

# How government agencies can take on sustainability

Innovative efforts to address climate change can be easily incorporated into modernization initiatives



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**W**e are facing a major climate crisis. Rising temperatures are causing environmental damages and harming our planet. The time to take bold action to urgently tackle this crisis and create a more sustainable future is now.

Effectively solving this challenge will require government and private-sector collaboration. At Salesforce, we are leveraging the full power of our technology, platform and expertise to partner with government agencies to drive meaningful climate action at scale.

As significant energy users, it is vital that government agencies incorporate sustainability into their operations and IT modernization efforts.

## Developing an effective climate action plan

Sustainability is a key point of emphasis at Salesforce and part of our commitment to taking care of our stakeholders, which includes the planet. In 2021, we became a **Net Zero** company across our full value chain and achieved 100% renewable

energy for our global operations. Our **Climate Action Plan** aligns to a 1.5°C future by focusing on six sustainability priorities: Emissions Reduction; Carbon Removal; Trillion Trees and Ecosystem Restoration; Education and Mobilization; Innovation; and Regulation and Policy.

Government agencies can work toward creating a sustainable future and accelerating their net-zero journeys by developing their own climate action plans. To start, leaders should bring together and listen to their stakeholders in an effort to gain a holistic understanding of the situation, its impacts and how to make changes that can have positive results.

The next step should be to focus on reducing and **tracking** their emissions. Agencies and their energy suppliers can achieve this by using renewable and cleaner energy sources. When that's not possible, they should seek alternatives, such as purchasing high-quality carbon credits, financing renewable energy supplies or investing in nature-based solutions. For example, Salesforce is part of the World Economic Forum's

1t.org, a global movement to mobilize the conservation, restoration and growth of 1 trillion trees by the end of the decade. As part of this commitment, we set our own goal of **100 million trees by the end of 2030**.

Finally, agencies should be outspoken about their commitment to addressing climate change. When the government leads by example, others are more likely to follow and adopt the same priorities and practices.

## Using technology to drive climate solutions

Agencies can leverage Salesforce's Net Zero Cloud to track and reduce their emissions. **Net Zero** Cloud presents data in an easily digestible, quickly accessible way to help decision-makers understand their carbon emissions and energy usage and where they can make improvements.

We are also intentional about supporting and forging partnerships around sustainability. To that end, Salesforce sent a delegation to the United Nations' COP26 climate change



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conference last fall to gain insights, develop partnerships and lend expertise. At COP26, it was gratifying that a spectrum of stakeholders — including the U.S. government — came together to address these urgent issues.

An exciting step forward at COP26 was that more than 100 countries committed to ending deforestation by 2030, and scores of world leaders pledged to fund clean technology

around the globe. One major initiative Salesforce is excited to participate in is the [State Department’s Climate Entrepreneurship for Economic Development Initiative](#), which contributes to economic development by nurturing entrepreneurial climate solutions.

At Salesforce, we are always looking for ways to engage with government agencies to help them achieve their missions and

incorporate sustainability into their digital services and modernization goals. ■

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# Introducing Net Zero Cloud.

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