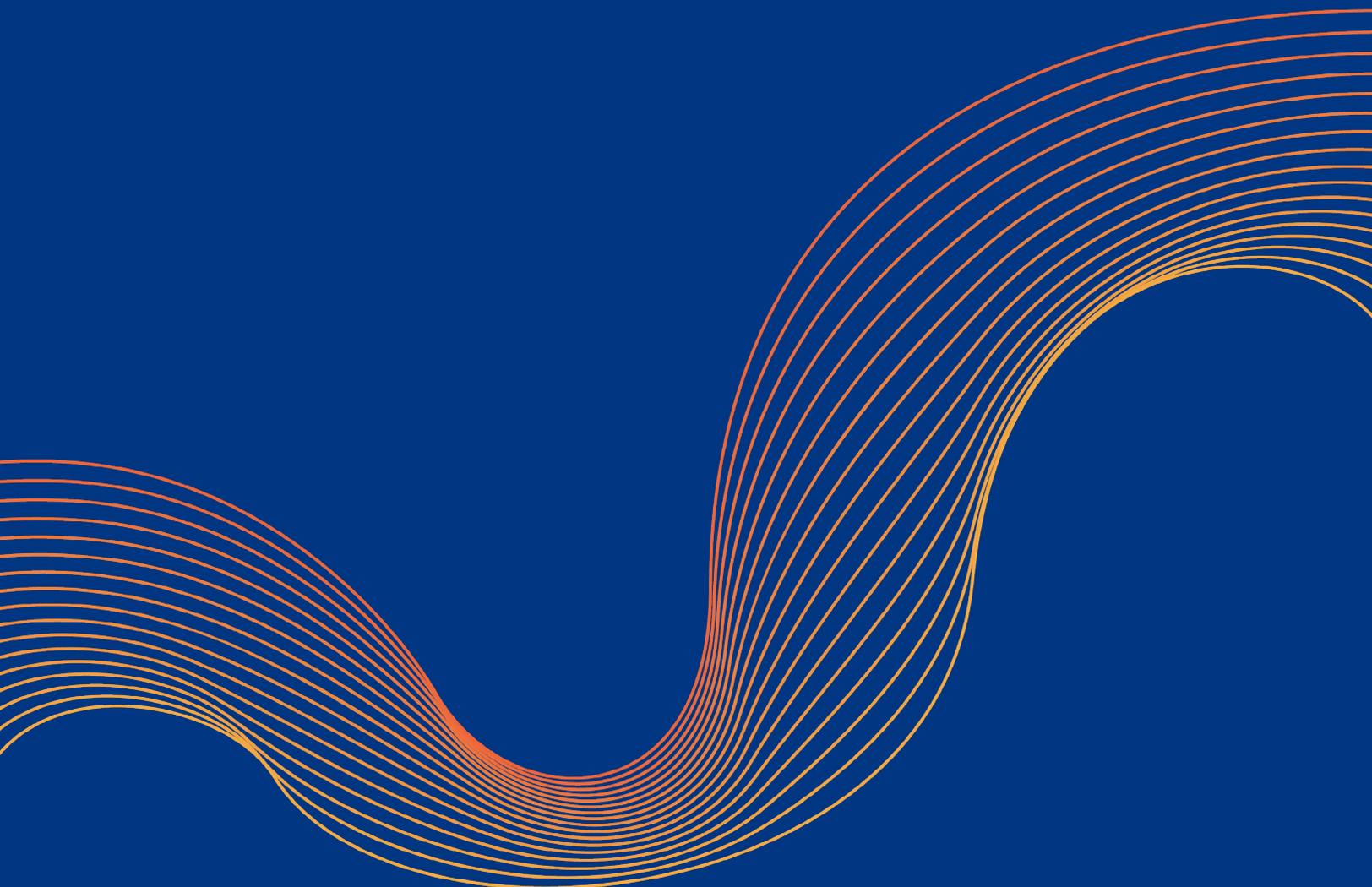# Cloudflare Communication on Progress

September 28, 2021

Section I. CEO Statement

September 28, 2021

H.E. António Guterres
Secretary-General
United Nations
New York, NY 10017

Mr. Secretary-General,

As a signatory of the United Nations (UN) Global Compact, Cloudflare remains committed to the UN Ten Principles and supporting the advancement of the UN Sustainable Development Goals. As part of that commitment, Cloudflare is proud to share our first Communication on Progress with the UN Global Compact community and our stakeholders.

Despite ongoing challenges associated with the COVID-19 pandemic, Cloudflare continued to identify ways to leverage our global network to help promote sustainable development in 2021. In July, we launched Cloudflare Impact, which is our company's first comprehensive corporate responsibility and sustainability initiative. We also dedicated an entire week to highlighting and launching new products, partnerships, and commitments focused on expanding Internet access for underserved communities around the world, as well as promoting human rights; environmental sustainability; and diversity, equity, and inclusivity.

Cloudflare's participation as a signatory in the UN Global Compact has already helped advance our mission to help build a better Internet, and I'm proud to share our progress over the past twelve months.

Sincerely,

Matthew Prince
Co-founder & CEO
Cloudflare

Section II. UN Ten Principles

The following section describes Cloudflare's efforts to implement the UN Ten Principles.

Human Rights	Cloudflare Action	Outcome(s)
Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and	Cloudflare is committed to respecting human rights under the UN Guiding Principles on Business and Human Rights (UNGP).	Cloudflare published its first public Human Rights Policy in 2021. In 2022, Cloudflare plans to continue to work with stakeholders to expand and improve its human rights policy and due diligence process.
Principle 2: make sure that they are not complicit in human rights abuses.	Cloudflare participates in several multistakeholder organizations committed to advancing international human rights. • Cloudflare is a member of the Global Network Initiative (GNI), and is committed to helping protect and advance freedom of expression and privacy online. • Cloudflare participates with other leading technology companies in a working group hosted by the B-Tech Project, which is operated by the UN High Commissioner on Human Rights, and provides authoritative guidance and resources for implementing the UNGP in the technology space.	Cloudflare will complete its first GNI self-assessment in 2022. In 2022, Cloudflare will implement annual human rights training for all employees.

Labor	Cloudflare Action	Outcome(s)
Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;	As part of Cloudflare's commitment to the ILO Declaration on Fundamental Principles and Rights at Work, Cloudflare works to uphold freedom of association and the effective recognition of the right to collective bargaining.	As reported in Cloudflare's 10-K filing, the company has not experienced any work stoppages, and believes its employee relations are strong.
Principle 4: the elimination of all forms of forced and compulsory labor;	Cloudflare explicitly prohibits human trafficking and the use of involuntary labor.	All Cloudflare employees are required to complete mandatory compliance training, including regarding Cloudflare's prohibition on forced or compulsory labor.
Principle 5: the effective abolition of child labor; and	Cloudflare explicitly prohibits child labor. For more information see: Cloudflare's Modern Slavery Act Statement for Fiscal Year 2020.	Cloudflare's legal compliance staff regularly reviews and evaluates business partners, resellers, suppliers, and vendors to ensure compliance with Cloudflare policies including regarding forced or compulsory labor.

Labor cont'd	Cloudflare Action	Outcome(s)
Principle 6: the elimination of discrimination in respect of employment and occupation.	Diversity, equity, and inclusion are essential to the success of Cloudflare. Since its founding, Cloudflare has worked to cultivate and maintain an inclusive workplace that empowers all employees to show up, as their full selves, and do their best work. For more information see: Diversity, Equity, and Inclusion at Cloudflare.	To help improve transparency and accountability associated with its ongoing efforts to improve diversity, Cloudflare published its first employee diversity data in 2021. In 2021, Cloudflare was named Best Places to Work for LGBTQ Equality by the Human Rights Campaign Foundation, and received a 100% Corporate Equality Index rating.

Environmental	Cloudflare Action	Outcome(s)
Principle 7: Businesses should support a precautionary approach to environmental challenges; **Principle 8:** undertake initiatives to promote greater environmental responsibility; and	In 2021, Cloudflare announced its plan to help build a zero emissions Internet. As part of that effort, Cloudflare is committed to: • Powering its network with 100% renewable energy. • Removing or offsetting all historic emissions associated with powering Cloudflare's network by 2025.	Cloudflare purchased renewable energy equivalent to 100% of its global energy usage in 2020. As a result, Cloudflare reported zero market-based Scope 1 and Scope 2 emissions in 2020. Cloudflare published its first greenhouse gas (GHG) emissions inventory in 2021, which was prepared consistent with the Greenhouse Gas Protocol and independently verified.
Principle 9: encourage the development and diffusion of environmentally friendly technologies.	Cloudflare is developing environmentally friendly technologies by helping our customers understand their individual carbon impact, as well as using the power of Cloudflare's network to leverage better climate outcomes. For more information see: Carbon Impact Reports and Green Compute with Cloudflare Workers.	All Cloudflare customers receive real-time information on the carbon emissions associated with their individual use of Cloudflare's network.

Anti-Corruption	Cloudflare Action	Outcome(s)
Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.	Cloudflare's policy against bribery and corruption is reflected in our Code of Business Conduct and Ethics, as well as our internal-facing Anti-Bribery and Corruption Policy and employee handbook. Cloudflare conducts a thorough screening of each supplier, reseller, and partner at onboarding and with real time monitoring, to ensure that we are not partnering with companies that pose a high risk of corruption.	Cloudflare is committed to conducting its business with integrity, as well as partnering with companies who share our same values against corruption. All employees completed training on bribery and corruption at onboarding, and as part of annual training and certification. Cloudflare is in the process of developing anti-bribery and corruption training for our third parties for 2022. Cloudflare is in the process of drafting a separate and robust Supplier Code of Conduct, which will include our commitment against corruption for 2022.

Section III. UN Sustainable Development Goals (SDGs)

Cloudflare is committed to helping advance the UN Sustainable Development Goals.

In 2021, Cloudflare identified the following SDGs are most relevant to Cloudflare's mission to help build a better Internet.

SDG 5. Gender Equality

Cloudflare Initiative	Key SDG Subtarget	Outcomes
Commitments to Gender Equality and Pay Equity		Cloudflare signed several diversity charters to improve accountability for its gender equality, and pay equity efforts including: EU Charter and UK Tech Talent Charter. Cloudflare is also currently reviewing the German Diversity Charter.
Employee-initiated Mentorship Program		Cloudflare's employee-initiated Mentorship Program is designed to help provide a mentoring structure to help women in a range of career paths succeed. The program provides participants with a consistent source of guidance and advice over the course of the mentoring relationship, which includes career goal setting and help to identify and achieve career development and cultivate individual career planning.

Cloudflare Initiative	Key SDG Subtarget	Outcomes
Free Cloudflare services, including protection from Denial of Service (DDoS) and other cyber attacks, for journalists, humanitarian organizations, and civil society groups.	Target 5.b - Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.	Cloudflare provides free services through Project Galileo to important civil society organizations around the world, including those that are working to support development of women and girls. Two examples: • Women in Media Initiative Somalia (WIMISOM), works to empower female journalists in Somalia, as well as serving at the forefront of campaigns to end violence against women, girls, and children. • Equis is a feminist organization in Mexico that contributes to the exercise of women's human rights.
Cloudflare Women's Empowerment Month	Target 5.5 - Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life.	In March 2021, as part of International Women's Day and Women's Empowerment Month, Cloudflare celebrated with a full month of events and programs designed to foster community and support the growth and advancement of those who identify as women at Cloudflare.

SDG 7. Affordable and Clean Energy

Cloudflare Initiative	Key SDG Subtarget	Outcomes
Commitment to 100% Renewable Energy	Targets 7.2 - By 2030, increase substantially the share of renewable energy in the global energy mix.	Cloudflare recently completed its 2020 renewable energy purchases equivalent to 100% of its total global energy usage. Cloudflare is also committed to 100% renewable energy moving forward. Cloudflare's corporate headquarters in San Francisco, California is powered by 100% Green-e Energy certified renewable energy, provided through CleanPowerSF's SuperGreen service.

SDG 9. Industry, Innovation, and Infrastructure

Cloudflare Initiative	Key SDG Subtarget	Outcomes
Helping underserved communities expand access to the Internet for free.	Target 9.c - Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020.	In 2021, Cloudflare launched Project Pangea, which helps bring underserved communities secure connectivity to the Internet through Cloudflare's global and interconnected network. Cloudflare is partnering with communities to help connect their locally-built networks to the global Internet, for free. For more information see: cloudflare.com/pangea

SDG 13. Climate Action

Cloudflare Initiative	Key SDG Subtarget	Outcomes
Commitment to mitigate Cloudflare's historic carbon emissions footprint. **Cloudflare published its first comprehensive Greenhouse Gas Emissions Inventory report.** **Building products to help customers reach their sustainability goals.**	Target 13.2 - Integrate climate change measures into national policies, strategies, and planning.	In 2021, Cloudflare committed to removing or offsetting all historic emissions associated with powering its network by 2025. Clouflare's emissions inventory documents Cloudflare's Scope 1 and Scope 2 emissions, consistent with the GHG Protocol, and was verified by an independent third-party reviewer. In 2021, Cloudflare launched three products to help its customers achieve their sustainability goals. Specifically, Cloudflare is directing computing workload to locations on its edge network that result in better climate outcomes, providing customers with real-time information on their individual emissions footprints, and providing developers with the option to build webpages on infrastructure powered by 100% renewable energy. For more information see: Green Compute with Cloudflare Workers, Carbon Impact Reports, and Green Hosting with Cloudflare Pages.

SDG 15. Life on Land

Cloudflare Initiative	Key SDG Subtarget	Outcomes
Mitigating the carbon impact of malicious bots online by supporting tree planting projects.	Targets 15.1 - By 2020, ensure the conservation, restoration, and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements. Target 15.2 - By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.	Cloudflare's Super Bot Fight Mode cybersecurity product, mitigates the effect of malicious bot traffic online by diverting such attacks to erroneous tasks. However, this methodology may cause an attacker to consume more energy as the result of encountering Cloudflare countermeasures. To account for the sustainability impact of such an attacker, Cloudflare donated 50,000 trees to account for challenges directed at malicious bots online. Cloudflare's donation was made through One Tree Planted and will support tree planting projects in British Columbia, Canada; Nova Scotia, Canada; and India.

SDG 16. Peace, Justice and Strong Institutions

Cloudflare Initiative	Key SDG Subtarget	Outcomes
Free Cloudflare services, including protection from Denial of Service (DDoS) and other cyber attacks, for journalists, artists, humanitarian organizations, and civil society groups.	Target 16.10 - Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements. Target 16.3 - Promote the rule of law at the national and international levels and ensure equal access to justice for all. Target 16.6 - Develop effective, accountable and transparent institutions at all levels. Target 16.7 - Ensure responsive, inclusive, participatory and representative decision-making at all levels.	As of January 2021, more than 1,500 organizations in 111 countries were receiving free cyber security services through Cloudflare's Project Galileo. Cloudflare partners with more than 40 civil society organizations to review and approve websites included in the Galileo program. • Between August 2020 and March 2021, Cloudflare detected and blocked more than 13 billion attacks against Galileo participants, which is an average of 53 million attacks per day. • More than 20 UN agencies and affiliated organizations receive free services through Galileo including: the Intergovernmental Panel on Climate Change (IPCC), UNICEF Spain, and the United Nations Statistics Division. • Examples of other participating organizations include: Unrepresented Nations and Peoples Organization, Ambassadors of Hope Uganda, Survival International, and Timby. For more information see: Celebrating 7 Years of Project Galileo.

Cloudflare Initiative	Key SDG Subtarget	Outcomes
Protecting state and local governments with free protection and reliability services to ensure constituents have access to election information and voter registration online.		Cloudflare's Athenian Project currently protects more than 292 state and local government websites in 30 U.S. states that provide information on voter registration, voting and polling places, as well as final election results. In 2021,Cloudflare announced partnerships with the International Foundation for Electoral Systems (IFES), the National Democratic Institute, and the International Republican Institute in order to expand the Athenian Project outside of the United States.
Protecting candidates in democratic elections from cyber attacks.		Cloudflare for Campaigns offers free cybersecurity services in partnership with Defending Digital Campaigns to political campaigns in the United States. • Over a six month period, Cloudflare mitigated 77,192,840 cyber threats to campaign websites. • From May 2020 to June 2020 alone, Cloudflare detected a 187% increase in cyber attacks on political campaign websites.
Internet shutdown monitoring and alerts to support human rights defenders.		In 2021, Cloudflare Radar launched a new product to provide customized alerts regarding Internet shutdowns detected on Cloudflare's network to civil society groups that monitor politically-motivated Internet shutdowns. Current participants in the program include the Carter Center, International Foundation for Election Systems, Internet Society, Internews, NDI, and #KeepItOn. For more information see: Working with those who protect human rights around the world.