Inspiring a better future
2021 ESG Impact Report

Come on in

Welcome to Pinterest's first environmental, social and governance (ESG) Impact Report. At Pinterest, we feel a responsibility to help build a more positive world and sustainable future. The purpose of this report is to share our efforts to date, be transparent about our commitments and hold ourselves accountable.

In the following pages, you will read about our exciting milestones from recent years. Most data and initiatives are from the 2021 calendar year[1] (unless otherwise noted). When relevant, we also include 2022 highlights. Going forward, we plan to release an ESG Impact Report every year to track and share our progress.

For regular ESG updates, please check out
Our online newsroom →
Investor relations website →

1 This also represents Pinterest's fiscal year.

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A word from our CEO

Bill Ready, CEO

Pinterest strives to inspire people and build a more positive world. In our early days, we pursued this goal by developing a product where everyone can discover uplifting ideas to plan and build their best lives. In recent years, we've expanded our approach to make an even bigger impact for society and the environment.

This ESG Impact Report is a summary of our efforts to be a positive force for good with a particular focus on four areas.

The first is people. Pinterest doesn't innovate tech for tech's sake. We want to make a difference for people across our business, from building a more inclusive and diverse culture for our employees to supporting the communities where our offices are located.

The second is product. Pinterest aspires to be the positive corner of the internet—one that brings out the best of humanity, not the worst. That's why we prioritize the emotional wellbeing of our users so they can build happier lives and healthier futures.

The third is planet. Climate change is one the greatest threats to our world and Pinterest is committed to doing our part to address this challenge—including limiting emissions, protecting our natural resources and combating climate misinformation.

And finally, governance sets the foundation for fostering a culture of ethical conduct and accountability across our business and operations.

With all of these efforts, we are pushing for progress that creates positive value for our business and the world. We are proud about our milestones to date, but know that we are only at the beginning of our ESG journey.

Pinterest aims to be a company that is judged by what we do, not just what we say. We are thankful to our stakeholders for their support and for holding us accountable. And we look forward to sharing our progress in future reports.

Bill Ready, CEO

What makes us who we are

For over a decade, Pinterest has worked to inspire people and build a more positive world. Since the beginning, our efforts have focused on building a place online for people to discover ideas, plan their futures and make their dreams a reality. Over time, we've also expanded our capacity to do good offline by improving how we conduct business, championing causes like emotional wellbeing and creating a values-driven company.

The values that guide us

Because we aim to achieve our ambitious goal of inspiring the world, our everyday work is grounded in core values that reflect the beliefs and principles we cherish most. This includes doing right by our users, making big bets and taking smart risks, maintaining a high standard of excellence and innovation, collaborating closely, and creating a culture of belonging.

Pinterest: quick facts[2]

3,987
full-time employees

HQ
in San Francisco, CA

24
sites in 22 cities

37
languages that the platform is available in

390B+
Pins saved by users

450M
global monthly active users

2 Figures are provided as of date of publication in December 31, 2022.

Our ESG approach

Building a more positive and sustainable world doesn't happen by accident. It requires relentless focus and intentionality every day, in every aspect of our business. For Pinterest, that means building a platform that nurtures the emotional wellbeing of our users, creating a business that is socially and environmentally conscious, and advocating for issues that align with our values.

Defining our focus

To guide our focus and develop our first report, we performed a 2022 double materiality assessment—a process that analyzed our company's potential impact on the environment and society, as well as the potential financial impact of ESG factors on Pinterest. Through internal and external stakeholder engagement and in-depth research, we identified the issues that are most relevant to us.

Our people
Corporate governance
Data privacy and security
Emotional wellbeing
Inclusion and Diversity (I&D)
Climate change
Responsible and inspiring content and advertising
Ethical conduct
Energy and renewables
Human rights
Water
Community impact
Waste
Biodiversity

Targeting real-world progress[3]

Inclusion and Diversity

Increase companywide representation of US employees who self-identify as Black, Latiné or Hispanic, American Indian, Alaska Native, Native Hawaiian and/or Pacific Islander to 20% by 2025.

In progress

Increase representation of women in leadership by 20% by 2025[4]. (Global)

Achieved

Energy and renewables

Increase annual sourcing of renewable electricity from 34% in 2019 to 100% in 2023.

In progress

Climate change

Committed to set near-term emissions reduction targets in line with climate science and the Science Based Targets initiative (SBTi).

In progress

3 Additional goals are in development, and we expect to share them in future reports.
4 Versus a 2020 baseline.

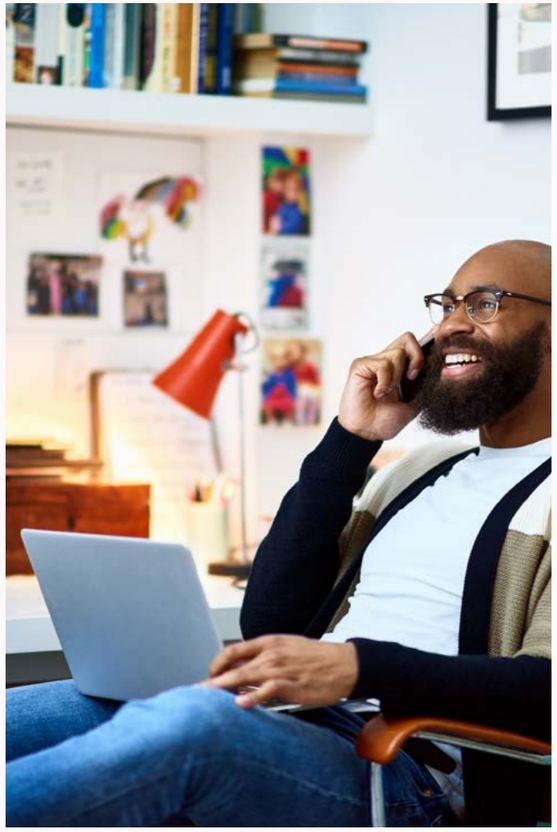
Inspiring a better future

Informed by our materiality assessment, we've established an ESG strategy centered around three pillars.

People

Pinterest is on a mission to bring everyone the inspiration to create a life they love. We're championing emotional wellbeing, nurturing talent and creating belonging for everyone. From users to employees, partners to communities, we believe in delivering better for everyone.

Creating careers and lives we love



At Pinterest, we want everyone to be their authentic selves. So we're striving to provide choices and experiences that are best for our employees' careers and lives. We want to be a company people love working for, with programs that stand out in the market, addressing real-world needs and putting emotional wellbeing at the forefront.

Benefits for real-world needs

At Pinterest, effective support starts with offering every person the opportunity to work in the ways that are right for them. In 2022, we introduced PinFlex, a uniquely Pinterest work model that gives employees the freedom to work in our offices, from home or another virtual location within their country of employment. And with our annual Work-From-Anywhere benefit, eligible employees can spend three months working outside their country of employment.

We strive to give employees choices that are best for their careers and their lives with a comprehensive suite of medical, dental, disability and mental health benefits for all employees. To promote financial wellbeing, we also offer money management education, financial planning and investment services.

Our programs are designed to support our business and culture strategies, which means supporting employees through major life changes, like having a baby. That's why, in January of 2022, we updated our global parental benefits to offer new parents at least 20 weeks leave. Because every family is unique, additional benefits are available to parents and caregivers with newborns in neonatal intensive care, adoptive parents and people experiencing a miscarriage.

20+

weeks of leave offered to new parents in January of 2022 as we updated our global parental benefits

PinFlex

gives employees the freedom to work in our offices, from home or another virtual location within their country of employment

66%

of Makeathon ideas have been implemented over the last decade

3,800+

employees attended Knit Con virtually or in-person in 2022

Keeping the passion for inspiration alive

Delivering inspiration can create a ripple effect—first employees, then the world. Every year, we host Knit Con and Pinterest's Makeathon, companywide events for employees to come together to bring to life Pinterest's mission of inspiration.

Knit Con: An annual conference where employees are engaged to discover and try new ideas. Across two days in 2022, employees gathered to participate in over 250 activities, from how to raise chickens to cooking Malaysian cuisine, creating latte art and learning the fundamentals of candle-making.

Makeathon: In 2022, we celebrated 10 years of Pinterest's Makeathon—an event where employees can pitch ideas for making our product, culture or internal processes better. During this latest round, ideas focused on creating belonging and meeting the needs of our Pinners.

Commitment to pay equity

At Pinterest, we reward team and individual achievements and differentiate compensation on critical skills, results, future potential and living our values. We're competitive in the marketplace and give employees transparency, simplicity and choice in total reward offerings, all while balancing the interests of our Pinners, employees and Shareholders.

We are deeply committed to pay equity. This means equal pay for comparable work. We regularly assess our pay practices and analyze compensation to ensure our employees are paid equitably and fairly.

Increased compensation range and level transparency is available for all employees, and we continue to refine our internal processes. In a dynamic workplace, maintaining pay equity requires vigilance and ongoing monitoring. Twice a year we analyze compensation and make adjustments when necessary to continue to stand by this very important commitment.

Employee wellbeing

Our Pinterest benefits and programs are designed with flexibility to prioritize wellbeing and mental health of our employees.

We give our employees tools to invest in their wellness—including free access to mental health and wellbeing tools like Lyra, Ginger, Calm and Cleo.

Being at Pinterest means being part of a community that's building and growing together, individually and as a team. That's why we developed Pinside Out, one of our inaugural Pinspiration Groups. Pinspiration Groups were created in 2022 and are centered around a common cause that ties back to a business priority, such as sustainability or emotional wellbeing. Pinside Out uniquely creates space for colleagues to connect on mental health topics and activities. It activates peer-to-peer support through monthly Healthy Hours (open forums and guided discussions) and group meditations.

Listening to every employee

We embrace diverse talent, thinking and backgrounds. This is at the core of our innovation and success. And to do this, listening is the key. As well as traditional routes to employee connection, such as HR business partners, in 2022, Pinterest launched an Ombuds program to offer confidential, impartial consultations on navigating work challenges. The program advocates for a respectful workplace, equitable processes and a commitment that all employees are treated with dignity.

The Ombuds team also hosts monthly, interactive educational sessions for all employees on topics including psychological safety. Together with Mind Share Partners, a leading workplace mental health organization, the Ombuds team also introduced employee training designed to build a mentally healthy work culture, with customized sessions for people managers.

In addition, we gauge sentiment and perspectives through Employee Voice Surveys. While there will always be more work to do, we are encouraged that the latest results show employees feel engaged and have an increasing desire to stay at Pinterest.

Creating belonging for everyone

Better products start with better insights. And better insights start with bringing more voices to the table. At Pinterest, we're focused on creating belonging, enhancing diverse representation in our workforce and building a culture of inclusion.

20%

increased representation of women in leadership in H1 of 2022, ahead of our original 2025 timeline

16%

US employees self-identified as Black, Latiné or Hispanic, American Indian, Alaska Native, Native Hawaiian and/or Pacific Islander

When we say our mission is to help everyone find inspiration, we truly mean everyone. To achieve this, we need the worldly perspectives that only inclusive environments can deliver.

At Pinterest, our Inclusion & Diversity (I&D) vision is to create a culture where employees flourish through representation and belonging, users thrive with inspiration and Pinterest grows through innovation. Our I&D team and community-based partnerships provide the expertise, capacity and accountability that bring this vision to life.

To make this happen, we collaborate with cross-industry organizations, experts and thought leaders from communities we seek to inspire—like Catalyst and /dev/color. In 2020, we worked with the social impact agency Values Partnerships to launch the Pinterest Inclusion Advisory Council of executives from leading civil rights organizations. Then, in 2021, we created the Inclusion Insiders Council to advise on our business initiatives.

Goals for progress

We want Pinterest to be a place that attracts great talent from everywhere and people can see themselves represented. Where you can be you, here. To this end, we established targets we aim to achieve by 2025.

In 2021, 16% of US employees self-identified as Black, Latiné or Hispanic, American Indian, Alaska Native, Native Hawaiian and/or Pacific Islander; we aim to increase this to 20% by 2025. We also set out to increase representation of women in leadership by 20%—a goal we met in H1 of 2022, far ahead of the original 2025 timeline.

Building a diverse talent pipeline

We believe in a representative workforce and understand that a diverse applicant pool is critical to this goal. We have a Diverse Slates Approach, meaning the interview and hiring process is designed so candidates who are women, Black, Latiné or Hispanic, Indigenous, Native Hawaiian and/or Pacific Islander are considered for positions, all the way to final interviews.

Targeted recruitment efforts through AfroTech, Lesbians Who Tech & Allies and historically black colleges and universities (HBCUs) open the door to a wider pool of talent. And, by removing degree requirements for a majority of our job listings, we are preventing post-secondary education from blocking otherwise qualified candidates.

In addition, Pinterest apprenticeships offer people from nontraditional professional—and historically underrepresented—backgrounds hands-on experience. Graduate and internship programs represent a career jumpstart for students and graduates, helping them prepare for futures in engineering, data science, sales or machine learning.

Inclusion is everyone's responsibility

Building a diverse organization requires intentionality and collective action. The responsibility to foster an inclusive workplace is everyone's responsibility, beginning with our management and the board of directors. We seek inclusion and diversity at the highest levels in our organization. The Pinterest board, as well as our leadership team, is diverse in terms of gender, race, and skills, expertise and experience. Our board of 11 directors is composed of eight independent directors and three women.

Our Talent Development and Compensation Committee oversees our I&D efforts. Management regularly updates the committee on progress against our I&D goals (including pay equity), any impediments to our efforts and relevant trends and observations. We also have an open line of communication between the committee and our Global Head of I&D and with our Head of Ombuds.

All employees are encouraged to be engaged in creating an inclusive environment at Pinterest. We offer our people several learning opportunities, including:

- Transgender Training Institute gender inclusion workshops.
- Right to Be bystander intervention education.
- CNEXT Accelerate development for high-potential leaders.
- Activate Inclusion DEI training and inclusion-focused executive coaching.

Pinclusion Groups

Pinclusion Groups—employee-led affinity groups—provide community, support, advocacy and programming around identity-based interests and issues. We have developed guidance to help maximize each group's capacity for cross-Pinterest impact, awarding compensation and recognition every year to formally celebrate all they do for our culture and company.

Our current Pinclusion Groups include: Asians@, Blackboard, PinAble, PIndigenous, Pinwheels, Todos Pincluidos, Vets@ and Women@.

Our progress

Inspiration happens when people feel empowered. Detailed insights into how we're making Pinterest and our team more diverse, inclusive and uplifting are available in our latest I&D Annual Report and H1 2022 update report.

To understand our workforce, we start by capturing how employees self-identify. Identities are ever evolving and so we are in the process of including new categories for self-identification, such as sexual orientation, veteran and caregiver status.

Quick links

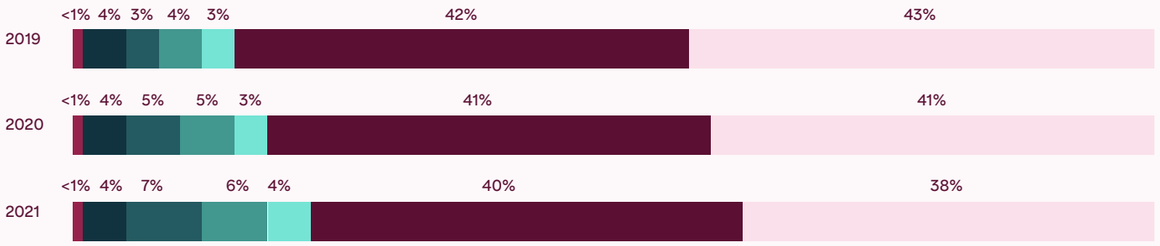
I&D Annual Report →
H1 2022 update report →
Employee wellbeing →
Taking care of our planet →

Pinspiration Groups

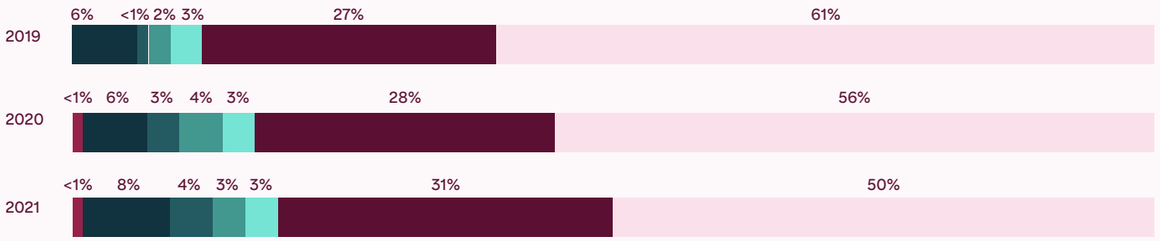
As well as encouraging connection and advocacy through Pinclusion Groups, in 2022 we introduced Pinspiration Groups: forums for discussion and activism around important causes that align with business priorities. The first two groups launched were Pinside Out and PinPlanet.

US race/ethnic representation (%)

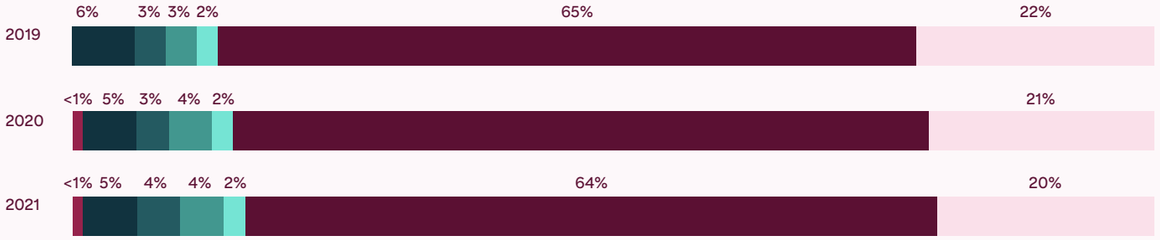
Companywide



Leadership



Engineering

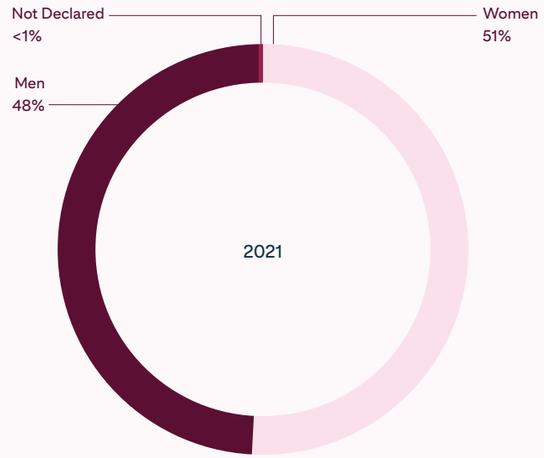


Key

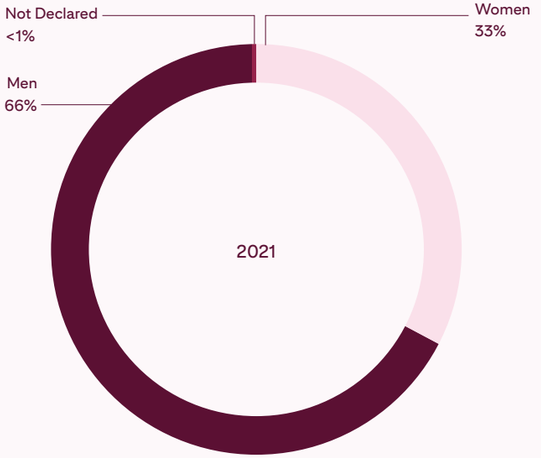
Alaska Native, American Indian and/or Pacific Islander · Declined to say · Black · Latiné/Hispanic · Multi-race · Asian · White

Global representation of women (%)

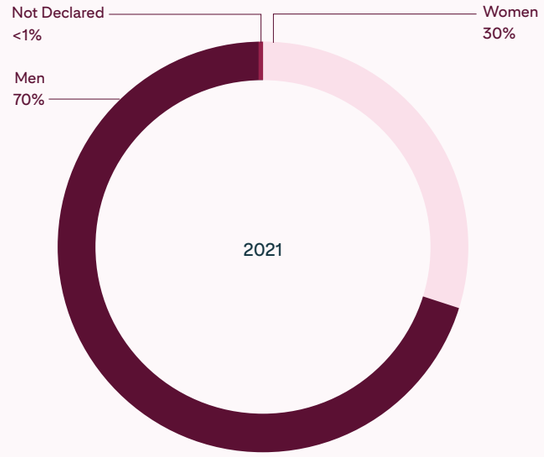
Companywide



Leadership



Engineering



Methodology
Our gender data is global. Gender options for employees to select are: Men, Women or Not Declared. These options do not encompass the range of identities that may be relevant for our employees, and so we have work to do to expand our options.

Race and ethnicity data currently comprises only our US-based employees.

Decline to state is an option for our employees to actively select.

Leadership comprises employees in levels L7 and above.

Engineering consists of employees that report into the engineering organization, excluding executive assistants.

Some numbers may not add up to 100% due to rounding. For numbers larger than 1%, we round to the nearest whole number. For numbers smaller than 1%, we report as <1%. 0% would mean no employees self-identify in that way and is therefore not depicted in our visualizations.

Our metrics pertaining to the goal of increasing representation of employees who self-identify as Black, Latiné or Hispanic, American Indian, Alaska Native, Native Hawaiian and/or Pacific Islander include employees who are Multi-race when inclusive of the identities listed above.

Communities facing crises

Bringing our values to life, we harness our resources to create positive change and advance emotional wellbeing in our communities.

Pinterest aims to have a positive and inspiring impact on the communities it's a part of and serves. That ranges from emergency and disaster response efforts, through employee volunteer service and donation matching contributions, to the provision of pro bono legal services, to local business and vendor support, alongside other efforts aimed at contributing to strong and vibrant communities.

As well as financial support and volunteer time, we look to leverage Pinterest's unique strengths and resources, including our product, key partnerships, advocacy resources and Pinterest's voice. For example, we weighed in on legislation like the Restoring Hope for Mental Health and Well-being Act of 2022 (H.R. 7666) to expand mental health care.

Partnerships with purpose

In 2021, we pledged $10 million[5] to advance emotional wellbeing by supporting what we refer to as Purpose Partners—nonprofit organizations that raise awareness on the importance of mental health, explore innovative approaches to emotional wellbeing and tackle disparities in access to mental health resources.

We're also leveraging funding to advance emotional wellbeing for communities facing crises. We provide targeted financial support to the International Rescue Committee and UNICEF through a partnership with UNICEF USA to help integrate mental health into their response efforts in over 150 countries globally.

Pinterest further supports Purpose Partners through:

- Onboarding sessions to show Partners how our platform can support and amplify their work.
- Dedicated funding for marketing, typically an underinvested area for nonprofits.
- An internal Purpose Speaker Series to connect Purpose Partners with our employees.

Today, we're proud to power the work of 40 Purpose Partners advancing emotional wellbeing in over 30 countries—from established leaders in the mental health field to emerging and innovative community-based approaches. For example, BEAM (Black Emotional and Mental Health Collective) is addressing gaps in funding for Black-led mental health services across America through their Black Wellness Innovation Fund. Another partner, Purpose Project, is creating immersive, community-centered digital content to help young people develop social-emotional skills to navigate a rapidly changing world.

5 Initial $10 million commitment over 12 months.

$10M

pledged to advance emotional wellbeing

Pledge 1%

We commit a portion of Pinterest's equity to fund social impact efforts as part of the global corporate movement Pledge 1%

While we're energized to see new, thoughtful ways of promoting emotional wellbeing, we also acknowledge the importance of addressing root causes of systemic issues and inequities. Through policy and advocacy efforts, our partner Inseparable has delivered several key wins that improve care for millions of Americans, including the launch of a first-of-its-kind nationwide school mental health report card.

There's no one-size-fits-all approach to community engagement, so we take a locally tailored and responsive approach. Across our key geographies, we lean on local expertise to guide our engagement. In San Francisco—where Pinterest's roots lie—our Purpose Partner Tipping Point Community is dedicated to fighting Bay Area poverty. Recognizing the connection between poverty and mental health, Pinterest supports Tipping Point's mental health initiative, designed to identify and address gaps in care. We also support their "POC-Led: Impact Through Equity" program, which helps develop and build capacity among leaders of color.

Helping employees give back

Our employees are passionate about supporting their communities. In 2021, we debuted formal employee giving and volunteer benefits. Employees can now access $1,000 in annual donation matching[6].

They can also take 40 hours of paid time off to volunteer for their chosen cause—be it a local nonprofit, their child's school, nonpartisan voting efforts or a place of worship. Pinterest matches every volunteer hour with $30 for eligible organizations supported.

Throughout 2021, over 1,000 employees (29%) embraced these opportunities, donating nearly $600,000, which, when matched by Pinterest, totaled over $1.5 million for nonprofits.

Supporting our content creators

Creators are an important part of Pinterest. It's often their ideas on what to cook, how to decorate or where to travel that inspires our users. To help underrepresented creators grow, connect and succeed, we developed the Creator Fund. Not only can eligible participants access creator-focused education, they also receive $25,000 in cash grants, ad credits and equipment stipends to grow their online presence.

In March 2022, in support of Women's History Month, we provided 10 women-owned businesses with assistance to enhance brand visibility, with training, insights and performance optimization recommendations tailored to each recipient's needs. Also, in October 2022, we announced a global partnership with Headspace, offering tools for managing stress, increasing positivity and more to eligible creators.

Quick links

Creating belonging for everyone →
A positive corner of the internet →

Care through creativity

Pinterest is a natural home for art and creativity. Several of our Purpose Partners leverage creative expression as a tool to promote emotional wellbeing. We're supporting the Foundation for Art & Healing to pilot a caregiver's version of their Colors & Connection program—helping caregivers find belonging through creative expression. The Art Therapy Project is similarly tapping into artmaking to help individuals manage trauma through group art therapy. With Pinterest's support, PeaceLove is expanding arts-based emotional wellbeing programming to more people in marginalized communities, providing an alternative to traditional or clinical mental health care.

6 Available to all full-time, benefits-eligible employees.

Product

We aspire to build the most positive corner of the internet—a place where people can dream, try new things and be themselves, free from judgment. With all the negativity online, this isn't easy. We must act deliberately, taking bold policy positions and investing in safety. But it's worth it because people deserve technology that brings out their best instincts—not their worst.

A positive corner of the internet

The timeline for responsible content

2016
Ads for sensitive content, including cultural appropriation and inappropriate costumes, prohibited

2017
Health misinformation policy launched, prohibiting anti-vaccination content

2018
Policy to prevent political ads

2019
Compassionate search for mental health support launched

Authoritative search experience for vaccine-related searches launched

2020
Policy to prohibit misinformation on elections and civic participation launched

2022
Weight loss ad policy updated to prohibit all ads with weight loss language and imagery

2022
Rollout of climate misinformation policy

We create spaces that resonate, where imaginations can run wild, and people can find more of what they love. And we want them to feel positive and inspired while doing so. This means being deliberate about evolving our platform through policy decisions and product developments.

Delivering a positive platform starts with proactive content policies that prioritize user wellbeing. Community guidelines govern what we expect on Pinterest. They outline what we expect of everyone creating content to nurture a positive, honest, welcoming and—above all—inspiring corner of the internet.

Comprehensive Advertising guidelines make it clear what can be promoted and how. We work hard to keep policies up-to-date and strive to remove content that violates them or negatively impacts users' emotional wellbeing. For example, in 2021, we introduced a policy that prohibits ads with weight-loss language and imagery. This stance made Pinterest one of the only major platforms to ban such advertising and built on our long-standing policies that prohibit body shaming and dangerous weight loss products or claims.

A place of inclusion

Responsible, inspiring content is about more than preventing harm; it's about helping people thrive online. We strive to make Pinterest accessible for everyone.

We're also innovating features to make our product more inclusive. Back in 2017—in response to user feedback—an idea was born: a feature that would give people control over their experiences, allowing them to narrow search results by skin tone range. And, by setting default search outputs to show diverse skin tones, the updates helped increase representation of underrepresented creators.

7 As of September 2022.

23

countries where compassionate search features are available

1st

major digital platform to clearly define guidelines against false or misleading climate change information across content and ads

Additionally, across our platform we have detected hair patterns in over 900 million images[7]. Using this information, users can now also tailor searches by hair pattern, getting inspiration that truly works for them without the need for search modifiers. They can also select the correct pronouns, another example of how, on Pinterest, everyone can be their truest self.

Driving emotional wellbeing online

As people today spend a third of waking hours on mobile apps[8], it becomes even more important for Pinterest to be a nourishing place for inspiration. Since 2019, we've offered a compassionate search experience, with resources for people who feel anxious, stressed or sad. The feature is available in 23 countries, with organizations engaged to ensure resources are locally relevant.

Taking action

We're constantly working to be better. To share our developing guardrails for what's acceptable content—and updates on efforts to uphold our Community guidelines—we currently publish a biannual transparency report.

Cracking down on climate misinformation

We know users are coming to Pinterest for sustainability inspiration. We also know false information can impede efforts to nurture a healthy planet. In April 2022, we introduced a climate misinformation policy—the first major digital platform to clearly define guidelines against false or misleading climate change information across content and ads.

Whether it's conspiracy theories or outright denial, Pinterest is no place for misleading content. Informed by expert organizations, the Climate Disinformation Coalition and Conscious Advertising Network, the policy applies to advertisers, creators and users, and requires that any climate information shared on our platform is accurate.

To fuel sustainable attitudes, during Earth Month 2022 people searching for topics like "eco-friendly living" were directed to curated daily articles. A content series, launched with global creators and environmental activist Green Girl Leah, featured tips for environmentally responsible living.

Quick links

Community guidelines →
Advertising guidelines →
Communities facing crises →
Biannual transparency report →
Privacy policy →

Pinterest Havens: Invest in Rest

To celebrate World Mental Health Day 2021, we launched Pinterest Havens: Invest in Rest, which took place both online and in real life. Online, our Pinterest Havens board showed the connection between mental health and good rest, with ideas designed to combat the growing problem of burnout.

We also delivered an offline installation in Boxville, Chicago. Curated by local artist Dwight White and supported by our Purpose Partner Coffee, Hip Hop, & Mental Health, the installation brought wellbeing messages to life through immersive art and community programming.

Chance the Rapper participating in a children's activity at Pinterest Havens

8 Data AI, https://www.data.ai/en/insights/market-data/state-of-mobile-2022/.

Prioritizing data protection

When people use Pinterest, they're trusting us to keep their data secure. This information supports more personalized experiences, with advertisements and content tailored to users' tastes and interests.

We want to give people easy-to-access information on how their data is used, maintaining a clear regularly updated online privacy policy.

We know users want to feel in control over what happens to the information they entrust to us, so we offer settings to customize their Pinterest experience and exercise their privacy rights. We also seek to protect our platform and business against cyberattacks. It's why we maintain robust cybersecurity measures.

A comprehensive approach

We maintain an Information Security team to oversee all data and business security areas, including:

- Enterprise security.
- Product security.
- Security operations.
- Infrastructure security.
- Detection and response.
- Governance, risk and compliance.

While we have a dedicated team, we also emphasize the shared responsibility of our employees to support ongoing product and company security. This is communicated during employee onboarding, and every year after, with everyone required to complete annual security awareness and compliance training. We hold lunchtime information sessions, open office hours for informal discussions and regularly communicate companywide on security initiatives. Quarterly updates are provided to executive leadership and the board of directors' Audit and Risk Committee.

Planet

Earth is our home and we're on a never-ending journey to preserve it. Creating a better, healthier planet is about taking care of our natural spaces, using resources responsibly and working alongside our employees and communities.

Taking care of our planet

When it comes to protecting the planet, we believe everyone has a role to play. At Pinterest we're committed to inspiring action—across our platform, within our operations and throughout our communities—starting with reducing our own emissions.

Climate change impacts how everyone lives, works and exists, disproportionately affecting historically marginalized and under-resourced communities.

The window of opportunity to avoid the most catastrophic climate change effects is rapidly closing. In response, we're taking on our emissions with a data-driven approach that targets four actions:

- **Track:** implement systems and processes to accurately monitor our global greenhouse gas (GHG) emissions.
- **Reduce:** invest in energy efficiency projects and purchase renewable electricity.
- **Engage:** work with suppliers to reduce indirect emissions and engage employees with resources on how to live and work with sustainability in mind.
- **Partner:** work with businesses, organizations, users and creators to share inspiration around building a healthy planet.

100% renewable electricity

Our offices represent our largest directly operated physical footprint; we're always looking for ways to make them more energy efficient. In September 2022, we announced our commitment to:

Achieve 100% renewable electricity for our global offices in 2023

We're starting with our San Francisco HQ, where we will receive 100% renewable electricity through CleanPowerSF's Super Green program. Across other offices, we'll purchase Energy Attribute Certificates, following a set of guiding principles which include:

- Prioritizing in-country projects within the same year the electricity was consumed.
- Sourcing from projects that maximize system impact.
- Supporting local communities.

For all new locations, we will strive to source renewable energy locally whenever possible, prioritizing office spaces that are highly rated and certified by the likes of LEED, BREEAM and Energy Star.

PinPlanet: Pinterest's employee-led climate community

Our employees know that helping people create more inspired futures means caring about the planet too. On Earth Day 2022, we introduced PinPlanet, our Pinspiration Group of over 400 employees on a mission to create a sustainable future for all by inspiring climate action. Throughout the year, PinPlanet leaders hosted workshops, created community action opportunities for employees and worked with creators to develop content on living a more sustainable life.

Collaborating for a more sustainable cloud

At Pinterest, most emissions are Scope 3, including emissions from cloud computing that makes our platform possible. We've worked with our cloud computing partner, Amazon Web Services (AWS), since 2018 to better understand our indirect carbon footprint—and their goals for reducing their emissions. Amazon is on a path to power its operations, including AWS data centers, with 100% renewable energy by 2025—five years ahead of its original 2030 commitment.

To drive greater insights, we were proud to support AWS in beta testing a customer carbon footprint tool, ahead of the 2022 launch for all customers. With the tool, anyone using AWS services can measure their estimated carbon emissions, evaluate AWS-linked emission trends and use the insights to forecast progress against climate goals.

Partnering for Earth

Addressing climate change requires global, cross-industry collaboration. It's why we maintain memberships with organizations such as BSR™ and Project Drawdown's Drawdown Labs initiative: entities that exist to activate shared responsibility for realizing a healthier planet.

As well as strategic partnerships, we support the work of several environmentally focused organizations, including Intersectional Environmentalist and the Potential Energy Coalition. Specifically, we provide donations for their programs and advertising credits to boost their content on our platform.

Quick link
Creating belonging for everyone →

"Uncovering and implementing climate solutions is a collaborative effort and one that every business has a role in. Through our partnership with Pinterest, I've seen how they are building a thoughtful sustainability program that inspires their employees, users and communities. I look forward to seeing how Pinterest's journey evolves and their continued partnership with Drawdown Labs members to deploy climate solutions at scale."

Jamie Beck Alexander, Director, Drawdown Labs

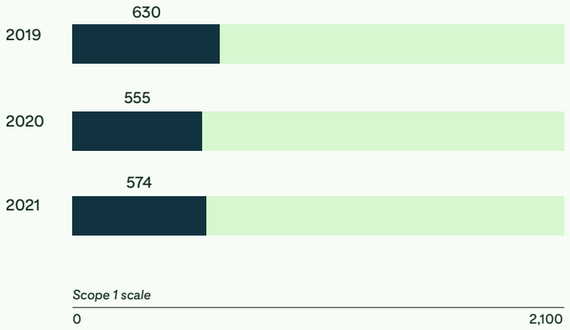
Tracking our emissions

The latest Intergovernmental Panel on Climate Change report indicates it's still possible to limit the global temperature rise to 1.5°C—but only if everyone takes urgent action. We understand our responsibility to do our part, so have committed to set near-term emissions reduction targets in line with climate science and the Science Based Targets initiative (SBTi): a program designed to drive corporate climate action.

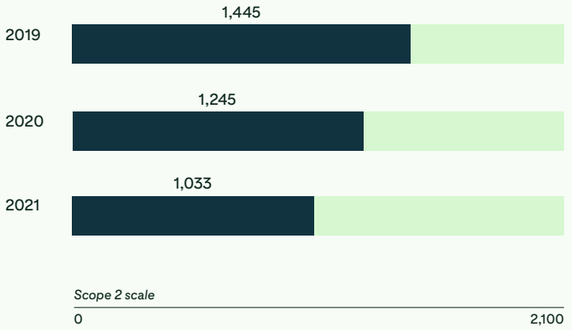
Starting in 2021, we partnered with enterprise climate platform, Watershed, to calculate our emissions inventory since 2019. We follow the GHG Protocol's guidelines—the leading global reporting standard for carbon calculation and corporate emissions—when calculating our Scope 1–3 emissions.

Pinterest's carbon emissions (tCO_2e)[9]

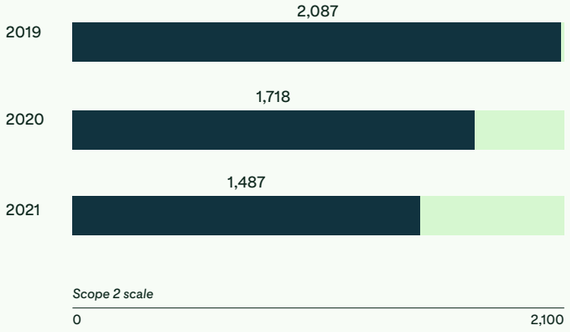
Scope 1



Scope 2 (market-based[10])



Scope 2 (location-based[11])



Scope 3

	Scope 1	Scope 2 (market-based[10])	Scope 2 (location-based[11])	Scope 3
2019	630	1,445	2,087	169,563
2020	555	1,245	1,718	167,635
2021	574	1,033	1,487	137,299

Scope 3 categories[12]

	Purchased goods and services	Capital goods	Fuel- and energy-related activities	Waste generated in operations	Business travel	Employee commuting	Upstream leased assets
2019	140,894	9,393	989	524	12,838	4,821	105
2020	153,507	7,526	794	112	3,282	2,377	37
2021	129,061	5,204	710	0.7	378	1,931	14

9 Scope 1 are direct emissions from sources we own and control; Scope 2 are indirect emissions from purchased energy; Scope 3 are indirect emissions from our upstream and downstream value chain.
10 The GHG Protocol defines market-based emissions as emissions from electricity that companies have purposefully chosen (or their lack of choice).
11 The GHG Protocol defines location-based emissions as the average emissions intensity of grids on which energy consumption occurs.
12 The following categories are not applicable in calculating Pinterest's Scope 3 emissions: upstream or downstream transportation and distribution; processing of sold products; use of sold products; end-of-life treatment of sold products; downstream leased assets; franchises; or investments.

Protecting our resources

We know our environmental impacts go beyond emissions, so we monitor water use and waste streams, seeking to do more with less in a bid to protect precious natural resources.

Mitigating water use

The first step to reducing our use of resources is to understand current impacts. While our direct reliance on water is minimal, we continuously monitor its use in our San Francisco HQ. In 2021, we implemented systems to track water and waste across our offices, where data is available, helping identify areas for improvement.

Our largest office in San Francisco is fitted with a greywater system that repurposes storm water for use in the toilets. During 2021, we completed a significant upgrade to re-pipe the HQ kitchen greywater system. The system collects water for reuse that would otherwise go down the drain, saving around 6,500 gallons of potable water every month.

Old resources, new life

We see landfill as the absolute last resort for resources and offer recycling and composting in our offices where services exist. We also partner with organizations to recycle office furniture and equipment. Used laptops are sent to Revivn to be redistributed to communities in need.

As we've reimagined the work-life structure, offering flexibility to work from wherever, we've donated used and excess office furniture to local schools and organizations.

Where possible, we're cutting food waste by forecasting US employee meal requirements and sending used cooking oil for biofuel. When we do find ourselves with surplus, we work with Copia to donate it to nonprofits who deliver it to those in need—simultaneously maximizing our capacity for community impact. Between 2017 and 2021, we donated over 124,000 meals through the partnership.

Waste reduction: a collective effort
Our employees play an important role in our mission to avoid waste. To prevent overproduction of team swag—including branded clothing, accessories and stickers—employees can opt out of receiving promotional items. For each item they choose to avoid, a donation of equivalent value is made to the Environmental Defense Fund.

Quick links
Creating careers and lives we love →
Communities facing crises →

A greener approach to growth in Toronto

We want to create workspaces that nourish employees, and which are operated in environmentally responsible ways. It's why we designed our new Toronto office with biophilic features and an indoor greenhouse—incorporating nature into our built environment to highlight the intersection between sustainability, wellness and design. And, with a commitment to use resources responsibly, we repurposed as many existing building materials as possible during the site remodel.

Governance

At Pinterest, we foster a culture of responsible governance, ethical conduct and accountability. We are committed to acting with integrity; it's a commitment that is embedded throughout our business and operations.

Overseeing our efforts[13]

Good governance requires effective oversight, including ESG. We believe in sound corporate governance practices at both the board of directors and management level.

Our governance structure

Pinterest's board is formed of eleven directors, each bringing a diverse background and experience. In line with our corporate governance guidelines, one of our independent directors, Andrea Wishom, serves as our lead independent director since our chairman is not independent.

The board oversees and reviews Pinterest's strategic direction and objectives, considering (among other things) risk profile and exposure, and key stakeholder relationships. Corporate Governance Guidelines assist the board in exercising its responsibilities and provide a structure for directors and management to effectively pursue company objectives for the benefit of stockholders.

Three standing board committees have distinct responsibilities, including ESG-specific responsibilities, described below and in more detail in committee charters on our investor relations website. The Nominating and Corporate Governance Committee is responsible for reviewing our ESG strategy, goals, initiatives and reporting on ESG matters. Pinterest management regularly updates the committee on ESG matters. In addition, the Talent Development and Compensation Committee is responsible for overseeing our D&I efforts, including receiving regular progress updates against our D&I goals.

Best practice corporate governance

It's not just what we do that matters but how we do it. Good corporate governance drives accountability, transparency and decision-making that strengthens stakeholder confidence.

Key highlights

- Independent Lead Director.
- Board members diverse in skills, tenure, gender and age—with an age limit of 72.
- Regular board refreshes, with four new members since 2019.
- Board committees composed of 100% independent directors.
- Annual board evaluation by the Nominating and Corporate Governance Committee and Lead Director.
- Stock ownership guidelines, applicable to executive officer and non-employee directors.
- Proxy access for stockholders, with standard conditions on director nominations.
- Director resignation submission required if they don't receive a majority vote during uncontested elections.
- Number of public company boards directors may serve on limited to five; Pinterest's CEO limited to serving on three.

13 The data and information in the governance section is as of December 31, 2022.

A robust approach to risk

We maintain a defined approach to assessing and managing risks and circumstances that could impact our ability to achieve strategic objectives. We refresh our Enterprise Risk Assessment (ERA) process annually, using the previous year's ERA results as a baseline, researching potential emerging risks and interviewing relevant stakeholders to gather perspectives on Pinterest's top enterprise risks. These insights help direct ongoing risk management conversations with senior management and the Audit and Risk Committee, including expanding executive management awareness and oversight on newly identified risks.

Quick links

Board of directors →
Investor relations website →

Board of directors

Audit and Risk Committee

- Responsible for financial and accounting matters and reporting and associated risks.
- Oversees enterprise risk management (ERM), including risks related to information security, data protection and privacy.
- Oversees legal and regulatory matters as well as compliance policies and procedures.

Talent Development and Compensation Committee

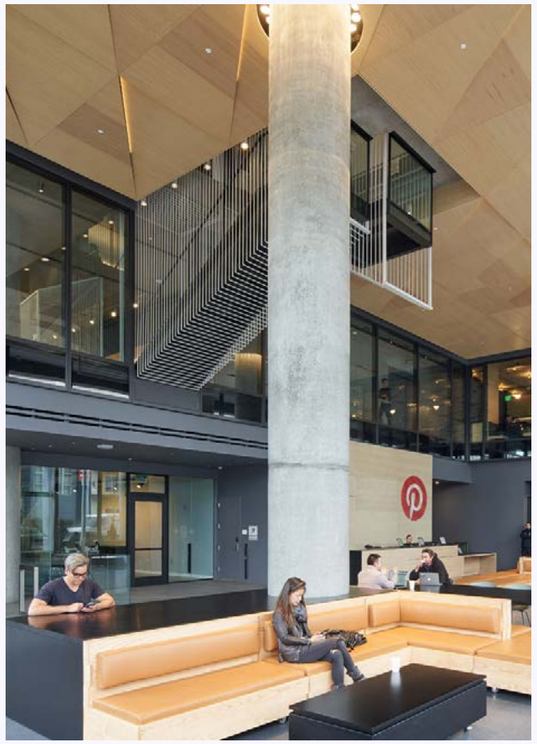
- Responsible for compensation of employees and the board.
- Reviews and oversees development, implementation and effectiveness of policies, objectives and strategies related to talent attraction, retention and development.
- Oversees I&D efforts and other aspects of human capital management.

Nominating and Corporate Governance Committee

- Oversees matters relating to governance, director succession, board refreshment and diversity, ESG and stockholder engagement.

Putting ethics at the heart of business

We want to do right by everyone: users and employees, creators and advertisers, partners and stockholders. Each day, we work to deliver inspiration while upholding high ethical and responsible standards.



A multifaceted approach to ethical conduct

We maintain various publicly available company policies, including a Code of Business Conduct & Ethics that outlines the ethical, lawful conduct we expect from everyone at Pinterest. A Supplier Code of Conduct establishes expectations for suppliers working with Pinterest. We ask suppliers to acknowledge this code as part of our due diligence and onboarding process. Both documents are available in multiple languages.

Every new hire must complete Ethics & Code of Conduct training and confirm they have read the code. Periodic communications and refresher trainings on this and related topics support our ongoing efforts to enhance employee understanding of these expectations.

A culture of support
If employees see unethical behavior, they should feel comfortable coming forward to report concerns. We encourage employees to discuss matters with their managers, but we also understand there may be circumstances when they would prefer to raise issues via another route.

We maintain various channels for submitting complaints, comments and reports of misconduct. In addition to our People Care team, HR Business Partners and Legal and Compliance team lawyers, an online EthicsPoint portal is available to employees and partners 24/7 and offers the choice to remain anonymous. Similarly, reports can be made via telephone hotline, with the option for anonymity.

We take reports very seriously and conduct investigations promptly, thoroughly, with empathy and as confidentially as possible. We have a non-retaliation policy that is designed to help people come forward without fear of retribution. We also have an employee-facing guide that explains the investigation process, including the role of the investigator, how decisions are made, expectations of employees in the process, resources available to employees, and our prohibition against retaliation.

Pinterest launched an Ombuds Program in 2022, providing a channel for employees to ask questions, raise concerns and seek guidance on resolving work challenges. The program, one of the first in the technology sector, complies with the International Ombuds Association Code of Ethics and is a confidential, impartial, informal function that operates independently of existing complaint and issue-resolution processes.

Respecting and protecting human rights

Respecting human and labor rights is vital to how we create safe, healthy workspaces. We support international standards such as the Universal Declaration of Human Rights and expect those we work with to do the same.

Our Code of Business Conduct & Ethics and internal Respect in the Workplace policy detail our expectations on anti-harassment and discrimination; and our Supplier Code of Conduct outlines expectations for partners regarding human rights, harassment, discrimination and equal opportunities. We periodically review Pinterest's policies to provide for their alignment with company values and global laws.

Additionally, in the UK, we publish an annual Modern Slavery Act Transparency Statement, covering the policies and practices we maintain to combat slavery and human trafficking across our business, platform and supply chains. Our Community guidelines outline actions Pinterest takes to prevent content concerning human trafficking and forced or compulsory labor on our platform.

Quick link
Policies and guidelines →

Forward-Looking Statements and Website References

This report, and the materials or websites referenced, contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, which statements involve substantial risk and uncertainties.

Forward-looking statements can be identified by the fact that they do not relate strictly to historical or current facts and are often characterized by the use of words such as “believes,” “strives,” “seeks,” “aims,” “aspires,” “estimates,” “expects,” “projects,” “may,” “will,” “intends,” “plans,” “targets,” “forecasts” or “anticipates,” or by discussions of strategy, plans or intentions, including with respect to sustainability, employees, corporate responsibility, environmental matters, data privacy and security, philanthropy and business risks and opportunities. Such forward-looking statements involve known and unknown risks, uncertainties, assumptions and other important factors that could cause our actual results, performance or achievements, or industry results, to differ materially from historical results or any future results, performance or achievements expressed, suggested or implied by such forward-looking statements. These statements are based on our historical performance and on current plans, estimates and projections in light of information currently available to us, and therefore you should not place undue reliance on them.

Inclusion of forward-looking information should not be regarded as a representation by us or any other person that future plans, estimates, goals, targets or expectations contemplated by us will be achieved. Forward-looking statements made in this report speak only as of the date on which such statements are first made, and we undertake no obligation to update them in light of new information or future events, regardless of any historical practice of doing so, except as required by law. Further, historical, current and forward-looking sustainability-related statements may be based on internal controls and processes that continue to evolve, standards for measuring progress that are still developing and assumptions that are subject to change in the future.

The information included in, and any issues identified as material for purposes of, this report may not be considered material for Securities and Exchange Commission (SEC) reporting purposes. In the context of this report, the term “material” is distinct from, and should not be conflated with, such term as defined for SEC reporting purposes. Website references and hyperlinks throughout this report are being provided for convenience only. The content on the referenced websites is not incorporated by reference into this report, nor does it constitute a part of this report.

Unless expressly indicated or context requires otherwise, the terms “Pinterest,” “company,” “we,” “us,” and “our” in this document refer to Pinterest, Inc., a Delaware corporation, and, where appropriate, its wholly owned subsidiaries. The term “Pinterest” may also refer to our products, regardless of the manner in which they are accessed. Statements in this report reflect data as of December 31, 2021, unless otherwise indicated.