

UNLOCKING



POTENTIAL

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From Start to Future

When Facebook launched in 2004, it changed the way people connect. Twenty years later, Meta is still in the business of connection through innovation.



A message from

Nick Clegg

President, Global Affairs, Meta

We've seen how our technologies can unlock the potential for good across the world; how a post on Facebook can get someone life-saving help; how a hashtag can become a global call to action; and how people show up for each other in times of need. These acts of kindness inspire us to continue creating tools that help people connect, find and support causes they care about, or start and grow their businesses.

Two emerging technologies — artificial intelligence (AI) and the metaverse — represent our biggest long-term bets on the future. In 2023, these technologies began to come together in products used by huge numbers of people. Generative AI is making its way into the heart of the technologies and programs that bring people into the metaverse. Mixed reality (MR) is at the core of Meta Quest headsets, and Meta AI lets people ask questions about what they are looking at through their Ray-Ban | Meta smart glasses.
(CONT.)



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Building responsibly and openly

Having been at the forefront of AI development for more than a decade, we have learned that progress and vigilance can go hand in hand. We are confident AI technologies have the potential to bring huge benefits to societies, from boosting productivity to accelerating scientific research. And we believe it is both possible and necessary for these technologies to be developed in a responsible, transparent and accountable way, with safeguards built into AI products to mitigate many of the potential risks and collaboration between government and industry to establish standards and guardrails.

Our long-term vision is to build general intelligence, open source it responsibly and make it widely available so everyone can benefit.

Meta has a long history of openly sharing AI technologies. We built our large language models (LLMs) to not only create value in our technologies and programs, but to also allow other organizations to benefit from them.

Today, Meta Llama, our collection of open source LLMs, are being used by organizations in education, customer service, research and medicine. Our Llama models have more than 170 million downloads.

We've also released technologies like [PyTorch](#), the leading machine learning framework, our [No Language Left Behind](#) models that can translate up to 200 languages and our [Seamless](#) suite of AI speech-to-speech translation models, which can translate voices into 36 languages with approximately two seconds of latency.

Having access to state-of-the-art AI will be an increasingly important way of creating opportunities for individuals, companies and economies. Open-source software is typically safer, more secure and more efficient because it is subject to ongoing feedback, scrutiny and development by thousands of developers and researchers, rather than a handful of teams holed up in company siloes. (CONT.)



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Business update

In 2023, we focused on improving our business to give us the stability to deliver our long-term vision. Being a leaner company is helping us execute better and faster, and we will continue to embed this approach as a permanent part of how we operate.

Last year we operated more efficiently, saw strong engagement across our technologies and launched a number of exciting new products like Threads, Ray-Ban | Meta smart glasses and mixed reality in Meta Quest 3.

We want to build the world's most popular and most advanced AI-enabled services to help people unlock greater potential.

If we succeed, everyone who uses our services will have a world-class AI assistant to help get things done, every creator will have an AI assistant with which their community can



engage, every business will have an AI assistant their customers can interact with to buy goods and get support and every developer will have a state-of-the-art open source model with which to build.

As we continue to evolve as a company, responsibility remains at the heart of everything we do. We remain committed to upholding the United Nations (UN) Global Compact's Ten Principles and the UN Guiding Principles on Business and Human Rights. We know that conducting business sustainably and continuously improving our practices to ensure we leave the most positive impact on the world will, in turn, lead to the long-term success and growth of our business.

—Nick Clegg

President, Global Affairs, Meta



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Executive summary



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About Meta

Our mission is to give people the power to build community and bring the world closer together.

We build technology that helps people connect, find communities and grow businesses. Our products enable people to share with friends and family through mobile devices, personal computers, virtual reality (VR) and mixed reality headsets and wearables.

Meta is moving our offerings beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the metaverse, which we believe is the next evolution in social technology. All of our technologies share the vision of helping bring the metaverse to life. Across our work, we are innovating in AI technologies to build new experiences that help make our technology more social, useful and immersive.

We generate the majority of our revenue from selling advertising placements. Ads enable marketers to reach people based on a variety of factors, including age, gender, location, interests and behaviors, serving people who use our technologies with content that is both relevant and of interest to them. Marketers purchase ads that can appear in multiple places, including Facebook, Messenger, Instagram, third-party applications and websites.

We ended 2023 with offices in more than 90 cities across North America, Europe, the Middle East, Africa, Asia Pacific and Latin America. We also had 21 data center locations within our operational control globally. Headcount was 67,317 as of December 31, 2023.



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Our principles

Our principles embody what we stand for and the technology we build.



Give People a Voice

People deserve to be heard and to have a voice—even when that means defending the rights of people with whom we disagree.



Build Connection and Community

Our services help people connect, and when they're at their best, they bring people closer together.



Serve Everyone

We work to make technology accessible to everyone, and our business model is ads so our services can be free.



Keep People Safe and Protect Privacy

We have a responsibility to promote the best of what people can do together by keeping people safe and preventing harm.



Promote Economic Opportunity

Our tools level the playing field so businesses grow, create jobs and strengthen the economy.



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Technologies and programs

Meta builds technologies that help people connect, find communities and grow businesses.

Apps



Facebook



Messenger



Instagram



WhatsApp



Meta Horizon



Threads



Services

- Meta AI
- Meta Verified
- Meta Pay



Work tools

- Meta Horizon Workrooms
- Workplace
- VR headsets



Devices

- Meta Quest
- Ray-Ban | Meta smart glasses





New experiences

Meta AI

[Meta AI](#) is an assistant you can interact with like a person, available on Messenger, Instagram, WhatsApp, Ray-Ban | Meta smart glasses and Meta Quest 3. It is powered by a custom model that leverages technology from Llama and our latest LLM research.

Llama

[Llama](#) is a learning model which consumes and trains on massive datasets to create text output.

Threads

Built by the Instagram team, [Threads](#) takes what Instagram does best and expands it to text, creating a positive and creative space to express ideas. Just like on Instagram, with Threads people can follow and connect with friends and creators who share their interests.

Meta Quest 3

[Meta Quest 3](#) is an MR headset, allowing people who use our technologies and programs to seamlessly transition between a fully immersive experience and a blended environment in which virtual elements are overlaid onto a person's physical surroundings.

Ray-Ban | Meta smart glasses

Our next-generation [Ray-Ban | Meta smart glasses](#), which let people who use our technologies capture photos and videos and take phone calls, have been redesigned with improved audio and cameras, different frame and lens combinations and integrated Meta AI.



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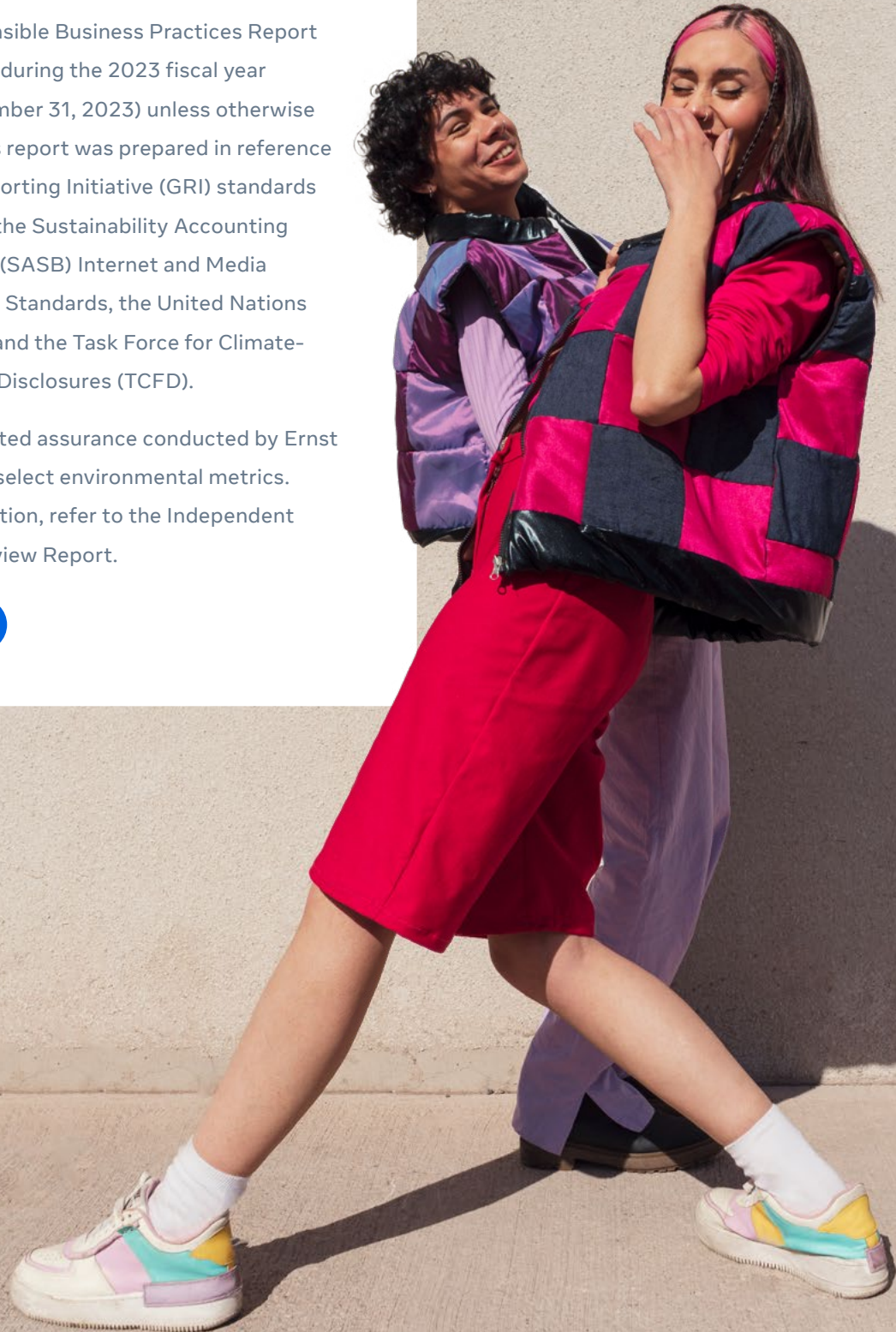


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About this report

The 2024 Responsible Business Practices Report reflects our work during the 2023 fiscal year (January 1–December 31, 2023) unless otherwise noted. This year’s report was prepared in reference to the Global Reporting Initiative (GRI) standards and informed by the Sustainability Accounting Standards Board (SASB) Internet and Media Services Industry Standards, the United Nations Global Compact and the Task Force for Climate-related Financial Disclosures (TCFD).

Meta obtains limited assurance conducted by Ernst & Young LLP for select environmental metrics. For more information, refer to the Independent Accountants’ Review Report.

[Learn more](#)


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Approach to reporting

We report annually on policies and performance, and issue timely disclosures on business activities and government data requests.



Beyond the information available in this report, we invite you to review the topics below or visit our [website](#) for information on our reporting practices.

-  Annual Report [↗](#)
-  Proxy Statement [↗](#)
-  Transparency Center [↗](#)
-  Privacy Center [↗](#)
-  Human Rights Report [↗](#)
-  Sustainability Report [↗](#)
-  CDP Climate Change Report [↗](#)
-  UN Global Compact [↗](#)

Stakeholder engagement

Maintaining open lines of communication with our stakeholders helps us understand their needs, expectations and concerns.



Through frequent conversations and strategic partnerships, we incorporate diverse voices and insights into our business decisions. We also conduct regular assessments of our priority responsible business topics, which include interviews and workshops with internal and external stakeholders.

Investors

Engaging with our shareholders on key topics such as company strategy, corporate governance, Board oversight, executive compensation and responsible business practices enables our Board of Directors (the “Board”) and senior management team to identify emerging trends and be proactive in addressing matters of importance.

Feedback from conversations is shared with our full Board of Directors, and Board committees review relevant feedback to determine if responsive steps are required. In 2023, we engaged with more than 50 shareholders, representing more than 40% of outstanding shares.

Employees

We promote two-way communication between Meta and our employees. Members of the leadership team, up to our CEO, hosted 22 question and answer sessions and all-employee meetings in 2023 to share company news and answer questions. Annual hackathons, a Meta tradition, provide opportunities for employees to bring new ideas to life. In 2023, our summer hackathon focused on our generative AI products.

We use training, random surveys and annual company-wide surveys to measure employee experience over time on a variety of topics. We rely internally on Workplace, our web-based communications tool, for project collaboration, brainstorming, video conferencing and instant messaging.



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Customers

We enable customers to grow their businesses by marketing on our technologies. We engage with customers via a variety of channels, including our [business website](#), to provide resources and tools to help them get the most out of our advertising platform. We also partner with advertisers around the world, trade organizations and industry working groups to facilitate progress on some of the most important topics to the advertising industry like data privacy, brand safety, cross media measurement, diversity, equity and inclusion (DEI) and sustainability.

In 2023, we hosted 20 client council meetings, which engage our top advertising business partners, and supported 57 industry trade group engagements.

Our 2023 engagements centered primarily on AI. Specific conversations covered the implications of AI on:

- Humanity and creativity
- How businesses will be structured
- How to test and learn
- Intellectual property
- The regulatory environment



Communities and civil society organizations

Meta is committed to playing a positive role and investing in the long-term vitality of the communities in which we operate. We actively engage with our neighbors and make local investments that reflect community needs and our company's core values.

We also engage civil society organizations to drive meaningful change and strengthen partnerships for future engagement on human rights issues.



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Individuals using our technologies and programs

We seek out feedback from a broad spectrum of people who use our technologies and programs, in order to learn from and incorporate their perspectives in the design of our policies and practices. Because we can't engage with all of the billions of individuals who use our technologies and programs, we identify and collaborate with organizations that represent the interests of others, such as civil society and advocacy groups, as well as experts in areas such as digital and civil rights, anti-discrimination laws, youth safety practices, free speech principles and other basic human rights. We also solicit input from academics, business partners, parents, underrepresented groups and others who offer specific experiences or insights that can meaningfully contribute to policy development.

Suppliers

Meta collaborates with suppliers throughout various stages of the supplier lifecycle, primarily through sourcing initiatives, risk management obligations and day-to-day business operations.

These interactions typically involve multiple systems that enable Meta to manage risk, assess performance and maintain strong relationships with suppliers. Meta works to ensure both supplier and internal requirements are effectively addressed throughout the lifecycle.

Our [Responsible Supply Chain \(RSC\)](#) program is built on a foundation of open and frequent communication with suppliers. Our approach begins with establishing clear expectations with manufacturing suppliers through our standards and policies. We engage closely with suppliers to build their capabilities to meet these expectations and help them understand, prevent and mitigate risks in and to their business.

Government officials and policymakers

Meta regularly engages with government officials to discuss policy issues important to the company and share information about our technologies and programs. We belong to various trade groups and organizations representing diverse views and communities, and we participate in conversations about both the issues that directly affect our company and the experience of the people who use our services.

Meta responds to government requests for data in accordance with applicable law and our terms of service. Each and every request we receive is carefully reviewed for legal sufficiency and we may reject or require greater specificity on requests that appear overly broad or vague.



Priority topics

We conducted a priority topics assessment in 2022 to determine the most significant risks and opportunities for our business.

The assessment process entailed:

1. Evaluating which responsible business topics are most relevant to our industry
2. Analyzing which topics have the greatest impact on business resilience and enterprise value
3. Understanding which topics have the greatest impact on our stakeholders and sustainable development

4. Reviewing topics with internal and external stakeholders
5. Prioritizing topics to inform business actions and approach

This report focuses on the key topics identified through this assessment. Descriptions and links to additional information on the full list of priority topics can be found in the [data index](#).

In 2023, we initiated a double materiality assessment in line with the requirements of the EU Corporate Sustainability Reporting Directive (CSRD). Once completed, we will share the results.

Priority topics matrix

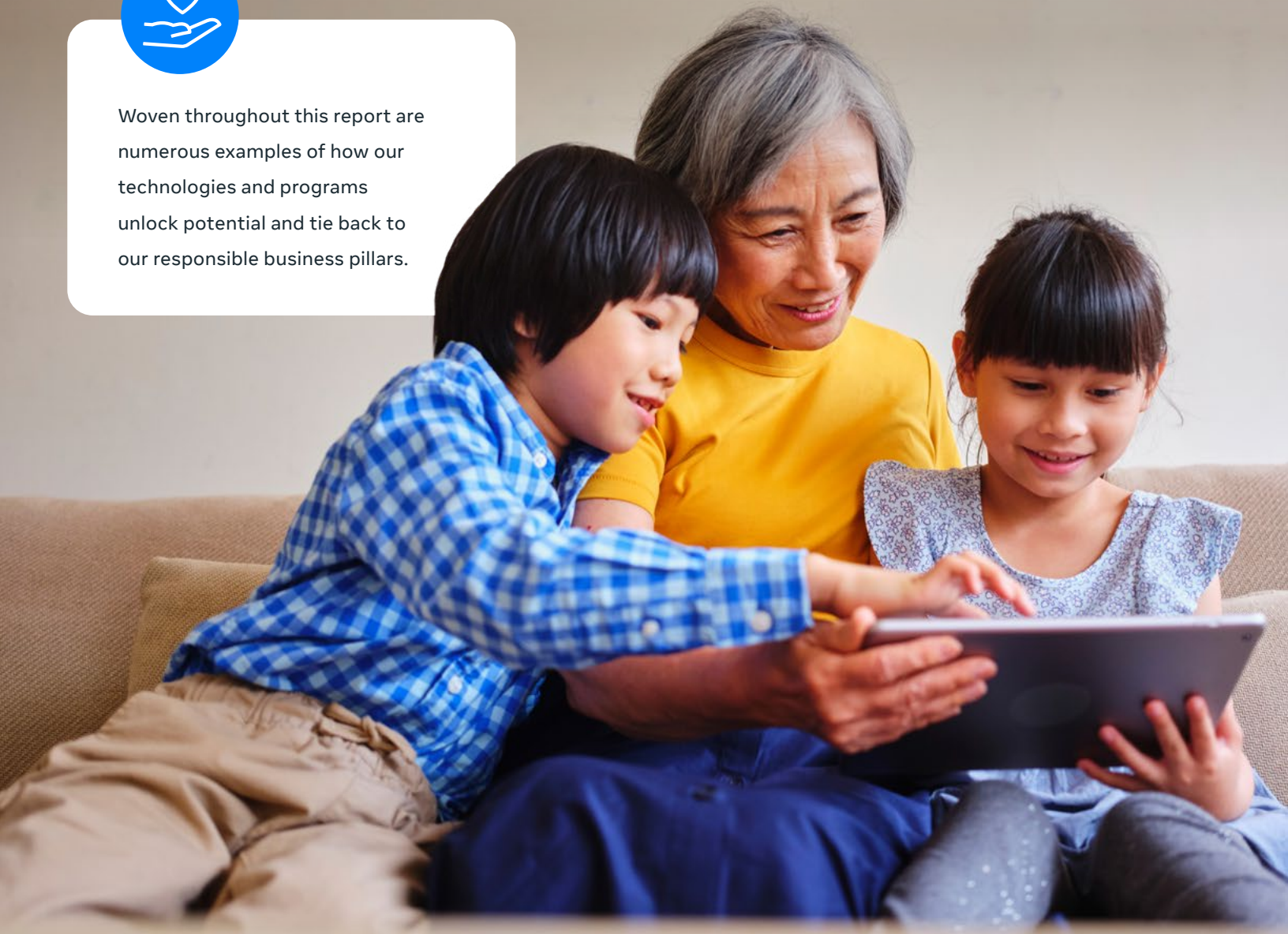


Unlocking potential: our report theme

The drive to enable people to create positive change underpins how we evaluate and evolve our operations, develop our technologies and programs and grow employee and partner relationships.



Woven throughout this report are numerous examples of how our technologies and programs unlock potential and tie back to our responsible business pillars.



Approach to responsible business

Informed by our priority topics assessment, we organize our approach to doing business responsibly around our strategic pillars.

The pillars inform our business strategy and enable us to focus efforts in areas where we can have a sustainable impact.



Unlock Potential for Good

Enable people around the world to share ideas, offer support and make a difference through the use of our apps, services and tools, creating a positive impact at scale.

Operate transparently and sustainably

Conduct business responsibly, ethically and transparently to maintain the trust of stakeholders and operate around the world.

Build responsibly

Design, develop and continuously improve our products and platforms to enable safe and inclusive experiences that improve people's lives.

Empower our people and partners

Treat employees, suppliers and other partners with respect and dignity by implementing high standards of safety and care and ensuring our supply chain partners do the same.



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2023 highlights

Worked with [Business for Social Responsibility \(BSR\)](#) to conduct a comprehensive Human Rights Salient Risk Assessment, paying special attention to the rights, needs and challenges of individuals at heightened risk of becoming vulnerable or marginalized.

Detected and blocked over

1,000

unique virtual assistant-themed malicious URLs being shared on our apps.



Provided the infrastructure for [Lantern](#), a program that enables tech companies to share signals about accounts and behaviors that violate child safety policies, allowing them to track down potential predators across platforms.

Partnered with

15

universities to conduct classroom sessions in virtual reality through the metaverse.

Introduced [brand suitability controls](#) which give advertisers more control over the proximity of their ads to suitable content.



Became founding members of [Take It Down](#), a new platform designed to prevent young people's intimate images from spreading online.

Launched labeling for AI-generated content across Facebook and Instagram.

Partnered to [launch](#) the Clean Energy Procurement Academy (CEPA), which aims to support the decarbonization of global supply chains by encouraging suppliers to source renewable energy.

Donated the equivalent of **\$98 million** in Workplace software to non-profits around the world.



Expanded parental supervision tools globally in 2023 to Facebook, Messenger and Meta Horizon Worlds.

Launched by Meta and IBM in collaboration with more than 110 organizations, the [AI Alliance](#) aims to accelerate responsible AI innovation.

Contracted goods and services from suppliers with a broad range of backgrounds spanning creative services, network infrastructure, facilities management and more.



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Operate transparently and sustainably

To be good stewards of our planet and maintain the trust of shareholders, employees, suppliers, customers and partners, we must operate sustainably, responsibly, ethically and transparently in everything we do.

This means continuously improving performance to minimize the negative and maximize the positive impacts of our business operations.



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23	Compliance and ethics	
28	Human rights	
34	Public policy engagement and advocacy	
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41	Data centers	
45	Data center operational efficiency	
46	Offices	
47	Energy	
49	Water	

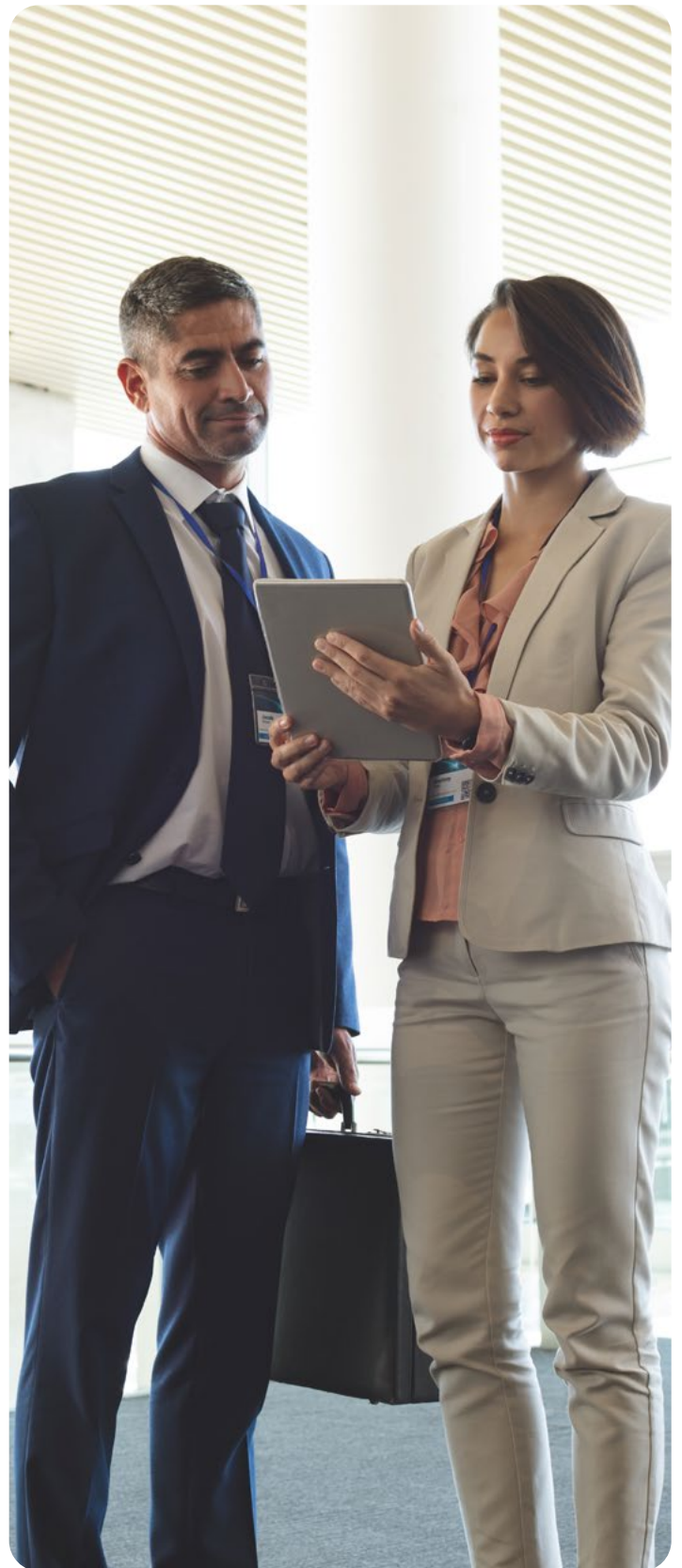
Responsible business governance

Our [Corporate Governance Guidelines](#) reflect the commitment of our Board of Directors to sound corporate governance practices and encourage effective policy and decision making at both the Board and management level, with the vision of enhancing long-term value for Meta shareholders.

Board of Directors

The Board acts as the management team's adviser and monitors management's performance. The Board also reviews and, if appropriate, approves significant transactions and develops standards used by management in determining the types of transactions that should be submitted to the Board for review and approval or notification. The Board and its committees provide oversight around our responsible business efforts.

The Audit & Risk Oversight Committee (AROC) has primary oversight of our responsible business program and strategy. This committee reviews with management, at least annually, our major environmental, social and governance (ESG) risk exposures and the steps management has taken to monitor or mitigate such exposures, in coordination with the other committees of the Board as appropriate.



Audit & Risk Oversight Committee

This committee oversees:

1. The independence, qualifications and performance of the independent auditor
2. The accounting and financial reporting processes of the company and the audits of the financial statements of the company
3. The company's internal audit function
4. Significant financial matters of the company, including tax policies, planning and compliance, treasury policies and share repurchases
5. Certain risk exposures of the company

AROC reviews the following with the Meta management team on a regular basis:

- Major financial and enterprise risks, including legal, regulatory, ESG and cybersecurity
- Steps management has taken to monitor or mitigate identified risks



Executive leadership

Executive leadership sets the tone for our responsible business strategy and promotes alignment with our business goals. Kate Kelly, VP, Deputy General Counsel and Corporate Secretary, leads our efforts with executive oversight from Nick Clegg, President, Global Affairs, and Jennifer Newstead, Chief Legal Officer.

ESG team

The ESG team drives strategy, governance, engagement and reporting on responsible business across the organization. Its role is to classify and prioritize the work being done across Meta and ensure efforts tie back to our business strategy.

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Compliance and ethics

We hold ourselves accountable to a high standard and take pride not only in what we build, but also how we build it.

Compliance and ethics policies and programs

Compliance and ethics are mission critical at Meta. As a society, we share the responsibility to navigate ethical considerations and make informed decisions on how we shape the future of social technology. Our [Code of Conduct](#) defines the expectations we have for how we act and how we make decisions. All Meta personnel — from leaders to interns — must abide by and uphold the Code of Conduct.

Our Code of Conduct and company policies address many risks, including conflicts of interest, sanctions, competition and anti-corruption. We are committed to compliance with the letter and the spirit of the laws everywhere we do business. The breadth and depth of our various policies empower us to make decisions that reflect our mission, values and principles. All Meta personnel and third parties acting on our behalf are expected to comply with our policies. Violations of our policies may result in disciplinary action, up to and including termination of employment or assignment and financial consequences.



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Code of Conduct

The Code of Conduct requires all Meta personnel to:

- Act in accordance with Meta principles and values, and follow the requirements of the Code of Conduct and Company policies
- Act lawfully, honestly, ethically and in the best interests of Meta and the people who use our technologies and programs at all times
- Speak up about questions or concerns through appropriate channels and never retaliate against anyone who raises a concern in good faith or who cooperates in an investigation
- Cooperate fully with company investigations, including requirements around confidentiality, participation and honesty

In addition, employees who lead or manage Meta personnel are also expected to:

- Lead by example, recognizing that our behaviors and decisions influence others, including by championing the importance of abiding by the Code of Conduct and Meta policies
- Cultivate a speak up culture where everyone feels included and empowered to work and build responsibly and can speak up when they have ideas, feedback or concerns
- Promptly report potential or known violations of the law, Meta Code of Conduct or Company policies

Meta builds programs and tools to empower employees to work and build responsibly.

In 2023, we evolved our internal Compliance and Ethics Hub to serve as a centralized and accessible way for global employees to raise concerns and seek guidance. This supplements our long-standing third-party run Speak Up hotline.

Virtual and in-person Ethics Weeks and other ongoing refresher activities drive greater awareness of compliance and ethics risks and promote decision-making anchored in our mission, values and principles. Activities are tailored to regional-specific risks where appropriate.

All personnel are also required to take an integrated Business Conduct, Privacy and Security Annual Required Training as well as Respectful Workplace training.



Training recognition

Our Annual Required Training won a Gold (2023) and Platinum (2024) Hermes Creative Award and has been featured in the *Wall Street Journal* for its creative TV series-style approach that has been embraced by Meta personnel. This year, training survey data reflected strong employee sentiment on our commitment to ethical conduct and to fostering a culture of speaking up.



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Competitive behavior

Competition makes us a better, more innovative company.

Employees are required to comply with antitrust laws which ensure companies do not unreasonably restrict competition or use market influence in ways that harm competition.



Competing fairly means we:

- Make business decisions independently from our competitors, not in agreement or collaboration with them
- Never agree, either directly or indirectly, with competitors:
 - To set any aspect of prices or other terms related to the technologies and programs we provide to third parties
 - To allocate customers, advertisers, territories or technologies and programs
 - To refrain from dealing with a particular company (called a “group boycott”)
 - On bid levels or whether to submit a bid on any prospective business
 - To refrain from recruiting or hiring their (or anyone else’s) employees or competing on salary or other terms of employment
- Do not exchange or communicate competitively sensitive information with competitors, except in legally permissible circumstances
 - Competitively sensitive information includes information that is proprietary, confidential or non-public and is related to an individual company’s operations or relationships with people who use our technologies and programs or other third parties
- Never use non-public data or information directly or indirectly derived from advertisers’ use of our advertising services to develop technologies and programs in competition with those advertisers, except in legally permissible circumstances





Government requests

Government or law enforcement officials sometimes make requests for data about people who use our platforms as part of official investigations. In many of these cases, the requests seek basic subscriber information, such as name, registration date and length of service. Other requests may also seek IP address logs or account content. We have [guidelines](#) in place to inform our response to all government data requests.

Government requests for user data include both routine legal process and emergency disclosure requests. For both types, we report the number of requests received, the number of people who use our technologies and programs requested and the percentage of requests where we produced some data, in accordance with relevant law. We publicly [report](#) this information to provide information on the nature and extent of these requests and the strict policies and processes we have in place to handle them.



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Tax policy

The Audit & Risk Oversight Committee of our Board of Directors oversees our [approach to tax policy](#), which is published publicly as part of our corporate governance documents. We believe stable, long-term tax policies are critical to an environment that helps businesses thrive and grow.

In this rapidly changing policy environment, we work with policy makers to help them adapt to these changes. We hold ourselves to the highest standards and principles as described:

Full compliance with relevant tax laws

Our approach to tax is to ensure compliance with all tax laws in the jurisdictions where we operate. Tax policy has seen rapid change over the last several years, and our teams work hard to ensure the accurate and timely filing of our tax returns.

Cooperation and transparency with tax authorities

We strive to work collaboratively with all tax authorities, maintain a professional and open relationship and resolve disagreements through open discussions. We recognize that disputes can occur, and we work to resolve these quickly to seek clarity and legal certainty.

Reducing uncertainty where appropriate

One of our primary goals is to reduce uncertainty in our tax matters with regard to interpreting various tax laws. This may include the use of tax forums, tax rulings, advance pricing agreements and other appropriate measures allowed by law. These efforts are supported by our collaborative approach and relationships with tax authorities.

Proactive approach to the needs of policy makers

We believe it is not enough to simply comply with all tax laws. We take a proactive approach to tax policy to address new and changing norms. Our objective is to engage policy makers in designing tax policies and rules that are workable for both governments and businesses.



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Human rights

We are committed to advancing our mission while respecting fundamental human rights. We seek to translate human rights guidance into meaningful action every day.

Our [Corporate Human Rights Policy](#) helps ensure Meta incorporates consideration of the [United Nations Guiding Principles on Business and Human Rights \(UNGPs\)](#) into our decisions and actions. Our annual Human Rights Report outlines how our efforts support the evolution of our business and human rights agenda.

Our Human Rights Policy and its commitments to protect human rights are enterprise-wide.

Our work is informed by the principles and practices of specialized multilateral and UN organizations and multi-stakeholder alliances. We are members of the UN Global Compact and participate in the UN Office of the High Commissioner for Human Rights' B-Tech Project, which works to develop authoritative guidance and resources for implementing the UNGPs in the technology sector. We are also members of the Global Network Initiative (GNI) and are committed to its principles and implementation guidelines.



Human rights also guide our work to develop responsible innovation practices, including when building, testing and deploying technologies and programs enabled by AI. We recognize the importance of [The Organisation for Economic Co-operation and Development \(OECD\) Principles on Artificial Intelligence](#), which have been adopted by more than 60 countries and territories.



Salient risks

We worked with BSR, an independent third party, to conduct a comprehensive human rights salient risk assessment that was finalized in 2023. The assessment paid particular attention to the rights, needs and challenges of individuals at heightened risk of becoming vulnerable or marginalized.

The analysis identified the following eight salient human rights as highest priority across our technologies, programs, policies and services:

- ① Freedom of opinion and expression
- ② Privacy
- ③ Equality and non-discrimination
- ④ Life, liberty and security of person
- ⑤ Best interests of the child
- ⑥ Public participation, to vote and to be elected
- ⑦ Freedom of association and assembly
- ⑧ Right to health

As a result of our assessment, we are taking steps to establish and continuously improve tools and processes to manage our salient risks.





Human rights due diligence updates

A key commitment made in our human rights policy is to carry out human rights due diligence so we “know and show” our human rights impacts and take actions to prevent or mitigate salient human rights risks.

We rely on a number of different due diligence methodologies including [human rights impact assessments](#) of specific countries, technologies and programs, or strategic initiatives and rapid salience analysis to support crisis situations, real-time content policy feedback and decision making.

We publish the results of human rights assessments we have undertaken and provide updates on our actions as part of our commitment to meaningful transparency about our human rights due diligence.

Israeli-Palestinian due diligence assessment

As part of our commitment to help create an environment where people can express themselves freely and safely, and following a recommendation from the Oversight Board, we conducted a due diligence exercise into the impact of our policies and processes in Israel and Palestine, including an examination of whether these policies and processes were applied without bias.



The [assessment](#) by BSR yielded 21 recommendations, of which we committed to implement 10, partly implement four and assess the feasibility of another six. Since we reported on our efforts in our [2022 Human Rights Report](#), we have continued working on implementation. Examples of our efforts are listed below and the full update can be reviewed [here](#).

1. We engaged with more than 40 human rights advocates, academics and researchers to review gaps in our policies on praise or glorification of violent acts.
2. Meta informed people who use our technologies about potential content violations, and increased transparency surrounding enforcement actions. A new pop-up feature alerts people who use our technologies if content they are about to post violates any Community Standards. People who use our technologies and programs are also informed after a potential violation. This feature is more effective in preventing re-offending.
3. We worked to expand language identification functionality across our systems, which will be able to recognize content in different Arabic dialects. We are also working to create a specialized system for routing various Arabic dialects to ensure greater precision in content moderation.



Civil rights

We work to advance the fundamental rights of the people who use our technologies and to protect them from unfair discrimination or treatment.

In the context of this report, “civil rights” refers to the set of rights or privileges guaranteed by the US Constitution and the laws that prohibit discrimination against people based on characteristics like race, ethnicity, national origin, sex, religion, disability, gender identity and sexual orientation.

Across the company and with external organizations, communities and experts, Meta strives to embody civil rights principles in everything we do every day. Civil rights are embedded into our practices through training, processes and strategic counsel during the development of new technologies and programs and creating and maintaining tools to evaluate harm and empower voices.



Our civil rights work is focused in five core areas:

Governance, policy and enforcement We work to increase visibility of civil rights concerns at the front-end of policy development as well as in the processes and systems related to enforcement of these policies.

Law enforcement and hate We work with law enforcement on critical safety issues, including combating hate speech, hate incidents, hate crimes and trafficking. At the same time, we aim to address law enforcement’s use and misuse of our technologies, such as for unlawful or improper surveillance.

Product We help our product teams build with a civil rights perspective in mind by closely innovating with teams to help create product frameworks and guidance tools.

Technology We help instill civil rights best practices in our work on machine learning, artificial intelligence, virtual and augmented reality and emerging technologies.

Voting and civic engagement We work to encourage civic participation and inform and connect people, communities and civil institutions.



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UNLOCKING POTENTIAL FOR GOOD

Inside the Mosque

Meta helped to create “Inside the Mosque,” an immersive VR experience available on Meta Quest TV. This two-part experience provided:

1. [A Prayer](#), a first-person perspective of the adhan (call to prayer) along with Jummah (Friday prayer)
2. [A Khutba on Kindness and Generosity](#), a long-form experience welcoming people to a sermon at the Islamic Society of Orange County

Launched in connection with the final days of Ramadan, this educational experience was created to create a safe space and sense of belonging for Muslim communities, and simultaneously help others understand what it is like to be inside a mosque.

The metaverse, and VR in particular, enable Muslim and other communities to enjoy the beauty of their faith and share that beauty with others. These virtual spaces have the potential to reduce barriers and self-consciousness, allowing for educational growth and learning in ways that are freeing. Inside the Mosque has been experienced by over 7,000 people who use our technologies.



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Public policy engagement and advocacy

Public policy decisions can have significant implications for the people who use our technologies and the future direction of our company.

Meta regularly engages with government officials to discuss policy issues important to the company as well as share information about our technologies and programs. In doing so, we expect Meta personnel to always act lawfully, honestly and ethically.

Public policy engagement

Our VP of Public Policy oversees all corporate political activity (including lobbying activities and political contributions) and is aided, in some instances, by a cross-functional team that includes representatives from our public policy, communications and legal teams.

All Meta personnel, including external consultants who engage with government officials to discuss policy issues on our behalf, receive training on the ethical standards required in all such interactions and are required to abide by all lobbying registration and reporting laws in countries in which we operate.

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Meta belongs to various trade groups and organizations representing diverse views and communities. Our team also works with independent third-party organizations on issues relating to technology and internet policy, and we sometimes support their events that highlight internet and social media issues. We choose these organizations because they are engaged in meaningful dialogue about either the internet or the local communities in which we operate. We seek to participate in conversations about the issues that directly affect our company and the experience of the people who use our technologies and programs.

While we actively participate in these discussions and believe collaborative problem solving is the best way to address issues and have the greatest impact, we do not always agree with every policy or position individual organizations or their leadership take. Therefore, our membership, work with organizations or event support should not be viewed as endorsements of any particular organization or policy.

Political contributions

Under US campaign finance law, Meta (like all corporations) is prohibited from donating to federal political candidates. Because many Meta employees wish to support federal candidates who share their goal of building community and bringing the world closer together, we formed Meta Platforms, Inc. Political Action Committee (MetaPAC), originally called Facebook, Inc. PAC, in 2011.

Where legally permitted to do so, either by administering our federally registered PAC or through direct corporate contributions, we support the campaigns of candidates for public office in the United States who have certain policy stances that are consistent with our public policy views and business interests.

In deciding which federal candidates to support, MetaPAC considers factors such as:

- A candidate's general alignment with our public policy views and business interests
- The extent of our presence in a given state or congressional district
- Whether a candidate could work on policy issues relevant to Meta
- Political balance
- The interests of our employees, shareholders and other stakeholders

Where permitted by law, Meta may also contribute to candidates for state office, with the goal of supporting public policies that give people the capabilities to build community and bring the world closer together.

This political activity is conducted in compliance with applicable disclosure laws, including the timely filing of required reports. Apart from these political contributions, Meta does not make any independent expenditures in support of or opposition to any candidate for office. The personal political preferences of Meta executives, directors and employees do not influence either MetaPAC's or the company's political contributions.

2023 policy engagement

In 2023, our policy priorities covered a range of issues, including data privacy, free and open internet, competition, platform integrity and economic growth. In addition to advocating for policies that directly affect our ability to do business and the impact they'll have on our stakeholders; we also believe in broader policy preservation for safe and responsible internet use.



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Climate change

As climate change impacts become increasingly prevalent, decarbonizing our business is a critical step for Meta to do our part in supporting a healthier planet and more [resilient communities](#). Our size and scale enable us to drive sustainable change across our industry with a vision for a healthier global community.



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Public opinion on climate change

Developed in collaboration with the Yale Program on Climate Change Communication, Rare's Center for Behavior & the Environment and Meta, the International Public Opinion on Climate Change survey measured the climate change beliefs, attitudes, policy preferences and behaviors of 139,136 people who use Facebook monthly.

With this data, experts can better understand people's motivations and barriers to adopting high-impact climate behaviors. This increased understanding can support the development of programs and policies to drive the large-scale cultural change needed for climate change mitigation at scale.

[Learn more](#)



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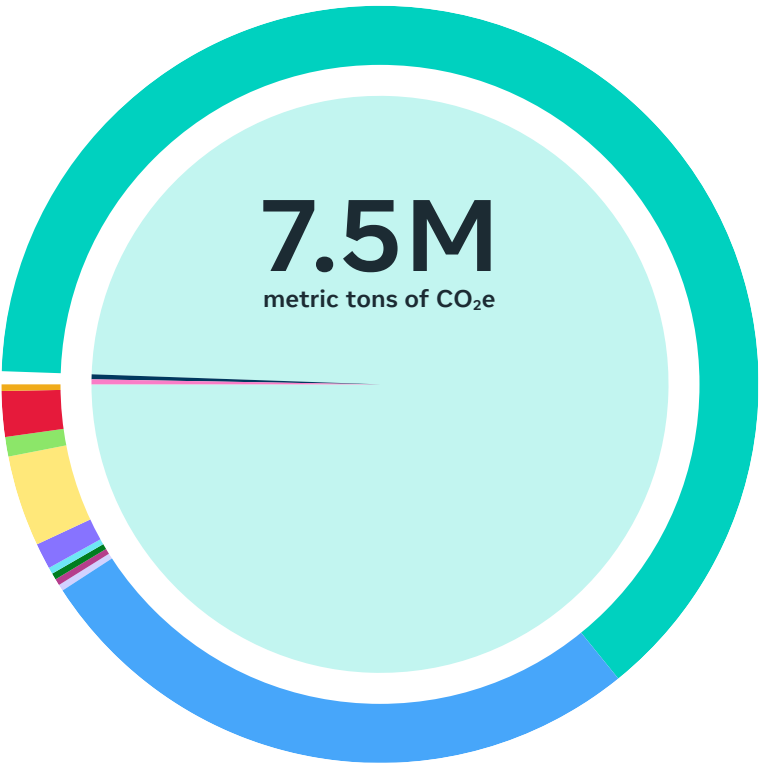
Net zero

Since 2020, we have maintained net zero emissions in our global operations and matched 100% of our electricity use with renewable energy.

We are prioritizing action toward near-term efforts while setting targets and making long-term decisions that indicate where we want the world to be in the future. To learn more about our efforts to decarbonize our value chain, including our approach to circularity and sustainable product design, please see our [2024 Meta Sustainability Report](#).

In 2023, our net emissions equaled 7.4 million metric tons of CO₂e. We report on all relevant emissions as defined by the GHG Protocol. Our annual data and methodology for calculating our environmental footprint can be found in our data index.

Learn more



Our 2023 carbon footprint

	mt CO ₂ e
<1% Scope 1	48,952
<1% Scope 2	1,658
99% Scope 3	7,445,621
27% Purchased goods and services	2,045,470
65% Capital goods	4,835,270
<1% Fuel and energy-related activities	8,454
2% Upstream transportation and distribution	124,324
1% Waste generated in operations	38,468
4% Business travel	317,841
1% Employee commuting	54,256
<1% Upstream leased assets	2,249
<1% Downstream transportation and distribution	47
<1% Use of sold products	16,476
<1% End-of-life treatment of sold products	2,765



We removed 53,050 tons of CO₂ through carbon removal projects to cover our Scope 1 and 2 emissions.

Our net zero program focuses on three pillars:



Understanding our emissions

- We conduct and report an annual greenhouse gas (GHG) inventory to understand where our decarbonization efforts can be most impactful.
- In 2023, our net emissions equaled 7.4 million metric tons of CO₂e.



Reducing our emissions

- Reducing GHG emissions across our global operations and value chain remains the most effective strategy to reach net zero. For more than a decade, part of our reduction strategy has been through adding new renewable energy to grids where we have data center operations.
- We have set a science-based target to reduce our emissions by committing to:
 - Reduce our Scope 1 and 2 emissions by 42% in 2031 from a 2021 baseline.
 - Enable at least two-thirds of our suppliers to set science-aligned GHG reduction targets by 2026.
 - Not exceed our 2021 baseline Scope 3 emissions by the end of 2031.



Removing any remaining emissions

- Any residual emissions we cannot eliminate will require carbon removal projects to reach our net zero goal.
- Our carbon removal strategy seeks to expand the voluntary carbon market for high-quality nature-based and technological carbon removal projects that support resilient communities and ecosystems.





Climate risks and resilience

Climate resilience enhances our ability to prepare for, recover from and adapt to the acute and chronic physical risks from climate change while we transition to net zero.

To understand the impacts we may experience in the near-, medium- and long-term under a variety of future climate scenarios, we conduct ongoing transition and physical risk and opportunity assessments across our operations, infrastructure and supply chain.

This helps us take the right measures to enhance our adaptive capacity and resilience to these risks.



We work with our suppliers to understand their climate-related risks and enable climate risk management, business continuity and adaptation at their critical locations. We also work to diversify our supply chain to build redundancy into our systems.

Read more in our 2024 Sustainability Report.

[Learn more](#)



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UNLOCKING POTENTIAL FOR GOOD

Clean Energy Procurement Academy

In 2023, Meta and five other leading corporations launched CEPA ⁷ to support and encourage supplier renewable energy purchases, to further decarbonization of global supply chains.

The founding organizations pooled their expertise and internal training resources to design a shared training curriculum and delivery processes that enable trainees to rapidly mature as clean energy customers.

Recognizing that clean energy purchases in the supply chain are one of the core strategies most companies can leverage to reduce Scope 3 emissions, the Academy will educate supplier partners on how they can achieve climate progress through renewable energy purchases. CEPA will also foster new renewable energy buying communities, particularly in key manufacturing regions with an initial focus on Asia.



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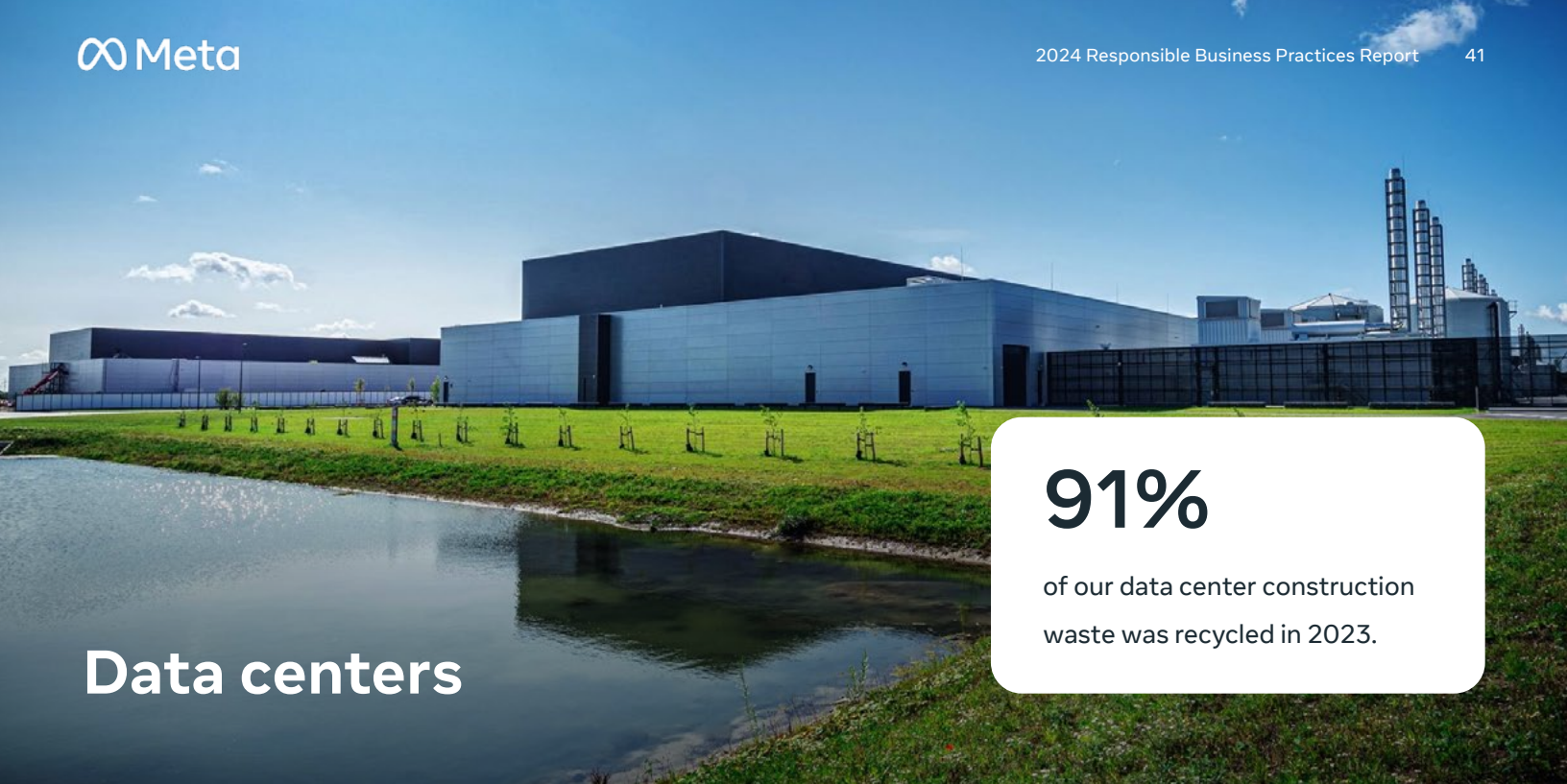
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Data centers

91%

of our data center construction waste was recycled in 2023.

Our data centers are part of the global infrastructure that brings our technologies and programs to life.

Meta designs and operates some of the most sustainable data centers in the world, but they still account for the highest percentage of energy and water use.

We approach data center sustainability from the ground up — from design and construction to operations — by prioritizing energy efficiency, renewable energy, water stewardship and responsible management of the end of life of our equipment.

This comprehensive approach has led to 100% of our operational data center buildings earning, at minimum, LEED Gold certification.

We measure the water and energy efficiency of our data centers and report metrics annually.

Our operational data centers, on average, in 2023 exhibited a Power Usage Effectiveness (PUE) of 1.08 and Water Usage Effectiveness (WUE) of 0.18.



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Designing data centers with AI in mind

We have been building and deploying world-class infrastructure since we broke ground with our first data center in 2010.

Meta is proud to build generations of industry leading data centers. To support transformative AI experiences — like those based on generative AI — we have invested in creating scalable infrastructure to power our needs today, and for years to come.

Our next-generation data centers will support our current products while enabling future generations of AI hardware.

Our vision blends high-performance and efficient computing with a mix of custom hardware solutions specific to the unique needs of our environment. Built with efficiency, flexibility and sustainability in mind, this new data center is an AI-optimized design, featuring denser racks to support large-scale AI clusters, along with future liquid-cooled AI hardware and network infrastructure. The design requires a smaller footprint to provide similar compute

capacity as previous data center designs, improving delivery time and cost efficiency.

Our newest AI-optimized data centers currently under construction will feature dry-cooling technology. Dry cooling uses air as the cooling medium, minimizing water usage, making it the most efficient cooling technology for these geographic locations.

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Data center circularity

We leverage the principles of circularity to limit the use of new materials in product development and construction, helping us minimize and prevent waste and avoid upstream emissions.

To enable greater circularity within our supply chain, we focus on eliminating the use of hazardous substances and prioritize the responsible reuse and recycling of electronic equipment. Our Materials of Concern Standard and Electronics Reuse and Recycling Standard are updated regularly to support safe and healthy environments for anyone who manufactures, uses or recycles Meta hardware.

We also prioritize the use of post-consumer recycled (PCR) plastics and recycled metal in our hardware to enable a more circular supply chain, and thus, reduce the embedded carbon in our hardware.

Avoiding emissions in our upstream supply chain means using less, where possible. To achieve this, we are investing in systems that will extend the life of our hardware and reusing as many components as possible in our data center hardware.

Since 2021, we have been validating the reliability and quality of reused components through a rigorous evaluation process and have landed hundreds of new server racks containing reused components within our fleet. The quality of the reused components continues to show

excellent results: some of our oldest racks with reused components are already two years of age and continue to perform well under real-world production workloads.

Decarbonization through biofuel

Reliable power is critical to bring our technologies to life and anticipating grid power disruption is part of our facilities contingency planning. Decarbonizing necessary emergency backup power generators is critical to reach our net zero target while keeping our data centers operational.

Diesel consumption from backup power generation accounts for a considerable portion of the operational emissions from our data centers. As part of our ongoing efforts to improve efficiency, we recently streamlined our backup generator maintenance procedures to significantly reduce our diesel fuel consumption. Additionally, we have begun piloting the use of hydrotreated vegetable oil (HVO) as a viable low-carbon alternative fuel that can help us address backup power generation emissions. Sustainably sourced HVO, made with renewable feedstock, is a drop-in substitute for the diesel we rely on today and has the potential to reduce life-cycle emissions from 40-85%, depending on the feedstock. We are transitioning our backup generator fleet at our Clonee, Ireland data center to use HVO in 2024 to determine if the solution is a viable option for our full data center fleet.



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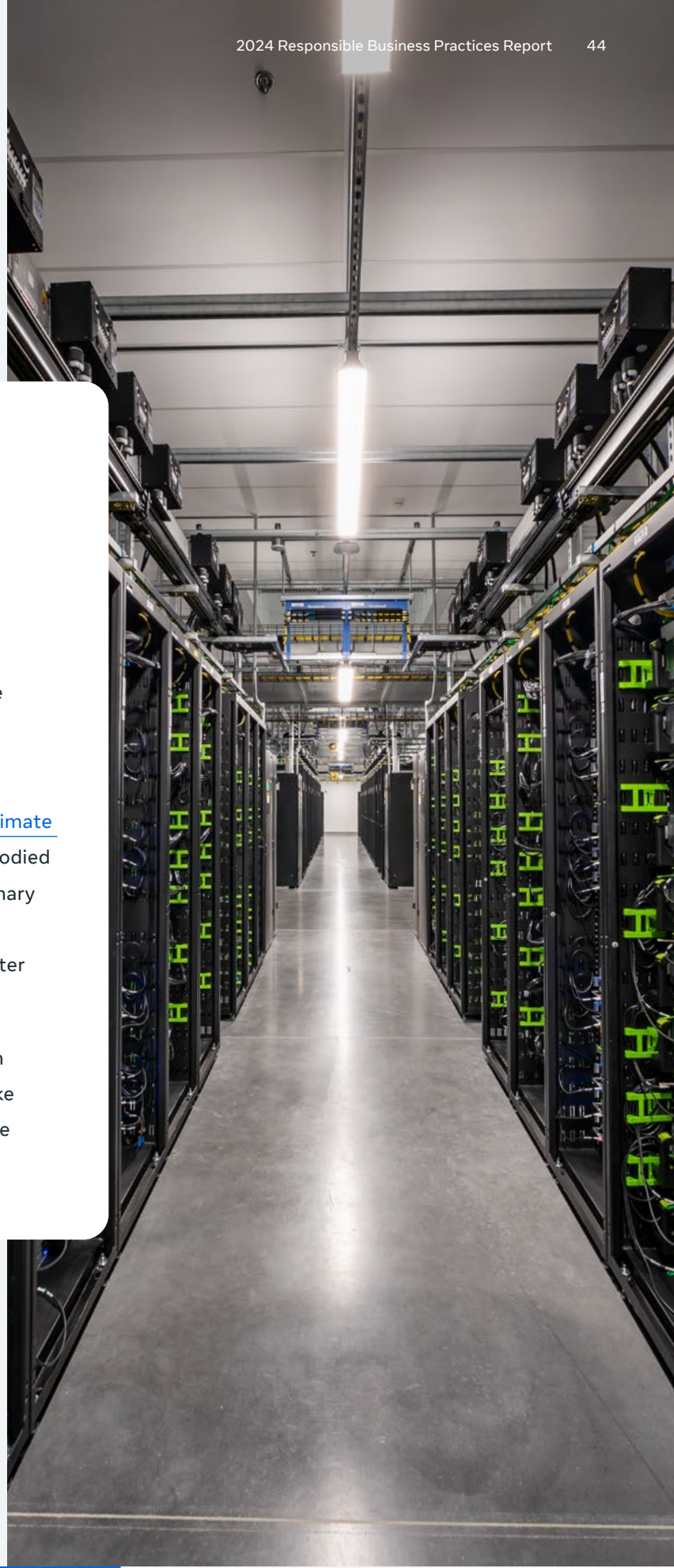
UNLOCKING POTENTIAL FOR GOOD

Measuring embodied carbon for increased transparency

The [Open Compute Project \(OCP\)](#) is a collaborative community whose mission is to design, use and enable mainstream delivery of the most efficient designs for scalable computing.

Meta is working on a project started by the [iMasons Climate Accord \(iCA\)](#) and OCP to address the impact of embodied carbon on data center sustainability. The project's primary objective is to develop a standardized framework for disclosing and managing embodied carbon in data center construction and operation.

Establishing a clear and consistent approach to carbon measurement will enable data center operators to make informed decisions and take effective actions to reduce their environmental impact.



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Data center operational efficiency

Efficiency efforts in our data centers are not new to Meta and will continue as we work to meet the increasing energy and server demands of AI.

Some examples of our data center efficiency efforts include:

- 1. Custom power profiles:** Since data center provisioned power is a limited resource, we only enable higher power configurations for servers running workloads which significantly benefit from extra power. This allows us to efficiently use both energy and server capacity, reducing our overall footprint. More information can be found in our research paper, [“Expanding Datacenter Capacity with DVFS Boosting: A safe and scalable deployment experience”](#).
- 2. Reuse existing capacity:** We work to identify and safely repurpose idle capacity for workloads that tolerate lower availability requirements. More details on this effort could be found in this presentation, [“Dynamic Leasing of Spare Capacity to Improve Fleet Utilization with Optimus”](#).
- 3. Improve workload efficiency:** Efficiency efforts rely on observability tools like our open-sourced [Dynolog](#) to understand the root-causes of inefficiencies in the systems.



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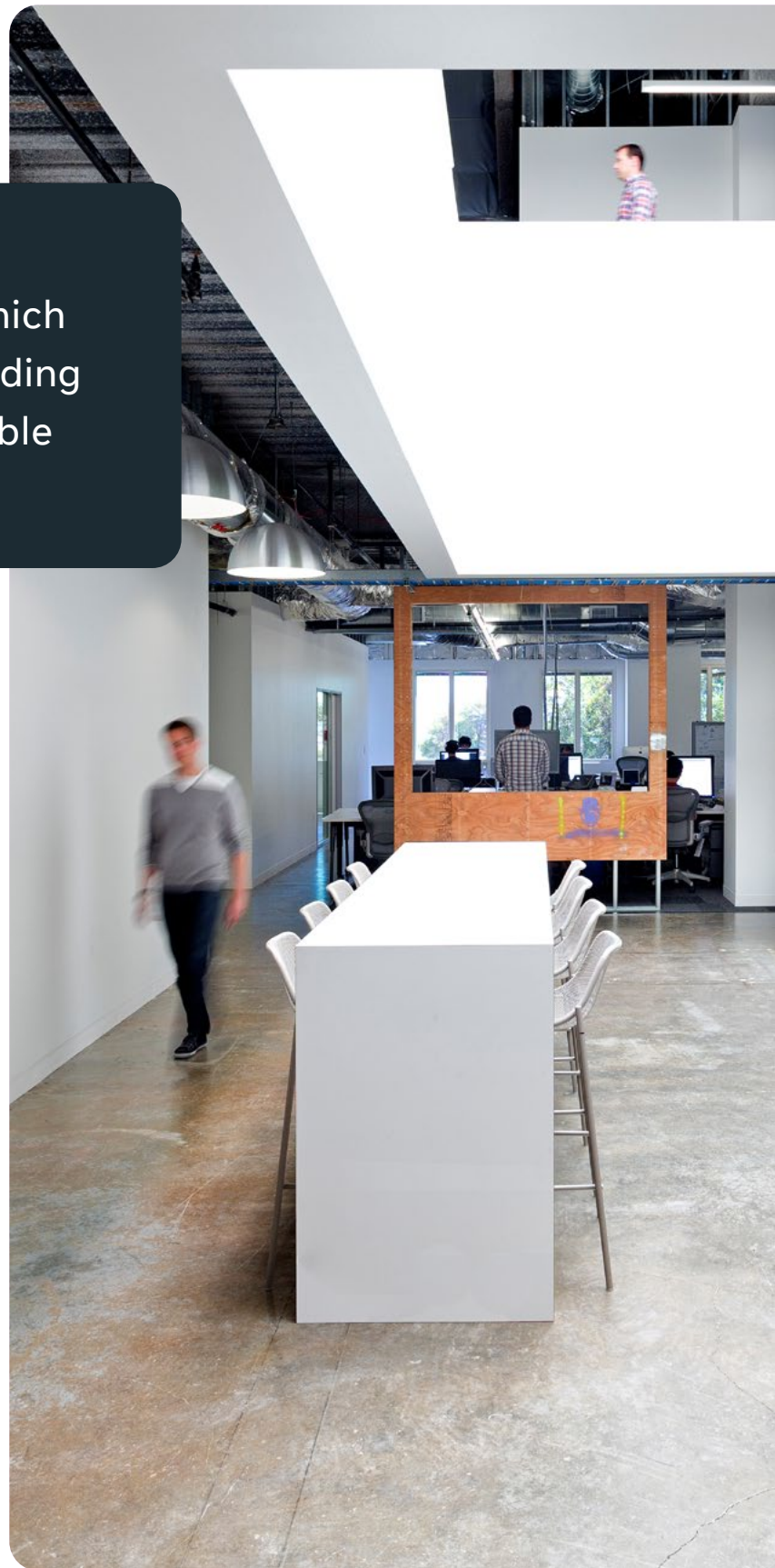
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Offices

Meta offices adhere to sustainability standards, which serve as the roadmap to building some of the most sustainable offices in the world.

Providing offices that are healthy, safe and sustainable exemplifies our commitment to building a better reality. We require our largest offices globally to be third-party certified to the LEED Gold Standard or higher. Some of our offices also adhere to Fitwel, GreenStar, International Organization for Standardization (ISO) 50001 and WELL Building Standards.

To read more about our data centers and offices, please see our 2024 Meta Sustainability Report.

[Learn more](#)


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Energy

For more than a decade, part of our strategy to reduce our operational emissions has been through adding new renewable energy to grids where we have data center operations.

Meta is one of the largest corporate buyers of renewable energy, with over 11,700 MW of contracted renewable energy. We matched 100% of our electricity use with renewable energy by adding new wind and solar projects to local grids, including those where our data centers are located, which helps drive the transition to renewable energy. We have the largest operating corporate renewable energy portfolio in the US for the second year running, with more than 6,700 MW online.

By the end of 2023, Meta globally supported 98 projects, 76 of which were operational.

In 2023, we conducted an [economic impact study](#) that looked at the renewable energy contracts Meta had entered into in the US through the end of 2022. It found that by 2025, the 86 studied wind and solar projects supported by Meta located across 24 US states and 74 counties will add up to 9,800 MW of renewable energy to local grids and support more than \$8 billion in GDP throughout the US economy.



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UNLOCKING POTENTIAL FOR GOOD

ZEROgrid coalition

In partnership with the Rocky Mountain Institute and other leading companies, Meta helped create The Zero Emissions, Reliability Optimized Grid (ZEROgrid) coalition. The ZEROgrid coalition is working toward building a comprehensive, collaborative new framework to better harness the efforts of the voluntary sustainability market. The coalition is focused on making corporate purchases of clean energy more impactful and on growing corporate engagement beyond purchases of clean energy to include other supporting activities that will help accelerate reliable grid-wide decarbonization.

[Learn more](#)


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Water

Water is a vital resource for life on earth, and we strive to approach its management with the technical expertise and responsibility it necessitates. In 2021, we announced our goal to become water positive in 2030, when we will restore more water to the environment than we consume for our global operations. Reducing water use, being transparent with our water data and restoring water in regions in which we operate are key pillars of our water stewardship program.

Water data (megaliters)

	2019	2020	2021	2022	2023
Water withdrawal	3,430	3,726	5,043	4,893	5,274
Water consumption	1,971	2,202	2,569	2,638	3,078
Water restoration	145	2,250	2,336	2,352	5,889

Water withdrawal, consumption and restoration definitions can be found in our [environmental metrics methodology](#).

Reducing operational water use

Within our data centers, water is used to maintain appropriate temperature and humidity levels for our servers. To reduce water consumption, we have embedded water efficient designs and operations into our cooling systems. For locations that face environmental challenges such as high levels of dust, extreme heat or humidity or elevated salinity, we also work to find innovative ways to minimize our water use. Read more in our [public water reporting](#).

Water restoration

Meta will restore more water than we consume in our operations through water restoration projects that address shared water challenges in the watersheds where we operate. At the watershed level, we will restore 200% of consumption in high water stress regions, and 100% of consumption in medium water stress regions — and overall we will be water positive in 2030.

Since 2017, we have funded or supported more than 25 water restoration projects in eight watersheds where we operate. Once all projects are fully implemented, Meta will restore 1.9 billion gallons of water annually. In 2023, the operational restoration projects returned over 1.5 billion gallons of water to high and medium water stress regions. Read more in our [Volumetric Water Benefits Report](#).



Longleaf pine forest restoration

Meta partnered with Texan by Nature, the Texas Longleaf Team and several companies to invest nearly \$1 million to restore 2,000 acres of longleaf pine forest in Trinity County, Texas. The restoration includes managing and removing invasive plants, conducting prescribed fires and planting 100,000 seedlings over the course of five to ten years.

A healthy longleaf pine ecosystem will filter and store freshwater, sequester carbon, support biodiversity and benefit the community. Through restoration of the 2,000 acres, increased water filtration is projected to provide over 200 million gallons per year.



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Build responsibly

Technology has the capacity to enhance people’s lives in countless ways, but enhancement is not inevitable. It is the product of consistent, hard work, investment in early-stage foresight and proactive mitigation of potential consequences.

Our philosophy centers on continuous innovation in creating and improving technologies, services and tools designed to place people and their social interactions at the core of the experience. We have set out a number of priority areas that underpin our work, including privacy and security, safety and integrity and equity and inclusion. We start with responsible AI and design principles.

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Responsible AI

AI is a core component of a vast range of technologies used today by billions of people around the world, and it sits at the very heart of our work across Meta. It is part of systems that do everything from ranking posts in Facebook Feed to tackling hate speech and misinformation. Whether for personalization or protection, to improve existing services or create entirely novel ones, our future depends on our ability to responsibly leverage the newest AI technology at scale.

While AI has brought huge advancements to humanity and our planet, it also has the potential to cause unintended consequences, and technology companies must proactively work to mitigate these issues. Our work to build responsible AI is driven by the belief that everyone should have equitable access to information, services and opportunities.

Our approach to responsible AI incorporates five pillars: privacy and security, fairness and inclusion, robustness and safety, transparency and control and accountability and governance.



In 2023, we celebrated
10 years of open-sourcing
fundamental AI research.

Sharing work openly helps set high standards for quality and responsibility, which enables Meta to build safer, more equitable and transparent AI solutions.



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Generative AI

Generative AI is a computer model that learns patterns about information, enabling people to use it to answer questions or create something new, like text or images. Models are trained on trillions of pieces of information from different types of data, which allows the models to predict things like relationships and associations between different types of content.

We train and fine-tune our generative AI models to limit the possibility of personal information that people who use our programs may share with our generative AI products (e.g., our Meta AI assistant) from appearing in responses to other people. In addition to limiting the data that can be used to train a model, we are investing in techniques that allow us to test models for whether sensitive information could be reproduced, especially by an adversarial actor.

Building generative AI responsibly

In the absence of a universally agreed definition of open source AI, Meta and many of our peers advocate for a more nuanced understanding of openness in AI that should be seen as a spectrum and gradient, not binary.

We release the model weights to facilitate reproducibility, enable the creation of derivative works and foster collaboration within the AI community. This practice is not exclusive to Meta; several other organizations also adopt this approach.

Open source helps to:

Lower costs Training a new foundation model or other state-of-the-art AI from scratch can require significant resources. Open models and tools lower barriers to entry.

Enable customization and control Developers have more control over how they customize the model for their own specific use cases, and do not need to share data with external providers.

Enhance accountability Researchers and authorities can “look under the hood” of open models to verify performance, identify risks or vulnerabilities and develop new mitigations.

Streamline feedback By crowdsourcing continual feedback, scrutiny and development from the AI community, we can build more secure and efficient models faster.

Our open approach to AI helps to ensure innovation, responsibility and safety go hand-in-hand. We take a system-centric approach that includes evaluating and addressing risks at each level of the development and deployment process, applying safety protections and providing tools that make it easy for developers to build responsibly.

We also work with a global set of partners to create industry-wide, state-of-the-art standards on AI safety which can benefit the whole community. Our [Responsible Use Guide](#), which informed the development of our free AI assistant, Meta AI, outlines considerations developers should take when building their own models.



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UNLOCKING POTENTIAL FOR GOOD

AI Alliance

Collaboration and information sharing allows the tech community to innovate faster and more inclusively, and identify and mitigate risks before a product reaches the market.

The [AI Alliance](#) brings together over 110 companies and organizations, a critical mass of compute, data, tools and talent to accelerate open innovation in AI.

The Alliance is focused on accelerating and disseminating open innovation across the AI technology landscape to improve foundational capabilities, safety, security and trust in AI, and to responsibly maximize benefits to people and society everywhere.



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Privacy and security

We collect data to enhance user experiences and serve relevant content on our technologies. It is our duty to be mindful of why we collect data, ensure that we use it responsibly and encourage people who use our technologies and programs to customize their preferences and maintain control of their privacy settings.

Meta puts protecting people's privacy at the heart of how we build new technology, and we continuously update our technologies and programs. We do so by building default settings and controls to make it easy for people to set the level of privacy with which they are most comfortable.



Since 2019, we have invested more than

\$5.5 billion

in a rigorous privacy program that includes teams and technology designed not only to identify and address privacy risks early but to embed privacy into our products from the start.

We have grown the teams focused primarily on privacy across the company from a few hundred people at the end of 2019 to more than 3,000 people at the end of 2023.



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Privacy governance

We are committed to honoring people’s privacy choices, protecting their information and building secure services to help keep them safe.

Our privacy work is underpinned by governance structures that foster accountability for privacy at every level, led by our Chief Executive Officer and Chief Privacy Officer for Product with Board oversight led by the Privacy Committee of the Board.

We leverage our privacy risk management program to identify risk, enhance our privacy program and prepare for future compliance initiatives. Central to our development process is privacy review, in which we assess how data will be used and protected as a part of new or updated technologies, programs and practices. Learn more by viewing our [privacy progress update](#).



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Privacy tools

We want the people who use our technologies to understand what information we collect and how we use and share it. That’s why we encourage them to read our Privacy Policy to help them use Meta technologies and programs in the way that is right for them. Our [Privacy Policy](#) explains how we collect, use, share, retain and transfer information and informs people who use our technologies and programs of their rights. Each section of the policy includes helpful examples and simple language to make our practices easy to understand. It also includes links and resources where people can learn more about the privacy topics that interest them.

As people connect and share more online, it is important that they know how to manage their privacy and protect their information. Our [Privacy Center](#) provides answers to privacy questions, information about how we use data and links to tools that allow people who use our technologies and programs to protect their own privacy.



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Cybersecurity

No matter how strong our defenses are, threat actors will seek to exploit even the smallest gaps in the security of our technologies and programs. We have to keep evolving our defenses and processes in response to malicious actors trying to work around them. The stronger our defenses become, the more actors try to exploit even the smallest gaps in enforcement and expand their targeting across different technologies.

We have built, and constantly work to improve, secure services to help keep people safe on our technologies. This includes:

- Offering login alerts and two-factor authentication
- Implementing restrictions on the amount of information other apps can request from people who use our technologies and programs.
- Providing secure data storage
- Providing tools to give people who use our technologies and programs more control over their privacy and an understanding of how their information is used

We want people to have a trusted private space for online conversations with friends and family that is safe and secure, which is why we currently offer end-to-end encryption (E2EE) on WhatsApp, and as an option for personal messages on Messenger and Instagram Direct Messaging, which plans to offer it by default in the future.



We work to continually improve our defenses to help protect our technologies from emerging security threats by:

- **Investing** in building frameworks that help engineers prevent and remove entire classes of bugs when writing code
- **Building** automated analysis tools that can inspect code and detect security errors at scale
- **Conducting** peer reviews for code changes to find flaws that our automated technology may miss, and internal exercises to help surface points of vulnerability.

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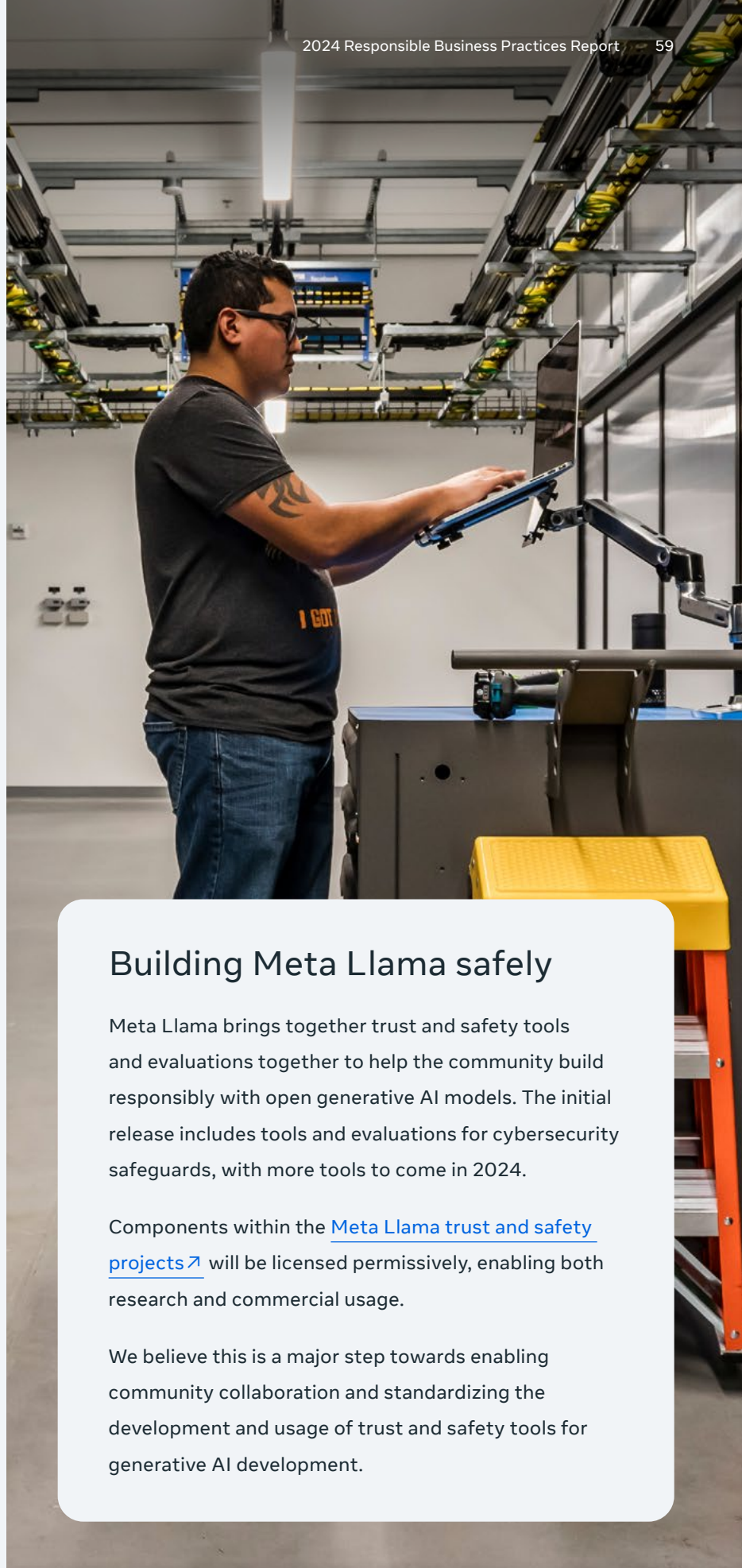
We encourage product engineers to consider three principles when integrating security into the development of our technologies and programs:

Build and maintain secure systems Consider how someone might abuse or misuse what we are building.

Use proven solutions Our core frameworks and systems have strong security built in, so using them will protect new systems and products by default.

Be proactive Understand the most common security vulnerabilities and what standard practices exist to mitigate those issues, such as two-factor authentication.

Trust is an important piece of the relationship between Meta and our community, and we work to earn it by anticipating how systems might be abused. This allows us to develop solutions before problems occur, and to take an intentional and proactive approach to protecting our communities and reducing threats they might encounter.



Building Meta Llama safely

Meta Llama brings together trust and safety tools and evaluations together to help the community build responsibly with open generative AI models. The initial release includes tools and evaluations for cybersecurity safeguards, with more tools to come in 2024.

Components within the [Meta Llama trust and safety projects](#) will be licensed permissively, enabling both research and commercial usage.

We believe this is a major step towards enabling community collaboration and standardizing the development and usage of trust and safety tools for generative AI development.



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Safety and integrity

A safe, supportive digital community is one where everyone can have their voice heard and opinion valued. We take our role seriously in keeping abuse off our technologies.

Our approach to protecting people online starts with designing and implementing community guidelines and developing preventative tools. We have developed policies to ensure our technologies remain spaces where people who use them feel empowered to share and communicate, and we make it easy to report potential harms so we can better serve the people who use our technologies and protect the community as a whole.

We all have different needs when it comes to online safety and well-being. Our [Safety Center](#) provides resources for people to take personal control over online interactions and engagement to address their specific needs.



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Content governance

We want our technologies to be authentic and safe places for inspiration and expression.

To create conditions where everyone feels comfortable expressing themselves, we must protect safety, privacy, dignity and authenticity. Empowering and encouraging freedom of expression while protecting all members on our technologies is a delicate balance.

Our [Facebook Community Standards](#) and [Instagram Community Guidelines](#) (which also govern Threads) define what is and is not allowed on our technologies. Our goal is to take action on content that violates our policies while detecting nuance so that we are not removing items incorrectly.

We regularly publish independently-assessed Community Standards Enforcement Reports to more effectively track our progress and demonstrate how we enforce policies. A full list of our policies and enforcement practices, along with regular transparency reports can be found by visiting our [Transparency Center](#).



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Using AI to uphold Community Standards

Generative AI has the potential to help us address content violations faster and more accurately than existing AI tools. It has allowed us to build technology that identifies content that potentially violates our policies, prioritize the most critical content to be reviewed manually and take action against violations of our Community Standards.

This applies to all content, whether it is created by AI or a person. We have also built a parallel content review system to flag posts that may be going viral — no matter what type of content it is — as an additional safety net in case that content violates our policies.

We have started testing LLMs by training them on our Community Standards to help determine whether a piece of content violates our policies, and initial tests suggest the LLMs can perform better than existing machine learning models. LLMs and other AI tools provide significant opportunities for us to counter online abuse at scale.

For example, we developed AI technologies to identify near-duplicates of previously fact-checked content. We also built a tool leveraging few-shot learning that can adapt more easily to take action on new or evolving types of harmful content quickly, across more than 100 languages. Previously, we would have needed to gather thousands or even millions of examples to build a dataset large enough to train an AI model, and then do the fine tuning to make it work properly.

We are optimistic that generative AI can help us enforce our policies and increase precision at global scale. We are using LLMs to remove content from review queues in certain circumstances when we are highly confident it does not violate our policies. AI also enables our automated tools working to spot fake accounts and spam-like activity when someone posts at great frequencies or rapidly friends thousands of people who use our technologies and programs at once. This frees up capacity for our reviewers to focus on content that is more likely to violate our policies.

There is still much work to be done to keep evolving these systems and scaling our trust and safety work effectively, but LLMs have the potential to be game changing in this space — lowering costs, improving the ability to detect and adapt to changes and increasing efficiency.



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Oversight Board

Created in 2020, the Oversight Board is a group of outside experts and civic leaders who exercise independent judgment over some of the most difficult and significant content decisions on Facebook, Instagram and Threads.

The Oversight Board is committed to making principled decisions with the aid of public input and issuing advisory opinions on policies, technologies and programs and operations. The Oversight Board can hear content cases either from Meta directly or people on Facebook, Instagram or Threads who disagree with our decisions.

Because the Oversight Board cannot hear every appeal, it prioritizes cases that have the potential to affect many people who use our technologies and programs around the world, are of critical importance to public discourse or raise important questions about our policies, technologies and programs or operations.

[Transparency reports](#) provide details about the Oversight Board's decisions and recommendations while annual reports assess our performance in implementing these decisions and recommendations.

Penalty system update

Prompted by feedback from the Oversight Board, we updated our penalty system in 2023 to make it fairer and more effective. While we are still removing violating content as before, our new system focuses more on helping people understand why we remove content. We still apply account restrictions to persistent violators after we've given sufficient warnings and explanations to help the person understand why we removed their content.

For most violations on Facebook, strikes will lead to the following restrictions:

- One strike results in a warning, citing which community standard a post violates since this is your first strike
- Two to six strikes results in restriction from specific features, like posting in groups, for a limited amount of time
- Seven strikes results in a one-day restriction from creating content, which includes posting, commenting or creating a Page
- Eight strikes results in a 3-day restriction from creating content
- Nine strikes results in a 7-day restriction from creating content
- Ten or more strikes results in a 30-day restriction from creating content

Our analysis has found that nearly 80% of people who use our technologies with a low number of strikes do not go on to violate our policies again in the next 60 days. This means that most people respond well to a warning and explanation because they don't want to violate our policies. But at the same time, some people are determined to post violating content regardless of our policies. Our analysis suggests that applying more severe penalties at the seventh strike is a more effective way to give well-intentioned people the guidance they need while still removing bad actors.



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Transparent advertising policies

Our [Advertising Standards](#) clearly describe the types of ad content we allow and what we prohibit. The standards also inform advertisers about certain behaviors that may result in advertising restrictions. When advertisers place an order, each ad is reviewed against our policies.

Our standards are guided by four principles:

- Protecting people from unsafe and discriminatory practices
- Protecting people from fraud or scams
- Promoting positive user experiences
- Promoting transparency

For more information on advertising restrictions for youth, please see the [teen safety online](#) section of this report.



Support for the Digital Services Act

Meta has long advocated for a harmonized regulatory system that protects people's rights online, while enabling innovation. For this reason, we welcome the ambition for greater transparency, accountability and user empowerment that sits at the heart of regulations like the European Union's Digital Services Act (DSA). The DSA provides clarity on the roles and responsibilities of online platforms.

We have been working hard since the DSA came into force to respond to the new rules and adapt the existing safety and integrity systems and processes we have in place in many of the areas regulated by the DSA.

We have a team of over 1,000 employees currently working to develop solutions to the act's requirements, including measures to increase transparency about the way our systems work, and to give people more options to tailor their experiences on Facebook and Instagram. We have also established a new, independent compliance function to help us meet our regulatory obligations on an ongoing basis.





Misinformation

We remove misinformation that experts determine would be likely to directly contribute to the risk of imminent physical harm. We focus on reducing the prevalence of misinformation and directing people who use our technologies to authoritative information. As part of that effort, we partner with third-party fact-checking

organizations to review and rate the accuracy of the most viral content on our technologies. We also provide resources to increase [media and digital literacy](#) so people can decide what to read, trust and share themselves.



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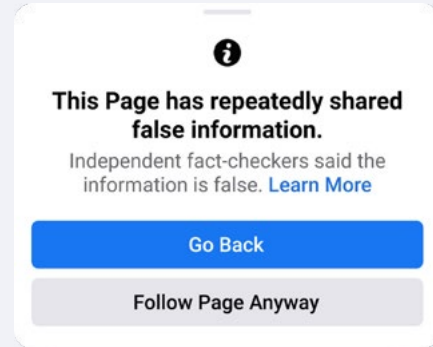


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More about fact checking

Our fact-checking program began in December 2016 to identify and address viral misinformation, particularly clear hoaxes with no basis in fact. Our program has expanded to nearly 100 partners working in more than 60 languages. Fact checkers are independent from Meta and certified through the non-partisan International Fact-Checking Network (IFCN) or in Europe, the European Fact-Checking Standards Network (EFCSN).



When a fact-checked label is placed on a post, 95% of people do not click through to view it. We surveyed people who had seen fact-checking warning screens on-platform and found that 74% of people thought they saw the right amount or were open to seeing more fact-checking labels, with 63% of people believing they were applied fairly.

We have contributed more than \$150 million to programs supporting our fact checking efforts since 2016. This includes direct support of fact checkers for their work on our technologies as well as industry initiatives like sponsorships, fellowships and grant programs.



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Election preparation

We have developed a comprehensive approach for elections on our technologies.

It is important that people that use our technologies and programs can share and connect with each other around these momentous events; however, it is equally important that circulated information is based on integrity, and we are taking steps to prevent the sharing of malicious or inauthentic material.

Since 2018, we have provided industry-leading [transparency for ads](#) about social issues, elections or politics, and we continue to expand on these efforts. All ads about social issues, elections or politics are held to our high standard of authenticity and transparency on Facebook and Instagram and are not allowed to call into question the legitimacy of elections nor discourage or interfere with voting.

In 2024, advertisers will be required to disclose when they use AI or other digital techniques to create or alter a political or social issue ad. New political, electoral and social issue ads will be blocked during the final week of the US election campaign. Ads that have previously run before this restriction period will be allowed to run during this time. Our rationale for this restriction period remains the same as it has since 2020: in the final days of an election, we recognize there may not be enough time to contest new claims made in ads. This restriction period will lift the day after the presidential election.

Our teams fight both foreign interference and domestic influence operations and have taken down more than 200 malicious influence campaigns involved in what we call coordinated inauthentic behavior and have designated more than 700 hate groups around the world. We are investing in proactive threat detection and have expanded our policies to help address harassment against election officials and poll workers.

We label state-controlled media on Facebook, Instagram and Threads so that people who use our technologies know when content is from a publication that may be wholly or partially under the editorial control of a government. As we have since 2020, we also block ads from state-controlled media outlets targeting people in the US.

On Facebook and Instagram, through in-app notifications, we connect people with details about voter registration and elections from their state and local elections officials. Our [Voting Information Center](#) continues to be live on Facebook, and on Instagram we continue to elevate stickers directing people to official voting information ahead of registration deadlines and Election Day. State and local elections officials also use voting alerts to send the latest information about registering and voting to people in their communities.

More information can be found on our [Preparing for Elections](#) page.



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Case study: Israel-Hamas war

Since the terrorist attacks by Hamas on Israel, and Israel's response in Gaza, teams from across our company worked to monitor our technologies, while protecting people's ability to use our technologies to shed light on important developments happening on the ground.

Taking action on violating content

We quickly established a special operations center staffed with experts, including fluent Hebrew and Arabic speakers, to closely monitor and respond to this rapidly evolving situation in real time. This allows us to remove content that violates our Community Standards or Community Guidelines faster and serves as another line of defense against misinformation.

More than

795,000
pieces of content

removed or marked as disturbing
in the first three days following the
October 7 attack.

Hamas is designated by the US government as both a Foreign Terrorist Organization and Specially Designated Global Terrorists. It is also designated as a tier 1 Dangerous Organization under our Dangerous Organizations and Individuals policy. This means Hamas is banned from our technologies, and we remove praise and substantive support of it when we become aware of it, while continuing to allow social and political discourse — such as news reporting, human rights related issues or academic, neutral and condemning discussion.



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Our teams are monitoring the situation and, in some cases, temporarily introducing limited, proportionate and time-bound measures to address specific, emerging risks:

- Stronger steps to avoid recommending potentially violating content and reducing the visibility of potentially offensive comments under posts on Facebook and Instagram
- Expanding our Violence and Incitement policy and removing content that clearly identifies hostages, even if it's being done to condemn or raise awareness of their situation

- Restricting Instagram hashtags after content was consistently found to be violating our Community Guidelines
- Restricting the use of Live for people who have previously violated certain policies and prioritizing livestream reports related to this crisis
- Monitoring threats to broadcast footage of the hostages

We get feedback from partners in the region on emerging risks and we move quickly to address them. We recognize that local context and language-specific expertise is essential for this work and remain in close communication with experts, partner institutions and non-governmental organizations.



Addressing misinformation

We are working with third-party fact checkers in the area of Israel and Gaza with coverage in both Arabic and Hebrew to debunk false claims. We recognize the importance of speed, so we have made it easier for fact checkers to find and rate content related to the war, using keyword detection to group related content in one place.

Warning labels on content rated false give people more information to decide what to read, trust and share. We also have limits on message forwarding and label messages that haven't originated with the sender, so people are aware that something is information from a third party.

Well-being and technology

Digital wellness starts with being mindful of online experiences. This can mean anything from connecting with people in positive ways to using our technologies to affect change in communities and being aware of how much time is spent online.

At Meta, protecting and supporting digital well-being is a top priority. We want people to connect with others in a safe, positive and supportive environment and leave our technologies feeling good about the time they spent on them. Our tools help people control their experience on our technologies and protect themselves from content they don't want to see, ensuring that our technologies remain a source of connection, education and inspiration.



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Encouraging conscious social media use

Our well-being tools let people manage their time online, prevent unwanted interactions and control what types of content they see. We have released a number of reminders and features on Facebook and Instagram to build well-being awareness into our technologies:

- The **take a break** feature on [Facebook](#), [Instagram](#) and [Threads](#) empowers people who use our technologies to limit their time online by setting reminders to take breaks from scrolling and limit access to specific accounts and content.
- **Time spent dashboards** show how much time people who use our technologies spend on our technologies each day and allow them to set daily reminders and update their notification settings.
- **Hiding likes** gives everyone the option to hide like counts on posts in their feed and on their own posts, so others cannot see how many likes a post received.
- **Comment controls** allow people who use our technologies and programs to turn off comments completely on a post-by-post basis.
- **Kindness reminders in direct messages (DM)** encourage thoughtful and respectful first interactions with creators.
- **Comment reply reminders** nudge people who use our technologies of all ages to take a beat before they reply to a comment that our systems tell us could be potentially offensive.
- **Hidden Words** filter a customizable list of offensive terms and phrases from DM requests and comments, so people never have to see them.
- **Automatically hidden DM requests and comments** on Instagram reduce how much people who use our technologies see from people who do not follow or only recently followed them.
- **Show more/show less** gives people direct control over the content they see on Facebook, by temporarily increasing or decreasing the amount of content seen that is similar to posts on which feedback is provided.
- **Facebook reduce** allows people to increase the degree to which we demote some content, so they see less of it.
- **On Instagram, sensitive content preferences** allow people to choose how much sensitive content they see in places where we recommend content, such as Explore, search, Reels and in-feed recommendations. We try not to recommend sensitive content in these places by default, but people can also choose to further reduce the possibility of seeing this content from accounts they do not follow.
- [Guides on Instagram](#) share advice for prioritizing mental well-being, and free in-app health alerts like the [World Health Organization's \(WHO\) Health Alert](#) chatbot on WhatsApp that helps people to stay up to date on global health issues and find resources to address mental and physical health challenges.



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Discouraging bullying and harassment

We help prevent people from experiencing and seeing bullying through our [Restrict](#) tool. Once a user restricts someone, the restricted user can no longer see when the user is active or when a direct message has been read.

Our AI systems are designed to identify many types of bullying and harassment across our technologies. Warning screens on both Facebook and Instagram discourage people from posting or commenting in ways that could be viewed as bullying and harassment. However, determining whether behavior constitutes bullying or harassment often requires context, including reports from people who may experience the behavior in question. It can be difficult for our systems to distinguish between how the same comment can be interpreted differently without knowing the people involved or the nuance of the situation. We continue to refine our bullying and harassment policies and tools to better identify and respond to this content.



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Combating drug trafficking

Drug trafficking is a major public health issue that requires a whole-of-society approach.

The sale or exchange of illicit drugs is against our policies, and we work to find and remove drug-related content from our technologies by:

- Prohibiting ads and organic content that promote the buying and selling of illicit drugs and removing it whenever we find it. Leveraging AI to catch this type of content frees up our teams to instead investigate accounts, Pages, Groups, emojis and hashtags to spot the next trends.
- Working with law enforcement and emergency responders to help keep people safe on our technologies. When we identify a credible threat, we reach out to law enforcement in accordance with our terms of service and applicable law.
- Updating our [Restricted Goods and Services policy](#) to better explain our long-standing prohibition of the sale or purchase of dangerous non-medical drugs on our technologies. This includes precursor chemicals, including those that could be used to manufacture dangerous drugs like fentanyl.

We actively collaborate with other technology companies to share information and prevent bad actors from doing harm online. For example, we are working with Snap to identify patterns and signs of illicit drug-related content and activity. Through this program, we've identified novel ways to detect illicit drug content at-scale on our platform and routinely share these signals back with Snap so we can independently evaluate and remove violating drug content across technologies. This work strengthens our ability to find and remove this kind of content from our technologies. As the program develops, we hope to engage additional companies as we work together to protect people and tackle this industry-wide issue.

We are also working together with the US Government, the UN Office on Drugs and Crime and other technology companies to establish the Alliance to Prevent Drug Harms, a cross-industry coalition to prevent the abuse of digital platforms for illicit or harmful activities related to the non-medical use of synthetic drugs like fentanyl. The Alliance will focus on collaborating to disrupt this activity online and amplifying public awareness of the dangers and health risks of synthetic drug misuse.

Working with experts to increase awareness

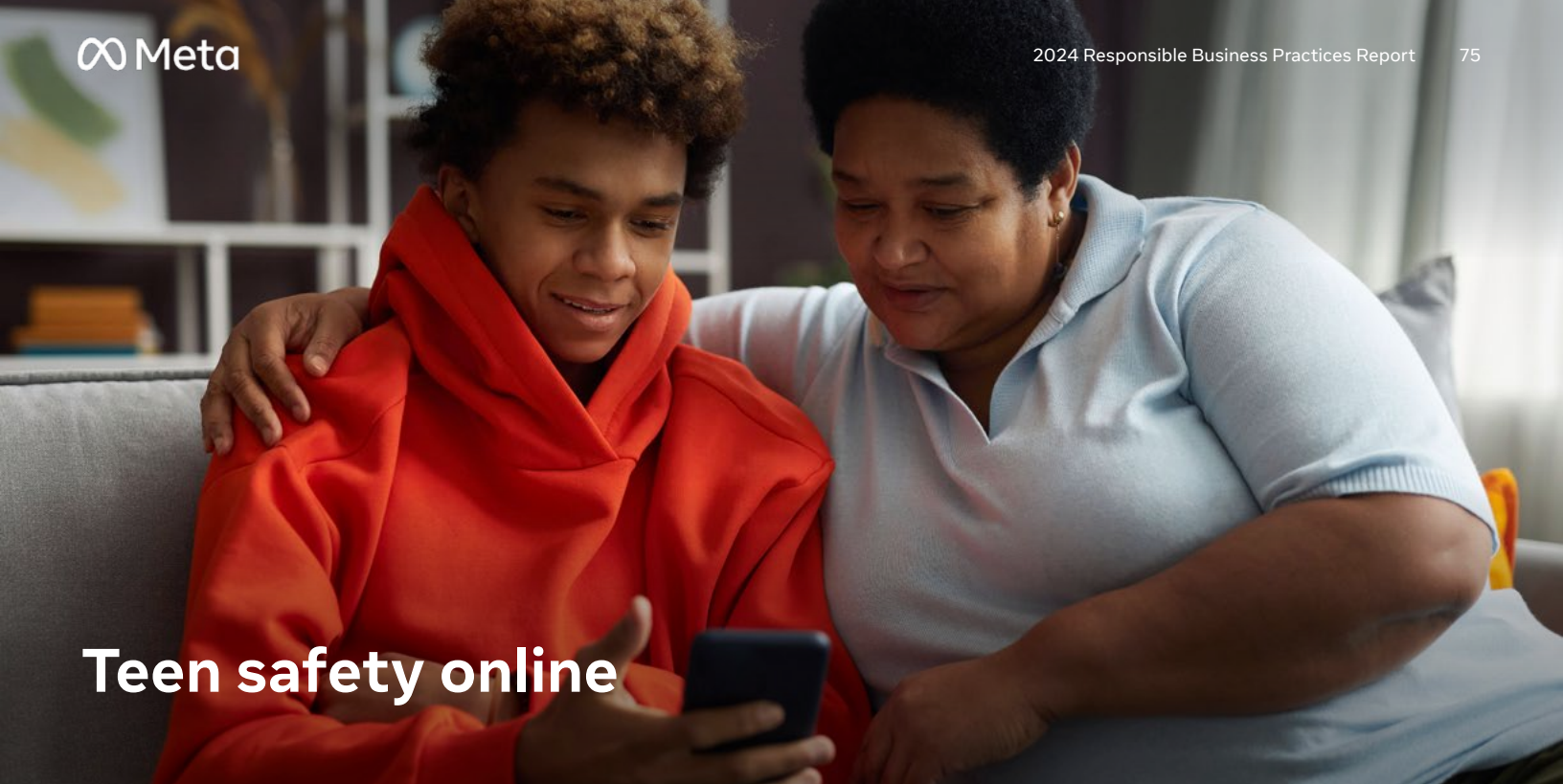
In addition to content removal efforts, we partner with organizations to increase awareness and educate the public about the dangers of drug misuse, as well as to reduce the stigma around drug addiction and provide resources related to recovery.



A few recent examples include:

- [Song For Charlie](#) is a family-run, national charity dedicated to raising awareness about counterfeit prescription pills. We work to expand their reach on a new online resource hub for families in California.
- We worked with the [Ad Council](#) on the creative development of their recent campaign [Drop the F-Bomb](#), which reached more than 22 million people on our technologies in 2023.
- Meta partnered with [Mobilize Recovery](#) on a cross-country bus tour for people in recovery, family members and recovery allies.
- We support the Center for [Safe Internet Pharmacies](#) on [DEA Prescription Drug Takeback Day](#) by helping people find the closest drop-off locations via a Messenger bot on Facebook.
- [Partnership to End Addiction](#) worked with Meta to develop and launch the Stop Opioid Silence (SOS) campaign to help break down the stigma of addiction, reaching more than 77 million people.





Teen safety online

We have built more than 50 tools, features and resources to provide safe, age-appropriate experiences for teens.

Relationships are essential to our well-being. Meta technologies help people form and maintain relationships, express themselves and find support if they need it. We want people, especially young people, to connect with others in an environment where they feel safe, and where they leave our technologies feeling good about the time they spend on them.

We've developed more than 50 tools to support teens and their families, including those that allow parents to decide when — and for

how long — their teens use Instagram, age verification technology, automatically setting accounts belonging to those under 16 to private, and sending notifications encouraging teens to take regular breaks. We also work aggressively to fight child exploitation on and off our technologies, and to support law enforcement in its efforts to arrest and prosecute the criminals behind it. We will continue working with experts in mental health, psychology and online behavior as we foster a safe, positive experience online.



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Building a child protection ecosystem

We recognize the power of cross-industry collaboration to create a child safety ecosystem. Since 2016, we have hosted regular child safety hackathons with NGOs focused on coding and prototyping projects that aim to make the internet a safer place for children.

Likewise, our photo and video-matching technologies have been [open-source](#) since 2019. By contributing to the tech industry with this code, we hope to enable more companies to keep their services safe.

We collaborated with partners across the industry to establish [Project Protect](#). This coalition is designed to protect young people online and guide the work of the [Technology Coalition](#) for the next 15 years.



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Using data to thwart the spread of exploitative content

Understanding how and why people share exploitative content is critical for combating it. We conduct a careful, in-depth analysis of such content to better inform our research. We use what we learn from this data to deploy tools and launch new programs targeted at reducing the sharing of this content.

Between 2020 and 2023, our teams disrupted 37 abusive networks and removed nearly 200,000 accounts associated with those networks.

Predators do not limit their attempts to harm children to individual technologies. They use multiple apps and websites and adapt their tactics across them all to avoid detection. When a predator is discovered and removed from a site for breaking its rules, they may head to one of the many other apps or websites they use to target children.

This is something behavior experts in online child safety understand well and something we knew we could do more to address with our peers, so we worked with our partners at the Tech Coalition to establish [Lantern](#). Meta provided the Tech Coalition with the technical infrastructure that sits behind this program, which enables technology companies to share a variety of signals about accounts and behaviors that violate their child safety policies. Lantern participants can use this information to conduct investigations on their own platforms and take action.

In the second half of 2023, we:

Identified and removed more than
90,000
accounts for potentially suspicious behavior.

Reviewed and removed more than
21,000
Facebook Groups that violate our child safety policies.

Disabled more than
2.6 million
accounts for violating our child sexual exploitation policies.

Took action on more than
2.2 million
Facebook and
1.4 million
Instagram accounts that were linked to accounts that violated our child safety policies.



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Family Center

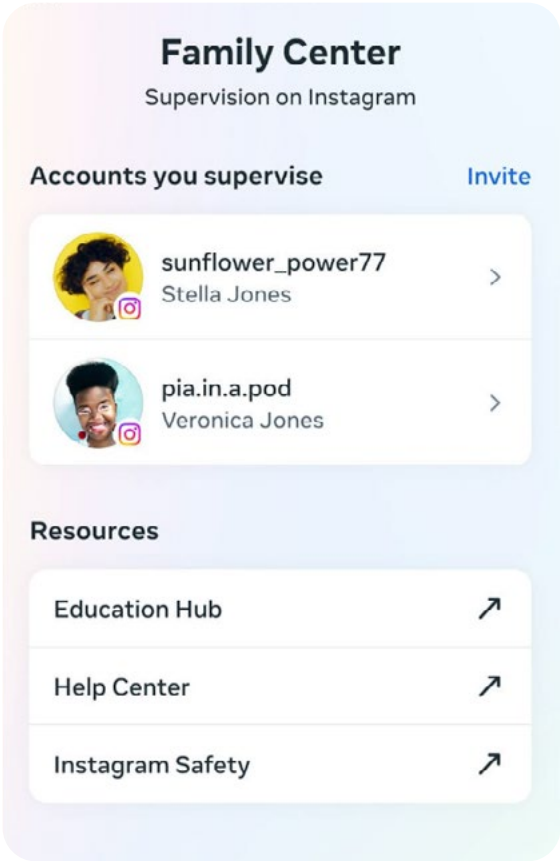
Our goal is to develop programs that help parents and teens have smart dialogues about teens’ experiences online, how they build and maintain relationships and how they navigate the unique experience of being a teenager today through our technologies.

Launched in 2022, the [Family Center](#) offers a suite of supervision tools that allow parents to oversee their teen’s online experiences on our technologies and across the internet.



Initially available to people who use Instagram, we expanded parental supervision tools globally in 2023 to Facebook, Messenger and Meta Horizon Worlds.

Parents can see and manage all the teen accounts they supervise across different technologies — Instagram, Facebook, Messenger and Meta Quest — in one place via Family Center, instead of having to go into each individual technology.



Education hub

The education hub provides tips, articles and conversation starters to help parents guide teens’ online experiences. Specific topics include:

- Digital wellness
- Safety and privacy
- Relationships and communication
- Media literacy and misinformation



Age-appropriate content

When it comes to young people, our technologies and programs are designed with the following values in mind:

Responsible connections We strongly believe in helping young people enjoy the many benefits our technologies provide.

Age-appropriate safeguards We know younger people who use our technologies require additional safeguards for their safety, privacy and well-being.

Innovation We constantly explore innovative technologies that aim to provide great experiences for young people and solve the defining challenges of our industry.

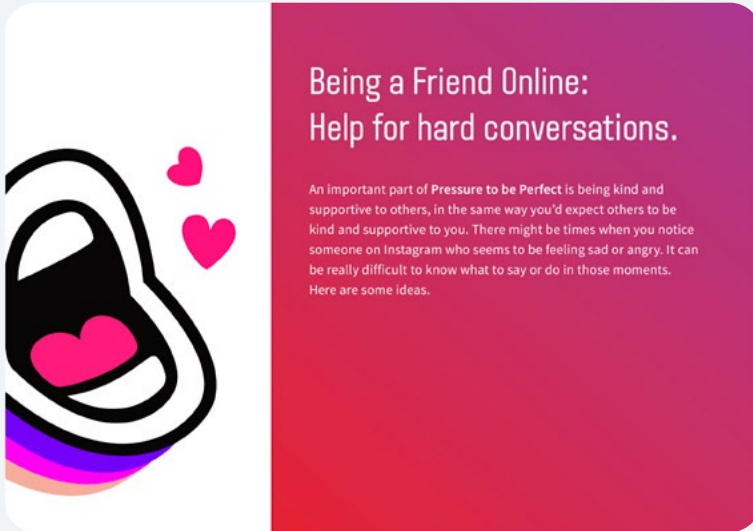
We regularly consult with experts in adolescent development, psychology and mental health to help make our technologies safe and age-appropriate for young people, including improving our understanding of which types of content may be less appropriate for teens.

Several features foster a safe, positive and supportive environment while protecting teens from unwanted contact with others:

- Teen accounts are automatically set to private when they join Instagram and default into more private settings when they join Facebook. Private accounts require people to request to follow before they can see or comment on content.
- We have developed technology that allows us to find accounts that have shown potentially suspicious behavior and help prevent those accounts from interacting with young people's accounts.

- We limit the amount of potentially sensitive content teens can see in Explore, search and Reels.
- We do not allow content that promotes suicide, self-harm or eating disorders. Of the content we take action on, we identify at least 97% of it before it is reported.

For instance, while a person posting a story about their ongoing struggle with thoughts of self-harm is important to destigmatizing the issue, the topic is not necessarily suitable for all people. Beginning in early 2024, we are removing this type of content from teen experiences on Facebook and Instagram. To ensure everyone can find the support they need, we will continue to share resources from experts when someone posts content related to things like self-harm or eating disorders.



Fighting the pressure to be perfect

Our [Pressure to be Perfect toolkit](#) helps teens recognize that what they see posted by others is just one part of the story. The tool offers tips and quizzes for decoding what they see online, deciding what to post and evaluating how they interact with others.

The complementary parent's guide to Instagram helps parents support teens in navigating social media. Starting with an understanding of the emotional space their child is operating in can set up more productive conversations around using Instagram and determining the tools and privacy measures that work best for their family.

Advertising controls for youth

We recognize that teens are not necessarily as equipped as adults to make decisions about how their online data is used for advertising, particularly when it comes to showing them products available to purchase. For that reason, we restrict the options advertisers have to reach teens, as well as the information we use to show ads to teens.

Advertisers are not able to target teens based on interests, activities or gender. Teens' engagement on our technologies — like following certain Facebook pages or Instagram accounts — will not inform the types of ads they see. Teen-specific controls and resources help them understand how ads work and the reasons why they see certain ads on our technologies. These changes reflect research, direct feedback from parents and child developmental experts, UN children's rights principles and global regulation.



Equity and inclusion

We consider not only how our systems work for different communities but also whether algorithmic rules are applied fairly and appropriately.

We all have implicit biases that influence our daily judgments and decisions, and there are explicit inequalities in the world in which we live. Recognizing these can help us identify and address learned judgments that appear within AI-driven systems and can perpetuate inequalities and biases.

While there are many exciting and creative use cases for generative AI, it will not always be perfect. The underlying models, for example, have the potential to generate fictional responses or exacerbate stereotypes AI may learn from its training data.

One way we are addressing AI fairness through research is the creation and distribution of more diverse datasets. Datasets that are used to train AI models can reflect biases, which are then passed on to the system. But biases might also be due to what is not in the training data. A lack of data that represents a wide range of people and experiences can lead to AI-enabled outcomes that reflect problematic stereotypes or fail to work equally well for everyone.



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An open approach

Our AI work starts with the premise that making generative AI technology available openly is critical for ensuring benefit to the world at large.

With the open release of our LLMs, for example, we took an important step toward advancing access and opportunity for the research and business communities to engage in the next wave of AI innovation.

Building openly helps ensure that everyone — even if they do not work at a large company with significant computing infrastructure — can realize the benefits of the technology. Building openly will also help us improve our own products by responding to community feedback, conducting continuous user research and co-designing the future of AI technology through initiatives like community forums.



Community forums

Community forums bring together representative groups of people from all over the world to weigh in on the tech industry’s toughest questions. Participants receive educational materials and can consult third party experts to learn about a topic before deliberating in small groups or surveys, where they share perspectives, lived experiences and complex tensions related to the topic.

The novelty of the topic and technology of generative AI created a unique opportunity for us to inform its development through public input. From four countries, 1,500 participants weighed in on our approach to generative AI.

We structured survey questions around principles and values that would underpin chatbots, the most accessible form of generative AI for the wider public. We asked how participants felt chatbots should provide guidance and advice to people who use our technologies, and how chatbots should interact with people.

Survey responses, and the corresponding analysis of the results, produce insights on the public’s understanding of and concerns about these emerging technologies, and ultimately inform the development of our products and policies.



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UNLOCKING POTENTIAL FOR GOOD

Open approach to AI innovation in India



Advancing efforts towards an open and inclusive approach for AI, Meta began a collaboration with [India AI](#), an independent business unit under the Indian Government.

The partnership will establish a framework of cooperation between the two entities to make open-source AI models available for use by the Indian AI ecosystem.

Leveraging our AI research models like Llama, Massively Multilingual Speech and No Language Left Behind, the collaboration will focus on building datasets in Indian languages to enable translation and large language models, with priority given to low-resource languages.

This effort will foster social inclusion, improve government service delivery and spur innovation using large language models, generative AI, cognitive systems and translation models.

India AI and Meta strive to raise awareness about the potential benefits and risks associated with AI among various stakeholders. The businesses will work together to promote responsible AI practices through the collaborative development of comprehensive tools and guidelines.



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Building the metaverse

The metaverse is the next evolution of the mobile internet.

While today's internet is defined by flat, 2D concepts like web pages, profile pictures and video streams, the metaverse will let people experience their digital lives in ways that feel like natural extensions of the physical world. This will enable a genuine sense of social presence — feeling like you are truly together with other people or inside a virtual experience, not just looking at it on a screen.

At Meta, we are building many of the core technologies that will bring this vision to life and taking a long-term view on the innovations and investments needed to make it possible. And much like the internet itself, the metaverse will be built by a global ecosystem of developers, businesses and people who use our technologies and we believe it will take shape over the coming decade.

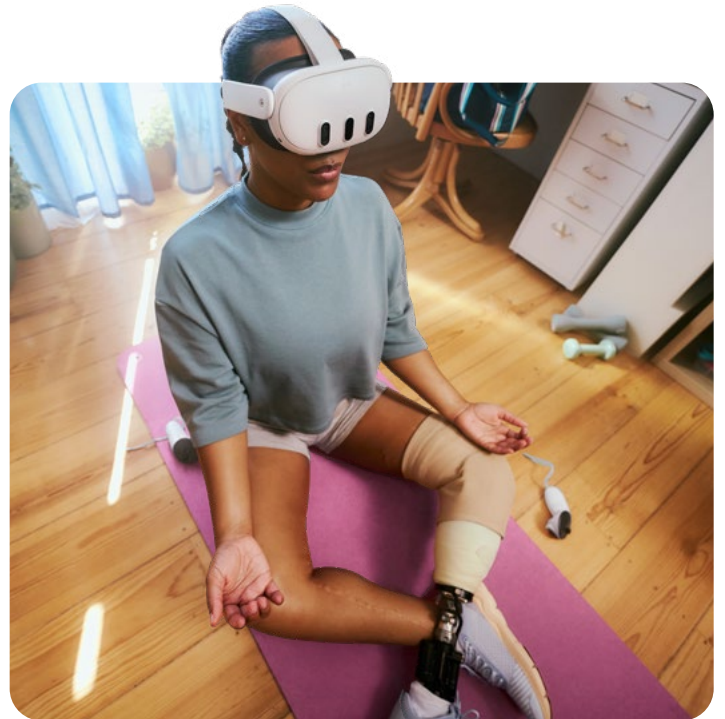
While the majority of our metaverse investment is focused on developing foundational technologies that will enable the experiences of the future, Meta Reality Labs has developed many ways for people to experience the future today. We have prioritized making the metaverse accessible to the widest possible audience, with a focus on software and technologies that work for the broadest range of people who use our technologies, and immersive experiences that can be accessed by billions of people through the open web and our technologies and programs.

Our immersive experiences are accessible through Reality Labs augmented and virtual reality products that help people feel connected in entirely new ways.

Protecting safety and privacy in the metaverse

We believe principles of privacy, safety and security need to be built in from the start. People should feel safe and in control in order to thrive on our technologies.

Safety and privacy are key areas where we'll continuously work with others to anticipate the risks and get it right; we're constantly evaluating how to enhance safety online and give people the tools to take action or get help if they encounter something they are not comfortable with.

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Empower our people and partners

Achieving our company's mission can only be done if we create an innovative and inclusive corporate culture and build equitable opportunities for our people and partners to thrive.

Whether it is our holistic benefits; our personalized approach to flexibility; our commitment to cognitive diversity and fostering an environment and culture where people from every background are seen, valued and heard; we focus on building an inclusive environment that's welcoming for everyone who works at Meta. We empower people to connect with each other, build community and do work that is meaningful for them, for our company and for the people who use our technologies.

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Our values

Six values guide our work, how we spend our time and how we work together.

Move Fast helps us to build and learn faster than anyone else.

Focus on Long-Term Impact encourages us to extend the timeline for the impact we have, rather than optimizing for short-term wins.

Build Awesome Things pushes us to deliver products and services that are not just good but also awe-inspiring.

Live in the Future guides us to build the future of the work we want, where opportunity isn't limited by geography.

Be Direct and Respect Your Colleagues is about creating a culture where we are straightforward and willing to have hard conversations with each other.

Meta, Metamates, Me is about being good stewards of our company and mission.



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Our employees

At Meta, our teams build technologies that help people connect, find communities and grow businesses.

Together, we work collectively and value each person for the differences they bring to allow us all to build better products.

Employee engagement

We are committed to listening to and learning from our employees and creating an inclusive environment to work in from day one. We have new hire orientations during which we introduce the importance of cognitive diversity, and there are several informal groups that help new hires understand company culture.

Each year, we conduct companywide employee surveys to help understand how employees feel about working at Meta and what we can do to improve their experience. Annual surveys measure company, manager and personal experience over time on a variety of topics including workplace satisfaction, performance management, ethics, learning and career development.

Meta also conducts more frequent pulse surveys, which allow us to measure real-time sentiment around emerging events and company changes. We typically receive response rates upwards of 90%.



These surveys are designed to invite feedback and actionable suggestions, inform decisions and drive change across the company. Having a holistic understanding of how well we are maintaining our culture and creating offices that continue to foster satisfaction and unlock our employees' potential depend on high engagement in these surveys.

Members of our leadership team, up to our CEO, regularly host question and answer sessions to share company news and answer questions from full-time employees and interns. We rely on Workplace, our web-based communications tool, for project collaboration, brainstorming, video conferencing and instant messaging. The tool also provides opportunities for employees to join work-related and social groups where employees can react and comment on shared content similar to the way people who use our technologies interact on Facebook. This is an important part to building connection within the workplace, which is foundational to who we are. These tools enable employees to authentically engage with each other to build and maintain meaningful relationships that enrich their work experiences.



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People development

Meta is focused on making it easy for employees to learn fast and build the future. Our people development philosophy is centered around four core pillars:

Learning is at the heart of company culture.

Our ability to learn and adapt quickly will define our future as a company. Meta has always evolved our business by learning about ourselves and the world around us, and our challenge now is to learn at an unprecedented scale.

Learning is continuous.

Learning should happen continuously (in work and life) to solve the complex challenges of bringing the world closer together. We learn through continuous iteration and ongoing feedback about what's working well and what could be working better.

We own our learning.

Each of us is responsible for our own learning by seeking feedback to improve, responding to feedback we've heard, taking chances, building our own paths and finding the resources to help us — and others — grow.

Communities help accelerate learning.

Learning is social and we learn together as individuals, as teams and as a company. We can learn faster when we bring our unique experiences and knowledge to our teams and the Meta community.



We build the skills employees need to grow at Meta and support the growth of all Metamates through learning experiences that extend beyond the classroom.

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Immersive career programs

Our pathway programs expand career opportunities to provide structure and support for people to take the road less traveled.

The Apprenticeship program is an earn-while-you-learn program for individuals who are interested in software engineering or IT support, and who want an alternative to formal university education. During the program, apprentices spend 80% of their time working on real projects that help redefine how the world connects, and 20% of their time receiving formal training in the technical and soft skills needed for the job.

Meta University is an immersive ten-week paid internship program designed to provide technical skill development and professional work experience to students from a range of backgrounds, experiences and perspectives. It takes place from May to August and includes a few weeks of relevant technical training followed by hands-on project work.

The Rotational Engineering program is a 12-month program designed to enable programmers and software engineers from all backgrounds to reach their full potential. Engineers start by completing engineering bootcamp, which combines training on our tools, technologies and best practices while receiving continuous mentorship. Over the course of the year, participants work on core engineering products and systems across two different engineering teams.



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Performance evaluations

Performance at Meta is a continuous process, with biannual reviews for promotion readiness and annual alignment on goals and feedback.

We prioritize fairness and differentiating performance while ensuring people receive high quality feedback and value for the time spent on the performance process.

Our feedback system is designed to provide people with 360° feedback with an emphasis on the comprehensive feedback and review conversations between each person and their manager.

We've been investing heavily in driving efficiency in the performance process and continue to test ways to get high quality feedback faster, including using generative AI, standard templates, timers and sharing methods.

Benefits and compensation

We offer competitive compensation to attract and retain the best people, and caring for our people ensures they can focus on our mission. Our employees' total compensation package includes market-competitive salary, health and wellness benefits, bonuses or sales incentives and equity.



We generally offer full-time employees equity at the time of hire and through annual equity grants because we believe ownership strengthens the desire to succeed and builds commitment to our long-term success.

Pay equity

We have conducted pay equity analyses for many years and continue to be committed to pay equity. Meta continues to have pay equity for gender globally and ethnicity in the US.



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Diversity

To bring the world closer together, cognitive diversity is a must-have for Meta — not an option.

Hiring people with different backgrounds, perspectives and experiences helps us build better products and make better decisions. We're committed to building a workforce that's as diverse as the communities we serve.

Diversity within our workforce

People from all backgrounds — with diverse experiences, perspectives and ideas — rely on Meta technologies to build community. Having the richness of different cognitive skills in our own workforce enables us to create better offerings to serve those who use our products.

Diversity makes us better at innovating, solving complex problems and identifying new opportunities. The best teams are cognitively diverse ones.

We see building diverse teams where everyone belongs as crucial to understanding where we're succeeding and where we need to do better.

Career development

Meta proactively supports professional development, community building and inclusive work environments so that we can all do our best work.

Community and connection

We provide opportunities for people to learn from and grow with each other through Employee Resource Groups open to all employees, groups based on interests, skills and various subject matters. We celebrate the value of different backgrounds and ways of thinking through open and respectful spaces for dialog and understanding.



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2023 DEI impact areas



Technologies, programs and policy

Meta continues to focus on inclusion to build programs and technologies that deliver universal impact to people in global markets around the world. We leverage the diversity of perspectives, experiences and skills in our employee base and partner with diverse and trusted external groups to build inclusively.



Partnerships

Our Meta Equity Co-Design Lab engages people from diverse communities to collaborate in our design process. Our goal is to ensure that we build programs and technologies that work for everyone.



People

We focus on mitigating bias in our performance system, providing professional development support to drive career growth and building manager accountability. Internal programs like Odyssey Mentoring, Meta Sponsorship Program, Power of You and others help us grow and develop all employees.



Product inclusion

We invite different perspectives in program and technology development through partnership with Inclusive Product Councils comprised of employee volunteers from different backgrounds. These councils advise, recommend and influence our design process. In 2023, they completed over 70 reviews across Meta.



Transparency and accountability

We report on DEI data to provide a comprehensive picture of our practices.



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A supply chain reflecting the communities we serve

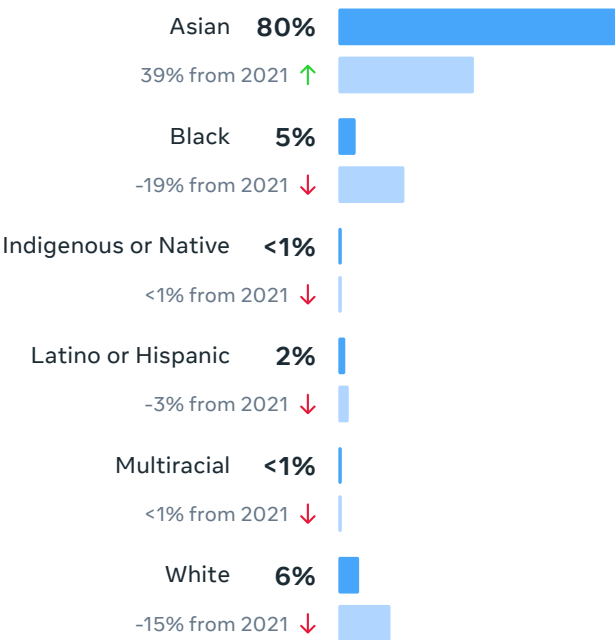
Every day, Meta buys goods and services from thousands of companies, large and small, and across industries to support our global business.

Across our supplier base in the communities we serve, we look for and continue to work with suppliers with a proven record of excellence that provide best in class services or products. We work to remove barriers and give all suppliers across the globe, including diverse suppliers, equal opportunity to compete for Meta contracts. Our supplier diversity program embodies who we aspire to be as a Company that provides equitable opportunity for all.

We look forward to using our influence to push the industry toward a more global, scalable and collaborative future.

Diverse supplier spend by race/ethnicity

Data for 2020-2022 only



EOS IT Solutions

Meta’s global supplier of IT hardware and networking equipment, [EOS IT Solutions](#) is a women-owned, industry leader dedicated to retaining female stakeholders in visible leadership roles.

Supply chain management

Meta is part of a complex value chain that touches lives and communities around the globe.

Our supply chain includes the design and manufacturing of hardware and technology as well as the procurement of goods and services including materials, content services, packaging and consulting.



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Responsible supply chain

Our [Responsible Supply Chain](#) program strives to empower workers and protect the environment through open and frequent communication with our suppliers; initiatives that support safe, healthy and fair working conditions and a deep understanding of core sustainability issues. Focusing on social and environmental responsibility within our manufacturing supply chain enables us to protect workers; proactively identify, assess and mitigate risks to our business and drive responsible manufacturing practices.

Our approach begins with establishing clear expectations with our manufacturing suppliers through our standards and policies. The [Responsible Business Alliance \(RBA\) Code of Conduct](#), our [Anti-Slavery and Human Trafficking Statement](#) and our [Responsible Minerals Sourcing Policy](#) form the basis of our program.

We use a risk-based methodology to regularly assess the social and environmental risks of our suppliers and then engage with them to build their capabilities to meet company expectations, which in turn improves their social and environmental impacts. We assess suppliers' conformance to the RBA Code of Conduct and other Responsible Supply Chain policies and standards via independent third-party audits,

supplier questionnaires and other types of on-site assessments. For any identified areas of concern, we work with suppliers to understand root causes, develop corrective action plans and assess closure. Throughout this process, we engage with suppliers in an array of programs that aim to improve working conditions, support worker well-being, maximize resource efficiency, reduce risks and lead to sustained progress.

We have brought renewed focus on ensuring efficient responsible supply chain operations and programs through investing in scalable management systems that support our continued prioritization of salient issues and business priorities. These efforts have resulted in an expanded reach of the RSC program to more suppliers, improved supplier performance monitoring, enhanced risk management and increased analytical capabilities.

Collaborating with external partners to develop solutions helps us advance our own responsible supply chain work and amplify positive impact beyond our industry. Our key responsible supply chain partnerships include the [Responsible Business Alliance](#), the [Responsible Labor Initiative](#), the [Responsible Factory Initiative](#) and the [Responsible Minerals Initiative](#).



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Safe labor practices

Meta is opposed to all forms of human trafficking, slavery, servitude, forced or compulsory labor, child labor and all other trafficking-related activities. Our 8th annual [Anti-Slavery and Human Trafficking Statement](#) outlines our commitment, policies and practices to prevent and address forced labor issues in our business operations and supply chains.

Our worker wellbeing program is designed to support the safe working conditions and sustained performance of our hardware supply chain by keeping workers at the core of what we do. We use worker surveys, capacity building programs and other worker engagement activities at

strategic supplier sites to understand workers' needs and perspectives. Survey results inform supplier management teams on how to shape action plans to address root cause issues and further support for workers. We also analyze results to understand performance trends over time in comparison to benchmark data where available. In 2023, we expanded the reach of the Worker Wellbeing program to new data center and Reality Labs supplier sites.



UNLOCKING POTENTIAL FOR GOOD

Worker resilience program

Through a cross-functional partnership in 2023, we deployed a worker resilience program to further support safe and resilient workplaces for hardware supply chain workers. Through a supplier-led model, the program provided hands-on educational training at a key supplier site that focused on fire safety, first aid and worker satisfaction.

The worker resilience program brings internal sourcing and operations teams together to work with suppliers. By supporting ways to improve working conditions and job satisfaction, for example, we can further enable both productive and safe operations as well as positive supplier relationships.



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Content reviewers

Technology has transformed our content review process and greatly improved our ability to moderate content at scale. However, there are still areas where it's critical for people to review.

That's why our content review system needs both people and technology to be successful.



Content reviewers play a critical role in technology success and safety.

We partner with companies that employ more than 15,000 reviewers who help to ensure that content — including both paid advertising and organic content — posted on our technologies meets our defined Community Standards. Content review partners operate on a global scale and review content in more than 80 languages. Content review partners are subject to our contractual standards and the principles laid out by our Code of Conduct, which applies not only to employees but also to all suppliers performing work for Meta, protecting the integrity of the role.

Our Code of Conduct sets the expectation that partners will act lawfully, honestly, ethically and in the best interests of the company in the execution of their contractual duties. They must comply with all personal, confidential and sensitive data security laws and regulations, as well as with

company internal privacy principles and data protection practices. Suppliers are contractually obliged to pay content reviewers at a rate exceeding the industry standard at every site.

Meta performs a global request for information exercise to identify potential content review partners. A short-list of top companies is engaged directly for further due diligence. Meta assesses the suitability of a potential partner considering a variety of factors, with the most important being that the partner clearly places focus on the care of its employees. Once selected, Meta requires content review partners to participate in our onboarding program. We also conduct third-party assessments of internal privacy and security capabilities, and site assessments for all partner sites performing Meta work.



Meta worked in partnership with a third-party to develop industry best practices around the assessment of candidates for content moderation roles.



Common pre-resiliency screening standards are integrated into our contracts with partners and focus on ensuring reviewers' success in-role. Reviewers come from different backgrounds, reflect our diverse community and have an array of professional experiences — from veterans to legal specialists to enforcement experts in policy areas such as child safety, hate speech and counterterrorism. As an essential branch of our content enforcement system, review teams must have language proficiency and cultural competency to do their job well.

We provide a combination of capacity building, relationship management and structural support to help our partners consistently improve their practices and performance and equip reviewers with the skills and knowledge required to perform efficiently and effectively in their roles. We have a comprehensive training program for all reviewers before they start, which includes at least 80 hours of live instructor-led training, as well as hands-on practice

with specific examples on how to uphold our Community Standards and take appropriate enforcement actions. Additional training happens at a regular cadence, including when policies are clarified, or as they evolve.

To enable the rollout of training at scale, we use a train-the-trainer model. Training materials are created in partnership with in-market specialists or native speakers from respective regions. Content review is essential but can be a challenging job that sometimes involves looking at objectionable content. This is why we ensure that all reviewers employed by our global network of vendors have access to wellbeing and resiliency resources including on-site support with trained practitioners and healthcare benefits from the first day of their engagement with Meta. We also employ technical solutions to limit exposure to graphic material as much as possible. This includes blurring images and providing options to play videos without sound for review.



Community investment and engagement

Meta builds and supports communities, both online and off.

Connections are at the center of everything we do and extend beyond the technologies and programs that we build to the communities in which we operate. We actively engage with our neighbors and make local investments that reflect community needs and our company’s core values.





Our efforts focus on three pillars that inform our approach to supporting our communities:



Education

Technology plays a crucial role in how people teach and learn. Meta [partners with universities](#) to examine how immersive technologies can contribute to the future of education. We also committed to a \$150 million four year sponsorship of six Best Buy Teen Tech Centers (TTC), where teens can get hands-on experience with the latest technology in a safe space.



Economic opportunity

We know that nonprofits are crucial to tackling some of the world's most pressing social challenges — from health inequality to driving racial justice and equity. [Workplace for Good](#) is designed to help nonprofits deliver their vision and achieve their goals. We donate the equivalent of \$98 million of Workplace software annually.



Community building

We committed \$1 billion to help address the affordable [housing crisis](#) in California, and in other communities where we operate. Our investment will support the creation of up to 20,000 new housing units to help essential workers such as teachers, nurses and first responders live closer to the communities that rely on them.



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Data center community giving

Our [Data Center Community Action Grants](#) are one of many ways that Meta gives back to communities where we have operational data centers. These grants support projects that build connections, put technology to use for community benefit or enhance local education in science, technology, engineering and math (STEM).

\$40 million+

Since 2011, Meta has provided more than \$40+ million in direct funding to schools and nonprofits in communities where we have a data center.



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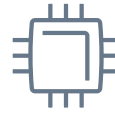
2023 data center community highlights



STEM education

We supported hands-on learning opportunities in STEM, including:

- Grants for more than 6,000 STEM and robotic kits for students ranging from preschool to community college to support creative, hands-on learning experiences that empower students with practical skills and knowledge for the future
- More than \$1 million in direct giving to support schools and nonprofits building and enhancing STEM labs focused on educational themes ranging from energy and biodiversity to recycling and robotics



Access to technology

We supported work to help bridge the digital divide through:

- Grants to the Center on Rural Innovation to collaborate with communities where we have data centers on projects to help bridge the digital divide, including projects to expand broadband deployment to 6,400 residences to support access to affordable internet in underserved areas
- Hosting training demonstrations using Meta Quest headsets where more than 10,500 students, educators and community members had the opportunity to experience the educational potential offered by virtual reality, including a metaverse education pilot where students and teachers participated in activities to advance communication, creativity and critical thinking skills
- Funding for more than 3,000 technology devices for local schools to help ensure students have access to technology and tools



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Workforce development

We helped advance immersive educational experiences and workforce development, including:

- Visits by over 65,000 students to our Junior Achievement exhibits, which look like data centers, where students were able to pair their in-classroom learning on career pathways with interactive experiences
- Supporting sustainability workforce development programs where 11,000 students had access to hands-on learning opportunities to learn about careers in sustainability, including through programs that supported students to conduct green energy audits of their schools
- Supporting Be Pro, Be Proud to deploy mobile workshops that leverage the capabilities of virtual reality and connectivity to provide 6,500 young people with a firsthand exploration of skilled trade careers and local opportunities



Small business training

We provided free trainings and shareable resources through:

- Trainings attended by 1,700 small businesses and nonprofits across 21 data center communities that focused on tools and resources to help local small business owners and nonprofits get the most out of our technologies and programs to grow their reach online



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2023 data index

This year’s report was prepared in reference to the GRI standards and informed by the SASB Internet and Media Services Industry Standards, the United Nations Global Compact and the TCFD.



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Forward-looking statements

This report covers only the Meta business and does not address the performance or operations of our suppliers, contractors or partners. Statements regarding targets, goals and commitments are aspirational and may also be based on estimates and assumptions under developing standards that may change in the future. As such, no guarantees or promises are made that they will be met or successfully executed, and actual results may differ, possibly materially. In addition, data, statistics and metrics included in this report are non-audited estimates, not necessarily prepared in accordance with generally accepted accounting principles, continue to evolve and may be based on assumptions believed to be reasonable at the time of preparation but may be subject to revision. This report has not been externally assured or verified by an independent third party unless otherwise noted. This report represents our current policy and intent and is not intended to create legal rights or obligations.

In this report, our use of the terms “material,” “materiality” and other similar terms is consistent with that of GRI, SASB, TCFD and other standards referenced in the preparation of this report, or refers to topics that reflect our significant economic, social and environmental impacts or that substantially influence the assessments and decisions of a diverse set of stakeholders. We are not using these terms as they are used under the securities or other laws of the United States or any other jurisdiction or as these terms are used in the context of financial statements and financial reporting. This report is not comprehensive, and for that reason, should be read in conjunction with our most recent Annual Report on Form 10-K, our subsequent reports on Forms 10-Q and 8-K and other filings made with the Securities and Exchange Commission (SEC).

This report contains forward-looking statements. All statements contained in this report other than statements of historical fact, including statements regarding our future results of operations and financial position, our business strategy and plans and our objectives for future operations, as well statements regarding targets, goals and commitments, are forward-looking statements. The words “believe,” “may,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect” and similar expressions are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives and financial needs.

Especially with respect to the matters discussed in this report, many factors and uncertainties relating to our operations and business environment, all of which are difficult to predict and many of which are outside of our control, influence whether any forward-looking statements can or will be achieved. Any one of those factors, including as the result of changes in circumstances, estimates that turn out to be incorrect, standards of measurement that change over time, assumptions not being realized or other risks or uncertainties, could cause our actual results, including the achievement of targets, goals or commitments, to differ materially from those expressed or implied in writing in any forward-looking statements made by Meta or on its behalf.



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Priority topics

Our 2024 Responsible Business Practices Report focuses on the key topics identified throughout our stakeholder engagement process. Descriptions and links to additional information on the full list of priority topics Meta works to address can be found in the following tables.

Issue	Meaning	Link to resource
Environmental topics		
Climate change	<ul style="list-style-type: none"> Manage short-, medium- and long-term climate risks and opportunities that could significantly impact our organizational goals and society Measure and report progress against GHG emission reduction goals Implement Board and management oversight of climate risks and opportunities 	Page 36
Data center efficiency	<ul style="list-style-type: none"> Build and operate efficient data centers by prioritizing energy efficiency, renewable energy, water efficiency and sustainable materials during design, construction and operation 	Page 41
Natural capital	<ul style="list-style-type: none"> Incorporate environmentally responsible practices designed to maintain and improve long-term biodiversity, regeneration capacity and productivity Prioritize projects, partnerships and operations that preserve natural habitats and resources, such as water Disclose impacts and dependencies in accordance with natural capital frameworks and regulations 	2024 Meta Sustainability Report ↗
Operational waste	<ul style="list-style-type: none"> Minimize waste generated in our facilities and offices, and responsibly manage the treatment and disposal of waste Incorporate circularity principles into operations through design and material selection and the expansion of beneficial reuse Design products and packaging with renewable materials and end of life in mind 	2024 Meta Sustainability Report ↗
Social topics		
Accessibility	<ul style="list-style-type: none"> Design technologies and features that help people with disabilities get the most out of our tools, technologies and programs 	Facebook help center ↗
Access to technology	<ul style="list-style-type: none"> Partner to close the gap in access to reliable internet Provide affordable technology options to underserved markets and demographics Devote resources to digital literacy, education and skills development 	Technology and innovation news ↗
Community investment and engagement	<ul style="list-style-type: none"> Leverage scale, people and technology to partner with communities on initiatives that address societal needs and create lasting positive impacts 	Community stories at Meta ↗
Data privacy and security	<ul style="list-style-type: none"> Treat data responsibly and adhere to industry standards for privacy and data protection Invest in data protection training Build the tools to help people who use our technologies and programs to secure their personal information and make the right privacy choices 	Privacy center ↗



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Issue	Meaning	Link to resource
Social topics (CONT.)		
Digital well-being and safety	<ul style="list-style-type: none"> Design tools, technologies and programs with well-being and safety objectives from the start Mitigate negative impacts on well-being and safety through content governance, in particular to ensure the well-being of children, teens and young adults Amplify content and resources that support well-being and safety Protect the physical safety of people using our technologies through design and by working with relevant authorities 	Page 70
Diversity, equity and inclusion	<ul style="list-style-type: none"> Build a workforce where employees from every background and with a wide range of experiences and perspectives, are seen, valued and heard Support programs that provide equitable access to digital skills, and promote economic equity across all communities, including underserved communities Report on DEI metrics Grow the business in a way that promotes social and economic benefits throughout the value chain Offer tools, programs and technologies in a nondiscriminatory manner 	Diversity at Meta ↗
Economic opportunity	<ul style="list-style-type: none"> Enable communities and businesses to grow and realize their full potential by providing targeted product and service offerings, training and resources 	Page 101
Employee engagement	<ul style="list-style-type: none"> Regularly solicit employee feedback and transparently report on outcomes of engagement Support an inclusive and welcoming work environment by enabling employees with opportunities to contribute to and shape our responsible business strategies Provide employees opportunities to participate in social impact programs and events 	Page 87
Human capital	<ul style="list-style-type: none"> Invest in employee skill development and create paths to upward mobility Offer meaningful retention programs and the ability to work flexibly Strive for pay equity across groups, access to healthcare and mental well-being services and responsiveness during crises 	Meta employee benefits ↗
Human rights	<ul style="list-style-type: none"> Assess supply chain for violations to human rights standards and provide mechanisms to redress violations Implement clear policies on labor rights, including child labor, forced labor and the right to collective bargaining Maintain a safe and healthy work environment for employees Protect freedom of expression and privacy for people using our technologies Protect the safety and dignity of people using our technologies Uphold a commitment to nondiscrimination 	Page 28 Corporate Human Rights Policy ↗ Promoting safety and expression ↗ Human Rights Report ↗
Social justice	<ul style="list-style-type: none"> Track impacts on community projects and promote social and environmental justice more broadly through our technologies Invest in and implement technologies that address inequities Implement accountability measures to mitigate barriers to social and environmental justice and freedom of expression 	Page 93



Issue	Meaning	Link to resource
Governance topics		
Competitive behavior	<ul style="list-style-type: none"> Monitor and comply with antitrust laws 	Code of Conduct ↗
Content governance	<ul style="list-style-type: none"> Develop controls to govern the inclusion, visibility and distribution of content on Meta technologies, and to prevent dehumanizing content and online abuse Enforce content policies Track and report the outcomes of content governance efforts Prevent and address misinformation Reduce the potential for online harm through mechanisms such as content moderation, algorithmic design and removal 	Page 61 Community Standards Enforcement Report ↗
Corporate governance	<ul style="list-style-type: none"> Ensure Board and management oversight of material risks and opportunities, including those related to responsible business Establish and enforce transparent policies 	Investor relations website ↗
Fair and responsible tax practices	<ul style="list-style-type: none"> Practice corporate tax responsibility 	Approach to tax policy ↗
Public policy engagement and advocacy	<ul style="list-style-type: none"> Engage with governments and other stakeholders to promote a transparent business environment that enables sustainable growth Participate in public policy dialogues on issues that support our business and responsible business strategies, and where we can contribute expertise to solve policy issues 	Page 34
Responsible design of technologies and programs	<ul style="list-style-type: none"> Design core Meta technologies, programs and algorithms in a responsible manner Consider the societal and human rights impacts of social media use and product design Ensure appropriate and ethical advertising content Incorporate policies that prohibit advertisers from targeting protected classes of people who use our technologies and programs Develop responsible AI Share knowledge and resources with the tech community to scale best practices 	Page 51 Advertising policies ↗
Risk management	<ul style="list-style-type: none"> Identify, assess and control threats to the organization Embed risk management throughout the governance structure Manage connectivity interruptions and protect communication during crises 	Leadership and governance ↗
Stakeholder engagement	<ul style="list-style-type: none"> Monitor, solicit and respond to feedback from corporate stakeholders, including critics Collaborate with others across the public, private and civil society sectors on shared priorities 	Page 13
Supply chain	<ul style="list-style-type: none"> Work with suppliers who align with our policies and share our commitment to human rights, cognitive diversity, environmental protection and other sustainable business standards Enforce and track supplier adherence to Code of Conduct Minimize environmental and social impacts of sourcing materials for our products and operations Support small and diverse businesses in our value chain 	Page 94 Responsible Minerals Sourcing Policy ↗
Transparency	<ul style="list-style-type: none"> Issue timely disclosures on business activities and government data requests Align with relevant standards and reporting data that is comparable, accurate and timely 	Page 12
Trust and integrity	<ul style="list-style-type: none"> Conduct business with integrity Maintain compliance with legal and environmental policies Promote ethical behavior from the top down Offer training on ethical business, nondiscrimination and privacy and data protection Enhance transparency, risk management and communication 	Investor relations website ↗



GRI

The 2024 Responsible Business Practices Report was prepared in reference to the GRI standards for the 2023 fiscal year (January 1–December 31, 2023) unless otherwise noted.

Disclosure	Description
General disclosures	
GRI 2: General Disclosures 2021	
2-1 Organizational details	<p>As stated on page 13 of our Form 10-K, Meta Platforms Inc. (“the Company”) is a publicly held company, listed on the New York Stock Exchange (NYSE: META), incorporated in Delaware in 2012.</p> <p>Our headquarters are located in Menlo Park, CA. Meta has 16 data center locations within our operational control globally, located in Singapore, Denmark, Ireland, Sweden and the United States. We ended 2023 with offices in more than 90 cities across North America, Europe, the Middle East, Africa, Asia Pacific and Latin America.</p> <p>For more details, see: About Meta.</p>
2-2 Entities included in the organization’s sustainability reporting	<p>The 2024 Responsible Business Practices Report covers environmental, social and governance (ESG) topics for all entities included in the consolidated financial statements, including two segments: Family of Apps and Reality Labs.</p> <p>For more details, see: Form 10-K.</p>
2-3 Reporting period, frequency and contact point	<p>Reporting period is January 1, 2023–December 31, 2023, unless otherwise noted. Meta has published sustainability reports since 2017, and we published Responsible Business Practice Reports in 2024 and 2023.</p> <p>The 2024 Responsible Business Practices Report was published on September 20, 2024, and Meta filed its SEC Form 10-K on February 2, 2024.</p> <p>For more details, see: About this report, Sustainability resources.</p>
2-4 Restatements of information	<p>Meta has not made any restatement in the reporting period.</p>
2-5 External assurance	<p>Independent Accountants’ Review Report.</p>
2-6 Activities, value chain and other business relationships	<p>Meta is active in the Communication Services Sector, as defined by the Global Industry Classification Standard (GICS®). Through our technologies and programs, Meta aims to bring the metaverse to life. Meta builds technology that helps people connect with each other, share information, find communities and grow businesses through mobile devices, personal computers, virtual reality (VR) and mixed reality (MR) headsets, and wearables. Meta is moving our offerings beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the metaverse, which we believe is the next evolution in social technology. Our vision for the metaverse does not center on any single product, but rather an entire ecosystem of experiences, devices and new technologies.</p> <p>Our supply chain includes the design and manufacturing of hardware and technology as well as the procurement of goods and services. These include materials, content services, packaging and consulting. Meta designed a supplier engagement program to achieve net zero emissions across its value chain in 2030. Meta works to set expectations with key suppliers for committing to emissions reduction targets and support them in meeting those targets. These expectations are incorporated into the supplier life cycle, including requests for proposals, contracts and supplier business reviews. Through our memberships in the Responsible Business Alliance (RBA), Responsible Minerals Initiative and Responsible Labor Initiative, we strategize with other companies to create and maintain responsible value chains worldwide.</p> <p>For more details, see: Supply chain management, Form 10-K, Responsible supply chain (RSC).</p>

Disclosure	Description
General disclosures	
GRI 2: General Disclosures 2021 (CONT.)	
2-7 Employees	<p>Headcount was 67,317 as of December 31, 2023. From 2017-2021, Meta reported its diversity numbers from July 1 to June 30 of the following year. In 2022, we began reporting DEI data from the calendar year to align our DEI metrics reporting with the rest of the 2023 Responsible Business Practices Report.</p> <p>For more details, see: DEI metrics, About Meta.</p>
2-9 Governance structure and composition	<p>See the Responsible business governance section for more details about our Board of Directors and its committees, executive leadership and ESG team. Sections C1.1a, C1.1b and C1.1d in our 2023 CDP Response describe ESG oversight and climate-related competencies within our governance structure, and the Stakeholder engagement section discusses how our Board of Directors consider shareholder input.</p> <p>For more details, see: 2024 Annual meeting and proxy statement.</p>
2-10 Nomination and selection of the highest governance body	<p>Our Compensation, Nominating and Governance Committee is responsible for identifying and evaluating candidates for membership on our Board, based on the criteria set forth in our corporate governance guidelines, and has sole authority to recommend nominees to our Board. The Compensation, Nominating and Governance Committee considers recommendations from directors, shareholders, management and others as it deems appropriate and uses the same criteria for evaluating candidates regardless of the source of the recommendation. Our Board is responsible for nominating persons for election to our Board upon the recommendation of our Compensation, Nominating and Governance Committee, and may not nominate any person for election without the prior favorable recommendation of our Compensation, Nominating and Governance Committee.</p> <p>For more details, see: 2024 Annual meeting and proxy statement.</p>
2-11 Chair of the highest governance body	<p>Meta founder and CEO, Mark Zuckerberg, is the Chairman of the Board.</p>
2-12 Role of the highest governance body in overseeing the management of impacts	<p>The Audit & Risk Oversight Committee within the Board oversees our responsible business program and strategy and periodically meets with management to review our ESG program.</p> <p>For more details, see: Responsible business governance.</p> <p>Meta engages with shareholders on key topics like company strategy, corporate governance, board oversight, executive compensation and responsible business practices. In 2023, Meta engaged with more than 50 shareholders representing over 40% of outstanding shares. Feedback from these discussions is shared with the Board, and the Board collaborates to determine appropriate next steps to address matters of importance.</p> <p>For more details, see: Responsible business governance, page 44 of our 2024 Annual meeting and proxy statement.</p>
2-13 Delegation of responsibility for managing impacts	<p>Our Audit & Risk Oversight Committee oversees our ESG program and strategy and major risk exposures, including those concerning human and civil rights. The ESG team, under the direction of Kate Kelly, VP, Deputy General Counsel and Corporate Secretary, leads our responsible business strategy efforts with executive oversight from Nick Clegg, President, Global Affairs, and Jennifer Newstead, Chief Legal Officer. The ESG team facilitates strategy, governance, engagement and reporting on responsible business practices.</p> <p>For more details, see: Responsible business governance, 2024 Annual meeting and proxy statement.</p>

Disclosure	Description
General disclosures	
GRI 2: General Disclosures 2021 (CONT.)	
2-14 Role of the highest governance body in sustainability reporting	<p>The Board and its committees provide oversight around our responsible business efforts, including reporting. The Board reviews the Responsible Business Practices report each year before publication. The Audit & Risk Oversight Committee has primary oversight of our responsible business program and strategy. This Committee will review with management, at least annually, our major ESG risk exposures and the steps management has taken to monitor or mitigate such exposures, in coordination with the other committees of the Board as appropriate. The Committee periodically reviews the status of the Company's ESG program and strategy with the Company's management.</p>
2-15 Conflicts of interest	<p>The independent directors within the Board annually appoint a Lead Independent Director, who works with the Chairman to establish effective governance, oversight and policy- and decision-making within the Board. The Lead Independent Director leads the Board in the event that the Chairman may encounter a conflict of interest in a given circumstance.</p> <p>Section 1.12.2 of our Amended and Restated Bylaws discusses our efforts to prevent conflicts of interest with our nominees for independent director positions. Our founder, Chairman and CEO, Mark Zuckerberg, is a controlling stockholder.</p> <p>For more details, see: Page 50 of our Form 10-K.</p>
2-16 Communication of critical concerns	<p>Senior management regularly identifies key risks and reports them to the Board of Directors.</p> <p>For more details, see: Page 31 of our 2024 Annual meeting and proxy statement.</p>
2-17 Collective knowledge of the highest governance body	<p>The Board believes that ongoing education is important for maintaining a current and effective Board. Accordingly, the Board encourages directors to participate in ongoing education, as well as participation in accredited director education programs. Meta will reimburse directors for expenses incurred in connection with these education programs.</p> <p>Our Board believes that having a diverse set of directors with complementary qualifications, expertise, experience and backgrounds best ensures effective oversight, allows us to represent the interests of our shareholders and provides practical insights and varied perspectives. By "diversity," we mean the composition of teams with people of different characteristics and backgrounds. It can refer to many different axes of difference (e.g., cognitive, experiential, social, belief, identity, skills, ability, etc.).</p> <p>For more details, see: Page 14 and page 26 of our 2024 Annual meeting and proxy statement.</p>
2-18 Evaluation of the performance of the highest governance body	<p>Each member of our Board and Board committees completes an annual self-evaluation, and all independent directors annually evaluate our CEO's performance. The Compensation, Nominating and Governance Committee has the power to appoint and remove members from the privacy committee as necessary.</p> <p>For more details, see: 2024 Annual meeting and proxy statement.</p>
2-19 Remuneration policies	<p>For more details on base pay, bonuses, clawbacks and retirement benefits, see the Executive Compensation section of our 2024 Annual meeting and proxy statement.</p>
2-20 Process to determine remuneration	<p>The Compensation, Nominating and Governance Committee oversees compensation policies and practices, including compensation philosophy, objectives and design. It does so with the advisory of an independent compensation consultant, Compensia. Our CEO and Head of People provide their views to the Committee on how to implement our compensation philosophy through our executive compensation program.</p>
2-21 Annual total compensation ratio	<p>For the year ended December 31, 2023, the median annual total compensation for all employees (excluding our CEO) was \$379,050. The total annual compensation of our CEO, Mark Zuckerberg, was \$24,399,968.</p> <p>For more details, see: Page 72 of our 2024 Annual meeting and proxy statement.</p>
2-22 Statement on sustainable development strategy	<p>"The possibilities our technology will unlock for people only matter if we have a safe and thriving planet." - Mark Zuckerberg, Meta CEO</p> <p>For more details, see: Sustainability website.</p>



Home



Leadership



Summary



Operate



Build



Empower



Data index

Disclosure	Description
General disclosures	
GRI 2: General Disclosures 2021 (CONT.)	
2-23 Policy commitments	<p>Our policy commitments are described in our Corporate Governance Guidelines and reflect the Board's strong commitment to sound corporate governance practices and to encourage effective policy and decision making at both the Board and management level, with a view to enhancing long-term value for Meta shareholders.</p> <p>For more details, see: Our Code of Conduct and our Corporate Human Rights Policy.</p>
2-24 Embedding policy commitments	<p>Our Board of Directors, its committees and our management provide oversight around our responsible business efforts.</p> <p>For more details, see: Our Code of Conduct and our Corporate Human Rights Policy.</p>
2-25 Processes to remediate negative impacts	<p>Our community standards define what is and isn't allowed on our technologies. We release quarterly Community Standards Enforcement Reports to account for related data. Our Family of Apps utilize a penalty system to remove violating content. Recent updates to the penalty system prioritize helping people understand why our systems removed their content, preventing re-offenses.</p> <p>Section 02 of our Corporate Human Rights Policy describes our due diligence efforts to identify human rights risks and negative impacts, and Section 03 of our Corporate Human Rights Policy describes how we remedy them. See Section 05 of our Corporate Human Rights Policy for more details about governance, oversight, accountability and stakeholder engagement relevant to human rights impacts.</p>
2-26 Mechanisms for seeking advice and raising concerns	<p>Our Code of Conduct provides guidance on implementation of company policies and practices for responsible business conduct. Our Responding to Workplace Complaints page describes our reporting and investigation procedures for business conduct.</p>
2-27 Compliance with laws and regulations	<p>In April 2023, the Irish Data Protection Committee (IDPC) found Meta Platforms Ireland Limited (Meta IE) to be in non-compliance with the General Data Protection Regulation (GDPR). IDPC imposed a 1.2 billion euro fine for Meta IE's transfers of personal data to the US, since July 16, 2020, on grounds of standard contractual clauses. EDPB ordered Meta to achieve compliance in its data transfers by suspending them and stopping unlawful processing of related data in the US. Meta appealed the decision, and the Irish High Court issued an interim stay.</p> <p>For more details, see: Form 10-K.</p>
2-28 Membership associations	<p>For more details and a list of trade groups, organizations, associations and coalitions of which Meta is a member, please see our Political Engagement page.</p>
2-29 Approach to stakeholder engagement	<p>Through frequent conversations and strategic partnerships, we incorporate diverse voices and insights into our business decisions.</p> <p>We also conduct regular assessments of our priority responsible business topics, which include interviews and workshops with internal and external stakeholders.</p> <p>For more details, see: Stakeholder engagement, page 44 of our 2024 Annual meeting and proxy statement.</p>
Material topics	
GRI 3: Material Topics 2021	
3-1 Process to determine material topics	<p>See the Priority topics section for details about the process involved in our priority topics assessment, which involved internal and external stakeholders, and for more details on each priority topic. In 2023, we initiated a double materiality assessment aligned with the EU Corporate Sustainability Reporting Directive (CSRD). More details on each priority topic can be found in the data index.</p>
3-2 List of material topics	<p>There were no updates to our priority topics in 2023.</p>



Disclosure	Description
Economic performance	
GRI 3: Material Topics 2021	
3-3 Management of material topics	For more details about how Meta manages economic performance, see our 2024 Annual meeting and proxy statement .
GRI 201: Economic Performance 2016	
201-1 Direct economic value generated and distributed	<p>We delivered strong business performance, including the following financial and community highlights:</p> <ul style="list-style-type: none"> Revenue was \$134.90 billion for full year 2023. Costs and expenses were \$88.15 billion for full year 2023. Income from operations was \$46.75 billion for full year 2023, representing a 35% operating margin. Family daily active people was 3.19 billion on average for December 2023. <p>We continued to invest based on our company priorities, with 80% of our 2023 total costs and expenses recognized in our Family of Apps segment and 20% in our Reality Labs segment.</p> <p>For more details, see: Item 8 of our Form 10-K.</p>
201-2 Financial implications and other risks and opportunities due to climate change	<p>Our business is dependent on our ability to maintain and scale our technical infrastructure, and any significant disruption in our technologies and programs could damage our reputation, result in a potential loss of engagement and people who use our technologies and programs, and adversely affect our financial results. Global climate change could result in certain types of natural disasters occurring more frequently or with more intense effects. Any such events may result in people who use our technologies and programs being subject to service disruptions or outages and we may not be able to recover our technical infrastructure and user data in a timely manner to restart or provide our services, which may adversely affect our financial results. We also have been, and may in the future be, subject to increased energy and/or other costs to maintain the availability or performance of our products and services in connection with any such events.</p> <p>For more details, see: Form 10-K.</p>
201-3 Defined benefit plan obligations and other retirement plans	<p>For the year ended December 31, 2023, Meta recorded approximately \$6.7 million in accrued compensation and benefits.</p> <p>For more details, see: Page 13 of our Form 10-K.</p>
Market presence	
GRI 3: Material Topics 2021	
3-3 Management of material topics	For details on our management of our market presence, see Item 7 in our Form 10-K .
GRI 202: Market Presence 2016	
202-1 Ratios of standard entry level wage by gender compared to local minimum wage	<p>In July 2023, Meta announced our achievement of global pay equity across genders and pay equity by race in the United States for people in similar jobs, considering location, role and level.</p> <p>For more details, see: Page 13 of our Form 10-K.</p>
202-2 Proportion of senior management hired from the local community	For details on our senior management, see page 31 in the 2024 Annual meeting and proxy statement .
Indirect economic impacts	
GRI 3: Material Topics 2021	
3-3 Management of material topics	For details about our management of our indirect economic impacts, see Form 10-K .



Disclosure	Description
Indirect economic impacts	
GRI 203: Indirect Economic Impacts 2016	
203-1 Infrastructure investments and services supported	For details on our investment in infrastructure, see page 96 in our Form 10-K .
203-2 Significant indirect economic impacts	For details on our indirect economic impacts in calendar year 2023, see the Community investment and engagement section.
Anti-corruption	
GRI 3: Material Topics 2021	
3-3 Management of material topics	<p>We hold ourselves accountable to a high standard and take pride not just in what we build — but how we build it. Throughout the world, we conduct business using ethical business practices only, and we create and maintain accurate business records, always. We do not tolerate any form of corruption, including offering or accepting bribes, kickbacks and other improper payments, directly, or through third parties acting on our behalf. We are committed to compliance with the letter and the spirit of anti-corruption laws including the US Foreign Corrupt Practices Act (FCPA) and the UK Bribery Act (collectively, “Anti-Corruption Laws”), everywhere we do business.</p> <p>For more details, see: Anti-Corruption Policy.</p>
GRI 205: Anti-corruption 2016	
205-1 Operations assessed for risks related to corruption	Meta utilizes third parties to conduct risk-based due diligence. Risks related to corruption can occur with political contributions, event sponsorships, hiring decisions and the facilitation of payments.
205-2 Communication and training about anti-corruption policies and procedures	<p>All Meta personnel are required to complete ethical conduct training. Our Code of Conduct provides details and case study examples of the prevention of bribery and corruption along with links to sources of further details and personnel to contact with questions and concerns.</p> <p>For more details, see: Code of Conduct.</p>
Tax	
GRI 3: Material Topics 2021	
3-3 Management of material topics	For details regarding our tax management, see our Approach to Tax Policy .
GRI 207: Tax 2019	
207-1 Approach to tax	<p>Our Approach to Tax Policy is regularly reviewed by our Audit & Risk Oversight Committee within the Board of Directors. Meta cooperates with all tax authorities and conducts dialogue regarding interpretational disagreements where necessary. We believe a stable, uniform international tax system would best enable us to support our advertisement-based business model, and tax laws should evolve with businesses to stimulate growth.</p> <p>For more details, see: Approach to Tax Policy, Tax policy.</p>
207-2 Tax governance, control and risk management	<p>The Audit & Risk Oversight Committee is accountable for compliance with the tax strategy, and our management establishes and maintains internal control over financial reporting, including tax.</p> <p>For details about how our tax governance and control framework is evaluated and audited, see Item 9 of our Form 10-K. Our external auditor's audit report concerning our financial reporting can be found in Part II, Item 8 of our Form 10-K.</p>
207-3 Stakeholder engagement and management of concerns related to tax	Meta converses with tax authorities when necessary regarding interpretational disagreements on tax law. We proactively engage with policymakers globally to provide feedback and share best practices regarding tax policies' roles in evolving markets and business models.



Disclosure	Description
Materials	
GRI 3: Material Topics 2021	
3-3 Management of material topics	See the Meta Responsible Minerals Sourcing Policy for more details on how we manage minerals sourcing. The Environmental methodology section discusses our methodology for addressing upstream emissions from our sourced construction materials.
Energy	
GRI 3: Material Topics 2021	
3-3 Management of material topics	We are committed to accelerating the renewable energy transition and match 100% of the electricity used within our operations with renewable energy. Management processes can be found in our 2024 Meta Sustainability Report .
GRI 302: Energy 2016	
302-1 Energy consumption within the organization	Meta consumed 787,114 GJ of direct energy in 2023. For more details, see: Environmental data .
302-2 Energy consumption outside of the organization	Meta consumed 55,956,522 GJ of indirect energy in 2023. For more details, see: Environmental data .
302-3 Energy intensity	Meta consumed 131.42 MWh of electricity per million USD of revenue in 2023. For more details, see: Environmental data .
Water and effluents	
GRI 3: Material Topics 2021	
3-3 Management of material topics	The water we use in our offices and at our data centers is withdrawn from our local water utilities or local aquifers. We report our water withdrawals based on data from our local water utilities or meter data, where available. Management processes can be found in our 2024 Meta Sustainability Report .
GRI 303: Water and Effluents 2018	
303-1 Interactions with water as a shared resource	Meta is committed to becoming water positive in 2030, when we will restore more water than we consume in our operations through water restoration projects that address shared water challenges in the watersheds where we operate. At the watershed level, we will restore 200% of consumption in high water stress regions, and 100% of consumption in medium water stress regions. We choose plant species, efficient irrigation, alternative water sources when available, Forestry Stewardship Council (FSC)-certified new wood products and smart scheduling technologies that together save millions of gallons of water per year. For more details, see: Becoming water positive .
303-3 Water withdrawal	Meta withdrew 5,274 megaliters of water in 2023. For more details, see: Environmental data .
303-4 Water discharge	Meta discharged 2,196 megaliters of water to third-party water (e.g. municipal sewers) in 2023. For more details, see: Environmental data .
303-5 Water consumption	Meta consumed 3,078 megaliters of water in 2023. For more details, see: Environmental data .



Disclosure	Description
Biodiversity	
GRI 3: Material Topics 2021	
3-3 Management of material topics	We conduct ongoing climate-related risk and opportunity assessments to help us take measures to protect biodiversity across our company's footprint. Management processes can be found in our 2024 Meta Sustainability Report .
GRI 304: Biodiversity 2016	
304-3 Habitats protected or restored	We promote biodiverse habitats in all phases of data center development through minimizing our footprint, consolidating construction to preserve sensitive or ecologically unique habitats and intentionally restoring and enhancing native habitats in landscape design. More than half of the total area of our US data center campuses is dedicated to native and biodiverse habitat. This includes preserved areas and areas with planned or already initiated restoration of native species.
Emissions	
GRI 3: Material Topics 2021	
3-3 Management of material topics	Meta's GHG footprint includes the emissions associated with running our business and data centers, as well as the indirect emissions upstream and downstream of our operations. Meta uses the operational control approach when calculating our GHG footprint, in which we account for 100% of the GHG emissions over which we have operational control. Management processes can be found in the Environmental methodology section.
GRI 305: Emissions 2016	
305-1 Direct (Scope 1) GHG emissions	Meta produced 48,952 metric tons of Scope 1 emissions in 2023. For more details, see: Net zero .
305-2 Energy indirect (Scope 2) GHG emissions	Meta produced 1,658 metric tons of Scope 2 emissions in 2023. For more details, see: Net zero .
305-3 Other indirect (Scope 3) GHG emissions	Meta produced 7,445,621 metric tons of Scope 3 emissions in 2023. For more details, see: Net zero .
305-4 GHG emissions intensity	Meta GHG emissions intensity was 0.43 metric tons CO ₂ per million USD of revenue in 2023. For more details, see: Environmental data .
Supplier environmental assessment	
GRI 3: Material Topics 2021	
3-3 Management of material topics	Management processes relating to supply chain can be found in our 2024 Meta Sustainability Report .
GRI 308: Supplier Environmental Assessment 2016	
308-1 New suppliers that were screened using environmental criteria	As a member of the RBA, Meta requires our direct manufacturing suppliers to adhere to the RBA Code of Conduct. This Code of Conduct contains a comprehensive list of requirements in key topic areas, including labor, human rights, ethics and the environment. Within the environmental requirements, the Code of Conduct specifies climate-related processes and requirements, including requiring suppliers to track energy consumption and all relevant Scope 1 and 2 GHG emissions, as well as to evaluate and identify cost-effective methods to improve efficiency and reduce overall GHG emissions. 13% of suppliers by procurement spend comply with this climate-related requirement. For more details, see: Page 126 of our 2023 CDP Response .



Disclosure	Description
Supplier environmental assessment	
GRI 308: Supplier Environmental Assessment 2016 (CONT.)	
308-2 Negative environmental impacts in the supply chain and actions taken	<p>We assess suppliers' conformance to the RBA Code of Conduct and other RSC policies and standards via independent third-party audits, supplier questionnaires and other types of on-site assessments.</p> <p>For more details, see: 2024 Meta Sustainability Report.</p>
Occupational health and safety	
GRI 3: Material Topics 2021	
3-3 Management of material topics	For details regarding our management of health and safety, see the Supply chain management section.
GRI 403: Occupational Health and Safety 2018	
403-1 Occupational health and safety management system	<p>Meta is committed to maintaining a safe and healthy work environment, as well as promoting environmental stewardship. This commitment is outlined in the company's Environmental, Health and Safety Policy (EHS Policy), which applies to all of our affiliates and subsidiaries worldwide, as well as all personnel, including contingent workers (including vendors' workers, contractors and consultants).</p> <p>The EHS Policy establishes principles that integrate effective environmental, health and safety practices into all aspects of our business. The management system within each business unit has been implemented based on recognized risk management and management system standards and guidelines, including the International Organization for Standardization (ISO) standards 14001 (environmental) and 45001 (occupational safety and health).</p> <p>By adhering to these standards and guidelines, Meta demonstrates its commitment to protecting the environment, ensuring workplace safety and promoting the well-being of its personnel.</p>
403-2 Hazard identification, risk assessment and incident investigation	<p>The Meta Environmental, Health and Safety (EHS) team is dedicated to maintaining a robust risk management program that ensures systematic, iterative and collaborative risk assessments for biological, chemical, physical and radiological hazards. This comprehensive approach is fundamental to our proactive strategy in hazard identification and mitigation.</p> <p>By conducting thorough site risk assessments, Meta EHS is able to continuously identify potential hazards, thereby enabling the implementation of effective risk reduction strategies. This ongoing process not only helps in preemptively addressing potential safety issues but also enhances the overall safety standards across all Meta facilities. Through these diligent practices, Meta EHS upholds its commitment to safeguarding the health and safety of all employees and minimizing environmental impact, aligning with our core values of responsibility and excellence.</p>
403-3 Occupational health services	Meta has an occupational health program that prioritizes the protection of employees from work-related safety and health hazards, with a focus on preventing injuries and illnesses and promoting worker well-being. In addition to the overall program, each Meta operating unit conducts internal assessments to identify areas for improvement and implements a corrective action plan to effectively address any identified risks.
403-4 Worker participation, consultation and communication on occupational health and safety	<p>Meta fosters collaboration and communication between management, employees and third-party providers through the establishment of formal joint health and safety committees. This platform enables employees to voice concerns related to environmental, health and safety (EHS) matters, receive updates from our management and actively contribute to enhancing EHS practices.</p> <p>Furthermore, our operating units hold regular safety meetings with designated safety champions from each specific pillar. These site-level discussions aim to identify areas for improvement and implement corrective actions to ensure the well-being and safety of employees while working on-site.</p>



Disclosure	Description
Occupational health and safety	
GRI 403: Occupational Health and Safety 2018 (CONT.)	
403-5 Worker training on occupational health and safety	<p>Meta has a team of trained EHS professionals who oversee the company's standards, programs, training, procedures and other safeguards. The company is committed to communicating and providing training on relevant EHS policies and programs to Meta personnel and suppliers.</p> <p>EHS Training is developed using a systematic instructional design approach that includes needs assessment, learning objectives, instructional strategies, course design and evaluation criteria for completion and continuous improvement.</p> <p>To ensure accessibility, Meta translates EHS trainings into local languages for its personnel where required.</p> <p>In 2023, Meta personnel completed a total of 143,642.5 hours of safety training through 406 safety courses or training sessions.</p>
403-6 Promotion of worker health	For details on our health and wellness benefits, visit our Benefits website .
403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	<p>At Meta, we take the prevention and mitigation of occupational health and safety impacts very seriously. We understand that our business relationships can have a direct impact on the safety and well-being of our employees, contractors and partners. To address this, we have implemented a comprehensive risk management program Environmental, Health and Safety programs at the corporate level and within each business group that is designed to identify and mitigate potential hazards before they become a problem.</p> <p>Our EHS programs include regular assessments of our operations and those of our business partners to ensure compliance with all relevant laws and regulations. We also provide training and resources to our employees and partners to help them understand and manage potential risks. Additionally, we have established clear protocols for reporting and addressing any incidents or concerns related to occupational health and safety. Through our RSC Program and engagement with suppliers on occupational health and safety, Meta aims to prevent or mitigate significant negative occupational health and safety impacts.</p> <p>We believe that by taking a proactive approach to managing these risks, we can create a safer and healthier work environment for everyone involved in our business. This not only benefits our employees and partners but also helps to protect our reputation and bottom line. By prioritizing the well-being of those who work with us, we can build stronger, more sustainable relationships and achieve long-term success.</p>
403-8 Workers covered by an occupational health and safety management system	The occupational health and safety management system applies to all Meta personnel, including the Board of Directors, officers and employees of Meta, as well as contingent workers (including vendor workers, contractors and consultants).
403-10 Work-related ill health	<p>Worker-related ill health is considered Protected Health Information (PHI) and is protected by federal privacy and security regulations. Meta manages PHI through its Information Security Program, which aligns with the HITRUST Cyber Security Framework (CSF). The company also engages independent third parties to audit compliance with industry security standards and regulatory requirements, including the HIPAA Privacy and Security Rules.</p> <p>For specific hazards, including psychological hazards, separate medical providers are utilized, and they do not share any identifiable health information, including patient PHI, with Meta. This ensures that sensitive health information remains confidential and secure.</p>
Diversity and equal opportunity	
GRI 3: Material Topics 2021	
3-3 Management of material topics	For more details on management of DEI, see the Diversity section.



Disclosure	Description
Diversity and equal opportunity	
GRI 405: Diversity and Equal Opportunity 2016	
GRI 405-1 Diversity of governance bodies and employees	For details, see: DEI data index .
GRI 405-2 Ratio of basic salary and remuneration of women to men	In July 2023, Meta announced it achieved pay equity in the United States across genders, taking into account factors like role, location and level.
Non-discrimination	
GRI 3: Material Topics 2021	
3-3 Management of material topics	Our Human Rights assessment identified non-discrimination as a salient human rights risk. For more details, see: Civil rights .
GRI 406: Non-discrimination 2016	
406-1 Incidents of discrimination and corrective actions taken	For details and examples of how we addressed discrimination on our technologies, see our 2024 Annual meeting and proxy statement .
Child labor	
GRI 3: Material Topics 2021	
3-3 Management of material topics	Meta is committed to and respects international standards on human rights. Meta is a member of the United Nations Global Compact (UNGC) and is committed to working towards the ten principles of the UNGC focused on human rights, labor, environment and anti-corruption. The UNGC's principles include amongst others the elimination of all forms of forced and compulsory labor and the effective abolition of child labor. For our management approach to prevent child labor, see our Anti-Slavery and Human Trafficking Statement .
GRI 408: Child Labor 2016	
408-1 Operations and suppliers at significant risk for incidents of child labor	For details on operations and suppliers at significant risk for incidents of child labor, see the "Risks of Modern Slavery and Human Trafficking" section in the Anti-Slavery and Human Trafficking Statement .
Forced or compulsory labor	
GRI 3: Material Topics 2021	
3-3 Management of material topics	Meta is committed to and respects international standards on human rights. Meta is a member of the UNGC and is committed to working towards the ten principles of the UNGC focused on human rights, labor, environment and anti-corruption. The UNGC's principles include amongst others the elimination of all forms of forced and compulsory labor and the effective abolition of child labor. For details on how Meta manages prevention of forced or compulsory labor, see the Anti-Slavery and Human Trafficking Statement .
GRI 409: Forced or Compulsory Labor 2016	
409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	For details, see the "Risks of Modern Slavery and Human Trafficking" section in the Anti-Slavery and Human Trafficking Statement .



Disclosure	Description
Supplier social assessment	
GRI 3: Material Topics 2021	
3-3 Management of material topics	We belong to the RBA, the Responsible Minerals Initiative and the Responsible Labor Initiative, multi-stakeholder groups within which we collaborate to enable and sustain responsible value chains. For details on how Meta assesses and manages social impacts of suppliers, see the Supply chain management section.
Public policy	
GRI 3: Material Topics 2021	
3-3 Management of material topics	Public policy decisions can have significant implications for the people that use our services and the future direction of our company. Meta regularly engages with government officials to discuss policy issues important to the company as well as share information about our programs and technologies. For details on how Meta approaches public policy engagement, see the Public policy engagement and advocacy section.
Public policy	
GRI 415: Public Policy 2016	
415-1 Political contributions	<p>Where legally permitted to do so, either by administering our federally-registered PAC or through direct corporate contributions, we support the campaigns of candidates for public office in the United States who have certain policy stances that are consistent with our public policy views and business interests.</p> <p>For more details, see: Political Engagement webpage.</p>
Customer privacy	
GRI 3: Material Topics 2021	
3-3 Management of material topics	We've grown our product, engineering and operations teams focused primarily on privacy across the company from a few hundred people at the end of 2019 to more than 3,000 people at the end of 2023. For more details, see the Privacy and security section and our Privacy Progress website .
GRI 418: Customer Privacy 2016	
418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	<p>In April 2023, the Irish Data Protection Committee (IDPC) found Meta Platforms Ireland Limited (Meta IE) to be in non-compliance with the General Data Protection Regulation (GDPR). IDPC imposed a 1.2 billion euro fine for Meta IE's transfers of personal data to the US, since July 16, 2020, on grounds of standard contractual clauses. EDPB ordered Meta to achieve compliance in its data transfers by suspending them and stopping unlawful processing of related data in the US. Meta appealed the decision, and the Irish High Court issued an interim stay.</p> <p>For more details, see: Page 10 of our Form 10-K.</p>

SASB

Meta’s 2024 SASB disclosures respond to the metrics listed for the Internet and Media Services industry within the Technology and Communications Sector.

Disclosure number	Description	Unit of measurement	Location/response/comments
Environmental footprint of hardware infrastructure			
TC-IM-130a.1	(1) Total energy consumed	Gigajoules (GJ)	Environmental data
	(2) Percentage grid electricity	Percentage (%)	Environmental data
	(3) Percentage renewable	Percentage (%)	Environmental data
TC-IM-130a.2	(1) Total water withdrawn	Thousand cubic meters (m³), Percentage (%)	Environmental data
	(2) Total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	Thousand cubic meters (m³), Percentage (%)	Environmental data
TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	Discussion and analysis	Environmental data
Data privacy, advertising standards and freedom of expression			
TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	Discussion and analysis	Transparency center ↗
TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Reporting currency	When relevant, see Part I, Item 3 and Part II, Item 8 in Note 10 in our annual report on Form 10-K ↗ . Our annual reports on Form 10-K and quarterly reports on Form 10-Q are available on our investor relations website ↗ .
TC-IM-220a.4	(1) Number of law enforcement requests for user information	Number	Transparency center ↗
	(2) Number of users whose information was requested	Number	Transparency center ↗
	(3) Percentage resulting in disclosure	Percentage (%)	Transparency center ↗
TC-IM-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering or censoring	Discussion and analysis	Transparency center ↗
TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	Number, Percentage (%)	Transparency center ↗

Disclosure number	Description	Unit of measurement	Location/response/comments
Data security			
TC-IM-230a.2	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Discussion and analysis	Privacy center ↗
Employee recruitment, inclusion and performance			
TC-IM-330a.2	Employee engagement as a percentage	Percentage (%)	Page 51
Intellectual property protection and competitive behavior			
TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	Reporting currency	When relevant, see Part I, Item 3 and Part II, Item 8 in Note 10 in our annual report on Form 10-K ↗ .

TCFD

The TCFD has developed a voluntary, consistent, climate-related financial risk disclosure framework for companies to provide information to investors, lenders, insurers and other stakeholders. Our responses below are drawn from our 2023 CDP Climate Change response.

TCFD recommendations	Description	Location/response/comments
Governance		
Describe the Board's oversight of climate-related risks and opportunities.	The Audit & Risk Oversight Committee of Meta's Board of Directors receives regular updates on key sustainability priorities, including climate change and supply chain initiatives, as well as the overall Net Zero and Sustainability program strategy.	2024 Meta Sustainability Report ↗
Describe management's role in assessing and managing climate-related risks and opportunities.	At least annually, management reviews the company's sustainability programs, policies and risks with the committee, including steps taken to monitor and mitigate exposures. The committee receives briefings from senior leaders, including the VP of Infrastructure Data Centers, the Global Head of Net Zero and Sustainability and the Director of Sustainability, ensuring the Board is well-informed on our sustainability efforts and progress.	2024 Meta Sustainability Report ↗
Strategy		
Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term.	We identify and assess our climate-related risks and opportunities through a comprehensive 4-step framework outlined in our Climate Action Plan that integrates sustainability and resilience into our operations and supply chain management. We annually screen and assess the TCFD recommended climate-related physical and transition risks and opportunities described using multiple scenarios and time horizons. For additional information on identified and assessed climate-related risks and opportunities, please refer to Tables 1-3 in our 2024 Climate Action Plan.	2024 Meta Sustainability Report ↗
Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy and financial planning.	We evaluate each risk's impact to our business across short (current or 0-3 years), medium (~2030 or 3-10 years) and long term (~2050 or 10-30 years) horizons; costs are estimated whenever possible and evaluated in conjunction with qualitative impacts such as physical damages, business interruption, reputational risks, regulatory changes and changes to market forces.	2024 Meta Sustainability Report ↗
Describe the resilience of the organization's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	We use scenario analysis to understand our exposure to actual (current) and potential (future) climate risks in the future including both physical chronic and acute changes as well as risks associated with the global transition to a lower carbon economy. To test the agility and resilience of our strategy in the face of climate risk, we use climate-related physical and transition risk scenarios including three Representative Concentration Pathways (RCP2.6, RCP4.5 (low and high), RCP8.5), and six Network for Greening the Financial System (NGFS) scenarios (Below 2°C, Net Zero by 2050, Delayed Transition, Divergent Net Zero, Nationally Determined Contributions, Current Policies). We use these scenarios to strategically evaluate potential climate impacts for multiple future time horizons (the 2030 and 2050 decades) across our business and global operations.	2024 Meta Sustainability Report ↗

TCFD recommendations	Description	Location/response/comments
Risk management		
Describe the organization's processes for identifying and assessing climate-related risks.	Climate-related physical and transition risks and opportunities are identified and assessed by our Net Zero and Sustainability team's subject matter experts, key internal partners, as well as outside consultants. We do this by conducting regular climate risk and opportunity assessments using the the Intergovernmental Panel on Climate Change (IPCC) Fifth Assessment Report (AR5) methodology for risk. This approach is consistent with ISO 14091:2021 — Adaptation to climate change — Guidelines for vulnerability, impacts and risk assessment and is informed by the European Sustainability Reporting Standards (ESRS) double materiality assessment methodology. Taking this risk assessment methodology approach, we conduct screening assessments on an annual basis and more in-depth assessments every two years. The scope of these climate-related risk assesments are global and includes the evaluation of organization-wide impacts (such as reputational and market risks), as well as specific asset-level impacts, such as the effect of policy on operational costs or physical risks due to climate-related hazards.	2024 Meta Sustainability Report ↗
Describe the organization's processes for managing climate-related risks.	To manage climate-related risks and opportunities, we implement a range of strategies tailored to different types of risks. For physical risks, this includes enhancing the resilience of our infrastructure through adaptive design and construction practices. For transition risks, we focus on reducing our carbon footprint by increasing energy and water efficiency, bringing new renewable energy to the grid and supporting carbon removal projects. Additionally, we collaborate with suppliers to improve their sustainability and climate risk management practices, ensuring that they meet our standards.	2024 Meta Sustainability Report ↗
Describe how processes for identifying, assessing and managing climate-related risks are integrated into the organization's overall risk management.	Climate-related risks are embedded into the company's overall operations through integration of climate risk mitigation into business units' strategic planning. Our Net Zero and Sustainability team partners with organizations across the company, reporting up to our Head of Global Net Zero and Sustainability and senior leadership. We are in the process of integrating climate risks into our broader integrated risk management processes to ensure climate change is considered in the context of other risks and stressors.	2024 Meta Sustainability Report ↗
Metrics and targets		
Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process.	Our annual environmental metrics, including greenhouse gas emissions, can be found in our annual Environmental data index.	Environmental data
Disclose Scope 1, Scope 2, and, if appropriate, Scope 3 greenhouse gas (GHG) emissions, and the related risks.	Our annual environmental metrics, including greenhouse gas emissions, can be found in our annual Environmental data index.	Environmental data



DEI metrics

Since 2014, we’ve publicly reported our diversity metrics and shared our plans to better support underrepresented people in our workforce and through our products.

Global gender — Percentage by employee type						
		July 2018– June 2019	July 2019– June 2020	July 2020– June 2021	Calendar year 2022	Calendar year 2023
Overall	Female	36.9%	37.0%	36.7%	36.4%	35.8%
	Male	63.1%	63.0%	63.3%	63.6%	64.2%
Tech	Female	23.0%	24.1%	24.8%	26.2%	26.1%
	Male	77.0%	75.9%	75.2%	73.8%	73.9%
Non-tech	Female	57.2%	58.5%	59.6%	60.6%	60.3%
	Male	42.8%	41.5%	40.4%	39.4%	39.7%
Leadership	Female	32.6%	34.2%	35.5%	37.2%	36.0%
	Male	67.4%	65.8%	64.5%	62.8%	64.0%

Data points from 2018 to 2022 have been rounded to the nearest tenth of a percentage point. Data was pulled December 31, 2022. Totals may not add up to 100.0% due to rounding.

For the years 2017-2021, we reported our diversity numbers from July 1 to June 30 of the following year. In 2022, we switched to a calendar year reporting approach for our DEI data, to match the rest of this report. The numbers shared here replicate the numbers originally shared in each year’s respective annual report.

US ethnicity — Percentage by employee type

		July 2018– June 2019	July 2019– June 2020	July 2020– June 2021	Calendar year 2022	Calendar year 2023
Overall	Asian	43.0%	44.4%	45.7%	48.4%	48.7%
	Black	3.8%	3.9%	4.4%	4.2%	4.2%
	Hispanic	5.2%	6.3%	6.5%	6.4%	6.4%
	White	44.2%	41.0%	39.1%	37.0%	36.7%
	2 or more	3.1%	4.0%	3.9%	3.7%	3.7%
	Additional groups	0.7%	0.4%	0.4%	0.3%	0.3%
Tech	Asian	52.3%	53.4%	54.4%	56.5%	56.3%
	Black	1.5%	1.7%	2.1%	2.3%	2.3%
	Hispanic	3.5%	4.3%	4.6%	4.8%	4.8%
	White	40.0%	37.2%	35.6%	33.2%	33.4%
	2 or more	2.3%	3.2%	3.1%	3.0%	3.0%
	Additional groups	0.4%	0.2%	0.2%	0.2%	0.2%
Non-tech	Asian	24.7%	24.5%	23.9%	24.3%	24.1%
	Black	8.2%	8.9%	10.1%	9.9%	10.0%
	Hispanic	8.8%	10.7%	11.3%	11.2%	11.3%
	White	52.5%	49.4%	48.0%	48.2%	45.5%
	2 or more	4.6%	5.8%	6.0%	5.8%	5.8%
	Additional groups	1.2%	0.7%	0.7%	0.6%	0.6%
Leadership	Asian	24.9%	25.4%	26.1%	29.7%	30.8%
	Black	3.1%	3.4%	4.7%	4.3%	4.2%
	Hispanic	3.5%	4.3%	5.1%	5.2%	4.8%
	White	65.4%	63.2%	60.9%	57.0%	53.6%
	2 or more	2.9%	3.4%	2.9%	3.5%	3.6%
	Additional groups	0.3%	0.3%	0.2%	0.3%	0.3%

Our Definitions of Technical Roles, Additional Groups and Leadership: Technical Roles are positions that require specialization and knowledge needed to accomplish mathematical, engineering or scientific related duties. The technical workforce is defined by position; not department or reporting manager, an employee’s skills or prior experience. Additional Groups includes “American Indian or Alaska Native” and “Native Hawaiian or Other Pacific Islander.” Leadership is defined as the Director level and above — including those in people management and individual contributor roles.

EEO-1 Demographic Data: The [EEO-1](#) can be found on our Investor Relations website.

Percentage US veterans

Calendar year 2022	Calendar year 2023
2.3%	2.4%

Percentage US LGBTQ+

Calendar year 2022	Calendar year 2023
9.8%	9.7%

Percentage US people with disabilities (PwD)

Calendar year 2022	Calendar year 2023
7.2%	7.5%

Environmental footprint^{1,2,3,4,5,6}

1.1 GHG emissions

Total GHG emissions					
Market-based (in metric tons CO ₂ e)					
	2019	2020	2021	2022	2023
Net total	4,330,000	4,984,000	5,740,244	8,453,471	7,443,182
Carbon removal (carbon credits applied)	-	145,000	90,000	80,000	53,050
Total	4,330,000	5,129,000	5,830,244	8,533,471	7,496,232
Scope 1	44,000	29,000	55,173	66,934	48,952
Scope 2	208,000	9,000	2,487	273	1,658
Scope 3	4,078,000	5,091,000	5,772,583	8,466,264	7,445,621
Location-based (in metric tons CO ₂ e)					
	2019	2020	2021	2022	2023
Total	6,295,000	8,559,000	10,163,476	14,007,222	14,067,104
Greenhouse gas intensity					
Market-based Scope 1 and 2 emissions (in metric tons CO ₂ e/unit of key performance indicators)					
	2019	2020	2021	2022	2023
GHG intensity per monthly active person	0.00008	0.00001	0.00002	0.00002	0.00001
GHG intensity per million USD of revenue	-	-	0.49	0.58	0.43
GHG intensity per MWh	-	-	0.0061	0.0058	0.0033

1.1 GHG emissions

Operational GHG emissions

Market-based Scope 1 and 2 emissions (in metric tons CO₂e)

	2019	2020	2021	2022	2023
Total operational GHG emissions	252,000	38,000	57,661	67,207	50,610
Data centers total	207,000	14,000	25,240	22,163	12,283
Altoona (IA)	2,000	1,000	2,118	920	525
Clonee (Ireland)	<500	1,000	1,364	264	591
DeKalb (IL)	-	-	0	1,859	37
Eagle Mountain (UT)	-	-	3,250	3,609	251
Forest City (NC)	9,000	<500	1,401	587	409
Fort Worth (TX)	1,000	<500	779	625	1,532
Gallatin (TN)	-	-	-	138	141
Henrico (VA)	<500	<500	4,822	821	609
Huntsville (AL)	-	-	261	1,788	693
Los Lunas (NM)	1,000	<500	1,067	1,298	1,404
Luleå (Sweden)	<500	<500	374	79	95
New Albany (OH)	<500	2,000	408	2,605	741
Odense (Denmark)	<500	<500	2,824	655	258
Prineville (OR)	1,000	3,000	3,862	4,501	1,231
Sarpy (NE)	<500	3,000	2,348	1,642	570
Stanton Springs (GA)	-	-	300	535	462
Leased data center facilities	188,000	-	25	72	0
Other data center-related facilities	4,000	2,000	40	166	2,731
Offices total	44,000	24,000	32,421	45,044	38,328

1.1 GHG emissions

Market-based vs. location-based

Scope 2 emissions (in metric tons CO₂e)

	2019		2020		2021		2022		2023	
	Market-based	Location-based	Market-based	Location-based	Market-based	Location-based	Market-based	Location-based	Market-based	Location-based
Total facilities GHG emissions	205,000	1,885,000	9,000	2,718,000	2,487	3,080,194	273	3,921,611	1,658	5,141,350
Data centers total	197,000	1,813,000	2,000	2,650,000	2,487	2,987,964	273	3,821,450	733	5,036,131
Altoona (IA)	-	483,000	-	555,000	-	425,377	-	474,826	-	532,158
Clonee (Ireland)	-	143,000	-	159,000	-	187,475	-	178,367	-	302,256
DeKalb (IL)	-	-	-	-	-	2,122	-	8,087	-	63,407
Eagle Mountain (UT)	-	-	-	-	-	62,962	-	145,985	-	216,510
Forest City (NC)	8,000	208,000	-	202,000	-	165,026	-	143,754	-	144,050
Fort Worth (TX)	-	295,000	-	399,000	-	378,198	-	355,696	-	361,674
Gallatin (TN)	-	-	-	-	-	-	-	2,664	-	49,617
Henrico (VA)	-	3,000	-	69,000	-	146,396	-	204,494	-	228,705
Huntsville (AL)	-	-	-	-	-	32,464	-	156,885	-	261,541
Los Lunas (NM)	-	135,000	-	266,000	-	276,795	-	347,033	-	392,487
Luleå (Sweden)	-	6,000	-	7,000	-	3,917	-	2,782	-	4,009
New Albany (OH)	-	20,000	-	157,000	-	229,785	-	335,561	-	361,857
Odense (Denmark)	<500	18,000	-	57,000	2,487	51,171	273	49,198	-	56,451
Prineville (OR)	-	167,000	-	200,000	-	245,996	-	284,462	-	378,007
Sarpy (NE)	-	101,000	-	294,000	-	329,674	-	458,460	-	491,404
Stanton Springs (GA)	-	-	-	-	-	84,402	-	258,773	-	394,369
Leased data center facilities	188,000	193,000	-	223,000	-	272,848	-	323,060	-	678,861
Other data center-related facilities	1,000	41,000	2,000	62,000	-	93,354	-	91,364	733	118,767
Offices total	8,000	72,000	7,000	68,000	-	92,230	-	100,160	925	105,220



Home



Leadership



Summary



Operate



Build



Empower



Data index

1.1 GHG emissions

Market-based vs. location-based

Scope 3 emissions (in metric tons CO₂e)

	2019	2020	2021	2022	2023
Total	4,078,000	5,091,000	5,772,583	8,466,264	7,445,621
Category 1: Purchased goods and services	1,428,000	1,846,000	2,956,909	2,545,466	2,045,470
Category 2: Capital goods	1,671,000	2,516,000	2,466,041	5,346,583	4,835,270
Category 3: Fuel and energy- related activities	264,000	56,000	10,483	12,658	8,454
Category 4: Upstream transportation and distribution	65,000	49,000	180,183	176,636	124,324
Category 5: Waste generated in operations	4,000	10,000	18,430	18,519	38,468
Category 6: Business travel	529,000	129,000	8,653	251,807	317,841
Category 7: Employee commuting	90,000	61,000	23,163	45,054	54,256
Category 8: Upstream leased assets	16,000	24,000	1,185	3,444	2,249
Category 9: Downstream transportation and distribution	5,000	10,000	37	16	47
Category 11: Use of sold products	5,000	390,000	106,232	62,306	16,476
Category 12: End-of-life treatment of sold products	<500	<500	1,267	3,775	2,765

2.1 Electricity

Electricity consumption

Electricity consumption by facility (In MWh)

	2019	2020	2021	2022	2023
Total electricity consumption	5,140,000	7,170,000	9,420,839	11,508,131	15,325,314
Electricity from grid (%)	100%	100%	>99%	>99%	>99%
Data centers total	4,918,000	6,966,000	9,117,122	11,167,416	14,975,435
Altoona (IA)	853,000	980,000	950,705	1,043,606	1,243,306
Clonee (Ireland)	382,000	487,000	634,648	668,290	953,837
DeKalb (IL)	-	-	4,724	16,934	138,965
Eagle Mountain (UT)	-	-	229,946	504,049	787,740
Forest City (NC)	614,000	595,000	580,842	492,786	507,068
Fort Worth (TX)	695,000	941,000	1,014,447	959,419	1,029,570
Gallatin (TN)	-	-	0	6,264	116,520
Henrico (VA)	10,000	204,000	515,270	701,003	805,061
Huntsville (AL)	-	-	85,286	368,841	614,198
Los Lunas (NM)	289,000	571,000	717,932	929,488	1,110,100
Luleå (Sweden)	373,000	369,000	306,054	267,471	351,931
New Albany (OH)	38,000	270,000	511,414	702,694	793,063
Odense (Denmark)	128,000	343,000	500,863	517,718	518,005
Prineville (OR)	573,000	686,000	898,409	982,177	1,375,321
Sarpy (NE)	178,000	519,000	736,810	1,007,635	1,148,091
Stanton Springs (GA)	-	-	215,279	636,266	968,565
Leased data center facilities	647,000	795,000	964,650	1,105,834	2,187,020
Other data center-related facilities	113,000	206,000	249,843	256,939	327,073
Offices total	222,000	204,000	303,717	340,657	349,878

2.1 Electricity

Electricity intensity (in MWh/unit of key performance indicators)

	2019	2020	2021	2022	2023
Electricity intensity per monthly active person	-	-	0.0026	0.0031	0.0041
Electricity intensity per million USD revenue	-	-	79.9	98.7	131.42

Electricity mix (in % of total electricity used)

	2019	2020	2021	2022	2023
Renewable	86%	100%	100%	100%	100%
Non-renewable	14%	0%	0%	0%	0%

2.2 Total energy consumed

Energy consumption (in GJ)

	2019	2020	2021	2022	2023
Total energy consumption	-	27,075,000	34,882,163	42,560,221	55,956,522
Direct energy consumption	-	438,000	853,042	1,138,794	787,114
Indirect energy consumption	-	26,638,000	34,029,121	41,421,428	55,169,408
Heating consumption	-	-	-	-	9,518
Cooling consumption	-	-	-	-	13,190

2.3 Fuels

Fuel consumption

	2019	2020	2021	2022	2023
Non-renewable fuels					
Natural gas (therms)	-	-	6,153,856	7,539,592	4,818,116
Diesel — distillate fuel oil No. 2 (gal)	-	-	363,082	1,376,871	1,025,707
Diesel — distillate fuel oil No. 4 (gal)	-	-	842,460	724,151	699,427
Gasoline (gal)	-	-	52,375	119,955	22,309
Renewable fuels					
Hydrotreated vegetable oil (gal)	-	-	0	0	1,144



2.4 Data center operations and design

Power usage effectiveness (PUE)

	2019	2020	2021	2022	2023
PUE (data center energy efficiency)	1.11	1.10	1.09	1.08	1.08

Sustainable design

Green building standards for data centers and offices (% of sq ft covered by green building standards and/or EnMS)

	2019	2020	2021	2022	2023
Total	-	-	98%	99%	>99%
Data centers (LEED Gold or above, or ISO 50001)	-	-	100%	100%	100%
Offices (LEED Gold or above, or ISO 50001)	-	-	97%	98%	98%



3.1 Water withdrawal

Water withdrawal

Water withdrawal by facility (in megaliters)

	2019	2020	2021	2022	2023
Total water withdrawal	3,430	3,726	5,043	4,893	5,274
Data centers total	2,731	3,000	3,418	3,618	3,881
Altoona (IA)	145	151	140	199	173
Clonee (Ireland)	395	615	928	839	659
DeKalb (IL)	-	-	0	30	55
Eagle Mountain (UT)	-	-	58	89	87
Forest City (NC)	85	68	64	63	55
Fort Worth (TX)	322	300	254	346	404
Gallatin (TN)	-	-	0	0	3
Henrico (VA)	-	42	80	55	42
Huntsville (AL)	-	-	39	104	152
Los Lunas (NM)	92	140	153	161	283
Luleå (Sweden)	58	49	39	25	50
New Albany (OH)	33	35	121	87	72
Odense (Denmark)	266	360	373	428	371
Prineville (OR)	208	445	354	240	180
Sarpy (NE)	62	108	106	101	123
Stanton Springs (GA)	-	-	105	77	61
Leased data center facilities	1,011	645	604	773	1,102
Other data center-related facilities	54	42	45	0	10
Offices total	699	726	1,625	1,275	1,393

3.1 Water withdrawal

Water withdrawal by source

Water withdrawal by source (in megaliters)

	2019	2020	2021	2022	2023
From groundwater	-	37	33	37	88
From third-party water (e.g., municipal water supply)	-	3,689	5,009	4,856	5,186

Water usage effectiveness (WUE)

	2019	2020	2021	2022	2023
Annual data center WUE	0.27	0.30	0.26	0.20	0.18

Water withdrawal intensity (in liters/unit of key performance indicators)

	2019	2020	2021	2022	2023
Water withdrawal per monthly active person	0.001200	0.001130	0.001405	0.001308	0.001410
Water withdrawal per million USD revenue	-	-	42.8	42.0	45.0

Water withdrawal from areas with water stress (in megaliters)

	2019	2020	2021	2022	2023
Total from areas with high or extremely high baseline water stress	-	-	1,390	1,130	1,360
From groundwater	-	-	-	-	88
From third-party water (e.g., municipal water supply)	-	-	-	-	1,272
From areas without water stress	-	-	3,652	3,763	3,914

Recycled water (in megaliters)

	2019	2020	2021	2022	2023
Total water recycled	854	643	580	266	720



3.2 Water consumption

Water consumption (in megaliters)					
	2019	2020	2021	2022	2023
Total water consumption	1,971	2,202	2,569	2,638	3,078
Data centers total	-	2,197	162	2,511	2,938
Offices total	-	73	2,406	128	140
Water consumption from areas with water stress (in megaliters)					
	2019	2020	2021	2022	2023
From areas with high or extremely high baseline water stress	-	-	162	443	504
From areas without water stress	-	-	2,406	2,195	2,573

3.3 Water discharge

Water discharge by source (in megaliters)					
	2019	2020	2021	2022	2023
Total water discharge	-	1,524	2,473	2,254	2,196
To third-party water (e.g., municipal sewers)	-	1,524	2,473	2,254	2,196
Water discharge to areas with water stress (in megaliters)					
	2019	2020	2021	2022	2023
Total water discharge to high or extremely high baseline water stress	-	-	864	687	856
To third-party water (e.g., municipal sewers)	-	-	-	-	856

3.4 Water stewardship

Water restoration (in megaliters)

	2019	2020	2021	2022	2023
Volumetric water restoration benefits	145	2,250	2,336	2,352	5,889

Water use embedded in purchased electricity (in megaliters)

	2019	2020	2021	2022	2023
Total embedded water consumption in purchased electricity	-	-	31,924	41,172	55,475
Total embedded water consumption in purchased electricity for our contracted renewable energy	-	-	3,313	2,895	3,810
Avoided water consumption	-	-	28,611	38,278	51,664



Footnotes

1. The environmental metrics represented in this report are rounded to the nearest whole digit on a line item basis. Due to rounding applied to all individual line items, the total values may not directly match the summation of the individual line items. Prior to 2021, values were rounded and totals were calculated before rounding throughout this report.
2. “Net” total GHG emissions reflects total market-based emissions adjusted for application of carbon credits.
3. “Other data center-related facilities” includes facilities where Meta used less than 100,000 MWh of electricity in the reporting year, such as warehouses, network infrastructure or colocation facilities. Owned, online data centers are always reported by site, even if they were below this threshold.
4. Our methodology for calculating environmental metrics can be found on page AK.
5. We regularly apply updates to our annual inventories. For each year below, changes are reflected in the corresponding year and later inventories:
 - a. 2021:
 - i. Data from Life Cycle Assessments for our hardware and sold products were used to calculate our Scope 3 emissions.
 - ii. 2021 Category 1, 2, 8 and 11 emissions were recalculated with higher quality data inputs to improve accuracy.
 - iii. All Scope 3 Categories were broken out individually to improve transparency and eliminate the previously reported “Other Applicable Categories.”
 - iv. Emissions associated with third-party construction-related energy usage were recategorized into Category 1 instead of Category 3 to better align with the GHG Protocol Scope 3 Category Boundaries.
 - v. Emissions associated with overhead electricity load at leased data centers was recategorized into Category 8 Instead of Category 3 to better align with the GHG Protocol Scope 3 Category Boundaries. These emissions were further recategorized in the 2023 inventory into Scope 2 (see footnote 5.c).
 - vi. 2021 Category 6 emissions were recalculated to incorporate more accurate and transparent methodologies for applying sustainable aviation fuel emissions reductions.
 - vii. 2021 Total Fuel and Energy Consumption were recalculated to eliminate third-party construction-related fuel use outside of our operational control.
 - b. 2022:
 - i. A new Category 5 estimation methodology was developed to improve completeness across all operations.
 - ii. Employee commuting now includes emissions calculations on a well-to-tank basis.
 - iii. A new Category 1 and Category 2 methodology was developed to improve the completeness, accuracy and reliability of the underlying activity and financial data.
 - c. 2023:
 - i. A new Category 6 estimation methodology was developed to improve completeness across all operations.
 - ii. Usage from Ray-Ban | Meta smart glasses were incorporated into Category 11 as a newly sold-by-Meta product.
 - iii. Emissions associated with overhead electricity load at our leased data centers were recategorized into Scope 2 instead of Scope 3 to better align with the GHG Protocol Operational Control Approach.
6. In accordance with the GHG Protocol, Meta reports CO₂ emissions from biogenic emissions sources separately from other Scope 1 GHG emissions. These emissions represent 160 metric tons of CO₂.
7. Not included in our 2023 water withdrawal numbers are an additional 1,724 megaliters of water withdrawn for the construction of Meta data centers.



2023 environmental metrics methodology

At Meta, our sustainability work helps us to operate efficiently and responsibly in our mission to build community and bring the world closer together. As a global company, we recognize the tech industry’s environmental impact and role to play in addressing climate change. We embrace the responsibility to understand the full scope of our footprint and be transparent and accountable in our mission to reduce our emissions.

Identifying the source of our emissions on an annual basis enables us to prioritize emissions reduction where we can make the most meaningful progress on our path to net zero emissions across our value chain in 2030. Similarly, minimizing our water use, being transparent with our water data and restoring water in the same watersheds where our data centers are located are vital to reach our commitment to restore more water than we use by 2030.

Greenhouse gas emissions

Our GHG footprint includes the emissions associated with running our business and data centers, as well as the indirect emissions upstream and downstream of our global operations. These emissions correspond to Scope 1, Scope 2 and Scope 3 emissions as defined by World Resources Institute’s (WRI) [GHG Protocol](#). Meta uses the operational control approach when calculating our GHG footprint, in which we account for 100% of the GHG emissions over which we have operational control.

Operational emissions

Scope 1 and 2 emissions are considered our operational emissions. Scope 1 emissions come from our direct operations, such as combustion of natural gas to heat our offices and the fuel burned in our employee shuttles. Scope 2 includes indirect emissions from purchased energy, such as the electricity powering our data centers. We consider purchased electricity for construction outside of our operational control and therefore report these in Scope 3.

Scope 1 emissions Direct emissions from our data centers, offices and transportation fleet	<ul style="list-style-type: none">• Stationary combustion (e.g., natural gas consumed at our Menlo Park campus for heating)• Mobile combustion (e.g., diesel emissions from our intercampus shuttles)• Fugitive emissions (e.g., refrigerant losses)
Scope 2 emissions Indirect emissions from purchased energy for our data centers and offices	<ul style="list-style-type: none">• Purchased electricity• District heating• Stationary combustion from leased sites

In 2020, Meta reduced our operational emissions by 94% from a 2017 baseline and addressed the residual emissions with high-quality carbon removal projects. As a result, our operations have produced net zero emissions since then.

Full value chain emissions¹

Scope 3 emissions come from sources within our full value chain beyond our operations and comprise the largest component of our footprint. Scope 3 includes:

1. Upstream emissions, such as the emissions from manufacturing our data center servers or emissions from employee commuting; and
2. Downstream emissions, such as the emissions associated with consumers using our Meta Quest VR headset devices.

1. Category 10: Processing of sold products, Category 13: Downstream leased assets, Category 14: Franchises and Category 15: Investments are determined to not be relevant.

Scope 3 emissions

Our value chain emissions upstream and downstream of our operations

Upstream:

- Purchased goods and services (e.g., upstream emissions from purchased office supplies)
- Capital goods (e.g., server hardware)
- Fuel and energy-related activities
- Upstream transportation and distribution (e.g., emissions associated with the transportation of our augmented and virtual reality related consumer hardware)
- Waste generated from our operations
- Business travel
- Employee commuting (including telecommuting)
- Upstream leased assets (including leased data center overhead electricity use)

Downstream:

- Downstream transportation and distribution
- Direct use of our augmented and virtual reality related consumer hardware
- End-of-life treatment of our augmented and virtual reality related consumer hardware

How we calculate our GHG emissions

Meta is aligning our emissions reduction targets with the [Science Based Targets initiative](#) and takes a scientific, standardized approach to calculating its GHG emissions in accordance with the [GHG Protocol](#). Furthermore, our GHG emissions data undergoes limited assurance conducted by a third party. This is completed annually to provide additional confidence to our publicly reported metrics.

We quantify our GHG emissions via activity data, Life Cycle Assessments (LCAs) and financial data. We prioritize calculating our emissions through activity data, which directly measures an activity that results in GHG emissions such as kilowatt hours (kWh) of electricity. Due to the complex nature of our business and value chain, we use other methods to help calculate our emissions when activity data is not available.

We measure our emissions by metric tons of carbon dioxide equivalent, or CO₂e, units. CO₂e is used to standardize the emissions from different greenhouse gases based on their global warming potentials.

Activity data

For activity data, we take the quantity of a specific measured activity and multiply it by an associated emissions factor to calculate the total emissions from that activity. For example, the kWh of electricity consumed at a Meta site is multiplied by the appropriate country-specific or regional-specific, publicly available emissions factor to calculate the total emissions from that site's electricity use. We use activity data to calculate:

- Scope 1 and Scope 2 emissions
- Fuel and energy-related activities
- Waste generated in operations
- Upstream Transportation and Distribution where supplier specific data is available
- Business travel (including radiative forcing)
- Employee commuting
- Direct use of our augmented and virtual reality related consumer hardware



Where activity data is incomplete or unavailable for an operation that results in GHG emissions, existing activity data is used as a proxy to estimate these emissions. This ensures we are reporting a complete GHG inventory across all of our operations. For example, the weight of waste at several Meta sites is used as a proxy to estimate waste at other sites in the same region that do not have final waste weight data.

Life cycle assessments (LCAs)

To understand cradle-to-gate emissions and/or upstream emissions that are released before certain assets are used (e.g., the emissions released from the production of concrete before it is poured), we conduct third-party LCA studies or utilize LCA tools to measure our impact. This is applicable in our most recent GHG inventory for the following emissions:

- Upstream emissions associated with the materials used in the construction of our data centers
- Upstream emissions of materials in office renovations and new construction
- Cradle-to-gate emissions of our augmented and virtual reality related consumer hardware, such as our Meta Quest VR headset devices
- Cradle-to-gate emissions in key data center hardware components, such as hard drives
- End-of-life treatment of our augmented and virtual reality related consumer hardware

Financial

Our Environmentally Extended Input Output (EEIO) method utilizes financial spend data and applies industry-specific emission factors (e.g., kg CO₂e per dollar spent on electronic manufacturing) [published by the U.S. Environmental Protection Agency \(EPA\)](#) ⁷ to calculate “cradle-to-gate” emissions. We apply the EEIO method to the following:

- Purchased goods and services
- Capital goods not related to data center and office construction, augmented and virtual reality related consumer hardware and key data center hardware components
- Upstream transportation and distribution where supplier specific data is unavailable
- Upstream leased assets

Market-based instruments

We have publicly committed to matching 100% of our electricity use with renewable energy including wind, solar and hydropower. We procure and retire one Energy Attribute Certificate (EAC) for every megawatt hour of electricity used to power our global operations. Meta also procures and retires one EAC for every megawatt hour of electricity use in select Scope 3 categories.² Additionally, Meta procures Sustainable Aviation Fuel (SAF) and applies the associated emissions reductions from SAF allocated in the reporting year as a market-based instrument to Category 6: Business Travel.

A core focus of Meta’s renewable energy program is adding new renewable energy projects to the electricity grids that support our data centers to drive the transition to renewable energy in our communities. In alignment with these principles, Meta adheres to the following EAC market boundaries:

1. Owned data centers³: EACs from the same grid region⁴
2. Leased data centers⁵: EACs from the same grid region or same geographic region⁶
3. Other Scope 2 loads (offices, points-of-presence): EACs from same grid region or same geographic region
4. Scope 3 loads: EACs from same grid region; once exhausted, EACs from same geographic region

2. This includes data center construction in Category 1: Purchased Goods and Services, transmission and distribution loss in Category 3: Fuel and Energy Related Activities, employee work from home in Category 7: Employee Commuting and United States-based electricity consumption from our products in Category 11: Use of Sold Products.

3. Owned data centers include all completed data centers owned and operated by Meta. Data center loads while under construction are treated in line with Leased data centers.

4. Grid Regions: WECC, ERCOT, MISO/SPP, PJM/NC, SERC, Nordpool (Europe), Singapore/Southeast Asia.

5. For our most recent reporting year, all leased data center load was in the United States and covered by EACs generated in-country.

6. Geographic Regions: Americas (AMER); Europe, Middle East and Africa (EMEA); Asia Pacific (APAC)



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Improving our GHG methodology

As Meta decarbonizes our value chain over the next decade, the data and methodology that drives our climate work will evolve and improve each year. We have disclosed our Scope 1 and 2 emissions for the last decade. We began reporting on some Scope 3 categories in 2015 and have reported on every relevant category defined by the GHG Protocol since 2019. As techniques to calculate our emissions improve, we will apply those methods to previous years to refine our GHG footprint. For example, in 2020 we used the EPA's updated EEIO emission factors for our Scope 3 calculations and updated our 2019 data accordingly.

Going forward, we will focus on increasing accuracy and granularity of our data. For example, we recalculated our 2020 data based on updated LCA data for key data center hardware and our augmented and virtual reality related consumer hardware. We will use activity data for more emissions categories as methods to do so become available. We will continue reporting and updating our emissions boundaries as our business grows on our path to net zero emissions.

PUE/WUE

Each year, we calculate the Power Usage Effectiveness (PUE) and Water Usage Effectiveness (WUE) of our data centers. PUE measures how efficiently our data centers consume the energy to operate our servers and network infrastructure. It is calculated by dividing the energy consumed at the data center by IT electricity load. The closer our annual PUE is to "1" indicates how efficient our data centers are designed to consume electricity.

Annual WUE is calculated by dividing our water withdrawal, in liters, by IT electricity load, in kWh. The closer WUE is to "0," the more efficient consumption of water to cool our IT-related infrastructure.

These metrics are calculated based on best available data, including internal meters, design estimates and utility bills where applicable.

Water withdrawal

The water that we use in our offices and at our data centers are withdrawn from our local water utilities or local aquifers. We report our water withdrawals based on data from our local water utilities or meter data, where available. We also report our water withdrawal during construction, based on reported data from our construction partners. Not included in our 2022 operational water withdrawal numbers are an additional 1,780,000 cubic meters of water withdrawn for the construction of Meta data centers.

Water consumption

For our data centers, we determine our water consumption via two methods:

1. Calculating the difference between water withdrawal and wastewater discharge
2. Calculating consumption based on cycles of concentration from our cooling systems

For our offices, we estimate our water consumption based on industry averages. All of our wastewater is discharged to local wastewater facilities.

Water risk

We use water stress metrics in the World Resources Institute's [Aqueduct tool](#) to conduct initial assessments of our water risks. When appropriate, we increase the level of water risk based on additional local knowledge.



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