Mental Health Coalition](#) and Meta collaborated on research-informed campaigns to destigmatize mental health and connect viewers with resources. The campaigns reached more than 19 million people with 96 million impressions on Facebook and Instagram.

The Mental Health Coalition published a [case study](#) highlighting the initial findings that mental health content on social media can reduce stigma through shifting mental health attitudes and increasing individuals’ likelihood to seek resources.

## Engaging in collective corporate action

We participate in organizations and initiatives that enable us to learn from peers, share what we've learned on our responsible business journey, and unlock collective corporate action that raises the bar across industries. Some of our ESG-focused partners and memberships include:

- ACORE
- C2ES
- Aspen Institute Business and Society Leaders Group
- Business Alliance to Scale Climate Solutions
- Business Council for the United Nations

- Business for Social Responsibility (BSR)
- CEO Water Mandate
- Clean Energy Buyers Alliance
- Corporate Eco Forum
- Global Network Initiative
- GreenBiz Executive Network
- Open Compute Project
- RE100
- Recycling Partnership
- Responsible Business Alliance
- U.S. Chamber of Commerce ESG Working Group
- United Nations Global Compact
- World Business Council for Sustainable Development
- World Economic Forum
- World Resource Institute

## Expanding NGO services into the digital sphere

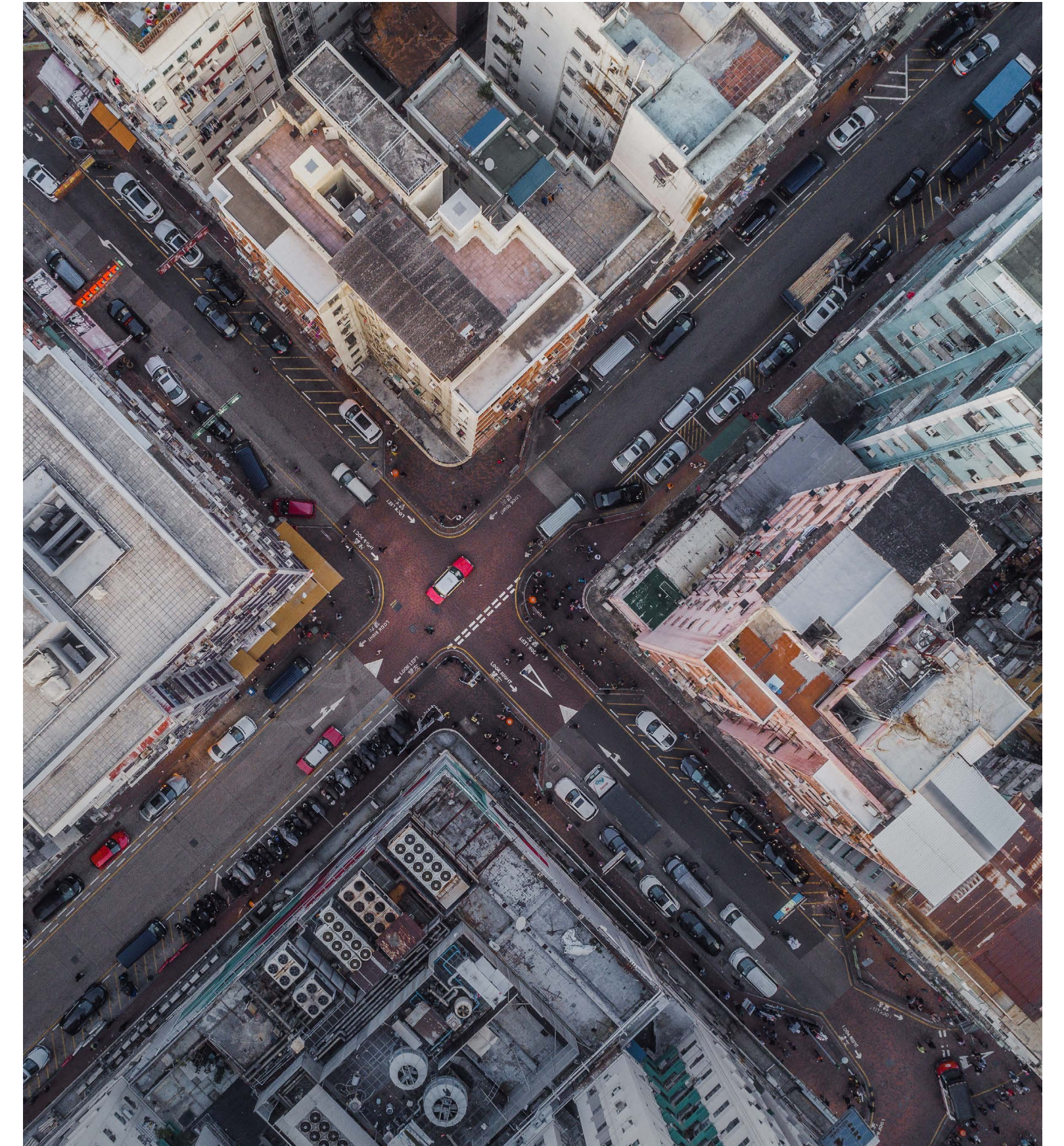
The advent of nationwide internet availability in countries like Bangladesh means new opportunities for economic and social empowerment. We have launched a milestone partnership with one of the largest NGOs in the world, [BRAC](#), to design and execute initiatives that empower women and youth in Bangladesh to navigate online spaces confidently and safely.

The program will train BRAC staff who will then train 300,000 people across Bangladesh, including youth ambassadors to connect more young people to these initiatives. The program includes a social media campaign to spread the word even further.

## Creating resources for impact-focused organizations

From educational opportunities to resources and tools, we work to help organizations to fundraise, grow community, make meaningful connections and drive change.

In 2022, we held a [Meta Nonprofit Advertising Education Series](#), a three-part series of virtual events for U.S. nonprofits to learn directly from Meta about best practices for how to use Meta technologies to further their missions.



## Campaigns that deliver accurate information

We partner with trusted organizations to help people access accurate information. During COVID-19, billions of people connected to information from trusted health partners via the COVID-19 Information Center. We provided over \$100M in ad credits to partners worldwide to help them reach more people. In 2022, we partnered with Kaiser Family Foundation (KFF) and the Johns Hopkins Bloomberg School of Public Health to

deliver ad campaigns related to COVID-19 vaccines. Over half of all U.S. adults saw this content in June 2022. The results from one specific noteworthy campaign suggests that the ads potentially positively shifted more than 1.5 million people's perceptions of COVID boosters for seniors.



# Looking ahead

Our mission is to give people the power to build community and bring the world closer together.

We build tools to empower people to create positive change in their lives and in the lives of others.



Our work — in operating transparently and sustainably; empowering our people and partners; building our tools, apps and services responsibly; and enabling the connections that unlock people’s potential for good across the world — is never done. We continue to evolve our policies, processes and practices so that we may deliver on our mission.

We invite you to stay connected and join us on [about.meta.com/actions/responsible-business-practices](https://about.meta.com/actions/responsible-business-practices).

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# Forward looking statements

This report covers only Meta's business and does not address the performance or operations of our suppliers, contractors or partners. Statements regarding targets, goals and commitments are aspirational and may also be based on estimates and assumptions under developing standards that may change in the future. As such, no guarantees or promises are made that they will be met or successfully executed, and actual results may differ, possibly materially. In addition, data, statistics and metrics included in this report are non-audited estimates, not necessarily prepared in accordance with generally

accepted accounting principles, continue to evolve, and may be based on assumptions believed to be reasonable at the time of preparation but may be subject to revision. This report has not been externally assured or verified by an independent third party unless otherwise noted. This report represents Meta's current policy and intent and is not intended to create legal rights or obligations.

In this report, our use of the terms "material," "materiality" and other similar terms is consistent with that of GRI, SASB, TCFD and other standards referenced in the preparation of this report, or refers to

topics that reflect Meta's significant economic, social and environmental impacts or that substantially influence the assessments and decisions of a diverse set of stakeholders. We are not using these terms as they are used under the securities or other laws of the United States or any other jurisdiction or as these terms are used in the context of financial statements and financial reporting. This report is not comprehensive, and for that reason, should be read in conjunction with our most recent Annual Report on Form 10-K, our subsequent reports on Forms 10-Q and 8-K and other filings made with the Securities and

Exchange Commission (SEC).

This report contains forward-looking statements. All statements contained in this report other than statements of historical fact, including statements regarding our future results of operations and financial position, our business strategy and plans, and our objectives for future operations, as well as statements regarding targets, goals and commitments, are forward-looking statements. The words "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," and similar expressions are intended to identify forward-

looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs.

Especially with respect to the matters discussed in this report, many factors and uncertainties relating to our operations and business environment, all of which are difficult to predict and many of which are outside of our control, influence whether

any forward-looking statements can or will be achieved. Any one of those factors, including as the result of changes in circumstances, estimates that turn out to be incorrect, standards of measurement that change over time, assumptions not being realized, or other risks or uncertainties, could cause our actual results, including the achievement of targets, goals or commitments, to differ materially from those expressed or implied in writing in any forward-looking statements made by Meta or on its behalf.

# Forward looking statements

We describe these risks and uncertainties in our SEC filings, including our most recent Annual Report on Form 10-K and our subsequent reports on Forms 10-Q and 8-K, as well as, with respect to targets, goals and commitments outlined in this report or elsewhere, the challenges and assumptions that are either identified in this report or that we are unable to foresee at this time. We cannot assure that the results reflected or implied by any forward-looking statement will be realized or, even if substantially realized, that those results will have the forecasted or expected consequences and effects. We

also caution that the important factors referenced therein may not include all of the factors that are important to readers. Our forward-looking statements speak only as of the date of this report or as of the date they are made, and we undertake no obligation to update this report to reflect subsequent events or circumstances, except as required by law. Given these risks and uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements.

This report may contain links to other internet sites or references to third parties.

Such links or references are not incorporated by reference to this report, and we can provide no assurance as to their accuracy. The use or inclusion of the information is also not intended to represent endorsements of any apps and services.

# Priority topic definitions

Our 2023 Responsible Business Practices Report focuses on the key topics identified throughout our stakeholder engagement process. Descriptions and links to additional information on the full list of priority topics Meta works to address can be found in the following Priority Topics tables.

Issue	Meaning	Link to resource
<b>Environmental topics</b>		
<b>Climate change</b>	<ul style="list-style-type: none"> <li>• Manage short-, medium-, and long-term climate risks and opportunities that could significantly impact Meta’s organizational goals and society</li> <li>• Measure and report progress against ambitious GHG emission reduction goals</li> <li>• Implement Board and management oversight of climate risks and opportunities</li> </ul>	<a href="#">Page 35</a>
<b>Data center efficiency</b>	<ul style="list-style-type: none"> <li>• Create the most efficient data centers possible by prioritizing energy efficiency; renewable energy; water efficiency and sustainable materials during design, construction and operation</li> </ul>	<a href="#">Page 42</a>
<b>Natural capital</b>	<ul style="list-style-type: none"> <li>• Incorporate environmentally responsible practices designed to maintain and improve long-term biodiversity, regeneration capacity, and productivity</li> <li>• Prioritize projects, partnerships and operations that preserve natural habitats and resources, such as water</li> <li>• Disclose impacts and dependencies in accordance with natural capital frameworks and regulations</li> </ul>	<a href="#">Page 47</a>

<b>Operational waste</b>	<ul style="list-style-type: none"> <li>• Minimize waste generated in our facilities and workplaces, and responsibly manage the treatment and disposal of waste</li> <li>• Incorporate circularity principles into operations through design and material selection and the expansion of beneficial reuse</li> <li>• Design products and packaging with renewable materials and end of life in mind</li> </ul>	<a href="#">Page 42</a>
<b>Social topics</b>		
<b>Community investment &amp; engagement</b>	<ul style="list-style-type: none"> <li>• Leverage scale, people and technology to partner with communities on initiatives that address societal needs and create lasting positive impacts</li> </ul>	<a href="#">Page 64</a> <a href="#">Community stories at Meta ↗</a> <a href="#">Strengthening communities archive ↗</a>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>• Design technologies and features that help people with disabilities get the most out of Meta’s tools, apps and services</li> </ul>	<a href="#">Page 81</a>



# Priority topic definitions

Social topics (continued)		
<b>Access to technology</b>	<ul style="list-style-type: none"> <li>Partner to close the gap in access to reliable internet</li> <li>Reach and provide affordable technology options to underserved markets and demographics</li> <li>Devote resources to digital literacy, education and skills development</li> </ul>	<p><a href="#">Page 88</a></p> <p><a href="#">Technology and innovation news ↗</a></p>
<b>Data privacy &amp; security</b>	<ul style="list-style-type: none"> <li>Treat data responsibly and adhere to industry standards for privacy and data protection</li> <li>Invest in data protection training</li> <li>Build the tools to help users secure their personal information and make the right privacy choices</li> </ul>	<p><a href="#">Page 28</a></p> <p><a href="#">Page 71</a></p> <p><a href="#">Privacy tools and information security ↗</a></p>
<b>Economic opportunity</b>	<ul style="list-style-type: none"> <li>Enable communities and businesses to grow and realize their full potential by providing targeted product and service offerings, training and resources</li> </ul>	<p><a href="#">Page 93</a></p>

<b>Human rights</b>	<ul style="list-style-type: none"> <li>Assess supply chain for violations to human rights standards and providing mechanisms to redress violations</li> <li>Implement clear policies on labor rights, including child labor, forced labor and the right to collective bargaining</li> <li>Maintain a safe and healthy work environment for employees</li> <li>Protect freedom of expression and privacy for people using our platforms</li> <li>Protect the safety and dignity of people using our platforms</li> <li>Uphold a commitment to nondiscrimination</li> </ul>	<p><a href="#">Page 19</a></p> <p><a href="#">Corporate human rights policy ↗</a></p> <p><a href="#">Promoting safety and expression ↗</a></p>
<b>Human capital</b>	<ul style="list-style-type: none"> <li>Invest in employee skill development and create paths to upward mobility</li> <li>Offer meaningful retention programs and the ability to work flexibly</li> <li>Strive for and commit to reporting on pay equity across groups, access to healthcare, mental well-being and responsive policies during crises</li> </ul>	<p><a href="#">Page 52</a></p> <p><a href="#">Meta employee benefits ↗</a></p>

# Priority topic definitions

Social topics (continued)		
<b>Employee engagement</b>	<ul style="list-style-type: none"> <li>Regularly solicit employee feedback and transparently report on outcomes of engagement</li> <li>Support an inclusive and welcoming work environment by enabling employees with opportunities to contribute to and shape Meta’s impact strategies</li> <li>Provide employees opportunities to participate in social impact programs and events</li> </ul>	<a href="#">Page 50</a>
<b>Diversity, equity &amp; inclusion</b>	<ul style="list-style-type: none"> <li>Build a cognitively diverse and inclusive labor force</li> <li>Support programs that promote underrepresented groups in tech, provide equitable access to digital skills, and promote economic equity in underserved communities</li> <li>Report on DEI metrics</li> <li>Assess any uses of our apps and services that prevent DEI outcomes from being achieved</li> <li>Grow the business in a way that promotes social and economic benefits throughout the value chain</li> <li>Offer tools, apps and services in a nondiscriminatory manner</li> </ul>	<a href="#">Page 54</a> <a href="#">2022 Diversity report ↗</a>

<b>Social justice</b>	<ul style="list-style-type: none"> <li>Track impacts on community projects and promote social and environmental justice more broadly through our platforms</li> <li>Invest in and implement technologies that address inequities</li> <li>Implement accountability measures to mitigate barriers to social and environmental justice and freedom of expression</li> </ul>	<a href="#">Page 97</a>
<b>Digital well-being and safety</b>	<ul style="list-style-type: none"> <li>Design tools, apps and services with well-being and safety objectives from the start</li> <li>Mitigate negative impacts on well-being and safety through content governance, in particular to ensure the well-being of children, teens and young adults</li> <li>Amplify content and resources that support well-being and safety</li> <li>Protect the physical safety of people using our platforms through design and by working with relevant authorities</li> </ul>	<a href="#">Page 77</a>

# Priority topic definitions

Governance topics		
<b>Transparency</b>	<ul style="list-style-type: none"> <li>Issue timely disclosures on business activities and government data requests</li> <li>Link to relevant standards and reporting data that is comparable, accurate and timely</li> </ul>	<a href="#">Page 10</a>
<b>Fair &amp; responsible tax practices</b>	<ul style="list-style-type: none"> <li>Practice corporate tax responsibility</li> </ul>	<a href="#">Page 22</a> <a href="#">Approach to tax policy ↗</a>
<b>Corporate governance</b>	<ul style="list-style-type: none"> <li>Ensure Board and management oversight of material risks and opportunities, including those related to ESG</li> <li>Establish and enforce transparent policies</li> </ul>	<a href="#">Page 17</a> <a href="#">Investor relations website ↗</a>
<b>Trust &amp; integrity</b>	<ul style="list-style-type: none"> <li>Conduct business with integrity</li> <li>Maintain compliance with legal and environmental policies</li> <li>Promote ethical behavior from the top down</li> <li>Offer training on ethical business, nondiscrimination and privacy and data protection</li> <li>Enhance transparency, risk management and communication</li> </ul>	<a href="#">Page 17</a> <a href="#">Investor relations website ↗</a>

<b>Public policy engagement &amp; advocacy</b>	<ul style="list-style-type: none"> <li>Engage with governments and other stakeholders to promote a transparent business environment that enables sustainable growth</li> <li>Participate in public policy dialogues on issues that support our business and ESG strategies, and where we can contribute expertise to solve policy issues</li> </ul>	<a href="#">Page 96</a>
<b>Competitive behavior</b>	<ul style="list-style-type: none"> <li>Monitor and comply with antitrust laws</li> </ul>	<a href="#">Page 21</a> <a href="#">Code of conduct ↗</a>
<b>Stakeholder engagement</b>	<ul style="list-style-type: none"> <li>Monitor, solicit and respond to feedback from corporate stakeholders, including critics</li> <li>Collaborate with others across the public, private and civil society sectors on shared priorities</li> </ul>	<a href="#">Page 11</a>

# Priority topic definitions

Governance topics (continued)		
<p><b>Supply chain</b></p>	<ul style="list-style-type: none"> <li>• Work with suppliers who align with our policies and share our commitment to human rights, DEI, environmental protection and other sustainable business standards</li> <li>• Enforce and track supplier adherence to code of conduct</li> <li>• Minimize environmental and social impacts of sourcing materials for our products and operations</li> <li>• Support small and diverse businesses in our value chain</li> </ul>	<p><a href="#">Page 58</a></p> <p><a href="#">Conflict minerals policy ↗</a></p>
<p><b>Content governance</b></p>	<ul style="list-style-type: none"> <li>• Develop controls to govern the inclusion, visibility and distribution of content on Meta platforms, and to prevent dehumanizing content and online abuse</li> <li>• Enforce content policies</li> <li>• Track and report the outcomes of content governance efforts</li> <li>• Prevent and address misinformation</li> <li>• Reduce the potential for online harm through mechanisms such as content moderation, algorithmic design, and removal</li> </ul>	<p><a href="#">Page 23</a></p> <p><a href="#">Community standards enforcement report ↗</a></p>

<p><b>Responsible design of apps &amp; services</b></p>	<ul style="list-style-type: none"> <li>• Design Meta’s core apps, services and algorithms in a responsible manner</li> <li>• Consider the social and human rights impacts of social media use and product design</li> <li>• Ensure appropriate and ethical advertising content</li> <li>• Incorporate policies that prohibit advertisers from targeting protected classes of users</li> <li>• Develop responsible AI</li> <li>• Share knowledge and resources with the tech community to scale best practices</li> </ul>	<p><a href="#">Page 68</a></p> <p><a href="#">Advertising standards ↗</a></p>
<p><b>Risk management</b></p>	<ul style="list-style-type: none"> <li>• Identify, assess and control threats to the organization</li> <li>• Embed risk management throughout the governance structure</li> <li>• Manage connectivity interruptions and protect communication during crises</li> </ul>	<p><a href="#">Page 18</a></p> <p><a href="#">Leadership and governance ↗</a></p>

# GRI index

Meta’s 2023 Responsible Business Practices Report was prepared in reference to the GRI standards for the 2022 fiscal year (January 1–December 31, 2022) unless otherwise noted.

GRI	Standard title	#	Disclosure title	Section / location in report / explanation
GRI 2	General Disclosures	2-1	Organizational details	<a href="#">Page 7</a>
		2-2	Entities included in the organization’s sustainability reporting	<a href="#">Page 10</a>
		2-3	Reporting period, frequency and contact point	<a href="#">Page 10</a>
		2-4	Restatements of information	<a href="#">Footnotes</a>
		2-5	External assurance	<a href="#">Environmental data verification ↗</a>
		2-6	Activities, value chain and other business relationships	<a href="#">Form 10-K ↗</a>
		2-7	Employees	<a href="#">2022 Annual diversity report ↗</a>
		2-8	Workers who are not employees	<a href="#">Form 10-K ↗</a>
		2-9	Governance structure and composition	<a href="#">Investor relations website ↗</a>
		2-10	Nomination and selection of the highest governance body	<a href="#">2022 Proxy statement ↗</a>
		2-11	Chair of the highest governance body	<a href="#">2022 Proxy statement ↗</a>
		2-12	Role of the highest governance body in overseeing the management of impacts	<a href="#">2022 Proxy statement ↗</a>
		2-13	Delegation of responsibility for managing impacts	<a href="#">2022 Proxy statement ↗</a>
		2-14	Role of the highest governance body in sustainability reporting	<a href="#">Leadership and governance ↗</a>
		2-15	Conflicts of interest	<a href="#">Meta bylaws ↗</a>
		2-16	Communication of critical concerns	<a href="#">Meta bylaws ↗</a>
		2-17	Collective knowledge of the highest governance body	<a href="#">Leadership and governance ↗</a>
		2-18	Evaluation of the performance of the highest governance body	<a href="#">2022 Proxy statement ↗</a>
		2-19	Remuneration policies	<a href="#">2022 Proxy statement ↗</a>
		2-20	Process to determine remuneration	<a href="#">2022 Proxy statement ↗</a>
		2-21	Annual total compensation ratio	<a href="#">2022 Proxy statement ↗</a>
		2-22	Statement on sustainable development strategy	<a href="#">Page 13</a>

GRI 2	General Disclosures (Continued)	2-23	Policy commitments	<a href="#">Page 17</a>
		2-24	Embedding policy commitments	<a href="#">Page 17</a>
		2-25	Processes to remediate negative impacts	<a href="#">Page 17</a>
		2-26	Mechanisms for seeking advice and raising concerns	<a href="#">Meta code of conduct ↗</a>
		2-27	Compliance with laws and regulations	<a href="#">Meta political engagement ↗</a>
		2-28	Membership associations	<a href="#">Meta political engagement ↗</a>
		2-29	Approach to stakeholder engagement	<a href="#">Page 11</a>
		2-30	Collective bargaining agreements	<a href="#">Form 10-K ↗</a>
GRI 3	Material Topics	3-1	Process to determine material topics	<a href="#">Page 12</a>
		3-2	List of material topics	<a href="#">Page 104</a>

## GRI200 – Economic

### GRI 204 – Procurement Practices

GRI 3	Material Topics	3-3	Management of material topics	<a href="#">Page 18</a>
GRI 204	Procurement Practices	204-1	Proportion of spending on local suppliers	<a href="#">Page 58</a>

### GRI 207 – Tax 2019

GRI 3	Material Topics	3-3	Management of material topics	<a href="#">Meta’s approach to tax policy ↗</a>
GRI 207	Tax	207-1	Approach to tax	<a href="#">Meta’s approach to tax policy ↗</a>
		207-2	Tax governance, control, and risk management	<a href="#">Meta’s approach to tax policy ↗</a>
		207-3	Stakeholder engagement and management of concerns related to tax	<a href="#">Meta’s approach to tax policy ↗</a>

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## GRI300 - Environmental

### GRI 301 - Materials

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		301-2	Recycled input materials used	<a href="#">Page 118</a>
		301-3	Reclaimed products and their packaging materials	<a href="#">Page 128</a>

### GRI 302 - Energy

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### GRI 303 - Water and Effluents

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		303-2	Management of water discharge-related impacts	<a href="#">Page 128</a>
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### GRI 304 - Biodiversity

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GRI 304	Biodiversity	304-1	Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	<a href="#">Page 47</a>
		304-2	Significant impacts of activities, products and services on biodiversity	<a href="#">Page 47</a>
		304-3	Habitats protected or restored	<a href="#">Page 47</a>
		304-4	IUCN Red List species and national conservation list species with habitats in areas affected by operations	<a href="#">Page 47</a>

### GRI 305 - Emissions

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		305-2	Energy indirect (Scope 2) GHG emissions	<a href="#">Page 119</a>
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		305-4	GHG emissions intensity	<a href="#">Page 118</a>
		305-5	Reduction of GHG emissions	<a href="#">Page 118</a>
		305-6	Emissions of ozone-depleting substances (ODS)	<a href="#">Page 118</a>
		305-7	Nitrogen oxides (NOx), sulfur oxides (SOx), and other significant air emissions	<a href="#">Page 118</a>

## GRI400 - Social

### GRI 401 - Employment

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GRI 401	Employment	401-1	New employee hires and employee turnover	<a href="#">Form 10-K ↗</a>
		401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	<a href="#">Meta benefits website ↗</a>
		401-3	Parental leave	<a href="#">Meta benefits website ↗</a>

### GRI 405 - Diversity and Equal Opportunity (U.S., ONLY)

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GRI 405	Diversity and Equal Opportunity	405-1	Diversity of governance bodies and employees	<a href="#">2022 Proxy statement ↗</a>
		405-2	Ratio of basic salary and remuneration of women to men	<a href="#">2022 Proxy statement ↗</a>
<b>GRI 415 - Public Policy</b>				
GRI 3	Material Topics	3-3	Management of material topics	<a href="#">Page 31</a>
GRI 415	Public Policy	415-1	Political contributions	<a href="#">Meta political engagement ↗</a>
<b>GRI 416 - Customer Privacy</b>				
GRI 3	Material Topics	3-3	Management of material topics	<a href="#">Transparency center ↗</a>
GRI 416	Customer Health and Safety	416-1	Assessment of the health and safety impacts of product and service categories	<a href="#">Transparency center ↗</a>
		416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	<a href="#">Transparency center ↗</a>

# SASB

Meta’s 2023 SASB disclosures respond to the metrics listed for the Internet and Media Services industry within the Technology and Communications Sector.

Disclosure number	Description	Unit of measurement	Location / response / comments
<b>Environmental footprint of hardware infrastructure</b>			
TC-IM-130a.1	(1) Total energy consumed	Gigajoules (GJ)	<a href="#">Page 123</a>
	(2) percentage grid electricity	Percentage (%)	<a href="#">Page 123</a>
	(3) percentage renewable	Percentage (%)	<a href="#">Page 123</a>
TC-IM-130a.2	(1) Total water withdrawn	Thousand cubic meters (m <sup>3</sup> ), Percentage (%)	<a href="#">Page 128</a>
	(2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	Thousand cubic meters (m <sup>3</sup> ), Percentage (%)	<a href="#">Page 128</a>
TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	Discussion and Analysis	<a href="#">Page 43</a>
<b>Data privacy, advertising standards and freedom of expression</b>			
TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	Discussion and Analysis	<a href="#">Transparency center ↗</a>
TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Reporting currency	<a href="#">Investor relations website ↗</a>
TC-IM-220a.4	(1) Number of law enforcement requests for user information	Number	<a href="#">Transparency center ↗</a>
	(2) number of users whose information was requested	Number	<a href="#">Transparency center ↗</a>
	(3) percentage resulting in disclosure	Percentage (%)	<a href="#">Transparency center ↗</a>

TC-IM-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Discussion and Analysis	<a href="#">Transparency center ↗</a>
TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	Number, Percentage (%)	<a href="#">Transparency center ↗</a>
<b>Data security</b>			
TC-IM-230a.2	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Discussion and Analysis	<a href="#">Meta privacy center ↗</a>
<b>Employee recruitment, inclusion &amp; performance</b>			
TC-IM-330a.1	Percentage of employees that are foreign nationals	Percentage (%)	<a href="#">Meta privacy center ↗</a>
TC-IM-330a.2	Employee engagement as a percentage	Percentage (%)	<a href="#">Meta privacy center ↗</a>
TC-IM-330a.3	Percentage of gender and racial/ethnic group representation for (1) management	Percentage (%)	<a href="#">2022 Annual diversity report ↗</a>
	(2) technical staff	Percentage (%)	<a href="#">2022 Annual diversity report ↗</a>
	(3) all other employee	Percentage (%)	<a href="#">2022 Annual diversity report ↗</a>
<b>Intellectual property protection &amp; competitive behavior</b>			
TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	Reporting currency	<a href="#">Form 10-K ↗</a>



# TCFD

The TCFD has developed a voluntary, consistent, climate-related financial risk disclosure framework for companies to provide information to investors, lenders, insurers and other stakeholders. Our responses below are drawn from our 2022 CDP Climate Change response.

TCFD Recommendations	Description	Location/Response/Comment
<b>Governance</b>		
Describe the Board’s oversight of climate-related risks and opportunities.	<p>Sustainability is deeply embedded in Meta’s business and is included in its governance structure. Meta is committed to sound corporate governance practices and encouraging effective policy and decision making at both the Board of Directors and management level. Our Board of Directors, its committees and our management provide oversight around our efforts in many of the ESG areas. The Audit and Risk Oversight Committee of Meta’s Board of Directors is updated on key priorities, such as those related to climate and our supply chain, and overall sustainability program strategy. At least once a year, management reviews with the committee the company’s programs, policies and risks related to environmental sustainability and the steps the company has taken to monitor or mitigate such exposures. The committee is briefed by the VP of Infrastructure, the Director of Global Sustainability, and the Director of Responsible Supply Chain.</p> <p>The Audit and Risk Oversight Committee of Meta’s Board of Directors monitors climate, supply chain and overall program strategy at least annually. The committee reviews Meta’s programs, policies and risks related to environmental sustainability and the steps taken to monitor or mitigate such exposures. The VP of Infrastructure, the Director of Global Sustainability, and the Director of Responsible Supply Chain lead sustainability for Meta and brief the committee. This process enables Meta to prioritize governance of environmental and social responsibility as part of the overall business strategy. Most importantly, this approach to governance allows our product teams to focus on using Meta’s platforms to better connect our users to the issue of climate change through a range of features, including Disaster Maps that can support our communities in the face of climate-related disasters.</p>	<a href="#">2022 CDP Response C1.1a and C1.1b</a>
Describe management’s role in assessing and managing climate-related risks and opportunities.	<p>Climate-related sustainability strategy impacts many parts of our business including our global facilities, data centers and supply chain, and flows through our Sustainability Team, up to our Director of Global Sustainability and senior leadership. Meta takes a multifaceted and distributed approach to assessing and managing climate-related issues. Business unit managers and the Sustainability Committee are responsible for managing climate-related risks and opportunities. For more information on management roles and responsibilities related to managing climate-related risks and opportunities, please refer to the 2022 CDP Response.</p>	<a href="#">2022 CDP Response C1.2a</a>

Strategy		
Describe the climate-related risks and opportunities the organization has identified over the short, medium, and long term.	<p>Risks identified include current and emerging regulation, technology, legal, market, reputation, acute physical and chronic physical risk. Opportunities identified are related to the development of new products and services through R&amp;D and innovation. For additional information on identified climate-related risks and opportunities, please refer to the 2022 CDP Response.</p>	<a href="#">Item 1A. Risk Factors section of the 10-K</a> <a href="#">2022 CDP Response C2.2a and C2.4a</a>
Describe the impact of climate-related risks and opportunities on the organization’s businesses, strategy, and financial planning.	<p>Global climate change could result in certain types of natural disasters occurring more frequently or with more intense effects. Any such events may result in users being subject to service disruptions or outages, and we may not be able to recover our technical infrastructure and user data in a timely manner to restart or provide our services, which may adversely affect our financial results. We also have been, and may in the future be, subject to increased energy or other costs to maintain the availability or performance of our products in connection with any such events. For additional information on the impact of climate-related risks and opportunities, please refer to the 2022 CDP Response.</p>	<a href="#">2022 CDP Response C2.3b, C3.3, and C3.4</a>
Describe the resilience of the organization’s strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	<p>Yes, we have a transition plan that aligns with a 1.5°C world. Meta used the Network for Greening the Financial System scenarios (Below 2°C, NZ by 2050, Delayed Transition, Divergent Net Zero, Nationally Determined Contributions, Current Policies) due to the number of scenarios available and the robust nature of the developed scenarios, as they have been developed by central financial institutions from eight major economies and build on IPCC assessments, socioeconomic assumptions, and three different climate integrated assessment models. Through a shadow emissions price, the scenarios provide a proxy for government policy intensity and changes in technology and consumer preferences. Using assumptions around emissions growth for Scopes 1, 2 and 3 emissions, and assuming that Meta could be responsible for all emissions throughout our value chain, Meta examined our 2030 and 2050 possible carbon pricing exposure. Three different integrated assessment models (GCAM 5.3, MESSAGEix-GLOBIOM, and REMIND-MAGPIE 4.2) were used. NGFS pricing is driven by the Global Change Analysis Model (GCAM), an integrated assessment tool that represents the behavior and complex interactions between energy systems, water, agriculture and land use, economy, and climate.</p>	<a href="#">2022 CDP Response C3.1, C3.2a, and C3.2b</a>

# TCFD

## Risk management

<p>Describe the organization's processes for identifying and assessing climate-related risks.</p>	<p>Climate strategy assessment, development and action begin with our Sustainability Team's subject matter experts, identifying and evaluating potential impacts of climate change along with key internal partners, as well as outside consultants. The scope of this assessment is global and includes the evaluation of organization-wide impacts (such as reputational and market risks), as well as specific asset-level impacts, such as the effect of policy on operational costs or physical risks due to the impacts of climate change. The scope of this assessment considers risks in the near, medium, and long term as they relate to the impacts of climate change.</p>	<p><a href="#">Page 128</a> <a href="#">2022 CDP Response C2.2</a></p>
<p>Describe the organization's processes for managing climate-related risks</p>	<p>We define substantive strategic impact as anything that may significantly affect our ability to reliably deliver Meta's apps and services to our users or could result in significant harm to customers, employees or the brand. Climate risks and opportunities are evaluated by our Sustainability Team and are then presented to the business units that may be impacted for further evaluation and action.</p>	<p><a href="#">2022 CDP Response C2.2</a></p>
<p>Describe how processes for identifying, assessing, and managing climate-related risks are integrated into the organization's overall risk management.</p>	<p>Climate-related sustainability strategy impacts many parts of our business including our global facilities, data centers and supply chain, and flows through our Sustainability Team, up to our Director of Global Sustainability and senior leadership. The Audit and Risk Oversight Committee of our Board of Directors is updated on climate, supply chain and overall program strategy annually. This includes a review of Meta's programs and policies and risks related to environmental sustainability as well as the steps Meta has taken to monitor or mitigate such exposures. In this process, Meta leadership and senior management are engaged in assessing and managing sustainability risks and opportunities.</p>	<p><a href="#">2022 CDP Response C2.2</a></p>

## Metrics & targets

<p>Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process</p>	<p>Meta at its core is a technology company, and we are always evaluating how technology plays a role in our risk assessment and mitigation strategy. For example, we pride ourselves on efficiency, with our data centers averaging a power usage effectiveness (PUE) of 1.09 compared to the industry average of 1.8, ensuring that we are delivering a high-quality apps and services to our users while minimizing our impact.</p>	<p><a href="#">Page 118</a> <a href="#">2022 CDP Response C2.2a</a></p>
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<p>Disclose Scope 1, Scope 2, and, if appropriate, Scope 3 greenhouse gas (GHG) emissions, and the related risks.</p>	<p>We engaged with 40 suppliers in 2021 to identify GHG reduction opportunities within their operations. For example, we conducted an energy-efficiency assessment for a data center hardware supplier in 2021. We identified nearly 9,000 megawatt hours (MWh) of potential annual energy savings within the suppliers' mechanical and electrical facility-level equipment. Potential projects include installing higher efficiency equipment, replacing valves and damaged insulation, and implementing automatic variable operation controls for chilled water pumps and air handling units.</p> <p>We are also working with suppliers to ensure they understand the climate risks they may face, including floods, heat stress, typhoons, hurricanes, water stress and sea-level rise. Assessing resilience to climate change is crucial to guiding our efforts to ensure the people and communities within our supply chain are prepared for climate risks.</p>	<p><a href="#">Page 58</a></p>
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# DEI metrics

Since 2014, we've publicly reported our diversity metrics and shared our plans to better support underrepresented people in our workforce and through our products.

## Global gender

### Percentage by employee type

		July 2016 - June 2017	July 2017 - June 2018	July 2018 - June 2019	July 2019 - June 2020	July 2020 - June 2021	Calendar Year 2022
Overall	Female	35.0%	36.3%	36.9%	37.0%	36.7%	36.4%
	Male	65.0%	63.7%	63.1%	63.0%	63.3%	63.6%
Tech	Female	19.0%	21.6%	23.0%	24.1%	24.8%	26.2%
	Male	81.0%	78.4%	77.0%	75.9%	75.2%	73.8%
Non-Tech	Female	55.0%	57.0%	57.2%	58.5%	59.6%	60.6%
	Male	45.0%	43.0%	42.8%	41.5%	40.4%	39.4%
Leadership	Female	28.0%	30.0%	32.6%	34.2%	35.5%	37.2%
	Male	72.0%	70.0%	67.4%	65.8%	64.5%	62.8%

Data points from 2018 to 2022 have been rounded to the nearest tenth of a percentage point. Data was pulled December 31, 2022. Totals may not add up to 100.0% due to rounding.

For the years 2017-2021, we reported our diversity numbers from July 1 to June 30 of the following year. In 2022, we switched to a calendar year reporting approach for our DEI data, to match the rest of this report. The numbers shared here replicate the numbers originally shared in each year's respective annual report.

# DEI metrics

U.S. ethnicity							
Percentage by employee type							
		July 2016 - June 2017	July 2017 - June 2018	July 2018 - June 2019	July 2019 - June 2020	July 2020 - June 2021	Calendar Year 2022
Overall	Asian	40.0%	41.4%	43.0%	44.4%	45.7%	48.4%
	Black	3.0%	3.5%	3.8%	3.9%	4.4%	4.2%
	Hispanic	5.0%	4.9%	5.2%	6.3%	6.5%	6.4%
	White	49.0%	46.6%	44.2%	41.0%	39.1%	37.0%
	2 or more	3.0%	3.0%	3.1%	4.0%	3.9%	3.7%
	Additional Groups	1.0%	0.6%	0.7%	0.4%	0.4%	0.3%
	Tech	Asian	49.0%	50.3%	52.3%	53.4%	54.4%
Black		1.0%	1.3%	1.5%	1.7%	2.1%	2.3%
Hispanic		3.0%	3.1%	3.5%	4.3%	4.6%	4.8%
White		45.0%	42.7%	40.0%	37.2%	35.6%	33.2%
2 or more		2.0%	2.2%	2.3%	3.2%	3.1%	3.0%
Additional Groups		<1%	0.4%	0.4%	0.2%	0.2%	0.2%
Non-Tech	Asian	25.0%	24.5%	24.7%	24.5%	23.9%	24.3%
	Black	6.0%	7.6%	8.2%	8.9%	10.1%	9.9%
	Hispanic	8.0%	8.4%	8.8%	10.7%	11.3%	11.2%
	White	57.0%	53.9%	52.5%	49.4%	48.0%	48.2%
	2 or more	4.0%	4.5%	4.6%	5.8%	6.0%	5.8%
	Additional Groups	1.0%	1.2%	1.2%	0.7%	0.7%	0.6%

U.S. ethnicity							
Percentage by employee type (Continued)							
Leadership	Asian	21.0%	21.6%	24.9%	25.4%	26.1%	29.7%
	Black	3.0%	2.4%	3.1%	3.4%	4.7%	4.3%
	Hispanic	3.0%	3.3%	3.5%	4.3%	5.1%	5.2%
	White	71.0%	69.7%	65.4%	63.2%	60.9%	57.0%
	2 or more	2.0%	2.4%	2.9%	3.4%	2.9%	3.5%
	Additional Groups	<1%	0.5%	0.3%	0.3%	0.2%	0.3%

Our Definitions of Technical Roles, Additional Groups, and Leadership: Technical Roles are positions that require specialization and knowledge needed to accomplish mathematical, engineering, or scientific related duties. The technical workforce is defined by position; not department or reporting manager, an employee’s skills, or prior experience. Additional Groups includes “American Indian or Alaska Native” and “Native Hawaiian or Other Pacific Islander.” Leadership is defined as the Director level and above – including those in people management and individual contributor roles.

EEO-1 Demographic Data: Please note that the 2022 EEO-1 form is not yet available.

# Content governance metrics

We publish the Community Standards Enforcement Report on a quarterly basis to more effectively track our progress and demonstrate our continued commitment to making Facebook and Instagram safe and inclusive. Detailed enforcement reports can be downloaded by visiting <https://transparency.fb.com/data/community-standards-enforcement/>.

Community standards enforcement report								
Pieces of content actioned	Q1 2022		Q2 2022		Q3 2022		Q4 2022	
	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram
Adult nudity & sexual activity	31,560,900	10,583,800	41,434,100	11,433,400	32,400,300	12,206,400	3,195,700	11,422,000
Bullying & harassment	10,684,100	7,215,800	10,643,400	7,140,300	8,403,000	6,888,100	7,974,000	5,620,200
Child endangerment: nudity & physical abuse	2,125,900	611,400	1,991,700	519,400	2,429,500	1,046,500	3,150,200	643,900
Child endangerment: sexual exploitation	17,188,700	1,654,220	20,821,300	1,204,700	30,723,500	1,310,800	25,302,200	9,708,400
Dangerous organizations: organized hate	2,765,600	512,500	2,574,200	517,800	1,418,300	415,200	1,328,300	409,900
Dangerous organizations: terrorism	16,547,500	1,584,900	14,117,300	2,022,000	21,092,300	3,184,900	10,564,200	1,242,800
Hate speech	15,953,600	3,456,700	16,449,700	4,259,400	1,319,500	5,699,000	13,411,000	4,968,500
Regulated goods: drugs	3,553,100	1,845,000	4,237,500	2,087,600	4,455,000	2,635,100	5,940,600	3,230,900
Regulated goods: firearms	1,354,500	166,400	1,813,400	256,400	1,590,300	271,900	1,770,000	162,100
Spam	1,833,041,400	-	852,195,900	-	1,495,840,200	-	1,852,042,500	-
Suicide & self-injury	7,151,700	5,149,400	12,542,700	6,696,700	6,136,400	5,873,000	3,417,300	5,138,600
Violence & incitement	22,936,500	2,753,100	24,361,400	4,091,500	18,359,300	4,874,600	165,389,800	5,621,300
Violence & graphic content	26,117,300	6,131,400	45,996,900	11,377,600	23,264,100	6,933,400	15,558,500	6,118,600

# Environmental footprint

## 1.1 GHG emissions <sup>1,2,3,4,5</sup>

### Total GHG emissions

Market-based (in metric tons CO <sub>2</sub> e)						
	2017	2018	2019	2020	2021	2022
<b>Net total</b>	1,096,000	1,008,000	4,330,000	4,984,000	5,740,244	8,453,471
<b>Carbon removal (carbon credits applied) <sup>7</sup></b>	-	-	-	145,000	90,000	80,000
<b>Total</b>	1,096,000	1,008,000	4,330,000	5,129,000	5,830,244	8,533,471
<b>Scope 1</b>	25,000	42,000	44,000	29,000	55,173	66,934
Percent of total GHG emissions (Scopes 1-3)	2%	4%	1%	1%	1%	1%
<b>Scope 2</b>	591,000	314,000	208,000	9,000	2,487	273
Percent of total GHG emissions (Scopes 1-3)	54%	31%	5%	<1%	<1%	<1%
<b>Scope 3</b>	480,000	652,000	4,078,000	5,091,000	5,772,583	8,466,264
Percent of total GHG emissions (Scopes 1-3)	44%	65%	94%	99%	99%	99%

### Location-based (in metric tons CO<sub>2</sub>e)

	2017	2018	2019	2020	2021	2022
<b>Total</b>	1,387,000	1,983,000	6,295,000	8,559,000	10,163,476	14,007,222

## Greenhouse gas intensity

### Market-based Scope 1 & 2 emissions (in metric tons CO<sub>2</sub>e/unit of key performance indicators)

	2017	2018	2019	2020	2021	2022
<b>GHG intensity per monthly active person</b>	0.00029	0.00015	0.00008	0.00001	0.00002	0.00002
<b>GHG intensity per million USD of revenue</b>	-	-	-	-	0.49	0.58
<b>GHG intensity per MWh</b>	-	-	-	-	0.0061	0.0058

- Prior to 2021, values were rounded and totals were calculated before rounding throughout this report.
- “Other data center-related facilities” includes facilities where Meta used less than 100,000 MWh of electricity in the reporting year, such as warehouses or colocation facilities. Owned, online data centers are always reported by site, even if they were below this threshold.
- Meta’s methodology for calculating greenhouse gas emissions can be found [on page 129](#).
- Prior to 2018, Scope 3 emissions included only business travel, employee commute and construction. Meta includes emissions from all relevant categories in Scope 3 for reporting years 2019 to the present.
- In the 2022 reporting year, several updates to reporting were applied to the 2021 and later inventories.
  - Data from life cycle assessments for our hardware and sold products were used to calculate our Scope 3 emissions.
  - 2021 category 1, 2, 8, & 11 emissions were recalculated with higher quality data inputs to improve accuracy.
  - All Scope 3 Categories were broken out individually to improve transparency and eliminate the previously reported “Other Applicable Categories”
  - Emissions associated with third-party construction-related energy usage were recategorized into Category 1 instead of Category 3 to better align with the GHG Protocol Scope 3 Category Boundaries.
  - Emissions associated with overhead electricity load at leased data centers was recategorized into Category 8 Instead of Category 3 to better align with the GHG Protocol Scope 3 Category Boundaries.
  - 2021 Category 6 emissions were recalculated to incorporate more accurate and transparent methodologies for applying sustainable aviation fuel emissions reductions.
  - 2021 Total Fuel and Energy Consumption were recalculated to eliminate third-party party construction-related fuel use outside of Meta’s Operational Control.

# Environmental footprint

Operational GHG emissions						
Market-based Scope 1 & 2 emissions (in metric tons CO <sub>2e</sub> ) <sup>6</sup>						
	2017	2018	2019	2020	2021	2022
<b>Total operational GHG emissions</b>	616,000	356,000	252,000	38,000	57,661	67,207
<b>Data centers total</b>	568,000	314,000	207,000	14,000	25,240	22,163
Altoona, IA	1,000	1,000	2,000	1,000	2,118	920
Clonee, Ireland	<500	<500	<500	1,000	1,364	264
Dekalb, IL	-	-	-	-	0	1,859
Eagle Mountain, UT	-	-	-	-	3,250	3,609
Forest City, NC	136,000	53,000	9,000	<500	1,401	587
Fort Worth, TX	1,000	1,000	1,000	<500	779	625
Gallatin, TN	-	-	-	-	-	138
Richmond, VA	-	-	<500	<500	4,822	821
Huntsville, AL	-	-	-	-	261	1,788
Los Lunas, NM	-	1,000	1,000	<500	1,067	1,298
Luleå, Sweden	<500	<500	<500	<500	374	79
New Albany, OH	-	-	<500	2,000	408	2,605
Newton County, GA	-	-	-	-	300	535
Odense, Denmark	-	-	<500	<500	2,824	655
Papillion, NE	-	<500	<500	3,000	2,348	1,642

Market-based Scope 1 & 2 emissions (in metric tons CO <sub>2e</sub> ) <sup>6</sup> (Continued)						
	2017	2018	2019	2020	2021	2022
Prineville, OR	239,000	137,000	1,000	3,000	3,862	4,501
Leased data center facilities	98,000	102,000	188,000	-	25	72
Other data center-related facilities	40,000	17,000	4,000	2,000	40	166
<b>Offices total</b>	48,000	42,000	44,000	24,000	32,421	45,044

6. In the 2019 reporting year, three updates to reporting were applied to 2017 (baseline year) and later inventories:

- (a) Vehicles operated by the Transportation Team in support of commuting and inter-campus travel were previously counted in Scope 3 – Employee commute. After re-visiting Meta’s operational control of these vehicles, it was determined that they should be accounted for in Scope 1.
- (b) It was determined that Meta overestimated natural gas emissions by including estimates for offices that do not in fact use natural gas. Recalculations have been applied to the inventory to remove these inaccuracies.
- (c) Fugitive emissions from refrigerant losses at offices not under Meta operational control were moved from Scope 2 to Scope 3.

# Environmental footprint

## Market-based vs. Location-based

Scope 2 emissions (in metric tons CO<sub>2</sub>e)

	2018		2019		2020		2021		2022	
	Market-based	Location-based	Market-based	Location-based	Market-based	Location-based	Market-based	Location-based	Market-based	Location-based
<b>Total facilities GHG emissions</b>	314,000	1,241,000	205,000	1,885,000	9,000	2,718,000	2,487	3,080,194	273	3,921,611
<b>Data centers total</b>	308,000	1,181,000	197,000	1,813,000	2,000	2,650,000	2,487	2,987,964	273	3,821,450
Altoona, IA	-	346,000	-	483,000	-	555,000	-	425,377	-	474,826
Clonee, Ireland	-	82,000	-	143,000	-	159,000	-	187,475	-	178,367
Dekalb, IL	-	-	-	-	-	-	-	2,122	-	8,087
Eagle Mountain, UT	-	-	-	-	-	-	-	62,962	-	145,985
Forest City, NC	52,000	201,000	8,000	208,000	-	202,000	-	165,026	-	143,754
Fort Worth, TX	-	212,000	-	295,000	-	399,000	-	378,198	-	355,696
Gallatin, TN	-	-	-	-	-	-	-	-	-	2,664
Richmond, VA	137,000	-	-	3,000	-	69,000	-	146,396	-	204,494
Huntsville, AL	-	-	-	-	-	-	-	32,464	-	156,885
Los Lunas, NM	-	12,000	-	135,000	-	266,000	-	276,795	-	347,033
Luleå, Sweden	-	7,000	-	6,000	-	7,000	-	3,917	-	2,782
New Albany, OH	-	-	-	20,000	-	157,000	-	229,785	-	335,561
Newton County, GA	-	-	-	-	-	-	-	84,402	-	258,773
Odense, Denmark	-	1,000	<500	18,000	-	57,000	2,487	51,171	273	49,198
Papillion, NE	-	3,000	-	101,000	-	294,000	-	329,674	-	458,460



# Environmental footprint

Scope 2 emissions (in metric tons CO<sub>2</sub>e) (Continued)

	2018		2019		2020		2021		2022	
	Market-based	Location-based	Market-based	Location-based	Market-based	Location-based	Market-based	Location-based	Market-based	Location-based
Prineville, OR	-	145,000	-	167,000	-	200,000	-	245,996	-	284,462
Leased data center facilities	102,000	128,000	188,000	193,000	-	223,000	-	272,848	-	323,060
Other data center-related facilities	17,000	44,000	1,000	41,000	2,000	62,000	-	93,354	-	91,364
<b>Offices total</b>	6,000	60,000	8,000	72,000	7,000	68,000	-	92,230	-	100,160

# Environmental footprint

## Value chain GHG emissions

### Scope 3 emissions (in Metric Tons CO<sub>2</sub>e) <sup>1, 5, 7, 8</sup>

	2017	2018	2019	2020	2021	2022
<b>Total</b>	480,000	652,000	4,078,000	5,091,000	5,772,583	8,466,264
<b>Category 1: Purchased Goods &amp; Services <sup>5, 8</sup></b>	-	-	1,428,000	1,846,000	2,956,909	2,545,466
Of Total (in %)	-	-	35%	36%	51%	30%
<b>Category 2: Capital Goods <sup>5, 8</sup></b>	-	-	1,671,000	2,516,000	2,466,041	5,346,583
Of Total (in %)	-	-	41%	49%	43%	63%
<b>Category 3: Fuel &amp; Energy-Related Activities <sup>5</sup></b>	-	-	264,000	56,000	10,483	12,658
Of Total (in %)	-	-	6%	1%	<1%	<1%
<b>Category 4: Upstream Transportation and Distribution</b>	-	-	65,000	49,000	180,183	176,636
Of Total (in %)	-	-	2%	1%	3%	2%
<b>Category 5: Waste Generated in Operations <sup>5, 8</sup></b>	-	-	4,000	10,000	18,430	18,519
Of Total (in %)	-	-	<1%	<1%	<1%	<1%
<b>Category 6: Business Travel <sup>5, 7</sup></b>	246,000	397,000	529,000	129,000	8,653	251,807
Of Total (in %)	-	-	13%	3%	<1%	3%
<b>Category 7: Employee Commuting <sup>8</sup></b>	43,000	71,000	90,000	61,000	23,163	45,054
Of Total (in %)	-	-	2%	1%	<1%	<1%
<b>Category 8: Upstream Leased Assets <sup>5</sup></b>	-	-	16,000	24,000	1,185	3,444
Of Total (in %)	-	-	<1%	<1%	<1%	<1%

## Scope 3 emissions (in Metric Tons CO<sub>2</sub>e) (Continued)

	2017	2018	2019	2020	2021	2022
<b>Category 9: Downstream Transportation and Distribution <sup>5</sup></b>	-	-	5,000	10,000	37	16
Of Total (in %)	-	-	<1%	<1%	<1%	<1%
<b>Category 11: Use of Sold Products <sup>5</sup></b>	-	-	5,000	390,000	106,232	62,306
Of Total (in %)	-	-	<1%	8%	2%	<1%
<b>Category 12: End-of-Life Treatment of Sold Products <sup>5</sup></b>	-	-	<500	<500	1,267	3,775
Of Total (in %)	-	-	<1%	<1%	<1%	<1%

1. Prior to 2021, values were rounded and totals were calculated before rounding throughout this report.

5. In the 2022 reporting year, several updates to reporting were applied to the 2021 and later inventories.

- (a) Data from life cycle assessments for our hardware and sold products were used to calculate our Scope 3 emissions.
- (b) 2021 Category 1, 2, 8, & 11 emissions were recalculated with higher quality data inputs to improve accuracy.
- (c) All Scope 3 categories were broken out individually to improve transparency and eliminate the previously reported “Other Applicable Categories.”
- (d) Emissions associated with third-party construction-related energy usage were recategorized into Category 1 instead of Category 3 to better align with the GHG Protocol Scope 3 Category Boundaries.
- (e) Emissions associated with overhead electricity load at leased data centers was recategorized into Category 8 Instead of Category 3 to better align with the GHG Protocol Scope 3 Category Boundaries.
- (f) 2021 Category 6 emissions were recalculated to incorporate more accurate and transparent methodologies for applying sustainable aviation fuel emissions reductions.
- (g) 2021 Total Fuel and Energy Consumption were recalculated to eliminate third-party construction-related fuel use outside of Meta’s Operational Control.

7. Sustainable Aviation Fuel was purchased in 2022 and associated emissions reductions are reflected in the inventory.

8. In the 2022 reporting year, the following updates to the methodology were applied:

- (a) A new Category 5 estimation methodology was developed to improve completeness across all operations.
- (b) Employee commuting now includes emissions calculations on a well-to-tank basis.
- (c) a new Category 1 and Category 2 methodology was developed to improve the completeness, accuracy and reliability of the underlying activity and financial data.

# Environmental footprint

## 2.1 Electricity

### Electricity consumption

#### Electricity consumption by facility (In MWh)

	2017	2018	2019	2020	2021	2022
<b>Total electricity consumption</b>	2,462,000	3,427,000	5,140,000	7,170,000	9,420,839	11,508,131
Electricity from grid (%)	100%	100%	100%	100%	100%	100%
<b>Data centers total</b>	2,360,000	3,245,000	4,918,000	6,966,000	9,117,122	11,167,416
Altoona, IA	500,000	612,000	853,000	980,000	950,705	1,043,606
Clonee, Ireland	1,000	200,000	382,000	487,000	634,648	668,290
Dekalb, IL	-	-	-	-	4,724	16,934
Eagle Mountain, UT	-	-	-	-	229,946	504,049
Forest City, NC	433,000	547,000	614,000	595,000	580,842	492,786
Fort Worth, TX	189,000	461,000	695,000	941,000	1,014,447	959,419
Gallatin, TN	-	-	-	-	0	6,264
Richmond, VA	-	-	10,000	204,000	515,270	701,003
Huntsville, AL	-	-	-	-	85,286	368,841
Los Lunas, NM	-	26,000	289,000	571,000	717,932	929,488
Luleå, Sweden	301,000	337,000	373,000	369,000	306,054	267,471
New Albany, OH	-	-	38,000	270,000	511,414	702,694
Newton County, GA	-	-	-	-	215,279	636,266
Odense, Denmark	-	4,000	128,000	343,000	500,863	517,718

### Electricity consumption by facility (in MWh) (Continued)

	2017	2018	2019	2020	2021	2022
Papillion, NE	-	5,000	178,000	519,000	736,810	1,007,635
Prineville, OR	426,000	488,000	573,000	686,000	898,409	982,177
Leased data center facilities	359,000	432,000	647,000	795,000	964,650	1,105,834
Other data center-related facilities	135,000	133,000	113,000	206,000	249,843	256,939
<b>Offices Total</b>	102,000	181,000	222,000	204,000	303,717	340,657

### Electricity intensity (in MWh/unit of key performance indicators)

	2017	2018	2019	2020	2021	2022
Electricity intensity per monthly active person	-	-	-	-	0.0026	0.0031
Electricity intensity per million USD revenue	-	-	-	-	79.9	98.7

### Electricity mix (in % of total electricity used)

	2017	2018	2019	2020	2021	2022
Renewable	51%	75%	86%	100%	100%	100%
Non-renewable	49%	25%	14%	0%	0%	0%

## 2.2 Total energy consumed

### Energy consumption (in GJ) <sup>5</sup>

	2017	2018	2019	2020	2021	2022
<b>Total energy consumption</b>	-	-	-	27,075,000	34,882,163	42,560,221
Direct energy consumption	-	-	-	438,000	853,042	1,138,794
Indirect energy consumption	-	-	-	26,638,000	34,029,121	41,421,428

# Environmental footprint

## 2.3 Fuels

### Fuel consumption <sup>5</sup>

	2017	2018	2019	2020	2021	2022
Natural gas (therms)	-	-	-	-	6,153,856	7,539,592
Diesel — diesel fuel (gal)	-	-	-	-	363,082	1,376,871
Diesel — distillate fuel oil No.4 (gal)	-	-	-	-	842,460	724,151
Gasoline (gal)	-	-	-	-	52,375	119,955
Propane (gal)	-	-	-	-	0	0
<b>Renewable fuels</b>						
Hydrotreated vegetable oil (gal)	-	-	-	-	0	0

## 2.4 Data center operations and design

### Power usage effectiveness (PUE)

	2017	2018	2019	2020	2021	2022
PUE (data center energy efficiency)	1.10	1.11	1.11	1.10	1.09	1.08

### Sustainable design

#### Green building standards for data centers and offices (% of sq ft covered by green building standards and/or EnMS)

	2017	2018	2019	2020	2021	2022
<b>Total</b>	-	-	-	-	98%	99%
Data centers (LEED Gold or above, or ISO 50001)	-	-	-	-	100%	100%
Offices (LEED Gold or above, or ISO 50001)	-	-	-	-	97%	98%

5. In the 2022 reporting year, several updates to reporting were applied to the 2021 and later inventories

- (a) Data from life cycle assessments for our hardware and sold products were used to calculate our Scope 3 emissions.
- (b) 2021 Category 1, 2, 8, & 11 emissions were recalculated with higher quality data inputs to improve accuracy.
- (c) All Scope 3 categories were broken out individually to improve transparency and eliminate the previously reported “Other Applicable Categories”
- (d) Emissions associated with 3rd party construction related energy usage were recategorized into Category 1 instead of Category 3 to better align with the GHG Protocol Scope 3 Category Boundaries
- (e) Emissions associated with overhead electricity load at leased data centers was recategorized into Category 8 Instead of Category 3 to better align with the GHG Protocol Scope 3 Category Boundaries
- (f) 2021 Category 6 emissions were recalculated to incorporate more accurate and transparent methodologies for applying sustainable aviation fuel emissions reductions
- (g) 2021 Total Fuel and Energy Consumption were recalculated to eliminate 3rd party construction-related fuel use outside of Meta’s Operational Control

# Environmental footprint

## 3.1 Water withdrawal <sup>9</sup>

### Water withdrawal

Water withdrawal by facility (in cubic meters)						
	2017	2018	2019	2020	2021	2022
<b>Total water withdrawal</b>	1,609,000	2,367,000	3,430,000	3,726,000	5,042,564	4,893,023
<b>Data centers total</b>	1,139,000	1,730,000	2,731,000	3,000,000	3,417,791	3,618,003
Altoona, IA	106,000	139,000	145,000	151,000	140,231	199,378
Clonee, Ireland	10,000	188,000	395,000	615,000	927,914	838,654
Dekalb, IL	-	-	-	-	0	29,659
Eagle Mountain, UT	-	-	-	-	57,701	89,366
Forest City, NC	129,000	99,000	85,000	68,000	64,053	62,853
Fort Worth, TX	98,000	269,000	322,000	300,000	253,520	346,115
Gallatin, TN	-	-	-	-	0	0
Richmond, VA	-	-	-	42,000	80,478	54,994
Huntsville, AL	-	-	-	-	38,520	103,501
Los Lunas, NM	-	25,000	92,000	140,000	152,666	161,436
Luleå, Sweden	66,000	53,000	58,000	49,000	38,922	25,358
New Albany, OH	-	-	33,000	35,000	121,194	87,413
Newton County, GA	-	-	-	-	105,121	77,203
Odense, Denmark	-	-	266,000	360,000	373,355	427,937
Papillion, NE	-	-	62,000	108,000	106,339	100,912
Prineville, OR	172,000	160,000	208,000	445,000	353,951	240,302

Water withdrawal by facility (in cubic meters)						
	2017	2018	2019	2020	2021	2022
Leased data center facilities	473,000	533,000	1,011,000	645,000	603,629	772,921
Other data center-related facilities	85,000	264,000	54,000	42,000	197	0
<b>Offices total</b>	470,000	631,000	699,000	726,000	1,624,773	1,275,021

### Water withdrawal by source

Water withdrawal by source (in cubic meters)						
	2017	2018	2019	2020	2021	2022
<b>Total water withdrawal</b>	1,609,000	2,367,000	3,430,000	3,726,000	5,042,564	4,893,023
From surface water	-	-	-	-	0	0
From groundwater	-	-	-	37,000	33,285	37,343
From seawater	-	-	-	-	0	0
From produced water	-	-	-	-	0	0
From third-party water (e.g. municipal water supply)	-	-	-	3,689,000	5,009,279	4,855,680

### Water usage effectiveness (WUE)

	2017	2018	2019	2020	2021	2022
<b>Annual data center WUE</b>	0.24	0.27	0.27	0.30	0.26	0.20

9. Not included in Meta's 2022 water withdrawal numbers are an additional 1,780,000 cubic meters of water withdrawn for the construction of Meta data centers.

# Environmental footprint

## Water withdrawal intensity (in cubic meters/unit of key performance indicators)

	2017	2018	2019	2020	2021	2022
Water withdrawal per monthly active person	0.000755	0.001020	0.001200	0.001130	0.001405	0.001308
Water withdrawal per million USD revenue	-	-	-	-	42.8	42.0

## Water withdrawal from areas with water stress (in cubic meters)

	2017	2018	2019	2020	2021	2022
Total water withdrawal	1,609,000	2,367,000	3,430,000	3,726,000	5,042,564	4,893,023
From areas with high or extremely high baseline water stress	-	-	-	-	1,390,166	1,130,181
From areas without water stress	-	-	-	-	3,652,398	3,762,843

## Recycled water (in cubic meters)

	2017	2018	2019	2020	2021	2022
Total water recycled	469,000	673,000	854,000	643,000	580,223	265,906

## 3.2 Water consumption

### Water consumption (in cubic meters)

	2017	2018	2019	2020	2021	2022
Total water consumption	838,000	1,279,000	1,971,000	2,202,000	2,568,849	2,638,188
Data centers total	-	-	-	2,197,000	162,477	2,510,686
Offices total	-	-	-	73,000	2,406,372	127,502

## Water consumption from areas with water stress (in cubic meters)

	2017	2018	2019	2020	2021	2022
Total water consumption	838,000	1,279,000	1,971,000	2,202,000	2,568,849	2,638,188
From areas with high or extremely high baseline water stress	-	-	-	-	162,477	443,150
From areas without water stress	-	-	-	-	2,406,372	2,195,038

## 3.3 Water discharge

### Water discharge by source (in cubic meters)

	2017	2018	2019	2020	2021	2022
Total water discharge	-	-	-	1,524,000	2,473,716	2,254,835
To surface water	-	-	-	-	0	0
To groundwater	-	-	-	-	0	0
To seawater	-	-	-	-	0	0
To third-party water (e.g. municipal sewers)	-	-	-	1,524,000	2,473,716	2,254,835

### Water discharge to areas with water stress (in cubic meters)

	2017	2018	2019	2020	2021	2022
Total water discharge	-	-	-	1,524,000	2,473,716	2,254,835
To areas with water stress	-	-	-	-	863,836	687,031
To areas without water stress	-	-	-	-	1,609,879	1,567,804

# Environmental footprint

## 3.4 Water stewardship

### Water restoration (in cubic meters)

	2017	2018	2019	2020	2021	2022
Volumetric water restoration benefits	-	132,000	145,000	2,250,000	2,335,672	2,351,562

### Progress on 2030 net positive water goal (in cubic meters)

	2017	2018	2019	2020	2021	2022
<b>Total water consumption</b>	838,000	1,279,000	1,971,000	2,202,000	2,569,000	2,638,000
<b>Total water restored</b>	-	132,000	145,000	2,250,000	2,335,672	2,351,562

### Water use embedded in purchased electricity (In cubic meters)

	2017	2018	2019	2020	2021	2022
Embedded consumption in purchased electricity - location-based	-	-	-	-	31,923,969	41,172,356
Embedded consumption in purchased electricity - market-based	-	-	-	-	3,312,616	2,894,787
Avoided water consumption	-	-	-	-	28,611,342	38,277,569

# Environmental methodology

At Meta, our sustainability work helps us to operate efficiently and responsibly in our mission to build community and bring the world closer together. As a global company, we recognize the tech industry’s environmental impact and role to play in addressing climate change. We embrace the responsibility to understand the full scope of our footprint and be transparent and accountable in our mission to reduce our emissions.

Identifying the source of our emissions on an annual basis enables us to prioritize emissions reduction where we can make the most meaningful progress on our path to net zero emissions across our value chain in 2030. Similarly, minimizing our water use, being transparent with our water data, and restoring water in the same watersheds where our data centers are located are vital to reach our commitment to restore more water than we use by 2030.

## Meta’s GHG emissions

Meta’s GHG footprint includes the emissions associated with running our business and data centers, as well as the indirect emissions upstream and downstream of our operations. These emissions correspond to Scope 1, Scope 2 and Scope 3 emissions as defined by the World Resources Institute (WRI) [Greenhouse Gas Protocol](#). Meta uses the operational control approach when calculating our GHG footprint, in which we account for 100% of the GHG emissions over which we have operational control.

### OPERATIONAL EMISSIONS

Scope 1 and 2 emissions are considered our operational emissions. Scope 1 emissions come from our direct operations, such as combustion of natural gas to heat our offices and the fuel burned in our employee shuttles. Scope 2 includes indirect emissions from purchased energy, such as the electricity powering our data centers. We consider purchased electricity for construction and overhead electricity within leased data centers outside of our operational control and therefore report these in Scope 3.

<p><b>SCOPE 1 EMISSIONS</b> Direct emissions from our data centers, offices and transportation fleet</p>	<ul style="list-style-type: none"> <li>• Stationary combustion (e.g., natural gas consumed at our Menlo Park campus for heating)</li> <li>• Mobile combustion (e.g., diesel emissions from our intercampus shuttles)</li> <li>• Fugitive emissions (e.g., refrigerant losses)</li> </ul>
<p><b>SCOPE 2 EMISSIONS</b> Indirect emissions from purchased energy for our data centers and offices</p>	<ul style="list-style-type: none"> <li>• Purchased electricity</li> <li>• District heating</li> <li>• Stationary combustion from leased sites</li> </ul>

In 2020, Meta reduced our operational emissions by 94% from a 2017 baseline and addressed the residual emissions with high-quality carbon removal projects. As a result, Meta’s operations have produced net zero emissions since then.

### FULL VALUE CHAIN EMISSIONS

Scope 3 emissions come from sources within our full value chain beyond our operations and comprise the largest component of our footprint. Scope 3 includes:

1. Upstream emissions, such as the emissions from manufacturing our data center servers or emissions from employee commutes; and
2. Downstream emissions, such as the emissions associated with people using our Portal or Quest devices.



# Environmental methodology

## SCOPE 3 EMISSIONS

Our value chain emissions upstream and downstream of our operations

### Upstream:

- Purchased goods and services (e.g., upstream emissions from purchased office supplies)
- Capital goods (e.g., server hardware)
- Fuel and energy-related activities
- Upstream transportation and distribution (e.g., emissions associated with the transportation of AR/VR-related consumer hardware)
- Waste generated from our operations
- Business travel
- Employee commuting (including telecommuting)
- Upstream leased assets (Including leased data center overhead electricity use)

### Downstream:

- Downstream transportation and distribution
- Direct use of our AR/VR-related consumer hardware
- End-of-life treatment of our AR/VR-related consumer hardware

## How we calculate our GHG emissions

Meta is aligning our emissions reduction targets with the [Science Based Targets initiative](#) and takes a scientific, standardized approach to calculating its GHG emissions in accordance with the [GHG Protocol](#). Furthermore, Meta’s GHG emissions data and methodologies undergo third party verification each year. This is completed annually to ensure that only the most accurate and up-to-date data is publicly reported.

We quantify our GHG emissions via activity data, LCAs and financial data. We prioritize calculating our emissions through activity data that directly measures an activity that results in GHG emissions, such as kilowatt hours (kWh) of electricity. Due to the complex nature of our business and value chain, we use other methods to help calculate our emissions when activity data is not available.

We measure our emissions by metric tons of carbon dioxide equivalent, or CO<sub>2</sub>e, units. CO<sub>2</sub>e is used to standardize the emissions from different GHGs based on their global warming potentials.

### ACTIVITY DATA

For activity data, we take the quantity of a specific measured activity and multiply it by an associated emissions factor to calculate the total emissions from that activity. For example, the kWh of electricity consumed at a Meta site is multiplied by the appropriate country-specific or regional-specific, publicly available emissions factor to calculate the total emissions from that site’s electricity use. We use activity data to calculate:

- Scope 1 and 2 emissions
- Fuel and energy-related activities
- Waste generated in operations
- Upstream transportation and distribution where supplier specific data is available
- Business travel (including radiative forcing)
- Employee commuting
- Direct use of our AR/VR-related consumer hardware

# Environmental methodology

Where activity data is incomplete or unavailable for an operation that results in GHG emissions, existing activity data is used as a proxy to estimate these emissions. This ensures we are reporting a complete GHG inventory across all of our operations. For example, the weight of waste at several Meta sites is used as a proxy to estimate waste at other sites in the same region that do not have final waste weight data.

## LCAs

To understand cradle-to-gate emissions and/or upstream emissions that are released before certain assets are used (e.g., the emissions released from the production of concrete before it is poured), we conduct third-party LCA studies or utilize LCA tools to measure our impact. This is applicable in our 2022 inventory for the following emissions:

- Upstream emissions associated with the materials used in the construction of our data centers
- Upstream emissions of materials in office renovations and new construction
- Cradle-to-gate emissions of our augmented and virtual reality related consumer hardware, such as Portal and Quest devices
- Cradle-to-gate emissions in key data center hardware components, such as hard drives
- End-of-life treatment of our AR/VR-related consumer hardware

## FINANCIAL

Our Environmentally Extended Input Output (EEIO) method utilizes financial spend data and applies industry-specific emission factors (e.g., kg CO<sub>2e</sub> per dollar spent on electronic manufacturing) [published by the U.S. Environmental Protection Agency \(EPA\)](#)<sup>7</sup> to calculate “cradle-to-gate” emissions. We apply the EEIO method to the following:

- Purchased goods and services
- Capital goods not related to data center and office construction, AR/VR-related consumer hardware, and key data center hardware components
- Upstream transportation and distribution where supplier specific data is unavailable
- Upstream leased assets

## MARKET-BASED INSTRUMENTS

We have publicly committed to supporting its global operations with 100% renewable energy. We procure and retire one Energy Attribute Certificate (EAC) for every MWh of electricity used to power our global operations. Meta also procures and retires one EAC for every MWh of electricity use in select Scope 3 categories.<sup>A</sup> Additionally, Meta procures Sustainable Aviation Fuel (SAF) and applies the associated emissions reductions from SAF allocated in the reporting year as a market-based instrument to Category 6: Business Travel.

A core focus of Meta’s renewable energy program is adding new renewable energy projects to the electricity grids that support our data centers to drive the transition to renewable energy in our communities. In alignment with these principles, Meta adheres to the following EAC market boundaries:

1. Owned data centers<sup>B</sup>: EACs from the same grid region<sup>C</sup>
2. Leased data centers<sup>D</sup>: EACs from the same grid region or same geographic region<sup>E</sup>
3. Other Scope 2 loads (offices, points-of-presence): EACs from same grid region or same geographic region
4. Scope 3 loads: EACs from same grid region; once exhausted, EACs from same geographic region

Meta’s methodology aligns with the market boundaries set forth by the GHG Protocol for over 95% of our Scope 2 emissions, including for all Scope 2 emissions from our owned data centers. A small portion of our Scope 2 emissions are not covered by EACs within the GHG Protocol’s market boundaries set forth, but are instead covered by EACs from within the same geographic region.

A. This includes data center construction in Category 1: Purchased Goods & Services, transmission and distribution loss in Category 3: Fuel & Energy Related Activities, employee work from home in Category 7: Employee Commuting, leased data center overhead electricity use in Category 8: Upstream Leased Assets, and United States-based electricity consumption from our products in Category 11: Use of Sold Products.

B. Owned data centers include all completed data centers owned and operated by Meta. Data center loads while under construction are treated in line with leased data centers.

C. Grid Regions: WECC, ERCOT, MISO/SPP, PJM/NC, SERC, Nordpool (Europe), Singapore/Southeast Asia

D. For reporting year 2022, all leased data center load was in the United States and covered by EACs generated in-country.

E. Geographic Regions: Americas (AMER); Europe, Middle East, and Africa (EMEA); Asia Pacific (APAC)

# Environmental methodology

## Improving our GHG methodology

As Meta decarbonizes our value chain over the next decade, the data and methodology that drives our climate work will evolve and improve each year. We have disclosed our Scope 1 and 2 emissions for the last decade. We began reporting on some Scope 3 categories in 2015 and have reported on every relevant category defined by the GHG Protocol since 2019. As techniques to calculate our emissions improve, we will apply those methods to previous years to refine our GHG footprint. For example, in 2020 we used the EPA's updated EEIO emission factors for our Scope 3 calculations and updated our 2019 data accordingly.

Going forward, we will focus on increasing accuracy and granularity of our data. For example, we re-baselined our 2020 data based on updated LCA data for key data center hardware and our AR/VR-related consumer hardware. We will use activity data for more emissions categories as methods to do so become available. We will continue reporting and updating our emissions boundaries as our business grows on our path to net zero emissions.

## PUE/WUE

Each year, we calculate the Power Usage Effectiveness (PUE) and Water Usage Effectiveness (WUE) of our data centers. PUE measures how efficiently our data centers consume the energy to operate our servers and network infrastructure. It is calculated by dividing the energy consumed at the data center by IT electricity load. The closer our annual PUE is to "1" indicates how efficient our data centers are designed to consume electricity.

Annual WUE is calculated by dividing our water withdrawal, in liters, by IT electricity load, in kWh. The closer WUE is to "0", the more efficient consumption of water to cool our IT-related infrastructure.

These metrics are calculated based on best available data, including internal meters, design estimates, and utility bills where applicable.

## Meta's water withdrawal

The water that we use in our offices and at our data centers are withdrawn from our local water utilities or local aquifers. We report our water withdrawals based on data from our local water utilities or meter data, where available. We also report our water withdrawal during construction, based on reported data from our construction partners. Not included in Meta's 2022 operational water withdrawal numbers are an additional 1,780,000 cubic meters of water withdrawn for the construction of Meta data centers.

## Meta's water consumption

For our data centers, we determine our water consumption via two methods:

1. Calculating the difference between water withdrawal and wastewater discharge
2. Calculating consumption based on cycles of concentration from our cooling systems

For our offices, we estimate our water consumption based on industry averages. All of our wastewater is discharged to local wastewater facilities.

## Water risk

We use water stress metrics in the WRI's [Aqueduct tool](#) to conduct initial assessments of our water risks. When appropriate, we increase the level of water risk based on additional local knowledge.

<https://about.meta.com/actions/responsible-business-practices> ↗

 Meta