

Coursera			Certified B Corporation		
SCORE	COMPLETION	VERSION	NAME	SECTOR	COMPANY SIZE
94.5	100%	6	Active Assessment	Service	250-999

As Publicly-traded company, **Coursera** 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** 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

2.1

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: 0.28 of 0.38

Mission Statement

Please share the text of your formal mission statement here.

Vision: We envision a world where anyone, anywhere has the power to transform their life through learning. Mission: Provide universal access to world-class learning Purpose: Transform lives through learning Purpose Statement: Learning is the source of human progress. It has the power to transform our world from illness to health, from poverty to prosperity, from conflict to peace It has the power to transform our lives for ourselves, for our families, for our communities. No matter who we are or where we are, learning empowers us to change and grow and redefine what's possible. That's why access to the best learning is a right, not a privilege. And that's why Coursera is here. We partner with the best institutions to bring the best learning to every corner of the world. 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: 0.45 of 0.75

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: 0.19 of 0.75

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: 0.38 of 0.75

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: 0.75 of 0.75

Stakeholder Engagement

Has your company done any of the following to engage stakeholders about your social and environmental performance?

- We have an advisory board that includes stakeholder representation
- We have a formal stakeholder engagement plan or policy that includes identification of relevant stakeholder groups
- We have created mechanisms to identify and engage traditionally underrepresented stakeholder groups or demographics
- We have formal and regular processes in place to gather information from stakeholders (focus groups, surveys, community meetings, etc.)
- We have formal procedures to address results from stakeholder engagement, with a designated individual or team responsible for appropriate follow ups.
- We report the results of stakeholder engagement on social and environmental performance to the highest level of oversight in the company, such as the Board
- We publicly report on stakeholder engagement mechanisms and results
- Other - please describe
- No formal stakeholder engagement

Points Available: 0.38

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?

- 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: 0.15 of 0.75

Identification of Material Issues

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

Increasing and expanding free access; enabling access to learning for those without reliable internet; increasing diversity internally and among the institutions and instructors providing courses and other educational content on our platform; creating more direct paths for underserved groups to use our platform to upskill/reskill and get well-paying jobs.

Points Available: 0.00

Ethics & Transparency

OPERATIONS
7.1

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: 0.69 of 0.69

Governing Body Characteristics

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

Please check all that apply.

- Meets at least twice annually
- Meets at least quarterly
- Includes at least one independent member
- Includes at least 50% independent members
- Oversees executive compensation
- Has an Audit Committee with at least one independent member
- Has a Compensation Committee with at least one independent member
- Company is a cooperative and elects Board from membership
- None of the above
- N/A - no Board of Directors

Points Earned: 0.69 of 0.69

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: 0.09 of 0.35

Conflict of Interest Questionnaire

Do all Board members and officers complete an annual conflict of interest questionnaire?

- Yes
- No
- N/A - No Board of Directors or equivalent

Points Earned: 0.35 of 0.35

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: 0.23 of 0.69

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: 0.69 of 0.69

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

Points Earned: 0.42 of 0.69

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: 0.69 of 0.69

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: 0.28 of 0.69

Audited Financials

Does the company produce financials that are audited annually by an internationally accredited Certified Public Accountant (CPA)?

- Yes
- No

Points Earned: 0.69 of 0.69

Financial Controls

Does your company maintain any of the following financial controls?

Please check all that apply.

- IT systems have different password protection systems that are changed periodically with different access levels according to the position of the staff member accessing the data
- Fraud risk assessment is conducted at least annually, with any identified internal control deficiencies communicated to Board of Directors and senior management
- Lines of financial reporting, responsibilities, and limits for the authorization, approval, and verification of disbursements are all documented in writing
- Financial control activities are documented, and at a minimum, cover controls around cash disbursement, accounts receivable, accounts payable, and inventory management
- None of the above

Points Earned: 0.69 of 0.69

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: 0.69 of 0.69

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: 0.52 of 0.69

Impact Reporting

Does your company publicly share information on your social or environmental performance on an annual basis?

- We provide descriptions of our social and environmental programs and performance
- We voluntarily share social or environmental performance scorecards
- Specific quantifiable social or environmental indicators or outcomes are made public
- We set public targets and share progress to those targets
- We present information in a formal report that allows comparison to previous time periods
- Reporting information / structure is based on a comprehensive third party standard (ex. GRI or B Impact Assessment)
- A third party has validated / assured the accuracy of the information reported
- Impact reporting is integrated with financial reporting
- We don't report publicly on social or environmental performance

Points Earned: 0.42 of 0.69

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?

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

Mission Locked - Impact Business Model

IMPACT BUSINESS MODELS

10.0

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

Workers Impact Area Introduction

OPERATIONS

0.0

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 20+ hours per week for the company indefinitely, or for longer than a 6 month period
- While we utilize independent contractors, they do not work for us greater than 20 hours per week for longer than a 6 month period
- None of the above

Points Available: 0.00

Independent Contractor Instructions

For the remainder of the Workers section, you should consider independent contractors that work for the company 20+ hours per week over a 6+ month period 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
- 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

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

We do not track this

Points Available: 0.00

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

We do not track this

Points Available: 0.00

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

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

We do not track this

Points Available: 0.00

OPERATIONS

Financial Security

15.9

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: 3.20 of 3.20

% 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: 2.13 of 3.20

% 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: 1.60 of 1.60

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: 1.60 of 1.60

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: 1.20 of 1.60

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: 1.60 of 1.60

% 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: 1.60 of 1.60

% 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: 0.80 of 3.20

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: 1.60 of 1.60

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: 0.60 of 0.80

Health, Wellness, & Safety

OPERATIONS
8.5

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: 2.40 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: 0.38 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: 0.75 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

Points Earned: 3.00 of 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

OPERATIONS

4.6

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: 0.52 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

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: 0.11 of 0.35

Career Development (Salaried)

OPERATIONS

1.1

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: 0.25 of 0.25

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: 0.50 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: 0.17 of 0.25

Engagement & Satisfaction

OPERATIONS

4.8

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: 0.43 of 0.43

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" 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: 0.87 of 0.87

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: 1.21 of 1.73

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: 0.65 of 0.87

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: 0.87 of 0.87

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: 0.87 of 1.73

Engagement & Satisfaction (Salaried)

OPERATIONS

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: 0.52 of 0.70

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: 0.28 of 0.70

Worker Flexibility Options

What job flexibility options does the company provide, whenever feasible, in writing and in practice for the majority of workers?

Please check all that apply.

- Part-time work schedules at the request of workers
- Flex-time work schedules allowing freedom to vary start and stop times
- Telecommuting (e.g. working from home one or more days per week)
- Job-sharing
- None of the above

Points Earned: 0.35 of 0.70

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: 0.70 of 0.70

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

Community Oriented Business Models

Is your company structured to benefit community stakeholders in any of the following ways?

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

- A producer-owned cooperative structure in which suppliers share control and benefits of company operations (e.g. farmer cooperative, artisanal cooperative)
- Purchasing fair or direct trade to improve livelihoods for underserved groups in your supply chain
- A micro-distribution or micro-franchising model that provides economic opportunities to underserved groups
- A formal standing commitment to donate a significant portion of sales, profits, or ownership to charitable causes (>2% sales, >20% profits/ownership)
- A community-focused business model that supports and builds the economic vitality of local communities
- None of the above

Points Available: 0.00

Diversity, Equity, & Inclusion

7.1

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: 0.91 of 0.91

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: 0.91

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: 0.73 of 0.91

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: 0.91 of 0.91

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: 0.68 of 0.91

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: 0.15 of 0.91

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: 0.91 of 0.91

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: 0.45 of 0.91

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: 0.91

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: 0.91 of 0.91

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 Available: 0.91

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: 0.61 of 0.91

Directors from Underrepresented Populations

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

If collecting this type of demographic data is not legal in your jurisdiction, select N/A.

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

Points Earned: 0.91 of 0.91

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: 0.45

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: 0.91

Geographic Structure and Scope

We realize that for companies with more than one office, the definition of local involvement is a more complicated one to answer. Please tell us a bit about the structure of your company geographically.

Headquarters in Mountain View, CA, 5 international offices and 1 additional domestic office

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: 4.00 of 4.00

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:

We do not track this

Points Available: 0.00

Non-accredited Investor Ownership

What percentage of the company is owned by individuals who would qualify as non-accredited investors?

- 0%
- 1-4%
- 5-14%
- 15-24%
- 25%+
- Don't know

Points Available: 2.00

Local Ownership

Is the majority (over 50%) of the company's ownership located locally to the majority of the company's workforce?

"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.

- Yes
- No
- Don't know

Points Available: 2.00

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: 1.00

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: 2.00

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: 2.00

OPERATIONS

Civic Engagement & Giving

1.2

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 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: 0.41 of 0.83

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: 0.41 of 0.83

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: 0.41 of 0.41

Supply Chain Management

OPERATIONS

0.3

Significant Supplier Descriptions

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

All companies have significant suppliers, which are defined as the largest suppliers of the company amounting to approximately 80% of non-labor costs. Select all that apply.

- 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

Social or Environmental Screening of Suppliers

Does your company screen or evaluate Significant Suppliers for social and environmental impact?

This question determines the set of supplier-focused questions your company will respond to.

- Yes
- No

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: 0.38 of 0.38

% 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 Available: 1.52

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: 0.38

% 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: 1.52

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 Available: 0.38

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

OPERATIONS

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: 1.75

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: 1.17 of 1.75

Environmental Purchasing Policy Topics

Does the company have a written and circulated environmentally preferable purchasing (EPP) policy that includes any of the following?

- Building and construction
- Carpets
- Cleaning
- Electronics
- Fleets
- Food or food services
- Landscaping
- Meetings and conferences
- Office supplies
- Paper
- Product input materials
- Other - please describe
- We don't have an environmentally preferable purchasing policy

Points Available: 1.75

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?

Please check all that apply.

- 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: 1.75

Air & Climate

OPERATIONS

0.8

Monitoring Energy Usage

Does your company monitor, record, or report its energy usage?

Include electricity and other energy consumption from heating, hot water, etc. Your answers determine which future questions in the assessment are applicable to your company.

- 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 have met specific reduction targets during the reporting period

Points Available: 0.48

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: 0.24

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: 0.97

Facility Energy Efficiency

For what systems has your company used energy conservation or efficiency measures for a majority of your corporate facilities (by square feet) in the past year?

- Equipment: Energy Star appliances, automatic sleep modes, after-hour timers, etc.
- Lighting: natural light, CF bulbs, occupancy sensors, daylight dimmers, task lighting, etc.
- HVAC: programmable thermostat, timers, occupancy sensors, shade sun-exposed walls, double-paned windows, etc.
- Other - please describe
- None of the above
- N/A - We utilize virtual office

Points Earned: 0.48 of 0.48

Monitoring Greenhouse Gas Emissions

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

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

- 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 have met the specific reduction targets set during this reporting period
- We have achieved carbon neutrality

Points Available: 0.48

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: 0.97

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: 0.36 of 0.48

% 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: 0.48

Water

OPERATIONS
0.3

Monitoring and Managing Water Use

Does your company monitor and manage your water usage?

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

- 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 emissions and have set science-based targets necessary to achieve sustainable usage linked to our local watershed
- We have met specific reduction targets set during this reporting period

Points Available: 1.00

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

OPERATIONS
2.0

Land & Life

Monitoring and Reporting Non-hazardous Waste

How does your company monitor and manage your waste production?

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

- 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 have met the specific reduction targets set during this reporting period
- We produce zero waste to landfill / ocean

Points Available: 1.00

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: 1.00 of 1.00

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: 1.00 of 1.00

Chemical Reduction Methods

Which of the following environmentally preferred products have been purchased for the majority of your corporate facilities?

- Non-toxic janitorial products
 Unbleached / chlorine free paper products
 Soy-based inks or other low VOC inks
 Recycled/environmentally preferred office supplies (paper, pens, notebooks, etc.)
 Other - please describe
 None of the above

Points Available: 1.00

Customers

Customers Impact Area Introduction

OPERATIONS

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 the ONE most relevant option for each product line. This will guide you to a series of questions specific to the type of impact you indicate you are creating.

- 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.

We collaborate with world-class universities and institutions to provide access to affordable, job-relevant learning - from courses to degrees - to help people achieve their goals and move the world forward.

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 to 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:
 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:
 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 identifies 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/Service 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.

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?

We do not track this

Points Earned: 0.60 of 10.00

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?

Points Available: 0.00

User Demographics - White

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

White

White

We do not track this

Points Available: 0.00

User Demographics - Asian

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

Asian

Asian

We do not track this

Points Available: 0.00

User Demographics - Black

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

Black

Black

We do not track this

Points Available: 0.00

User Demographics - Hispanic

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

Hispanic

Hispanic

We do not track this

Points Available: 0.00

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

We do not track this

Points Available: 0.00

User Demographics - Other

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

Other

Other

We do not track this

Points Available: 0.00

Quality and Continuous Improvement - Impact Business Model

IMPACT BUSINESS MODELS

7.8

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: 1.37 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: 0.69 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: 0.69 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 the information to co

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 professional 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

OPERATIONS

Customer Stewardship

2.7

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: 0.46 of 0.56

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: 0.33 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: 0.42 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

IMPACT BUSINESS MODELS

3.0

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?

Learner outcomes surveys were developed with a team of academic researchers at the University of Pennsylvania and the University of Washington to study self-reported learner outcomes from learners enrolling in Coursera Courses. Coursera has since expanded these surveys to all of our products and productionized them to be automatically sent to learners 6 months after completion. The company groups successful outcomes in these surveys into four categories: Tangible Career outcomes (new job, promotion, pay raise, starting a business), Intangible Career outcomes (pick a career path, become better at current job, improve candidacy for a job), Tangible Education outcomes (receiving academic credit, completing a pre-requisite prior to starting academic program), and Intangible Education outcomes (identified universities to apply to, gained knowledge relevant to field of study, improved application for academic program, refreshed essential concept prior to study, helped decide on area of study, helped prepare for an exam). We also ask learners whether their primary goal for using Coursera is career-related, education-related, or personal development-related. Career and education outcomes are reported conditional on the learner having a career or education goal, respectively.

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.

Sensitive

Points Earned: 0.92 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: 1.25 of 1.67

Outcomes Verification

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

Coursera conducts learner outcomes surveys for all of our products. We collect information on learner objectives and demographics prior to starting a course and information on learner outcomes 6 months after the completion of a course or specialization. The original learner outcomes survey was developed jointly with academics at the University of Pennsylvania and the University of Washington. An analysis of the preliminary results was published in the Harvard Business Review. The current productionized learner outcomes surveys follow the same methodology as the original one.

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: 0.83 of 1.67

Educational Transparency - Impact Business Model

IMPACT BUSINESS MODELS
2.0

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: 0.25 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: 1.80 of 2.00

Privacy and Consumer Protection - Impact Business Model

IMPACT BUSINESS MODELS
3.7

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: 0.63 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: 0.67 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.

Although Coursera has customers across a wide range of industries, it does not specifically target customers in any of the "disclosure industries."

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.

Coursera only provides access to user data with user consent and only insofar as is necessary for the provision of products and services. It does not sell consumer or user data.

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.

Coursera is the subject of patent troll litigation.

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