SCORE	COMPLETION	VERSION	NAME	SECTOR	COMPANY SIZE
110.0	**100%**	**6**	**Active Assessment**	**Service**	**1000+**

As publicly-traded company, **COURSERA, INC.** is required to make its full B Impact Assessment transparent. The PDF contains a completed B Impact Assessment that has been reviewed by B Lab with **COURSERA, INC.** as part of their certification as a B Corporation. Answers to questions that would reveal sensitive information (e.g. that would advantage competitors or prejudice litigation) are highlighted with a "Sensitive" textbox.

Sensitive

Mission & Engagement

Level of Impact Focus

Describe your company's approach to creating positive impact.

This is an unweighted question that will not impact your score and is asked only for research/benchmarking purposes.

○ Creating positive social or environmental impact is not a focus for our business

○ We occasionally think about the social and environmental impact of some aspects of our business, but not frequently.

○ We frequently consider our social and environmental impact, but it isn't a high priority in decision-making.

○ We consistently incorporate social and environmental impact into decision-making because we consider it important to the success and profitability of our business.

● We treat our social and environmental impact as a primary measure of success for our business and prioritize it even in cases where it may not drive profitability.

Points Available: 0.00

Mission Statement Characteristics

Does your company's formal, written corporate mission statement include any of the following?

A formal written corporate mission statement is one that is either publicly facing or formally shared with the employees of the company. Please check all that apply.

☐ No social or environmental commitment

☐ A general commitment to social or environmental responsibility (e.g. to conserve the environment)

☑ A commitment to a specific positive social impact (e.g. poverty alleviation, sustainable economic development)

☐ A commitment to a specific positive environmental impact (e.g. reducing waste sent to landfills through upcycled products)

☐ A commitment to serve a target beneficiary group in need (e.g. low-income customers, smallholder farmers)

☐ We have no written mission statement

Points Earned: 0.20 of 0.26

Mission Statement

Please share the text of your formal mission statement here.

Our mission is to provide universal access to world-class learning so that anyone, anywhere has the power to transform their life through learning.

Points Available: 0.00

Social and Environmental Decision-Making

How does your company integrate social and environmental performance into decision-making?

Your answers determine which future questions in the assessment are applicable to your company.

☑ Employee training that includes social or environmental issues material to our company or its mission

☑ Manager roles with job descriptions that explicitly incorporate social and environmental performance

☑ Performance reviews that formally incorporate social and environmental issues

☐ Compensation and job descriptions of executive team members that include social and environmental performance

☑ Board of Directors review of social and environmental performance

☐ We measure our externalities in monetary terms and incorporate them into our financial balances

☐ Other - please describe

☐ None of the above

Points Earned: 0.42 of 0.52

Social and Environmental Performance Training

How are social or environmental performance principles and practices incorporated into employee training programs?

Please check all that apply.

- ☐ Only included informally in orientation, training, or instruction
- ☑ Specific, formal training is integrated into new employee and new manager training
- ☑ Specific, formal training is integrated into ongoing employee and manager training
- ☑ Workers articulate goals and achievements related to social and environmental metrics as an individual or part of a workplace team
- ☐ All supervisors and managers receive training on how to communicate social and environmental goals to employees and implement accountability for results
- ☐ None of the above

Points Earned: 0.52 of 0.52

Managers with Responsibilities to Mission

What percentage of full-time managers have social or environmental mission-related responsibilities or expectations in their job descriptions?

- ☐ 0%
- ☑ 1-49%
- ☐ 50-99%
- ☐ 100%

Points Earned: 0.13 of 0.52

Social and Environmental Management Reviews

What percentage of full-time managers had a formal written performance evaluation in the last year that included social or environmental goals?

- ☐ 0
- ☑ 1-49%
- ☐ 50-99%
- ☐ 100%

Points Earned: 0.26 of 0.52

Board Review of Social or Environmental Performance

Does the Board of Directors or equivalent governing body review your company's social or environmental performance on at least an annual basis?

- ☐ No, our Board doesn't review that
- ☐ Yes, the Board receives a general update on the company's social or environmental performance
- ☑ Yes, the Board reviews key performance indicators (KPIs) on the company's social or environmental performance
- ☐ N/A - Our company has no Board of Directors or equivalent governing body

Points Earned: 0.52 of 0.52

Methods of Engagement

What methods does the company use to solicit feedback from stakeholders on its social and environmental performance on material issues?

- ☑ Stakeholder surveys and /or focus groups
- ☑ Townhall meetings or forums
- ☑ Individual meetings with stakeholders or stakeholder representatives
- ☑ Stakeholder focused working groups and / or advisory panels
- ☑ Stakeholder advisory councils that report directly to senior executives and/or Board of Directors
- ☐ Other
- ☐ None of the above

Points Earned: 0.52 of 0.52

Management of Material Social and Environmental Issues

How does your company identify, measure, and manage the most material social and environmental issues relevant to your operations and business model?

Answers 3-5 can only be selected if a materiality assessment has been conducted and answer 2 applies.

- ☑ We track impact metrics that we've chosen based on company mission or executive decision
- ☑ We have conducted a materiality assessment of our company using stakeholder engagement mechanisms or research
- ☑ We have identified and measure metrics based on the results of the materiality assessment we conducted for the company
- ☐ We have set performance targets for all identified material issues and measurements
- ☐ We measure the material social and environmental outcomes produced by our performance on our KPIs over time
- ☐ None of the above

Points Earned: 0.37 of 0.52

Identification of Material Issues

Based on the processes you have highlighted, what are the material issues that have been identified?

We reviewed more than 140 ESG topics and engaged approximately 50 partners, employees, executives, employee resource group leaders, investors, and board members to help us evaluate 16 key ESG issues. The 16 issues that were identified include: 1) Education, employment, and access, 2) Talent attraction and retention, 3) Belonging and inclusivity, 4) Cybersecurity and data privacy, 5) Social impact and equitable opportunity, 6) Responsible products and marketing, 7) Ethics and conduct, 8) Environmental sustainability and literacy, 9) Employee health, safety, and wellness, 10) Human rights, 11) Innovation and intellectual property, 12) Governance, 13) Lobbying and policy influence, 14) Energy and greenhouse gas emissions, 15) Climate risk adaptation, 16) Waste management (e.g., e-waste).

Points Available: 0.00

Frequency of Materiality Assessment Updates

How frequently does your company conduct or review its materiality assessment of social and environmental issues?

- ☐ Company conducts a complete materiality assessment or update at least every other year
- ☐ Company conducts a complete materiality assessment every year
- ☑ Company reviews or conducts a materiality assessment "update" every year
- ☐ Company has created materiality review processes to identify and adjust material issues more frequently than annually
- ☐ None of the above

Points Earned: 0.10 of 0.52

Addressing Stakeholder / Human Rights Grievances

Does your company have any of the following practices to address stakeholder grievances and/or human rights allegations?

- ☐ Company issues a public report identifying cases surfaced from grievance mechanisms (and other human rights related allegations), along with company responses
- ☐ Company has evidence of successful remedy (to the satisfaction of the stakeholder affected) for all grievances in the last year
- ☐ Company has implemented or revised company practices, and publicly reported those changes, to mitigate concerns raised via grievance mechanism in the last year
- ☑ Human rights policies, reviews, and diligence mechanisms are overseen by the Board of Directors
- ☐ None of the above

Points Earned: 0.13 of 0.52

Ethics & Transparency

Governance Structures

What is the company's highest level of corporate oversight?

- ○ Owner or Manager Governed (including Board of Directors with only owners/ executives)
- ○ Management, Executive Committee, or Democratic Governance
- ○ Non-Fiduciary Advisory Board
- ◉ Board of Directors (with at least one member who is not an executive or owner of the company)

Points Earned: 0.50 of 0.50

Governing Body Characteristics

Which of the following apply to your company's Board of Directors?

- ☑ Meets at least quarterly
- ☑ Requires minimum attendance rate for each board member
- ☑ Has budgetary authority to hire independent third-party consultants without management approval
- ☑ Conducts regular self-assessment of board performance
- ☐ Conducts regular independent assessment of board performance
- ☐ None of the above
- ☐ N/A - No Board of Directors

Points Earned: 0.50 of 0.50

Governing Body Composition

Which of the following apply to your company's Board of Directors?

- ☑ Includes at least 50% independent members
- ☑ All directors serve four or fewer other board mandates
- ☐ Term limits are set in board bylaws
- ☑ Requires separation of the board chair and chief executive positions
- ☐ Company is a cooperative and elects Board from membership
- ☐ None of the above
- ☐ N/A - No Board of Directors

Points Earned: 0.75 of 1.00

Governing Body Stakeholder Representation

Does your company's Board of Directors have voting seats representing:

Select all that apply.

- ☑ Executive employees
- ☐ Non-executive employees
- ☑ Community expertise (e.g. local university representative)
- ☐ Environmental expertise (e.g. environmental nonprofits)
- ☑ Customers
- ☐ None of the above
- ☐ N/A - no Board of Directors

Points Earned: 0.13 of 0.25

Audit Committee Characteristics

Which of the following apply to the Audit Committee of your company's Board of Directors?

Please check all that apply.

- ☑ Committee meets at least quarterly
- ☑ All Audit Committee members are independent
- ☑ Procedures are in place for internal auditors to report directly to the Audit Committee in the case of concerns regarding the accuracy and integrity of the financial reports
- ☐ All audit and non-audit fees of the independent auditor are disclosed
- ☐ None of the above
- ☐ N/A - No Audit Committee
- ☐ N/A - No Board of Directors

Points Earned: 0.50 of 0.50

Shareholder Engagement

Which of the following apply to your shareholder engagement practices?

- ☑ Our company permits proxy voting by means of paper ballot, electronic voting, proxy voting services, or other remote mechanism
- ☑ We have mechanisms in place for shareholders to cast confidential votes
- ☑ Our company's ownership structure follows one-share, one-vote standard
- ☑ Shareholders have formal rights to vote on changes in corporate articles, by-laws, governance structures, and change-in-control provisions
- ☑ Shareholders have the right to nominate Board members
- ☑ Shareholder communications include company's financial and ESG performance
- ☐ None of the above

Points Earned: 0.50 of 0.50

Code of Ethics

What is required by your company's Code of Ethics?

- ☑ Prohibition of bribes in any form, including kickbacks or gifts, on any portion of contract payments or soft dollar practices
- ☑ Formal oversight policy covering direct or indirect political contributions, charitable donations, and sponsorships
- ☑ Public disclosure of financial and in-kind contributions to political parties, politicians, lobby groups, charitable organizations, and advocacy groups
- ☐ Other - please describe
- ☐ None of the above
- ☐ N/A - No Code of Ethics

Points Earned: 0.50 of 0.50

Code of Ethics Training

Which of the following stakeholder groups are required to participate in regular training on your company's Code of Ethics?

Please check all that apply.

- ☑ Executives and senior managers
- ☐ Business partners, contractors, and suppliers
- ☑ Subsidiaries
- ☐ Joint ventures
- ☐ None of the above

Points Earned: 0.33 of 0.50

Instruction on Code of Ethics

How does your company instruct employees regarding your Code of Ethics on behavioral expectations, bribery, and corruption?

Please check all that apply.

- ☑ We instruct the Board of Directors on the Code at least annually
- ☑ We instruct all newly hired workers on the Code
- ☑ We instruct managers on the Code on an ongoing basis
- ☑ We instruct all non-managerial workers on the Code on an ongoing basis
- ☑ We communicate changes to the Code whenever it is updated
- ☑ Other - please describe
- ☐ No Code of Ethics or equivalent, or no training on the Code

Points Earned: 0.50 of 0.50

Breached Code of Ethics Breachment Policy

In cases where there are material breaches to your company's Code of Ethics, what actions are formally outlined for your company?

- ☑ Breaches, including case details, are reported to Board of Directors
- ☑ Breaches, including case details, are reported publicly
- ☑ Reported breaches are investigated promptly via independent party
- ☑ Employees are dismissed or disciplined if found in breach
- ☑ Contracts with business partners in breach are terminated
- ☑ Company makes improvements to anti-corruption program based on reported cases
- ☐ Other - please describe
- ☐ None of the above
- ☐ N/A - No Business Code of Conduct

Note:
For details of how Coursera evaluates and responds to breaches, please refer to Code of Business Conduct and Ethics (pages 6 and 8) and Code of Conduct for Suppliers and Third-Party Intermediaries (page 3). These documents outline the principles and processes we follow to ensure responses are fair, proportional, and context-specific.

Points Earned: 0.50 of 0.50

Anti-Corruption Practices

Which of the following anti-corruption reporting and prevention systems are in place?

- ☑ Written employee whistle-blowing policy with confidentiality policy
- ☑ Circulation of whistle-blowing policy to all employees and business partners
- ☑ Communication of the anti-corruption system at least annually to the relevant internal and external stakeholders
- ☑ Annual training on the anti-corruption system
- ☑ Providing supporting tools and guidance (e.g. self-assessment survey for high-risk departments)
- ☑ Anonymous mechanisms to report concerns and grievances
- ☑ Individual or department oversight with direct access to Board of Directors
- ☐ We take part of a collective action/coalition with governments, community-based organizations, NGOs and other businesses to act against corruption
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.50 of 0.50

Monitoring Ethics and Corruption

Does your company do any of the following with regard to monitoring and reporting on your anti-corruption programme?

- ☑ Responsibility for the monitoring has been clearly assigned and resources have been made available
- ☑ Mechanisms are in place for continuous monitoring (internal employee self-evaluations, automated controls monitoring)
- ☑ The management of the company (e.g. Board of Directors, Audit Committee) review the results of internal and external reviews and ensure that required changes are implemented in an appropriate and prompt manner
- ☑ External independent assurance is conducted to provide further security to management and stakeholders regarding the effectiveness of the anti-corruption programme
- ☑ Regular reporting announcements about the program are made at least annually to relevant internal and external stakeholders (workshops, CEO announcement, newsletter)
- ☐ None of the above

Points Earned: 0.50 of 0.50

Financial Controls

Does your company maintain any of the following financial controls?

Please check all that apply.

- ☑ Fraud risk assessment is conducted at least annually and any internal control deficiencies identified are communicated to Board of Directors and senior management
- ☑ Formal internal audit department has direct access to the Board of Directors and Audit Committee
- ☑ Job descriptions for managers and employees clearly define lines of financial reporting, responsibilities, and limits for the authorization, approval, and verification of disbursements
- ☑ Financial control activities are documented, and at a minimum, cover controls around cash disbursement, accounts receivable, accounts payable, and inventory management
- ☑ Majority of financial controls are automated
- ☐ None of the above

Points Earned: 0.50 of 0.50

Company Transparency

What information does the company make publicly available and transparent?

Your answers determine which future questions in the assessment are applicable to your company.

- ☑ Beneficial ownership of the company
- ☑ Financial performance (must be transparent to employees at minimum)
- ☑ Social and environmental performance (e.g. impact reports)
- ☑ Membership of the Board of Directors
- ☐ None of the above

Points Earned: 0.50 of 0.50

Financial Transparency with Employees

How does your company formally share financial information with full-time employees?

Exclude compensation data. Please check all that apply.

- ☐ We have no formal documented process to share financial information with employees
- ☑ Our company discloses all financial information (except salary info) at least yearly
- ☑ Our company discloses all financial information (except salary info) at least quarterly
- ☑ In addition to sharing financials, our company also has an intentional education program around shared financials
- ☑ In addition to sharing financials with employees, our company publicly reports its financial statements

Points Earned: 0.50 of 0.50

Impact Reporting

Does the company produce a public-facing annual report detailing its social and environmental performance that includes any of the following?

- ☑ We seek input from relevant stakeholder groups to help determine what information to report
- ☑ We provide clear descriptions of our mission-related activities
- ☐ We share quantifiable targets related to our company's mission
- ☑ We share quantifiable results from our mission-related activities (e.g., lbs of carbon offset)
- ☑ We use consistent variables of measurement which allow comparisons to previous years
- ☐ Our report is in compliance with the Global Reporting Initiative (GRI) or equivalent disclosure level based on a third-party voluntary reporting standard
- ☐ A third party has validated the information we share
- ☐ Impact reporting is integrated with financial reporting
- ☐ We don't produce a public-facing mission-related annual report

Points Earned: 0.30 of 0.50

Executive Compensation Disclosure

Does your company have a written statement or policy to publicly disclose executive compensation?

- ◉ Yes
- ○ No

Points Earned: 0.25 of 0.25

Governing Body Transparency

What information does your company make transparent regarding your Board of Directors?

Please check all that apply.

- ☑ We publicly report member names, bios or CVs, and relationship, including any conflict of interest with the company
- ☑ We publicly report attendance rate of board meetings
- ☑ We publicly report remuneration of board members and chief executives
- ☐ None of the above

Points Earned: 0.50 of 0.50

OPERATIONS

Governance Metrics

0.0

This section asks for your company to provide important financial information that will be referenced later in the assessment.

Last Fiscal Year

On what date did your last fiscal year end?

If your company has not yet completed its first fiscal year, please put your anticipated fiscal year end date.

On what date did your last fiscal year end? | 31 Dec 2024 |

Points Available: 0.00

Reporting Currency

Select your reporting currency

- ⦿ US Dollar - USD

Points Available: 0.00

Revenue Year Before Last

Total Earned Revenue

From the fiscal year before last

If your company has not yet completed its first fiscal year, please put $0

From the fiscal year before last

Sensitive

Points Available: 0.00

Revenue Last Year

Total Earned Revenue

From the last fiscal year

This question will be used for scored calculation questions later in the assessment. Please complete for accurate scoring. If your company has not yet completed its first fiscal year, please put $0

From the last fiscal year

Sensitive

Points Available: 0.00

Net Income Last Year

Net Income

From the last fiscal year

If your company has not yet completed its first fiscal year, please put $0

From the last fiscal year

Sensitive

Points Available: 0.00

Net Income Year Before Last

Net Income

From the fiscal year before last

From the fiscal year before last

Sensitive

Points Available: 0.00

IMPACT BUSINESS MODELS

10.0

Mission Locked - Impact Business Model

Recognizes corporate forms and amendments that preserve mission and/or considers stakeholders regardless of company ownership

Mission Lock

Separate from a mission statement, what has your company done to legally ensure that its social or environmental performance is a part of its decision-making over time, regardless of company ownership?

This question is related to the legal requirement for Certified B Corps. Click "Learn" for more information and resources about this requirement.

○ Signed a contract or Board resolution committing to adopting a legal form that requires consideration of all stakeholders (e.g. signed B Corp Agreement)

○ Adopted a specific legal entity or governance structure that preserves mission over time, but does not require consideration of all stakeholders in its decision-making (e.g. cooperative)

○ As a company wholly owned by another company that has not done so, amended corporate governing documents or adopted a legal entity that requires consideration of all stakeholders in its decision-making (e.g. benefit corporation, completed B Corp legal amendment)

● As an independent or publicly-owned business, amended corporate governing documents or adopted a legal entity that requires consideration of all stakeholders in its decision-making (e.g. benefit corporation, completed B Corp legal amendment)

○ None of the above

Points Earned: 10.00 of 10.00

Workers

OPERATIONS

0.0

Workers Impact Area Introduction

This section identifies who should be considered a "worker" in the B Impact Assessment and reports your worker-related metrics. It also identifies whether your company is designed to deliver a specific, material, positive impact for its workers, and if so, opens the Worker Impact Business Model section that is most applicable.

Majority Hourly vs. Salaried Workers

Are the majority (greater than 50%) of your employees paid on a fixed salary or a daily or hourly wage?

This is a REQUIRED question that determines the set of additional questions your company will respond to regarding your employee impact.

● Fixed Salary

○ Daily or hourly wage

Points Available: 0.00

Use Of Contracted Labor

Is any of your company's labor performed by subcontracted organizations or individuals, such as outsourced staffing services or independent contractors?

Your answers determine which future questions in the assessment are applicable to your company.

- ☑ Yes, some of our labor is contracted to third party subcontractors that manage staff on our behalf
- ☑ Yes, we hire individual independent contractors who are contracted to work greater than 20 hours per week for your company over an indefinite period or longer than 6 months
- ☐ We utilize individual independent contractors who do not work greater than 20 hours per week for us over an indefinite period or longer than 6 months
- ☐ None of the above

Points Available: 0.00

Independent Contractor Instructions

For the remainder of the Workers section, you should consider individual independent contractors who work greater than 20 hours per week for your company over an indefinite period or longer than 6 months as "employees" or "workers"

- ⦿ Ok, I will consider all independent contractors that meet these specifications in my responses to the remaining questions in the Workers section.

Points Available: 0.00

Workers Impact Business Model Introduction

Is your company structured to benefit its employees in either of the following ways?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Ownership structures that provide significant equity (>40%) and empowerment to all employees (e.g. employee-owned companies, cooperatives)
- ☐ Providing high quality jobs or professional development for individuals with chronic barriers to employment (workforce development programs)
- ☑ None of the above

Points Available: 0.00

of Full Time Workers

Number of Total Full-Time Workers

Current Total Full-Time Workers

Please click "Learn More" to understand how to answer this question.

Current Total Full-Time Workers `1294`
- ☐ We do not track this

Points Available: 0.00

of Full Time Workers Last Year

Number of Total Full-Time Workers

Total full-time workers twelve months ago

Please click "Learn More" to understand how to answer this question.

Total full-time workers twelve months ago `1285`
- ☐ We do not track this

Points Available: 0.00

of Part Time Workers

Number of Total Part-Time Workers

Current Total Part-Time Workers

Please click "Learn More" to understand how to answer this question.

Current Total Part-Time Workers | 1

☐ We do not track this

Points Available: 0.00

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of Part Time Workers Last Year

Number of Total Part-Time Workers

Total part-time workers twelve months ago

Please click "Learn More" to understand how to answer this question.

Total part-time workers twelve months ago | 0

☐ We do not track this

Points Available: 0.00

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of Temporary Workers

Number of Total Temporary Workers

Current Total Temporary Workers

Please click "Learn More" to understand how to answer this question.

Current Total Temporary Workers | 0

☐ We do not track this

Points Available: 0.00

---

of Temporary Workers Last Year

Number of Total Temporary Workers

Total temporary workers twelve months ago

Please click "Learn More" to understand how to answer this question.

Total temporary workers twelve months ago | 0

☐ We do not track this

Points Available: 0.00

Financial Security

Lowest Paid Wage

What is the company's lowest wage as calculated on an hourly basis?

Please exclude students and interns in this calculation.

What is the company's lowest wage as calculated on an hourly basis?

Sensitive

Points Available: 0.00

% of Employees Paid Individual Living Wage

What percentage of employees on an FTE (Full Time Equivalent) basis are paid at least the equivalent of a living wage for an individual?

Please exclude students and interns in this calculation.

- ○ <75%
- ○ 75-89%
- ○ 90-99%
- ● 100%
- ○ N/A

Points Earned: 2.96 of 2.96

% of Employees Paid Family Living Wage

What percentage of employees on an FTE (Full Time Equivalent) basis are paid at least the equivalent of a living wage for a family?

Please exclude students and interns in this calculation.

- ○ <75%
- ○ 75-89%
- ● 90-99%
- ○ 100%
- ○ N/A

Points Earned: 1.98 of 2.96

% Above the Minimum Wage

What percentage above the legal minimum wage does your lowest-paid hourly employee earn?

Please answer this question ONLY taking into account hourly workers. If you do not have hourly workers, select N/A.

- ○ 0% - Lowest wage is equivalent to minimum wage
- ○ 1-9%
- ○ 10-29%
- ○ 30-49%
- ○ 50-75%
- ● 75%+
- ○ N/A - We do not employ hourly workers

Points Earned: 1.48 of 1.48

Compensation Policies and Practices

Does your company offer any of the following additional financial benefits to non-executive workers?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Cost of living adjustments that match inflation rates of the country
- ☑ Bonuses or profit-sharing
- ☑ Employee ownership opportunities
- ☐ None of the above

Points Earned: 0.99 of 1.48

Employees Receiving a Bonus

What percentage of full-time and part-time employees, excluding founders and executives, received a monetary bonus in the last fiscal year?

- ◯ 0%
- ◯ 1-24%
- ◯ 25-49%
- ◯ 50-74%
- ● 75-99%
- ◯ 100%
- ◯ N/A

Points Earned: 1.11 of 1.48

Significance of Bonuses

What was the equivalent percentage of profits that were distributed as bonuses to non-executive workers in the last fiscal year?

- ◯ No bonus payout, or no bonus plan
- ◯ 5% or less
- ◯ 5-10%
- ◯ 10-15%
- ◯ 15-20%
- ◯ >20%
- ● Bonuses were paid to non-executive workers, despite the company not earning a profit

Points Earned: 1.48 of 1.48

% Participation in Employee Ownership

What percentage of all full-time employees have been granted stock, stock options, or stock equivalents (including participation in an ESOP or other qualified ownership plans) in the company?

Select N/A if your company is a consumer/shared services cooperative, a producer cooperative or a nonprofit.

- ◯ 0%
- ◯ 1-24%
- ◯ 25-49%
- ◯ 50-74%
- ● 75-99%
- ◯ 100%
- ◯ N/A

Points Earned: 1.48 of 1.48

% of Company Owned by Non-Executive Employees

What percentage of the company is owned by workers who are not executives or founders?

- ◯ 0%
- ● 1-4%
- ◯ 5-24%
- ◯ 25-49%
- ◯ 50%+
- ◯ N/A
- ◯ Don't Know

Points Earned: 0.74 of 2.96

% of Company Owned by Non-Management Employees

What percentage of your company is owned by non-executive, non-management level workers through an ownership vehicle paid for by the company that does not require employee contributions?

Select N/A if your company is a consumer/shared services cooperative, a producer cooperative or a nonprofit.

- ○ 0%
- ● 1-4%
- ○ 5-24%
- ○ 25-50%
- ○ >50%
- ○ N/A

Points Earned: 0.37 of 1.48

Employee Retirement Plan

What kind of Employee Retirement Plan is available for all tenured workers at your company?

Retirement plans may include Pensions, Profit sharing, 401(k), etc.

- ☐ Retirement plan is available with no company match
- ☐ Partial match of 4% or less
- ☐ Partial match greater than 4%
- ☑ Full match of 4% or less
- ☐ Full match greater than 4%
- ☐ Plan includes Socially-Responsible Investing option
- ☐ Retirement plan is not available for all tenured workers

Points Earned: 0.99 of 1.48

Financial Services for Employees

What financial products, programs, or services does your company provide that help to meet financial health needs of hourly employees?

Please answer this question ONLY taking into account hourly workers. If you do not have hourly workers, select N/A.

- ☑ Direct deposit
- ☐ Access to free or affordable banking services or payroll cards (e.g. free ATM debit card)
- ☑ Financial management tools or coaching
- ☐ Emergency or short-term savings programs
- ☑ Low-interest or interest-free loans
- ☐ Debt management, refinancing, or loan payment contributions
- ☐ Employer match for deposits into savings accounts
- ☑ Paychecks issued off-schedule on a need basis
- ☐ Tax preparation services
- ☑ Other - please describe
- ☐ None of the above
- ☐ N/A - We do not employ hourly workers

Points Earned: 0.74 of 0.74

Health, Wellness, & Safety

Healthcare Plan

Your company's healthcare plan available to all full-time workers includes:

Select all that apply.

- ☑ Coinsurance of 80%+ covered by healthcare plan
- ☑ Company payment of 80%+ of individual premium
- ☐ Company payment of 80%+ of family coverage premium
- ☑ Out-of-pocket maximum for individual coverage of $2000 or less (net of company HSA or equivalent contribution)
- ☑ Annual deductible for individual coverage of $1000 or less (net of company HSA or equivalent contribution)
- ☑ Co-payment of $20 or less per primary care visit paid for by worker
- ☐ Prescription drug coverage wherein workers pay $10 or less for generic drugs, $30 or less for brand name drugs, and $50 or less for non-formulary drugs
- ☐ Explicit coverage of transgender-inclusive healthcare
- ☐ None of the above

Points Earned: 3.00 of 3.00

Healthcare Eligibility for Part Time Workers

When do part-time workers become eligible to participate in healthcare plans offered by your company?

If applicable, please select one answer indicating tenure requirements (answers 1-2), and one answer indicating weekly hour requirements (answers 3-4).

- ☐ Part-time workers are not eligible at time of hire, but become eligible to participate within their first 6 months of employment
- ☑ Part-time workers are eligible to participate at time of hire
- ☑ Part-time workers are only eligible if they work more than 20 hours a week
- ☐ Part-time workers are eligible even if they work less than 20 hours a week
- ☐ Part-time workers are not eligible to participate in company-sponsored insurance plans
- ☐ N/A - We don't have part-time employees

Points Earned: 1.13 of 1.50

Workers Participating in Healthcare Plan

On an FTE basis, what percentage of your employees is enrolled in the healthcare coverage previously identified?

Select N/A if workers only receive health care through a national plan.

- ○ <70%
- ○ 70-79%
- ○ 80-89%
- ● 90-99%
- ○ 100%
- ○ N/A

Points Earned: 1.13 of 1.50

Supplementary Health Benefits

What additional benefits are offered to all full-time tenured workers?

Only select benefits the company pays the majority of costs to all full-time tenured workers. Select Other if the company covers less than 50% of the expenses for the benefits listed or other benefits offered.

☐ Dental insurance

☐ Short-term disability

☐ Long-term disability

☐ Structured account mechanism for qualified medical expenses (e.g. HSA, HRA, FSA)

☐ Domestic partner or civil union spousal benefits

☐ Life insurance

☑ No additional benefits

☐ Other - please describe

Note:
Coursera is committed to providing full benefits coverage for all eligible employees. We narrowly miss B Lab's 100% threshold due to a small number of workers who either receive government-mandated benefits in certain countries or are engaged through Professional Employer Organizations (PEOs), who, as the employer of record, are responsible for providing such benefits.

Points Available: 3.00

Health and Wellness Initiatives

What health and wellness initiatives or policies does your company offer beyond insurer-provided programs?

Check all that apply.

☐ We sponsor and encourage workers to participate in health and wellness activities during the workweek (e.g. walking or steps programs)

☑ We offer incentives for workers to complete health risk assessments or participate in health and wellness activities (e.g., a fund for exercise equipment, subsidized gym membership)

☑ Employees have access to behavioral health counseling services, web resources, or Employee Assistance Programs

☑ Spouses, partners, or children of employees are provided access to behavioral health counseling services, web resources, or Employee Assistance Programs

☑ We have policies and programs in place to prevent ergonomic-related injuries in the workspace

☐ Over 25% of workers have completed a health risk assessment in the last twelve months

☐ Management receives reports on aggregate participation in worker wellness programs

☐ Other - please describe

☐ Company does not offer any formal health and wellness initiatives

Points Earned: 1.50 of 1.50

Indoor Air Quality Audits

What is included in your company's annual indoor air quality audit of all company facilities?

Select all options that apply.

☑ No smoking within 25 feet of building entrances

☐ Indoor ventilation rates compliant with ASHRAE Standard 62.1 or EN 16798-1

☐ Minimum air intake separation distance compliant with ASHRAE Standard 62.1 or EN 16798-3

☐ Operations and maintenance manual for ventilation equipment compliant with ASHRAE Standard 62.1

☐ HVAC filters compliant with ASHRAE Standard 52.2 or ISO 16890

☐ Temperature and relative humidity levels (PMV and PPD) in compliance with ASHRAE Standard 55 EN-16798 or ISO 7730

☐ Written IAQ complaint response policy

☐ None of the above

Points Earned: 0.50 of 1.50

Career Development

Professional Development Policies and Practices

Does your company provide any of the following training opportunities to workers for professional development?

Your answers determine which future questions in the assessment are applicable to your company.

- ☑ We have a formal onboarding process for new employees
- ☑ We offered ongoing training on core job responsibilities to employees within the last year
- ☑ We have a policy to encourage internal promotions and hiring for advanced positions (e.g. posting job openings internally first)
- ☑ We provide cross-skills training for career advancements or transitions (e.g. management training for non-managers)
- ☑ We provide non-career-specific life-skill training (e.g. financial literacy, English as a Second Language)
- ☑ We facilitate or have an allocated budget for external professional development opportunities, (e.g. conference attendance, online trainings)
- ☑ We provide reimbursements or programs for intensive continuing education credentials (e.g. college degrees, professional licensures)
- ☐ None of the above

Points Earned: 0.71 of 0.71

Amount of Training for New Hires

What was the average amount of training that a newly hired worker received in the past twelve months?

Use average of both full-time and part-time employees.

- ○ No training
- ○ On-the-job training (one day to one week)
- ◉ On-the-job training (one week to one month)
- ○ Apprenticeship or technical training (over one month)
- ○ N/A - No new hires during the last 12 months

Points Earned: 0.47 of 0.71

Paid Professional Development Days

How many paid days of professional development do the majority of full time workers receive in a single year?

- ○ 0 days
- ◉ 1-4 days
- ○ 5-9 days
- ○ 10+ days
- ○ No formal policy

Points Earned: 0.24 of 0.71

Management Training

What management training and coaching do new and existing managers regularly receive?

Check all that apply.

- ☑ Providing ongoing praise and corrective feedback
- ☑ Conflict negotiation and resolution
- ☑ Group dynamics and optimal team functioning
- ☑ Performance evaluation systems
- ☑ Other - please describe
- ☐ None of the above

Points Earned: 0.71 of 0.71

Employee Review Process

Which of the following is included or applies to your company's formal process for providing performance feedback to employees?

Check all that apply.

- ☑ Process has a regular schedule and is conducted at least annually
- ☑ Peer and subordinate input
- ☑ Written guidance for career development
- ☐ Social and environmental goals
- ☑ Clearly-identified and achievable goals
- ☑ A 360-degree feedback process
- ☑ All tenured employees receive feedback
- ☐ None of the above

Points Earned: 1.41 of 1.41

Internal Promotions

What percentage of employees has been internally promoted within the last 12 months?

Exclude material owners in your calculation.

- ○ 0%
- ○ 1-5%
- ○ 6-15%
- ◉ 15%+

Points Earned: 0.71 of 0.71

Intern Hiring Practices

How does your company manage the hiring and treatment of interns?

Check all that apply. If there is no third party living wage calculated for your country of operations, please do not select "payment of a living wage."

- ☑ We have a formalized policy or program outlining the objectives of internships or internship programs for participants
- ☐ We partner with education institutions to provide internship opportunities or work-study programs
- ☑ We pay interns a living wage
- ☑ Our interns receive formal performance reviews
- ☑ Our interns have a formal opportunity to provide feedback on experience
- ☑ We have hired interns on as full-time permanent employees in the past two years
- ☑ Intern tenures are restricted to not exceed one year if interns are not currently enrolled in school
- ☐ None of the above
- ☐ N/A - Our company does not employ interns

Points Earned: 0.71 of 0.71

End of Employment Support

What are your formal company policies regarding employee termination and layoffs?

- ☑ We have a policy to provide written notice of employee performance prior to termination
- ☑ We have a policy to provide performance improvement plans or stated corrective time periods prior to termination
- ☑ We have a policy to provide at minimum 2+ weeks of severance per year of employment
- ☑ We provide outplacement services for terminated employees
- ☐ We don't have written termination or severance policies

Points Earned: 0.35 of 0.35

Skills-Based Training Participation

Excluding newly hired workers, what % of full-time and part-time workers received the following types of formal training during the last 12 months?

Skills-based training to advance core job responsibilities

○ 0%
○ 1-24%
○ 25-49%
○ 50-74%
● 75%+
○ Don't know

Points Earned: 0.25 of 0.25

Cross-Job Skills Training Participation

Excluding newly hired workers, what % of full-time and part-time workers received the following types of formal training during the last 12 months?

Skills-based training on cross-job functions beyond regular responsibilities (e.g. public speaking training, management training for non-managers)

○ 0%
○ 1-24%
○ 25-49%
● 50-74%
○ 75%+
○ Don't know

Points Earned: 0.19 of 0.25

Life Skill Training Participation

Excluding newly hired workers, what % of full-time and part-time workers received the following types of formal training during the last 12 months?

Training on life skills for personal development (e.g. literacy, personal financial planning)

○ 0%
○ 1-24%
○ 25-49%
● 50-74%
○ 75%+
○ Don't know

Points Earned: 0.19 of 0.25

External Professional Development Participation

What percentage of full-time workers has participated in external professional development or lifelong learning opportunities in the past fiscal year?

Professional development should be paid for in advance, reimbursed or subsidized by the company.

- ○ 0%
- ● 1-24%
- ○ 25-49%
- ○ 50-74%
- ○ 75%+

Points Earned: 0.13 of 0.50

Subsidized Educational Opportunities

What percentage of full-time workers received advancement or reimbursement for continuing education opportunities in the last fiscal year?

Continuing education opportunities include GED, college credits, industry-recognized accreditation, etc.

- ○ 0
- ● 1-5%
- ○ 6-15%
- ○ 15%+

Points Earned: 0.17 of 0.50

Career Development Policies

What are your company's policies and practices around career development and promotion?

- ☑ Employees who seek to take a short-term leave or sabbatical will have their jobs guaranteed upon return
- ☑ Our company will make an effort to find a place for employees who seek to take a long-term leave or sabbatical upon their return
- ☑ Employees are able to make lateral moves or change career direction or pace when possible
- ☐ None of the above

Points Earned: 0.25 of 0.25

Engagement & Satisfaction

OPERATIONS

4.1

Employee Handbook Information

What is included in your company's written and accessible employee handbook?

- ☑ A non-discrimination statement
- ☑ An anti-harassment policy with reporting mechanisms, processes, and disciplinary procedures
- ☑ A statement on work hours
- ☑ Policies on pay and performance issues
- ☑ Policies on benefits, training and leave
- ☑ Grievance resolution process
- ☑ Disciplinary procedures and possible sanctions
- ☐ A neutrality statement regarding workers' right to bargain collectively and freedom of association
- ☐ Prohibition of child labor and forced or compulsory labor
- ☐ We have no written employee handbook

Points Earned: 0.36 of 0.36

Paid Secondary Caregiver Leave

What secondary parental leave policies are available to your workers, either through your company or a government program?

Select all that apply, but only select one answer indicating the total amount of paid time equivalent (answers 2-4). See "Learn More" for further instructions.

- ☐ Workers receive unpaid time off for secondary parental leave
- ☐ Workers receive up to 2 weeks (or full pay equivalent) paid leave
- ☐ Workers receive between 2 to 5 weeks (or full pay equivalent) paid leave
- ☑ Workers receive greater than 5 weeks (or full pay equivalent) paid leave
- ☐ Policy does not distinguish between primary and secondary caregiving, or provides equivalent time and pay to both
- ☐ No secondary caregiver leave is offered to employees

Points Earned: 0.58 of 0.72

Supplementary Benefits

What supplementary benefits are provided to a majority of non-managerial workers?

Including full time and part time employees. Please check all that apply.

- ☐ On-site childcare
- ☐ Off-site subsidized childcare
- ☐ Free or subsidized meals
- ☑ Policy to support breastfeeding mothers
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.72 of 1.44

Worker Empowerment

How does your company engage and empower workers?

- ☑ We have formalized feedback and complaint mechanisms beyond direct reporting lines to address concerns and improve company practices
- ☐ We have processes in place to provide input from employees prior to operational and/or strategic policy or practice changes
- ☑ Employee complaint / input mechanisms are reviewed at least every other year, with input from employees themselves into the process
- ☑ Company tracks usage of input/ feedback / complaint mechanisms and resolution / implementation rates
- ☐ We have adopted open book management or self-management principles within the workplace
- ☐ Workers have opportunity to elect member(s) to the Board of Directors
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.54 of 0.72

Surveying and Benchmarking Engagement and Attrition

Does your company monitor and evaluate your worker satisfaction and engagement in any of the following ways?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ We calculate employee attrition rate
- ☐ We benchmark employee attrition rate to relevant benchmarks
- ☑ We regularly (at least once a year) conduct employee satisfaction or engagement surveys
- ☑ We benchmark employee satisfaction to relevant industry benchmarks
- ☐ We disaggregate calculations based on different demographic groups to identify trends
- ☐ We outperform industry benchmarks on attrition
- ☐ We outperform industry benchmarks on satisfaction
- ☐ None of the above

Points Earned: 0.36 of 0.72

Employee Satisfaction

What percent of your employees are "Satisfied" or "Engaged"?

Select N/A if satisfaction or engagement is not formally surveyed.

- ○ <65%
- ● 65-80%
- ○ 81-90%
- ○ 90%+
- ○ N/A

Points Earned: 0.72 of 1.44

Labor Practices Review

How have your company's labor practices been certified or reviewed by an independent third party in the last twelve months?

- ☐ No
- ☐ 50%+ of our operations have been reviewed or certified
- ☑ We have conducted human rights reviews beyond what is required by law
- ☐ Our compliance reports are shared with stakeholders (e.g. workers, suppliers, NGOs, government)
- ☐ N/A - Company only has operations in developed markets

Points Earned: 0.18 of 0.36

Labor Rights Training

What percentage of employees has received specialized training on policies and procedures concerning aspects of labor or human rights that are relevant to the company's operations?

- ○ None
- ○ 1-24%
- ○ 25-49%
- ○ 50-74%
- ● 75%+

Points Earned: 0.72 of 0.72

OPERATIONS

Engagement & Satisfaction (Salaried)

1.8

Number of Paid Days Off

What is the annual minimum number of paid days off (including holidays) for full-time employees?

- ○ 0-15 work days
- ● 16-22 work days
- ○ 23-29 work days
- ○ 30-35 work days
- ○ 36+ work days

Points Earned: 0.44 of 0.88

Paid Primary Caregiver Leave for Salary Workers

Which of the following describe the primary parental leave policies for salaried workers, either through the company or government program?

If applicable, please select one answer indicating total time off (answers 1-3), and one answer indicating fully paid time off (answers 4-7).

- ☐ Primary caregivers receive 4-12 weeks of time off for parental leave (including unpaid and paid leave)
- ☑ Primary caregivers receive 13 weeks to 6 months of time off for parental leave (including unpaid and paid leave)
- ☐ Primary caregivers receive more than 6 months of time off for parental leave (including unpaid and paid leave).
- ☐ 4-12 weeks of primary parental leave (or equivalent) is fully paid
- ☑ 13-18 weeks of primary parental leave (or equivalent) is fully paid
- ☐ 19-24 weeks of primary parental leave (or equivalent) is fully paid
- ☐ More than 24 weeks of primary parental leave (or equivalent) is fully paid
- ☐ Primary caregivers receive less than 4 weeks off or no time off for parental leave

Points Earned: 0.53 of 0.88

Workplace Flexibility in Practice

Which of the following flexible workplace practices have been used in the past 12 months?

Please check all that apply.

- ☐ Managers or executives worked part-time or in a job-share
- ☑ Managers or executives are in a telecommuting position
- ☑ We hired new people into permanent positions that are telecommuting
- ☐ We hired new people into permanent positions that are part-time or job-share
- ☑ We have transitioned staff into part-time, job-share, or telecommuting positions
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.88 of 0.88

Community

OPERATIONS

Community Impact Area Introduction

0.0

This section identifies whether your company is designed to deliver a specific, material, positive impact for its community, and if so, opens the Community Impact Business Model section that is most applicable.

Community Oriented Impact Business Model

Does your company's business model create a specific positive benefit for stakeholders such as charitable partners, vendors or suppliers in need, or your local community?

Your answers determine which future questions in the assessment are applicable to your company.

- ○ Yes
- ◉ No

Points Available: 0.00

OPERATIONS

Diversity, Equity, & Inclusion

8.0

Inclusive Hiring Practices

How does your company create an inclusive recruiting and hiring process?

- ☑ We include a statement in all our job postings with a commitment to diversity, equity, and inclusion
- ☑ We don't ask about incarceration history during our application process
- ☐ We conduct anonymous or "blind" reviews of applications or resumes without attaching names or identifiable characteristics
- ☑ We actively recruit through organizations or services that serve individuals from underrepresented populations
- ☑ We conduct analyses of our job description language and requirements to ensure they are inclusive and equitable
- ☐ None of the above

Points Earned: 0.81 of 0.81

Diverse Ownership and Leadership

Is your company majority-owned or -led by individuals from any of the following underrepresented groups?

Please select all that apply.

- ☐ Led by a woman
- ☐ Led by an individual from an underrepresented racial or ethnic minority
- ☐ Led by another underrepresented individual (veterans, LGBT, etc.)
- ☐ Majority owned by women
- ☐ Majority owned by individuals from underrepresented racial or ethnic minorities
- ☐ Majority owned by other underrepresented individuals (veterans, LGBT, etc.)
- ☑ None of the above

Points Available: 0.81

Inclusive Work Environments

How does your company create an equitable and inclusive workplace for employees?

- ☑ We have designated an individual or group explicitly responsible for diversity, equity, and inclusion (i.e. a Diversity Manager or Inclusion Committee)
- ☑ We offer trainings for all employees on topics related to diversity, equity, and inclusion
- ☑ We have voluntary employee resource or affinity groups
- ☑ Our facilities are designed to meet accessibility requirements for individuals with physical disabilities
- ☐ Our facility restrooms are gender-neutral or gender-inclusive
- ☐ We have programs in place to provide mentorship, apprenticeships, or internships for individuals from underrepresented groups
- ☐ We accommodate learning or emotional disabilities in work processes and workplace policies
- ☐ None of the above

Points Earned: 0.65 of 0.81

Management of Diversity, Equity, and Inclusion

How does your company manage and improve your workplace diversity and inclusivity?

- ☑ We anonymously survey employees on gender identity, race/ethnicity, disability status, and other demographic factors to track the diversity of our workforce
- ☑ We have set specific, measurable diversity improvement goals that are reviewed by senior executives or our Board of Directors
- ☑ We have conducted a pay equity analysis by gender, race/ethnicity, or other demographic factors and, if necessary, implemented equal compensation improvement plans or policies
- ☑ We analyze job categories, satisfaction, promotion, retention rates, or benefits by different demographic groups, and if necessary, have implemented corrective actions for inequitable results
- ☑ We specifically analyze diversity, equity, and inclusion data for individuals who are part of multiple underrepresented groups
- ☐ None of the above

Points Earned: 0.81 of 0.81

Measurement of Diversity

What attributes of a diverse workforce does your company track, either through anonymous surveys or other methods legal in your jurisdiction?

If collecting this type of demographic data is not legal in your jurisdiction, select None of the Above.

- ☐ Socioeconomic status (as determined by low income residence, education level, etc.)
- ☑ Race or ethnicity
- ☑ Gender
- ☑ Age
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.61 of 0.81

Workers from Ethnic or Racial Minorities

What percentage of your workforce identifies as being from a racial or ethnic minority?

- ○ 0%
- ○ 1-9%
- ● 10-19%
- ○ 20-29%
- ○ 30%+
- ○ Don't Know

Points Earned: 0.41 of 0.81

Women Workers

How many of your non-managerial workers identify as women?

- ○ 0%
- ○ 1-9%
- ○ 10-24%
- ○ 25-39%
- ● 40-49%
- ○ 50%+
- ○ Don't know

Points Earned: 0.81 of 0.81

Age Diversity in Workforce

What percentage of your workforce is either under the age of twenty four or over the age of fifty?

- ○ 0%
- ● 1-9%
- ○ 10-19%
- ○ 20-29%
- ○ 30%+
- ○ Don't Know

Points Earned: 0.14 of 0.81

High to Low Pay Ratio

What multiple is the highest compensated individual paid, inclusive of bonus, as compared to the lowest paid full-time worker?

- ◉ >20x
- ○ 16-20x
- ○ 11-15x
- ○ 6-10x
- ○ 1-5x

Points Available: 0.81

Female Management

How many of your company managers identify as women?

- ○ 0%
- ○ 1-9%
- ○ 10-24%
- ○ 25-39%
- ○ 40-49%
- ◉ 50%+
- ○ Don't know
- ○ N/A

Points Earned: 0.81 of 0.81

Management from Underrepresented Populations

How many of your company managers identify as from another underrepresented social group?

If collecting this type of demographic data is not legal in your jurisdiction, select Don't Know.

- ○ 0%
- ○ 1-9%
- ◉ 10-19%
- ○ 20-29%
- ○ 30%+
- ○ Don't know

Points Earned: 0.27 of 0.81

Female Executives

How many of your company executives identify as women?

- ○ 0%
- ○ 1-9%
- ○ 10-24%
- ○ 25-39%
- ◉ 40-49%
- ○ 50%+
- ○ Don't know
- ○ N/A

Points Earned: 0.81 of 0.81

Executives from Underrepresented Populations

How many of your company executives identify as from another underrepresented social group?

For this question, please do not take gender into consideration as gender is assessed in a different question.

- ○ 0%
- ○ 1-9%
- ● 10-19%
- ○ 20-29%
- ○ 30%+
- ○ Don't know
- ○ N/A

Points Earned: 0.27 of 0.81

Female Directors

How many of your company Board Directors identify as women?

- ○ 0%
- ○ 1-9%
- ○ 10-24%
- ○ 25-39%
- ● 40-49%
- ○ 50%+
- ○ Don't know
- ○ N/A

Points Earned: 0.81 of 0.81

Directors from Underrepresented Populations

How many of your company Board Directors identify as from another underrepresented social group?

For this question, please do not take gender into consideration as gender is assessed in a different question.

- ○ 0%
- ○ 1-9%
- ○ 10-19%
- ○ 20-29%
- ● 30%+
- ○ Don't know
- ○ N/A

Points Earned: 0.81 of 0.81

Supplier Diversity Policies or Programs

Does your company have any of the following policies or programs in place to promote diversity within your supply chain?

- ☐ We track diversity of ownership among our suppliers
- ☐ We have a policy to give preferences to suppliers with ownership from underrepresented populations
- ☐ We have formal targets to make a specific percentage of purchases from suppliers with diverse ownership
- ☐ We have a formal program to purchase and provide support to suppliers with diverse ownership
- ☑ None of the above
- ☐ N/A - Collecting supplier data or having preferential treatment policies is illegal in my country of operations

Points Available: 0.41

Supplier Ownership Diversity

What percentage of your purchases were from companies that are majority-owned by women or individuals from underrepresented populations?

- ○ 0%
- ○ 1-9%
- ○ 10-24%
- ○ 25-39%
- ○ 40-49%
- ○ 50%+
- ◉ Don't Know

Points Available: 0.81

Economic Impact

Geographic Structure and Scope

We realize for large companies that have numerous facilities and multinational operations, the definition of local is potentially complex. Please briefly describe the structure of your company geographically, including the location and number of employees located at your headquarters and largest facilities. Also state the total number of facilities managed by your company.

Headquartered in Mountain View, CA, with additional offices in Canada, the UK, the United Arab Emirates, India, and Saudi Arabia, we embrace a remote-first philosophy. This enables 99% of our employees to work from home, at a coworking facility, or at an office within a reasonable commuting distance. By attracting, hiring, and developing distributed teams, we aim to better serve our global community of learners, customers, and content creators. Our remote work strategy not only allows us to attract and retain top global talent, but also strengthens a culture of innovation, performance, and engagement.

Points Available: 0.00

Job Growth Rate

What was your company's net job growth rate for full-time and part-time positions over the last 12 months? ONLY include newly created jobs that are paid a living wage.

If there is no living wage data available for your country of operations, include new jobs that pay 10% or more above a minimum wage.

- ○ 0% (no growth on a net basis)
- ◉ 1-5%
- ○ 6-15%
- ○ >15%

Points Earned: 1.54 of 4.62

New Jobs Added Last Year

Number of full-time and part-time jobs that have been added to your company's payroll. Enter 0 if none or if your company has no workers.

Last twelve months:

Last twelve months: 9
- ☐ We do not track this

Points Available: 0.00

Local Purchasing and Hiring Policies

What written local purchasing or hiring policies does your company have in place?

"Local" is defined as being part of the same community. While the size and distance of a community may vary by context, they should generally be based on a small-scale economically and culturally connected area like a metropolitan area or a city/town.

- ☐ Written preference at each facility to purchase from local suppliers
- ☐ Formal targets or goals for the amount of local purchasing
- ☐ Ready-to-use lists of preferred local suppliers and vendors for specific facilities
- ☐ Written preference for hiring and recruiting local managers
- ☐ Incentives for staff to live within 20 miles of local company facility
- ☐ Other (please describe)
- ☑ No written local purchasing or hiring policies in place

Points Available: 1.16

Spending on Local Suppliers

What percentage of your company's expenses (excluding labor) was spent with independent suppliers local to the company's headquarters or relevant facilities in the last fiscal year?

Please click "Learn More" to understand how to answer this question.

- ○ <20%
- ○ 20-39%
- ○ 40-59%
- ○ 60%+
- ● Don't know

Points Available: 2.31

Impactful Banking Services

What characteristics apply to the financial institution that provides the majority of your company's banking services?

- ☐ Certified CDFI or national equivalent social investment organization
- ☐ Certified B Corporation
- ☐ Member of the Global Alliance for Banking on Values
- ☐ Cooperative bank or credit union
- ☐ Local bank committed to serving the community
- ☐ Independently owned bank
- ☑ None of the above

Points Available: 2.31

Local Employee Statistics

What % of the following worker groups were hired from communities within 500 miles of company facilities?

Executives

- ○ 0%
- ○ 1-9%
- ○ 10-24%
- ○ 25-49%
- ○ 50-74%
- ● 75%+
- ○ Don't know

Points Earned: 0.76 of 0.76

% of Managers Hired Locally

What % of the following worker groups were hired from communities within 500 miles of company facilities?

Managers

- ○ 0%
- ○ 1-9%
- ○ 10-24%
- ◉ 25-49%
- ○ 50-74%
- ○ 75%+
- ○ Don't know

Points Earned: 0.38 of 0.76

% of Non-Managers Hired Locally

What % of the following worker groups were hired from communities within 500 miles of company facilities?

Non-managerial full-time workers

- ○ 0%
- ○ 1-9%
- ○ 10-24%
- ◉ 25-49%
- ○ 50-74%
- ○ 75%+
- ○ Don't know

Points Earned: 0.38 of 0.76

OPERATIONS

Civic Engagement & Giving

4.9

Corporate Citizenship Program

How does your company take part in civic engagement?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Financial or in-kind product donations (excluding political causes)
- ☑ Community investments
- ☐ Community or pro-bono service
- ☑ Advocacy for adopting improved social or environmental policies or performance
- ☑ Partnerships with charitable organizations or membership with community organizations
- ☑ Discounted products or services to qualified underserved groups
- ☐ Free use of company facilities to host community events
- ☐ Equity or ownership in the company granted to a nonprofit
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.73 of 0.73

Charitable Giving and Community Investment Policies and Practices

What are your company's practices regarding donations or community investments?

- ☑ We have a formal statement on the intended social or environmental impact of our company's philanthropy
- ☐ We have a formal donations commitment (e.g. 1% for the planet)
- ☑ We match individual workers' charitable donations
- ☑ We allow our workers or customers to select charities to receive our company's donations
- ☑ We have screening practices for charitable contributions or impact measurement mechanisms for our community investments
- ☐ None of the above

Points Earned: 0.73 of 0.73

Impact Measurement of Community Investment

How does your company measure the performance or impact of your community investments?

- ☑ Company has a staff member (or members) who have performance measurement and evaluation part of written job responsibility
- ☑ Company measures the total inputs of philanthropy like dollars invested and/or time spent
- ☑ Company measures the amount of beneficiaries reached through their programs
- ☐ Company has identified specific thematic metrics to assess performance and progress over time
- ☐ Company surveys beneficiaries to measure outcomes of programs
- ☐ Company has contracted an evaluation to study program outcomes in detail
- ☐ Other
- ☐ None of the above

Points Earned: 0.27 of 0.36

Community Investments Performance Improvement

How does your company monitor and improve the progress of its community investments?

- ☑ Performance of community investment initiatives and strategy are reviewed and overseen by executive team or Board of Directors at least annually
- ☐ Company has set public goals related to community investment performance and set targets to achieve them
- ☑ Company monitors performance of projects at least every year to determine if they are on target to meet objectives
- ☑ Company reports progress publicly to solicit feedback on programs
- ☐ Other
- ☐ None of the above

Points Earned: 0.27 of 0.36

Strategic Decision Making for Community Investments

How does your company identify and choose community investment to support strategically?

- ☑ Company has a written statement / strategy that focuses community investments on specific outcomes and intended impact of the programs
- ☑ Company ties philanthropic themes to broader social or environmental goals of the business
- ☑ Company's community investment strategy is overseen by Board of Directors
- ☑ Company screens programs based on evidence of high efficacy of investments
- ☑ Company screens programs on other factors besides established evidence (innovation, third party screens, etc.)
- ☐ Other
- ☐ None of the above

Points Earned: 0.73 of 0.73

Relative Input for Community Investments

If you use an independent methodology to measure total commitment to community investment, what is the equivalent % of revenue contributed in the form of community investment?

Sensitive

Points Earned: 1.45 of 1.45

Policy Advocacy for Social and Environmental Standards

Has your company worked with policymakers to develop or advocate for policy changes explicitly designed to improve social or environmental outcomes in the past two years?

- ☐ Yes, company has offered support in name and/or signed petitions
- ☑ Yes, company has provided active staff time or financial support
- ☐ Yes, company has directly introduced, testified, made recommendations or provided expertise to advance standards
- ☐ Yes, and efforts resulted in a specific institutional, industry or regulatory reform
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.36 of 0.73

Advancing Social and Environmental Performance

How has your company worked with its stakeholders (including competitors) to improve behavior or performance on social or environmental issues in the past two years?

- ☐ We have worked with other industry players on a cooperative initiative on relevant social and environmental standards for our industry
- ☑ We have provided data or contributed to academic research on social or environmental topics
- ☑ We participate in panel presentations or other public forums on social or environmental topics
- ☑ We provide public resources for other businesses or stakeholders on improving social or environmental performance
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.36 of 0.36

Supply Chain Management

Significant Supplier Descriptions

Please select the types of companies that represent your Significant Suppliers:

Significant Suppliers represent 80% of your company's purchases in currency terms (excluding salaries on payroll and bonuses, rent, utilities, and taxes).

- ☐ Product Manufacturers
- ☑ Professional Service Firms (Consulting, Legal, Accounting)
- ☑ Independent Contractors
- ☑ Marketing and advertising
- ☐ Office Supplies
- ☑ Benefits Providers
- ☑ Technology
- ☐ Raw materials
- ☐ Farms
- ☑ Other - please describe

Points Available: 0.00

Outsourced Staffing Services

Does your company outsource support services (staffing) essential to the delivery of your services to other individuals or organizations?

Your answers determine which future questions in the assessment are applicable to your company.

- ⦿ Yes
- ◯ No

Points Available: 0.00

Outsourced Staffing Screening Topics

Does your company review or set requirements regarding the labor practices of its outsourced staffing service providers that includes the following topics?

Your answers determine which future questions in the assessment are applicable to your company.

- ☑ Compliance with all local laws and regulations
- ☑ Compliance with international human rights and labor standards (for employees and contractors)
- ☑ Payment at or above industry benchmarks
- ☑ Payment of a living wage (for employees and contractors)
- ☑ Employee benefits provided
- ☑ Professional development opportunities
- ☐ Other labor practices
- ☐ None of the above
- ☐ N/A

Points Earned: 0.25 of 0.25

% of Outsourced Services Accountable to Code of Conduct?

What % of your outsourced staffing services (on a currency basis) are accountable to the formalized code of conduct or requirements described in the previous question?

- ○ 0%
- ○ 1-20%
- ○ 21-49%
- ○ 50-74%
- ○ 75-99%
- ◉ 100%
- ○ N/A

Points Earned: 1.00 of 1.00

Screening / Monitoring for Services

Which of the following methods are used to evaluate the social or environmental impact of your outsourced staffing services?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Company shares policies or rules with subcontractors but does not have a verification process in place
- ☐ Company requires subcontractors complete self-designed assessment
- ☐ Company utilizes third party risk or impact assessment tools (BIA)
- ☐ Company conducts routine audits/reviews of subcontractors at least every two years
- ☐ Company has third parties conduct routine audits/reviews of subcontractors at least every two year
- ☐ Other
- ☑ None of the above

Points Available: 0.25

% of Outsourced Staffing Services Screened / Monitored

What % of your outsourced staffing services (on a currency basis) are evaluated based on the methods selected in the previous question?

- ◉ 0%
- ○ 1-20%
- ○ 21-49%
- ○ 50-74%
- ○ 75-99%
- ○ 100%
- ○ N/A

Points Available: 1.00

Screening/Management Methods for Tier 1 Suppliers

Which of the following methods are used to evaluate the social or environmental impact of your Tier 1 Suppliers?

- ☐ Company shares policies or rules with suppliers but does not have a verification process in place
- ☐ Company requires completion of self-designed assessment
- ☐ Company utilizes third party risk or impact assessment tools (Sedex, BIA)
- ☐ Company conducts routine audits/reviews of Tier 1 suppliers at least every two years
- ☐ Company has third parties conduct routine audits/reviews of Tier 1 supplier at least every two years
- ☐ Company has mechanisms to hear grievances or performance feedback from stakeholders of Tier 1 suppliers
- ☐ Company can confirm quantifiable improvement in Tier 1 supplier social and environmental performance improvement in last year
- ☐ Other
- ☑ None of the above

Points Available: 0.25

% of Tier 1 Suppliers Screened / Monitored

What % of your Tier 1 Suppliers (on a currency basis) are evaluated based on the methods selected in the previous question?

- ◉ 0%
- ○ 1-20%
- ○ 21-49%
- ○ 50-74%
- ○ 75-99%
- ○ 100%
- ○ N/A

Points Available: 1.00

Reporting on Supply Chain Impact

Which of the following are true regarding how your company reports on your supply chain impact?

- ☐ Company aggregates results of supply chain social and environmental assessments to identify and report on trends in performance and breaches publicly
- ☐ Company reports key risk areas and root causes of supply chain performance issues and breaches, including methods of remediation the company is taking to address them
- ☐ Company publicly reports the geographic locations of all significant and high risk suppliers and originating sources within its supply chain
- ☐ Company publicly shares information identifying specific companies in their supply chain
- ☐ Company has set public goals regarding the overall social or environmental impact of their supply chain, along with progress towards those goals (to be paying a living wage, etc.)
- ☑ None of the above

Points Available: 0.25

% of Suppliers with Transparency, Reporting, and Goal Setting

For what % of your suppliers (on a currency basis) do the reporting practices selected in the previous question apply?

- ◉ 0%
- ○ 1-20%
- ○ 21-49%
- ○ 50-74%
- ○ 75-99%
- ○ 100%
- ○ N/A

Points Available: 1.00

Improving Impact of Suppliers

Does the company have any of the following policies or programs to improve the social and/or environmental impact of suppliers, either in cases of noncompliance or more broadly?

- ☐ Company formulates corrective action or improvement plans with goals for continuous improvement of their supplier performance
- ☐ Company requires a specific time period for suppliers to make changes to remediate code of conduct non-compliance or otherwise terminates contract
- ☐ Company provides training and/or resources on improving social or environmental performance to suppliers, either from the company itself or through a third party
- ☑ Company provides training and/or resources to its own staff, focused on managing their own practices and relationships with suppliers to enable the suppliers to improve their performance
- ☐ Company has participated in collaborative initiatives with other companies to help improve the social or environmental impact of their supply chain
- ☐ Company incentivizes social and environmental performance or improvement through contract terms, prices, or other means
- ☐ Company has achieved quantifiable improvements on social or environmental performance of its supply chain
- ☐ Other
- ☐ None of the above

Points Earned: 0.04 of 0.25

% of Suppliers with Programs to Improve Impact

For what % of your suppliers (on a currency basis) do the policies and programs selected in the previous question apply?

- ○ 0%
- ○ 1-20%
- ○ 21-49%
- ○ 50-74%
- ◉ 75-99%
- ○ 100%
- ○ N/A

Points Earned: 0.88 of 1.00

Managing Supply Chain Impact

Which of the following are true regarding how your company manages your supply chain impact?

- ☐ We embed social and environmental supplier performance into the job descriptions and performance evaluations of their procurement departments (distinct from their sustainability or CSR departments)
- ☐ Senior management team members have written responsibility for social and environmental supply chain performance
- ☐ We aggregate the results of supply chain social and environmental assessments to identify and report on trends in performance and breaches internally
- ☐ We use trends in supply chain performance to identify and remediate root causes of supply chain performance issues and breaches (including contractual requirements posed by the company itself, inadequate management or human resources processes, capacity constraints within suppliers, etc.)
- ☑ None of the above

Points Available: 0.25

Verification of Positive Outcomes in Supply Chain

Has your company verified any of the following outcomes for all aspects of its supply chain in a way that can be publicly and accurately confirmed?

- ☐ Compliance with all local laws and regulations, including those related to social and environmental performance
- ☐ Compliance with international human rights and labor standards
- ☐ Compliance with international environmental standards
- ☐ Payment of a living wage
- ☐ No forced labor / modern slavery
- ☑ None of the above

Points Available: 1.00

Environment

Environment Impact Area Introduction

OPERATIONS

0.0

This section asks about your environmental footprint to determine which questions are applicable later on in the assessment. It also identifies whether your company's product/service is designed to deliver a specific, material, positive environmental impact, and if so, opens the Environmental Impact Business Model section that is most applicable.

Environmental Business Model

Are your company's products/services or processes structured to restore or preserve the environment in any of the following ways? (Please note: the environmental impact of your day-to-day operations will be assessed in the remaining sections of the Environment Impact Area. This question is specifically asking about your products/services or innovative production processes.)

Answering affirmatively will opt you into additional sections of the B Impact Assessment with more specific questions about this Impact Business Model.

- ☐ Through an innovative manufacturing, wholesale or agriculture process which is designed to significantly reduce environmental impact compared to typical practices for the industry
- ☐ Through a product or service that preserves, conserves, or restores the environment or resources
- ☑ None of the above

Points Available: 0.00

Environmental Management

OPERATIONS

1.5

Green Building Standards

What percentage of company facilities (by area, both owned by company or leased) is certified to meet the requirements of an accredited green building program?

- ◉ <20%
- ○ 20-49%
- ○ 50-79%
- ○ 80%+
- ○ N/A

Points Available: 2.33

Facility Improvement with Landlord

If you lease your facilities, have you worked with your landlord to implement or maintain any of the following?

- ☑ Energy efficiency improvements
- ☑ Water efficiency improvements
- ☐ Waste reduction programs (including recycling)
- ☐ None of the above
- ☐ N/A - Company does not lease majority of facilities

Points Earned: 1.56 of 2.33

Environmental Management Systems

Does your company have an environmental management system (EMS) covering waste generation, energy usage, water usage, and carbon emissions that includes any of the following?

Checkboxes 3-5 can only be selected if Checkbox 2 applies.

- ☐ Policy statement documenting our organization's commitment to the environment
- ☐ Assessment undertaken of the environmental impact of our organization's business activities
- ☐ Stated objectives and quantifiable targets for environmental aspects of our organization's operations
- ☐ Programming designed, with allocated resources, to achieve these targets
- ☐ Periodic compliance and auditing to evaluate programs conducted
- ☑ We have no environmental management system

Points Available: 2.33

Air & Climate

Monitoring and Reporting Energy Use

How does your company monitor, record, or report its energy usage?

Please select only one answer option indicating if the company monitors energy use and potentially sets targets (answers 1-4). If the company sets targets, answers 5 and/or 6 may apply in addition.

- ☑ We do not currently monitor and record usage
- ☐ We monitor and record usage but have set no reduction targets
- ☐ We monitor usage and have set intensity targets (e.g. relative to dollars of revenue, volume produced, etc.) that are being monitored
- ☐ We monitor usage and have set absolute reduction targets regardless of company growth
- ☐ We report progress on our reduction targets publicly on an annual basis
- ☐ We have met specific reduction targets during the reporting period

Points Available: 0.52

Total Energy Use

Total energy used (Gigajoules) during the last 12 months:

Total energy used (Gigajoules) during the last 12 months: [   ]
- ☑ We do not track this

Points Available: 0.00

Total Renewable Energy Use

Total energy used from renewable resources (Gigajoules) during the last 12 months:

Total energy used from renewable resources (Gigajoules) during the last 12 months: [_____]

☑ We do not track this

Points Available: 0.00

Renewable Energy Usage

What percentage of energy use is produced from renewable sources?

Include electricity and other energy consumption from heating, hot water, etc.

○ 0%
○ 1-24%
○ 25-49%
○ 50-74%
○ 75-99%
○ 100%
◉ Don't Know

Points Available: 0.26

Note:
Coursera narrowly missed B Lab's reporting threshold for measured energy use.

Low Impact Renewable Energy Use

What percentage of energy use is produced from low-impact renewable sources?

Include electricity and other energy consumption from heating, hot water, etc. Please include both purchased and onsite-generated renewable energy.

○ 0%
○ 1-24%
○ 25-49%
○ 50-74%
○ 75-99%
○ 100%
◉ Don't know

Points Available: 1.04

Energy Use Reductions

Have conservation and efficiency improvements led to energy savings for your facilities? If so, by how much?

Please calculate based on changes from last year or annualized from a base year, referring to electricity use and other energy consumption from heating, hot water, etc.

○ 0%
○ 1-4%
○ 5-9%
○ 10-14%
○ 15-20%
○ >20%
◉ Don't know

Points Available: 1.04

Monitoring and Reporting Greenhouse Gas Emissions

How does your company manage its greenhouse gas emissions for at least Scope 1 and 2?

Please select only one answer option indicating if the company monitors greenhouse gas emissions and potentially sets targets (answers 1-4). If the company sets targets and/or achieved carbon neutrality, answers 5, 6 and/or 7 may apply in addition.

- ☐ We do not currently monitor and record emissions
- ☑ We regularly monitor and record emissions but have not set any reduction targets
- ☐ We regularly monitor and record emissions and have set specific reduction targets relative to previous performance (e.g. a 5% reduction of GHGs from baseline year)
- ☐ We regularly monitor and record emissions and have set specific science-based targets necessary to achieve global goals to address climate change
- ☐ We report progress on our reduction targets publicly on an annual basis
- ☐ We have met the specific reduction targets set during this reporting period
- ☐ We have achieved carbon neutrality

Points Earned: 0.05 of 0.52

Total Scope 1 GHGs

Total Greenhouse Gas Emissions (metric tonnes of CO2 equivalent) in:

Scope 1:

Scope 1: `71`
- ☐ We do not track this

Points Available: 0.00

Total Scope 2 GHGs

Total Greenhouse Gas Emissions (metric tonnes of CO2 equivalent) in:

Scope 2:

Scope 2: `150`
- ☐ We do not track this

Points Available: 0.00

Total Scope 3 GHGs

Total Greenhouse Gas Emissions (metric tonnes of CO2 equivalent) in:

Scope 3:

Scope 3: ` `
- ☑ We do not track this

Points Available: 0.00

Carbon Intensity

What is your current Carbon Intensity for Scopes 1 and 2 (measured in metric tons of CO2/$million of revenue), not including the use of carbon credits or offsets?

Please use USD to allow for standardized comparisons.

- ○ >100
- ○ 81-100
- ○ 61-80
- ○ 41-60
- ○ 21-40
- ● 1-20
- ○ 0
- ○ Don't know

Points Earned: 0.52 of 0.52

Carbon Intensity

What is your current Carbon Intensity for Scopes 1 and 2, measured in tons of CO2/$million of revenue, including the use of carbon credits or offsets?

Please use USD to accurately evaluate the answer option.

- ○ >100
- ○ 81-100
- ○ 61-80
- ○ 41-60
- ○ 21-40
- ● 1-20
- ○ 0
- ○ Don't know

Points Earned: 1.04 of 1.04

Greenhouse Gas Emissions Reduced

What percentage of Scope 1 and 2 GHG emissions has been saved due to efficiency improvements implemented by your company?

- ○ 0%
- ○ 1-4%
- ○ 5-9%
- ○ 10-14%
- ○ 15-20%
- ○ 20%+
- ● Don't Know

Points Available: 1.04

Note:
Coursera measures Scope 1 and 2 GHG emissions but cannot accurately quantify year-over-year savings due to an improved measurement methodology implemented in 2024.

Reducing Impact of Travel/Commuting

Does your company have any programs or policies in place to reduce the environmental footprint caused by travel/commuting?

- ☐ Employees are subsidized/incentivized for use of public transportation, carpooling, or biking to work
- ☑ Facilities are designed to facilitate use of public transportation, biking, or cleaner burning vehicles (e.g. electric chargers)
- ☑ Employees are encouraged to use virtual meeting technology to reduce in person meetings
- ☐ Company has a written policy limiting corporate travel
- ☐ None of the above

Points Earned: 0.26 of 0.52

% GHG Emissions Offset

If your company purchased certified carbon credits in the reporting period, what % of Scope 1 and 2 GHG emissions were offset?

- ○ 0%
- ○ 1-24%
- ○ 25-49%
- ○ 50-74%
- ○ 75-99%
- ○ 100%
- ○ Don't know
- ● N/A - No carbon offsets purchased

Points Available: 0.52

	OPERATIONS
# Water	0.3

Monitoring and Reporting Water Use

How does your company monitor, record, or report its water usage?

Please select only one answer option indicating if the company monitors water usage and potentially sets targets (answers 1-4). If the company sets targets, answers 5 and/or 6 may apply in addition.

- ☑ We do not currently monitor and record water usage
- ☐ We regularly monitor and record water usage but have not set any reduction targets
- ☐ We monitor and record water usage and have set specific reduction targets relative to previous performance (e.g. a 5% reduction of water usage from baseline year)
- ☐ We regularly monitor and record water usage and have set science-based targets necessary to achieve sustainable usage linked to our local watershed
- ☐ We report progress on our reduction targets publicly on an annual basis
- ☐ We have met specific reduction targets set during this reporting period

Points Available: 1.00

Total Water Use

Total water use (liters) during the last 12 months

Total water use (liters) during the last 12 months [ ]

- ☑ We do not track this

Points Available: 0.00

Water Conservation Practices

What water conservation methods have been implemented at the majority of your corporate offices or plant facilities:

Please check all that apply.

- ☑ Low-flow faucets, taps, toilets, urinals, or showerheads
- ☐ Grey-water usage for irrigation
- ☐ Low-volume irrigation
- ☐ Harvest rainwater
- ☐ Other - please describe
- ☐ None of the above
- ☐ N/A - Our company has a virtual office

Points Earned: 0.33 of 1.00

Land & Life

Monitoring and Reporting Non-hazardous Waste

How does your company monitor, record and report your waste production?

Please select one answer option indicating if the company monitors water use and potentially sets targets (answers 1-4). If the company sets targets, answers 5, 6 and/or 7 may apply in addition.

- ☑ We do not currently monitor and record waste production
- ☐ We regularly monitor and record waste production but have not set any reduction targets
- ☐ We regularly monitor and record waste production and have set specific reduction targets relative to previous performance (e.g. a 5% reduction of waste to landfill from baseline year)
- ☐ We regularly monitor and record waste produced and have set a zero waste target
- ☐ We report progress on our reduction targets publicly on an annual basis
- ☐ We have met the specific reduction targets set during this reporting period
- ☐ We produce zero waste to landfill

Points Available: 1.33

Non-hazardous Waste Generated

Waste Produced: Non-Hazardous Waste (metric tonnes) during the last 12 months

Waste Produced: Non-Hazardous Waste (metric tonnes) during the last 12 months [   ]
- ☑ We do not track this

Points Available: 0.00

Total Waste Disposed

Waste Disposed (metric tonnes) during the last 12 months

Waste Disposed (metric tonnes) during the last 12 months [   ]
- ☑ We do not track this

Points Available: 0.00

Total Waste Recycled

Waste Disposed: Recycled/Reused (metric tonnes) during the last 12 months

Waste Disposed: Recycled/Reused (metric tonnes) during the last 12 months [   ]

☑ We do not track this

Points Available: 0.00

Recycling Programs

What % of your facilities on a square foot basis have a facility-wide recycling program that has ongoing collection of at least all standard materials in your area?

○ <20%

○ 21-40%

○ 41-60%

○ 61-80%

◉ >80%

Points Earned: 1.33 of 1.33

Reducing Waste

Optional unweighted metrics: Approximately by what % has your company reduced solid and hazardous waste generation (normalized for revenue changes) over the following periods?

The past two years

The past two years [   ]

☑ We do not track this

Points Available: 0.00

Hazardous Waste Disposal

Can your company verify that your hazardous waste is always disposed of responsibly?

This includes batteries, paint, electronic equipment, etc.

◉ Yes

○ No

○ N/A - We have eliminated hazardous waste

Points Earned: 1.33 of 1.33

Customers

OPERATIONS

Customers Impact Area Introduction

0.0

This section identifies whether your company's product/service is designed to deliver a specific, material, positive impact for its customers (beyond the value normally provided from goods or services), and if so, opens the Customer Impact Business Model section that is most applicable.

Customer Impact Business Model Introduction

Do any of your company's products/services address a social or economic problem for your customers and/or their beneficiaries?

Your answers determine which future questions in the assessment are applicable to your company.

◉ Yes

○ No

Points Available: 0.00

Customer Focus of Product or Service

Is the social or economic problem addressed by your product/service one that is faced directly by your customers and/or your clients' beneficiaries?

If you answer "No" here, be sure to revisit the Environment and/or Community sections to ensure your business model impact is appropriately captured.

- ◉ Yes
- ○ No, customers support in our ability to produce a positive social/economic impact, but the primary beneficiaries are other stakeholders (i.e. we donate to charities based on sales to customers, we sell fair trade products to our customers, we sell environmentally beneficial products to our customers)

Points Available: 0.00

Positive Impact of Product/Service

How would you describe the positive outcome for customers created by your product/service?

We provide global access to flexible and affordable high quality education that supports personal development, career advancement, and economic opportunity.

Points Available: 0.00

Beneficial Product Type

Which of the following most closely matches the outcome and/or problem solved for your customers as defined above?

Only select multiple answer options if your company sells various products or services with distinct outcomes, or if a single product or service achieves multiple outcomes.

- ☐ Access to products/services that fulfill basic human needs for individuals without prior access (e.g. providers of electricity or clean drinking water to rural poor communities, affordable housing projects, waste and sanitation systems or disposal)
- ☐ Improved or maintained health and wellness (e.g. medical equipment, medical services and medicines, preventative health services or products, healthy living products, exercise and sporting products, prescription eyeglasses)
- ☑ Improved education or skills development (e.g. schools, textbooks, tutoring services, career leadership training, education tools, games and software)
- ☐ Increased economic opportunity for underserved groups (e.g. financial or insurance services or benefits consulting for the underserved, new mechanisms to connect products to market)
- ☐ Increased operational success or capital for purpose driven or underserved enterprises (e.g. impact investing or fundraising platforms, nonprofit accounting services)
- ☐ Increased social and/or environmental impact for businesses or other organizations (e.g. sustainability consulting)
- ☐ Increased access to arts, media, or culture (e.g. independent media, artisanal crafts, photography, information services)
- ☐ Improves market access through physical or technological infrastructure (e.g. mobile telecommunications, business technologies or software, roads, bridges, railways, ports, building and construction materials not previously available)
- ☐ None of the above

Points Available: 0.00

Education Product/Service Overview

Please tell us more about how your product or service promotes education or professional development and advancement.

Coursera is an online learning platform dedicated to providing access to world-class, affordable, and relevant education and skills training. By connecting learners, institutions, and content creators within our ecosystem, we deliver branded content and product capabilities through an integrated platform that leverages our global reach, data, and technology. This approach ensures customizability and extensibility for both individual learners and institutions. We collaborate with trusted content creators, such as universities and industry partners, to offer high-quality adult education and training solutions to a diverse range of individuals, businesses, organizations, and governments. Additionally, we sell directly to institutions, enabling their employees, students, and citizens to acquire critical skills aligned with job market needs.

Points Available: 0.00

Product or Service Focus on Education

Is the support of education or knowledge the direct result of your revenue generating products or services?

Your answers determine which future questions in the assessment are applicable to your company.

- ◉ Yes, the support of education or knowledge building is a core part of our product / service
- ○ No, we provide or support education in other ways (e.g. through speaking engagements, through marketing and advertising, etc.)

Points Available: 0.00

Product or Service Focus on Environmental Issues

Is your revenue generating educational product or service focused exclusively on environmental issues?

If your educational product or service is specifically focused on environmental issues, be sure the revisit the Environment section to ensure that your impact is captured.

- ○ Yes
- ◉ No

Points Available: 0.00

Impact on Underserved Populations

Does your product or service benefit underserved populations, either directly or by supporting organizations that directly serve them?

Answering affirmatively will opt you into additional sections of the B Impact Assessment with more specific questions about this Impact Business Model.

- ◉ Our products or services directly support underserved populations
- ○ Our products or services support organizations that directly support underserved populations
- ○ Don't know
- ○ None of the above

Points Available: 0.00

Total Customer Organizations

Total Number of Customers

Organizations served in the last 12 months:

Organizations served in the last 12 months: `1612`

☐ We do not track this

Points Available: 0.00

Total Customer Individuals

Total Number of Customers

Individuals served in the last 12 months:

Individuals served in the last 12 months: `168200000`

☐ We do not track this

Points Available: 0.00

Business Model and Engagement - Impact Business Model

This section asks introductory questions about the company's products and services and identiies whether the company is serving in need or underrepresented populations.

Target Users

Please indicate the target user(s) of your primary product or service.

Check all that apply.

- ☑ Learners
- ☑ Instructors or professional personnel
- ☑ Administrative personnel
- ☐ Parents/guardians of students attending
- ☑ Other - please describe

Points Available: 0.00

Educational Level of Users

Please indicate the education level targeted by your primary product or service.

- ☐ Pre-K education level/institution
- ☐ Primary education level/institution
- ☐ Secondary education level/institution
- ☑ Postsecondary education level/institution
- ☑ Alternative education settings

Points Available: 0.00

Product/Serivce Description

Please provide a brief description of your product or service, including who the users are, how it is delivered, and how it is paid for and priced.

Please provide a brief description of your product or service, including who the users are, how it is delivered, and how it is paid for and priced.

Coursera is an online learnin

Points Available: 0.00

Underrepresented / In Need Beneficiaries

If tracked, what percentage of learners impacted belong to an underrepresented or in need population?

This question will factor into weighted questions later in the addendum. See "Help Text" for more information about qualifying special interest populations. Answer only based on specific groups that are tracked and can be verified.

If tracked, what percentage of learners impacted belong to an underrepresented or in need population?

Points Earned: 1.00 of 10.00

Note:
The company's response reflects information captured in Coursera's 2023 Learner Outcomes Report. Accuracy of actual and future data may vary based on numerous factors, including respondents, methodology, and local regulations.

Primary In Need Population Served

If applicable, what group would qualify as the primary underrepresented or in need population served?

Your primary underrepresented population served would either be the group that consists of the largest percentage of your users or the group that the product is designed or targeted to serve.

If applicable, what group would qualify as the primary underrepresented or in need population served? We aim to broaden access to

Points Available: 0.00

User Demographics - White

What percentage of your users identify in the following race/ethnicity groups?

White

White | 51

☐ We do not track this

Points Available: 0.00

Note:
The company's response reflects information captured in Coursera's 2023 Learner Outcomes Report. Accuracy of actual and future data may vary based on numerous factors, including respondents, methodology, and local regulations.

User Demographics - Asian

What percentage of your users identify in the following race/ethnicity groups?

Asian

Asian | 19

☐ We do not track this

Points Available: 0.00

Note:
The company's response reflects information captured in Coursera's 2023 Learner Outcomes Report. Accuracy of actual and future data may vary based on numerous factors, including respondents, methodology, and local regulations.

User Demographics - Black

What percentage of your users identify in the following race/ethnicity groups?

Black

Black | 14

☐ We do not track this

Points Available: 0.00

Note:
The company's response reflects information captured in Coursera's 2023 Learner Outcomes Report. Accuracy of actual and future data may vary based on numerous factors, including respondents, methodology, and local regulations.

User Demographics - Hispanic

What percentage of your users identify in the following race/ethnicity groups?

Hispanic

Hispanic | 13

☐ We do not track this

Points Available: 0.00

Note:
The company's response reflects information captured in Coursera's 2023 Learner Outcomes Report. Accuracy of actual and future data may vary based on numerous factors, including respondents, methodology, and local regulations.

User Demographics - Native American or Alaska Native

What percentage of your users identify in the following race/ethnicity groups?

Native American or Alaska Native

Native American or Alaska Native | 2

☐ We do not track this

Points Available: 0.00

Note:
The company's response reflects information captured in Coursera's 2023 Learner Outcomes Report. Accuracy of actual and future data may vary based on numerous factors, including respondents, methodology, and local regulations.

User Demographics - Other

What percentage of your users identify in the following race/ethnicity groups?

Other

Other | 8

☐ We do not track this

Points Available: 0.00

Note:
The company's response reflects information captured in Coursera's 2023 Learner Outcomes Report. Accuracy of actual and future data may vary based on numerous factors, including respondents, methodology, and local regulations.

Quality and Continuous Improvement - Impact Business Model

This section focuses on best practices in the development, maintenance, and improvement of company products and services to ensure the highest quality and most impactful products for addressing educational needs.

User Needs Based Design

How are the specific needs of users incorporated into the development of your product/service?

Your answer to this unscored question is combined with other answers to automatically calculate your score in this section of the assessment.

- ☐ Company employs members of targeted user groups to incorporate needs of users during development
- ☑ Subject matter experts or professionals with experience in the field relevant to the purpose of the product or service are consulted
- ☑ Company conducts surveys and/or focus groups of potential customers and/or users
- ☑ Company pilot tested product or service prior to release
- ☑ Research on needs of users or communities is reviewed and integrated into development
- ☐ The needs of the local community where the product or service is offered is assessed
- ☑ State or national needs (e.g. need for STEM graduates) are assessed
- ☐ Specific needs of target special interest populations to inform design of the product are assessed
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 1.71 of 1.71

Quality Assessment

How does your company assess the quality, effectiveness and/or impact of your product or service delivery?

Your answer to this unscored question is combined with other answers to automatically calculate your score in this section of the assessment.

- ☐ Measuring outcomes against industry benchmarks or state or national metrics (e.g. college-going rate)
- ☐ Measuring outcomes in comparison to customers with similar characteristics (e.g. socio-economic)
- ☑ Hiring an independent, third party entity to assess product or service
- ☑ Soliciting and evaluating customer feedback or satisfaction
- ☐ Measuring outcomes against company-established benchmarks and/or goals
- ☐ Other - please describe
- ☐ We do not have a plan in place to assess our product or service

Points Earned: 1.37 of 3.43

Performance Targets

Has your company set specific targets for product performance/outcomes?

- ☑ Yes, we have set specific goals for satisfaction or similar targets
- ☐ Yes, we have set specific goals for outcomes
- ☑ Yes, we have set targets collaboratively with partners or clients
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 1.37 of 1.71

Improvement Process

How do you use the information gathered during the processes described previously to improve your product or service?

How do you use the information gathered during the processes described previously to improve your product or service? We use this information to cc

Points Available: 0.00

User Satisfaction / Net Promoter Score

If user satisfaction or a net promoter score is assessed, what are the satisfaction rates or overall score?

- ○ 0 ; 0 or below
- ○ 1-24%; 1-15
- ○ 25-49%; 16-24
- ○ 50-74%; 25-49
- ● 75-100%; 50+
- ○ N/A (not tracked)

Points Earned: 1.71 of 1.71

Implementation and Deployment Support

What support services does your company offer (directly or through partnerships) to ensure impactful implementation of your product/service?

Check all that apply.

- ☑ Project management for customers throughout implementation and deployment, including assistance to create comprehensive launch strategy
- ☑ Set-up and customization support
- ☑ Face-to-face user training or professsional development
- ☑ Free ongoing, individualized customer support and training
- ☑ Manage hosting of service
- ☑ Ongoing individual customer support and training provided for an additional charge
- ☐ Other - please describe
- ☐ No additional implementation or deployment services offered
- ☐ N/A

Points Earned: 3.43 of 3.43

Customer Stewardship

Managing Customer Stewardship

Does your company do any of the following to manage the impact and value created for your customers or consumers?

- ☐ We offer product / service guarantees, warranties, or protection policies
- ☑ We have third party quality certifications or accreditations
- ☑ We have formal quality control mechanisms
- ☑ We have feedback / customer service feedback or complaint mechanisms
- ☑ We monitor customer or consumer satisfaction
- ☑ We assess the outcomes produced for our customers through the use of our product or service
- ☑ We have written policies in place for ethical marketing, advertisement, or customer engagement
- ☑ We manage the privacy and security of client / customer data
- ☐ None of the above

Points Earned: 0.56 of 0.56

Product Accreditations and Certifications

What % your products or services have been reviewed and certified by an accreditation body focused on quality?

This can include process certifications like ISO9000 or industry specific quality accreditations.

- ○ 0%
- ○ 1-9%
- ○ 10-24%
- ● 25-49%
- ○ 50-74%
- ○ 75-99%
- ○ 100%
- ○ N/A

Points Earned: 0.56 of 1.11

Monitoring Customer Satisfaction and Retention

Which of the following are true of your company with regards to customer or client satisfaction and/or retention?

- ☑ Company monitors customer satisfaction
- ☑ Company shares customer satisfaction internally within the company
- ☑ Company shares customer satisfaction publicly
- ☑ Company has specified targets for customer / client satisfaction
- ☐ In the last year, company has achieved specified targets for satisfaction
- ☐ None of the above

Points Earned: 0.44 of 0.56

Managing Product Impacts

Does the company do any of the following with regards to managing the potential impact their products have on customers / beneficiaries?

- ☑ Company regularly monitors customer outcomes and well-being
- ☑ Company has formal program to incorporate customer testing and feedback into product design
- ☑ Company has formal programs in place to continuously improve outcomes produced for customers (including reducing negative effects or increasing positive effects)
- ☐ Other
- ☐ None of the above

Points Earned: 0.56 of 0.56

Managing Marketing and Advertising

Does the company have any of the following practices with regard to ensuring accurate, ethical, and positive marketing and advertising?

- ☐ Company makes transparent potential risks and negative impacts of products, including, when appropriate ingredient lists
- ☑ Company has formal policies to review the accuracy and ethics of marketing and advertising
- ☐ Company complies with independent marketing and advertising standards relevant to their sector or industry
- ☑ Company has programs in place to promote social and or environmental causes through its marketing and advertising
- ☑ Company gets input of the communities that are featured on the company's messaging and advertising campaigns and is inclusive of the culture of those communities.
- ☐ Other
- ☐ None of the above

Points Earned: 0.42 of 0.56

Data Usage and Privacy

Does your company have any of the following to address data usage and privacy issues?

- ☑ Company has a formal publicly available data and privacy policy
- ☑ Company makes all users aware of information collected, length of time it is preserved, how it's used, and whether and how it is shared with other entities (public or private)
- ☑ All customers have option to decide how their data can be used
- ☑ Company's all email list building and email marketing strategies are GDPR compliant
- ☐ Other
- ☐ None of the above
- ☐ N/A - Company does not collect sensitive data

Points Earned: 0.56 of 0.56

Data Security Management

Does the company have any of the following practices to ensure security of private data?

- ☑ Data privacy is included in company wide risk management compliance processes
- ☑ All employees with access to data are trained on data privacy policies
- ☑ Company has a formal code of conduct that defines unauthorized uses of data
- ☑ Internal audits of data security
- ☑ External audits of data security
- ☑ Simulated hacks on data security
- ☐ Other
- ☐ None of the above
- ☐ N/A - Company does not collect sensitive data

Points Earned: 0.56 of 0.56

Educational Outcomes - Impact Business Model

This section measures the methods and results of outcomes measurements both for intermediary beneficiaries and or students, with an emphasis on positive outcomes for special interest populations.

Outcomes Description

What are the intended outcomes of your company's product or service, and how does your company measure successful outcomes?

Coursera conducts internal surveys for our products that are sent to learners six months after completion. The company categorizes successful outcomes from these surveys into four groups: Tangible Career Outcomes (new job, promotion, pay raise, starting a business), Intangible Career Outcomes (choosing a career path, improving at a current job, enhancing job candidacy), Tangible Education Outcomes (receiving academic credit, completing a prerequisite prior to starting an academic program), and Intangible Education Outcomes (identifying universities to apply to, gaining knowledge relevant to a field of study, improving applications for academic programs, refreshing essential concepts prior to study, deciding on an area of study, and preparing for exams). We also ask learners whether their primary goal for using Coursera is career-related, education-related, or personal development-related. These learner outcome surveys were developed with a team of academic researchers from the University of Pennsylvania and the University of Washington to study self-reported achievements from learners enrolling in Coursera courses. Coursera has since expanded these surveys to cover all of our products, and they are now automatically sent to learners six months after completion. Additionally, in 2023, Coursera released an external report on the career and personal outcomes that learners have achieved through our platform. This report, validated by a third party, demonstrated that learners are achieving significant career and personal outcomes and intend to continue their learning journey.

Points Available: 0.00

Outcomes Relationship

Which of the following options best describes the outcomes of your product or service?

Your answer to this question will determine which of the following questions should be answered.

◉ Product or service leads to direct improvement of learner performance, for example: improvement in student performance in traditional educational settings, learning or skill building outside of the classroom, alternative certification, or portability of learning

◯ Product or service supports users in ways that could indirectly improve learner performance, such as improved efficiency, cost of education, financial aid, instructional or curricular aids, student engagement, improved data or data use (Skip the next question.)

Points Available: 0.00

Direct Outcomes for Learners

Please indicate the percentage of learners demonstrating direct, material positive change as described in your previous response.

Answer this question ONLY if you indicated that your company leads to direct improvement of learner performance. Your answer to this unscored question is combined with other answers to automatically calculate your score in this section of the assessment.

Please indicate the percentage of learners demonstrating direct, material positive change as described in your previous response. `41`

☐ We do not track this

Note:
The company's response reflects information captured in Coursera's 2023 Learner Outcomes Report. Accuracy of actual and future data may vary based on numerous factors, including respondents, methodology, and local regulations.

Points Earned: 3.42 of 6.67

Outcomes Measurement

Does your company track or measure successful outcomes of your product/service in any of the following ways?

☑ In-depth case studies
☑ Self-conducted outcomes studies across all users
☑ Independently-verified outcomes studies across all users
☐ Other - please describe
☐ None of the above

Points Earned: 1.67 of 1.67

Outcomes Verification

If applicable, describe how your outcomes have been independently reviewed and/or validated.

Our 2023 Learner Outcomes Report was conducted and validated by Huron Consulting Group.

Points Available: 0.00

Special Interest Populations Outcomes

Are the success rates of your special interest population outperforming the rates of that population as a whole?

Your answer to this unscored question is combined with other answers to automatically calculate your score in this section of the assessment.

◉ Yes, verified by a third party
◯ Yes, not verified by a third party
◯ No
◯ Not applicable, company does not have those data.

Points Available: 0.00

Long-Term Outcomes

Do you track and measure longer-term outcomes for users after they complete your company's product or service to ensure continued success?

- ☑ Yes, company tracks longer term outcomes on its own
- ☑ Yes, we have longer term outcomes independently verified
- ☐ Yes, longer term outcomes demonstrate that beneficiaries are more likely to continue to successful outcomes compared to non-users.
- ☐ Company is too new to have this data/to be able to track data
- ☐ Students are not tracked after use of product or service

Points Earned: 1.67 of 1.67

Educational Transparency - Impact Business Model

This section focuses on the methods in which the company transparently shares information about their product or services impact and its marketing tactics.

Positive Marketing Claims

Which of the following are true with regard to the company's marketing claims?

Check all that apply.

- ☐ Product or service does not assess user expectations and performance with respect to marketing claims
- ☑ Ongoing satisfaction is assessed at multiple times during engagement with product or service
- ☑ An external entity independently verifies marketing claims
- ☑ Information about marketing claims satisfaction and/or verification is public and easy to find on company website
- ☐ Product or service has a written and distributed plan to address any discrepancies found between user expectations and performance and marketing claims

Points Earned: 1.00 of 1.00

Performance Transparency

Does your company make the performance or outcomes of your product or service available in any of the following ways?

Check all that apply.

- ☑ Company provides testimonials or references from current users
- ☑ Case studies or outcomes are available upon request
- ☑ Case studies or outcomes measures are provided to prospective clients
- ☑ Case studies or performance/outcomes are made publicly available
- ☑ Company identifies all sources of outcome results, indicating whether third party verified or not
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 2.00 of 2.00

Privacy and Consumer Protection - Impact Business Model

This section focuses on issues and best practices around the use and collection of private data, ensuring the protection and ethical practice of those companies where individual data is being collected.

Personal Information Collection

Do you collect personally identifiable information of learners or other user (e.g. academic information, testing results, instructor actions)?

Check all that apply.

- ⦿ Yes
- ○ No

Points Available: 0.00

Personal Information Protection

How do you protect personal information?

Check all that apply.

- ☑ Conducting and updating periodically an inventory of all data that require privacy protection and security
- ☑ Regular monitoring and third-party audits of data security, including record maintenance and destruction
- ☑ On-site records or technology have physical security control (e.g. locked file rooms)
- ☑ Utilize appropriate methods to insure data are confidential (e.g. data suppression or encryption)
- ☐ Other - please describe
- ☐ None of the above
- ☐ N/A - Our company does not collect personal information

Points Earned: 0.83 of 0.83

Data Protection in Case of Breach/Sale

Does the company have plans or policies in place to protect data in case of breach or company sale?

Check all that apply.

- ☑ There is a plan in place to address handling of personal data in the event company ceases to exist or is sold or bought by another entity
- ☑ Company has written response processes set up in case of data breach, including external communications
- ☑ We have practiced our procedures in case of a data breach
- ☐ Other - please describe
- ☐ None of the above
- ☐ N/A - Our company does not collect personal information

Points Earned: 0.83 of 0.83

Student Privacy Pledge Policies

Does your company have a written policy regarding any of the following (consistent with the tenets of the Student Privacy Pledge)?

Check all that apply.

- ☑ To not sell information to outside entities
- ☐ To not use data to target advertising
- ☐ To use data for authorized education purposes only
- ☑ To not change or modify privacy policies without notice and opportunity to opt out
- ☐ To maintain and enforce limits on data retention
- ☐ To support parental access to, and correction of errors in, their children's information
- ☑ To provide comprehensive security standards
- ☑ To be transparent about the collection and use of data
- ☑ Other - please describe
- ☐ None of the above
- ☐ N/A - Our product or service is not geared to children under 13 or is a nonprofit entity

Points Earned: 0.75 of 0.83

Privacy and Data Use Disclosure

How are your company's privacy clauses and data usage policies disclosed?

Check all that apply.

- ☑ Clear and concise user agreement on use of data and disclosures provided to customers separately when signing up for product or service
- ☑ Provided to customers as part of overall set of disclosures
- ☑ Customers and users (or parents/guardians) are required to acknowledge privacy and data policies
- ☑ Customers and users are notified in writing of changes to data usage policies
- ☑ Other - please describe
- ☐ No disclosures provided
- ☐ N/A - Our company does not collect or utilized customer-level data

Points Earned: 1.67 of 1.67

Physical Safety

If you have a physical location and/or in person interaction with users, how do you ensure the physical safety of users?

Check all that apply.

- ☐ Employees are subject to background checks as part of hiring process
- ☐ Products meet industry-specific safety standards
- ☐ Employees undergo regular safety training and/or further background checks
- ☐ Safety statistics are made available to all users
- ☐ All users are made aware of risks
- ☐ Other - please describe
- ☐ None of the above
- ☑ N/A - Our company does not have physical interaction with users

Points Available: 0.83

Disclosure Questionnaire

Disclosure Industries

Disclosure questions on specific production and trade.

Disclosure Alcohol

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Alcohol

Please also select "Yes" if your company serves clients in this industry

○ Yes
◉ No

Points Available: 0.00

Disclosure Tobacco

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Tobacco

Please also select "Yes" if your company serves clients in this industry

○ Yes
◉ No

Points Available: 0.00

Disclosure Gambling

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Gambling

Please also select "Yes" if your company serves clients in this industry

○ Yes
◉ No

Points Available: 0.00

Disclosure Firearms Weapons

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Firearms, weapons or munitions

Please also select "Yes" if your company serves clients in this industry

○ Yes
◉ No

Points Available: 0.00

Disclosure Pornography

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Pornography

Please also select "Yes" if your company serves clients in this industry

○ Yes
◉ No

Points Available: 0.00

Disclosure Payday, Short Term, or High Interest Lending

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Payday, short-term, or high-interest lending

Please also select "Yes" if your company serves clients in this industry

○ Yes
◉ No

Points Available: 0.00

Disclosure Fossil Fuels

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Fossil-fuel-based oil, natural gas, or coal extraction, distribution, sale, etc.

Please also select "Yes" if your company serves clients in this industry

○ Yes
◉ No

Points Available: 0.00

Disclosure Mining

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Mining

Please also select "Yes" if your company serves clients in this industry

○ Yes
◉ No

Points Available: 0.00

Disclosure Nuclear Power or Hazardous Materials

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Nuclear power, radioactive materials or hazardous waste

Please also select "Yes" if your company serves clients in this industry

○ Yes
◉ No

Points Available: 0.00

Disclosure Prisons

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Prisons

Please also select "Yes" if your company serves clients in this industry

○ Yes
◉ No

Points Available: 0.00

Disclosure Whole Life Insurance

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Whole life insurance products

Select "Yes" only if the company earns 80%+ of its revenue from whole life insurance products.

○ Yes
◉ No

Points Available: 0.00

Disclosure Volunteer Placement to Orphanages

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Organizing volunteer programs to orphanages or child care organizations

○ Yes
◉ No

Points Available: 0.00

Disclosure Tax Advisory Services

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Tax advisory services

○ Yes
◉ No

Points Available: 0.00

Disclosure Animal Products or Services

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Animal-based products or services (including seafood)

○ Yes
◉ No

Points Available: 0.00

Disclosure Genetically Modified Organisms

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Genetically modified organisms

Please also select "Yes" if your company serves clients in this industry

○ Yes
◉ No

Points Available: 0.00

Disclosure Illegal Products or Subject to Phase Out

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Products or activities that are illegal under country laws or regulations where they have operated, banned in international conventions or agreements, or subject to international phase-out or regulation

○ Yes
◉ No

Points Available: 0.00

Disclosure Industries at Risk of Human Rights Violations

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Industries reliant upon materials at high risk of human rights infringements (e.g. conflict minerals)

○ Yes
◉ No

Points Available: 0.00

Other Disclosure Industries

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Other industries that may cause social or environmental harm or are subject to stakeholder criticism or concern

◉ Yes
○ No

Points Available: 0.00

Company Explanation Of Disclosure Item Flags

If you selected "Yes" to any of the "Disclosure Industries" listed above, please provide a detailed explanation of the company's involvement for each affirmative response:

If this does not apply to you, please enter "Does not apply" in the text area below.

See Transparent Disclosure.

Points Available: 0.00

Disclosure Practices

Disclosure questions on sensitive practices.

No formal Registration Under Domestic Regulations

Please indicate if your company engages in any of the following practices:

Company is not formally registered in accordance with all relevant regulations and requirements

If your company is a formally registered business, select "No."

○ Yes
◉ No

Points Available: 0.00

Tax Reduction Through Corporate Shells

Please indicate if your company engages in any of the following practices:

Company uses corporate shells or other structural means, such as establishing multiple corporate entities, to minimize tax payments

○ Yes
◉ No

Points Available: 0.00

Operates in conflict zones

Please indicate if your company engages in any of the following practices:

Company operates in conflict zones

○ Yes
◉ No

Points Available: 0.00

Sale of Data

Please indicate if your company engages in any of the following practices:

Company sells or provides access to consumer or user data

○ Yes
◉ No

Points Available: 0.00

Facilities located in sensitive ecosystems

Please indicate if your company engages in any of the following practices:

Company facilities are located adjacent to or in sensitive ecosystems

○ Yes
◉ No

Points Available: 0.00

Marketing of Breastmilk Substitutes

Please indicate if your company engages in any of the following practices:

Marketing of breastmilk substitutes

○ Yes
◉ No

Points Available: 0.00

Activities against freedom of association/collective bargaining

Please indicate if your company engages in any of the following practices:

Company has taken a public stance against unionization, has engaged in activities that may be perceived as taking a stance against union organizing, or prohibits workers from freely associating and bargaining collectively for the terms of one's employment

○ Yes
◉ No

Points Available: 0.00

Employs Individuals on Zero-Hour Contracts

Please indicate if your company engages in any of the following practices:

Company employs individuals on zero-hour contracts

○ Yes
◉ No

Points Available: 0.00

Company workers are prisoners

Please indicate if your company engages in any of the following practices:

Company uses workers who are prisoners

○ Yes
◉ No

Points Available: 0.00

Company Employs Workers Under Age 15 (Or Other ILO Minimum Age)

Please indicate if your company engages in any of the following practices:

Company employs workers under the age of 15 (or other minimum work age covered by the International Labour Organization Convention No. 138) and/or company does not keep personnel records that include evidence of the date of birth of each

○ Yes
◉ No

Points Available: 0.00

Overtime For Hourly Workers Is Compulsory

Please indicate if your company engages in any of the following practices:

Overtime work is compulsory and exceeds 48 hours in a week

○ Yes
◉ No

Points Available: 0.00

Other Disclosure Practices

Please indicate if your company engages in any of the following practices:

Other sensitive practices that may cause social or environmental harm, or are subject to stakeholder concern

○ Yes
◉ No

Points Available: 0.00

Company Explanation Of Disclosure Item Flags

If you selected "Yes" to any of the "Disclosure Practices" listed above, please provide a detailed explanation of the company's engagement in each practice marked in the affirmative:

If this does not apply to you, please enter "Does not apply" in the text area below.

Does not apply

Points Available: 0.00

Disclosure Outcomes & Penalties

Disclosure questions concerning litigation, relocation of communities, accidents, and on-the-job fatality.

On-Site Fatality

Please indicate if your company has experienced any of the following in the past 5 years:

Company has had an operational or on-the-job fatality

○ Yes
◉ No

Points Available: 0.00

Litigation or Arbitration

Please indicate if your company has experienced any of the following in the past 5 years:

Litigation or arbitration against company either ongoing, settled, or found against the company

◉ Yes
○ No

Points Available: 0.00

Company has filed for bankruptcy

Please indicate if your company has experienced any of the following in the past 5 years:

Company has filed for bankruptcy

○ Yes
◉ No

Points Available: 0.00

Bribery, Fraud, or Corruption

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Bribery, fraud, or corruption

○ Yes
⦿ No

Points Available: 0.00

Anti-Competitive Behavior

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Anti-competitive behavior

○ Yes
⦿ No

Points Available: 0.00

Financial Reporting, Taxes, Investments, or Loans

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Financial reporting, tax payments, investments, or loans

○ Yes
⦿ No

Points Available: 0.00

Political Contributions or International Affairs

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Political contributions or international affairs

○ Yes
⦿ No

Points Available: 0.00

Labor Issues

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Labor issues (including safety and discrimination)

○ Yes
⦿ No

Points Available: 0.00

Breaches of Confidential Information

Please indicate if your company has experienced any of the following in the past 5 years:

Breaches of individual privacy and/or losses of individual confidential data

○ Yes
◉ No

Points Available: 0.00

Significant Layoffs

Please indicate if your company has experienced any of the following in the past 5 years:

Company has had layoffs of more than 20% of the workforce

○ Yes
◉ No

Points Available: 0.00

Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)

Please indicate if your company has experienced any of the following in the past 5 years:

Company sites have experienced accidental discharges to air, land or water of hazardous substances

○ Yes
◉ No

Points Available: 0.00

Large Scale Land Conversion, Acquisition, or Relocation

Please indicate if your company has experienced any of the following in the past 5 years:

Construction or operation of company involved large scale land acquisition, convergence, or degradation (including the construction or refurbishment of dams), or resulted in the resettlement or economic displacement of 5,000 or more people

○ Yes
◉ No

Points Available: 0.00

Penalties Assessed For Environmental Issues

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Environmental management penalties, including animal welfare

○ Yes
◉ No

Points Available: 0.00

Violation of Indigenous Peoples Rights

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Infringing on indigenous people's rights, for instance by utilizing lands owned or used by indigenous peoples without full documented consent of such peoples

○ Yes
◉ No

Points Available: 0.00

Other Disclosure Outcomes & Penalties

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Other penalties, complaints, or grievances filed or levied against the company for negative impacts on local communities, human rights, or other stakeholder concerns

○ Yes
◉ No

Points Available: 0.00

Company Explanation Of Disclosure Item Flags

If you selected "Yes" to any of the "Disclosure Outcomes & Penalties" listed above, please provide a detailed explanation of the company's experience related to each affirmative response:

If this does not apply to you, please enter "Does not apply" in the text area below.

Please refer to the section "Privacy Class Action Lawsuit" on page 105 of Coursera's 10-K, available at https://investor.coursera.com/financials/sec-filings/sec-filings-details/default.aspx?FilingId=18215317

Points Available: 0.00

Supply Chain Disclosure

Disclosure questions concerning the significant suppliers of the company

Suppliers in Conflict Zones

Please indicate if any of the following statements are true regarding your company's suppliers:

Operation in conflict zones

○ Yes
◉ No
○ Don't Know

Points Available: 0.00

Suppliers Negative Social Impact

Please indicate if any of the following statements are true regarding your company's suppliers:

Practices or outcomes that produced substantial negative impacts regarding human rights, labor conditions, or local communities

○ Yes
◉ No
○ Don't Know

Points Available: 0.00

Suppliers Negative Environmental Impact

Please indicate if any of the following statements are true regarding your company's suppliers:

Practices or outcomes that produced substantial negative environmental impact

○ Yes
◉ No
○ Don't Know

Points Available: 0.00