

Workday

RISING

Sustainability and Community
Impact Report 2018



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Introduction

At Workday, we're always considering what we can do to help address the planet's sustainability challenges. We use 100 percent renewable electricity in our data centers, and we've achieved net-zero carbon emissions across our offices and data centers worldwide. As a result, we're proud to provide all of our customers with a carbon-neutral cloud.

We bring the same sustainability commitment to our events—such as finding ways to reduce waste, offering low-impact healthy food, incorporating programs that benefit the local community, and utilizing recyclable materials in our signage and branded elements. We also look to engage attendees through well-being activities and Giving & Doing programs.

Workday Rising in 2018 was a breakthrough year for community impact and event sustainability initiatives. We took best practices as a given, and looked for new and daring ways to lessen our carbon impact, communicate our mission to attendees, and leave the Las Vegas community with positive gains.

Program Details

Workday Rising took place at the Mandalay Bay Convention Center in Las Vegas, Nevada, in October 2018, over four days. We welcomed over 11,000 attendees at the event with over 9,000 viewing content virtually.

With so many people traveling and interacting in one location, the impact to the environment can be significant. So we looked at ways to improve or offset any negative environmental impact at every stage of planning.

Sustainability and Community Impact Goals

- Low-impact food options
- Low-carbon emissions
- Zero-waste landfill
- Promotion of sustainability activities
- Provide attendees with the opportunity to help job seekers facing barriers to employment
- Advocate for customer companies to join the Opportunity Onramps movement



Low-Impact Food Options

We intentionally built a low-impact menu and food plan for the event. By incorporating regional and seasonal food, we reduced the number of miles produce had to travel while supporting local farms. We also provided vegetarian options to suit all tastes and help lower consumption of animal protein, which saves water and reduces carbon emissions.

Additionally, to avoid the use of plastics, we eliminated single-use water bottles in meeting and meal spaces.

Low-Carbon Emissions

On-site renewable energy.

Our Workday Rising host site in 2018 was the Mandalay Bay Convention Center, offering one of the most sustainable venues in Las Vegas. It boasts [one of the country's largest on-site rooftop solar arrays](#), which can provide up to one-quarter of the venue's electricity needs on a peak day.

Our commitment to a carbon-neutral cloud.

Workday is proud to offer customers a [carbon-neutral cloud](#). We have achieved net-zero carbon emissions across our offices and data centers through a combination of efficiency, procurement of renewable energy equal to 100 percent of our consumption, and investing in high-quality carbon offset projects.

Offsetting attendee travel.

For the first time, we offset 100 percent of the emissions from travel to and from Workday Rising for all attendees. We achieved this by supporting the [Kenya Improved Cookstoves Gold Standard](#) sustainable development project through the purchase of carbon credits.

The total travel emissions to/from Las Vegas that we offset was 4,845 MT CO₂e.



Zero-Waste Landfill

We looked to repurpose or pass along our event materials to the local community wherever possible.

Percent of waste to landfill, recycling, and donation:

- Recycled: 22,168 (90%)
- Landfill: 2,600 (10%)

How we did it.

From donating and using more sustainable materials to producing fewer materials, we were able to substantially reduce waste.

- Donated hotel amenities
 - 200 pounds of hotel amenities donated to Limitless Possibilities
- Donated items post-event
 - 6,650 pounds of donations to the following charities:

- [St. Jude Children's Research Hospital](#)
- Limitless Possibilities
- [Clark County School District](#)
- [Las Vegas Animal Foundation](#)
- Food recovery program collected 1,093 meals that were donated to [Three Square](#) to support the Las Vegas community.
- Eliminated foam core as a graphic substrate
- Utilized reusable china for breakfast and lunch service, cutting the need for disposable serveware and utensils
- Recycled attendee name badges and lanyards post-show
- Eliminated single-use plastic bottles and provided water stations, preventing over 40,000 water bottles from going to landfill
- Reduced the amount of print material overall and produced all necessary print materials on [FSC-certified](#) paper
- Eliminated single-use plastics from food service (straws, stir sticks, and so on)



Promoting Awareness and Engaging Our Audience in Activities

Spreading the word about our efforts and engaging attendees to be thoughtful while they traveled was a big part of the sustainability and community impact planning.

- Promotion of low-impact food options shared through pre-existing signage (menu cards, back of meter boards, and so on)
- Sustainability messaging throughout
- Sustainability efforts highlighted during closing keynote
- Sustainability commitment shared via mobile app
- [Sustainability blog](#) shared prior to show
- Pre-show sustainability conversations held with sponsors to raise awareness on green exhibiting best practices, provided sponsors with [green exhibiting guidelines](#) and sustainability pledge
- Pre-show meetings held with vendors to share sustainability goals and best practices



- Partnered with eco-minded vendors that support sustainability initiatives through their operations
- Promoted transportation alternatives via ride sharing and pedestrian-friendly walking routes, and provided public transportation tickets (EU only)

Delivering a Green Event

It really does take the entire team involved in the event planning and production through to execution to be mindful about how to ensure that everything we ship, produce, design, and consume is considered when promising a “green event”—from the internal Workday teams, to our event vendors, venue contacts, partners, and everyone in between. Here’s how we did it each step of the way.



Pre-Event

It all starts with the collaboration of our vendors and partners that begins with a meeting prior to going on-site to offer best practices and share sustainability goals and resources.

We selected vendors that shared the same commitment to responsible sourcing, renewable sourcing, and waste diversion as Workday.

We couldn’t do it without the collaboration of the local community. We partner with community organizations that can benefit from our post-show donations and work with them on pickup and delivery to their customers.

By integrating best practices, we have a clear outline to follow. We utilized industry best practices and ASTM standards (U.S.) to drive planning processes and set standards. From there, we train a core planning team on the importance of sustainability and how each team within Workday plays a role.

On-Site

At the event, it’s all about executing best practices we learned in training and creating dialogue around the importance of sustainability and how it aligns with Workday core values.

By collecting data on-site, partnering with the vendor and the venue to collect metrics on key data points, and verifying the execution of sustainability plans (recycling tour, food recovery viewing, post-show donation pickups, waste diversion, back-of-house sorting, and so on), we had the information we needed to measure our sustainability progress.

Post-Event

After the event, we compile all the data to create a post-show sustainability report and share it with the Workday community. It will be used to develop recommendations for next year. We use best practices and “wins” year over year to develop ongoing processes and share new best practices with the community.

Giving Back to the Community

Giving back is woven into the DNA of the Workday culture, and that extends to our annual Workday Rising conference. There is even an opportunity for Workday Rising attendees to participate with us, enhancing the community spirit at the event.



Creating Opportunity Onramps

At Workday, we believe that talent is everywhere, but opportunity is not. That's why we created [Opportunity Onramps™](#), a movement dedicated to creating economic opportunity for all. In the Innovation Exchange Expo, attendees could learn more about Opportunity Onramps and the programs we have at Workday to help close the opportunity gap. These include our [Career Accelerator Program](#) (CAP), partnership with [Year Up](#), and Returnship Program for caregivers and parents who need a jump-start back into the workforce after putting their careers on hold to care for others.

Some ways attendees could help us grow the Opportunity Onramps movement included:

- Reviewing and providing feedback on resumes from job seekers working with our workforce development nonprofit partners across the U.S. at the Opportunity Onramps booth. In return, attendees received a complimentary professional headshot.
- Volunteering to conduct a mock interview with local job seekers or students who were on-site through the participation of local workforce development programs, including [Jobs for America's Graduates](#) and [Tech Impact](#).

Supporting Las Vegas in Its Healing

The 2018 Workday Rising coincided with the one-year anniversary of the Route 91 Harvest Festival tragedy that took place in Las Vegas.

To support this great city in its healing, Workday has committed \$1 million to endow a permanent director position at the University of Nevada, Las Vegas' mental health clinic called The Partnership for Research, Assessment, Counseling, Therapy, and Innovative Clinical Education ([The PRACTICE](#)).

The clinic has been providing critical mental health services to many people in Las Vegas following the events in 2017. With this endowment, The PRACTICE will be able to further its mission as a teaching, training, and research hub that equips students with the mentoring and supervision to provide Las Vegas residents with free and low-cost mental health services.

Opening Keynote: Andre Agassi in Discussion with Soledad O'Brien

We felt it important on the anniversary of the Route 91 Harvest Festival tragedy to open our conference with a story of community involvement and healing. Tennis star Andre Agassi started his inspirational kickoff keynote by paying homage to the city that came together in the face of tragedy. He inspired the audience of over 8,000 on the importance of making a difference through his story

of creating the [Andre Agassi Foundation for Education](#). An estimated \$185 million raised has helped fund 81 charter schools that have highly successful graduation rates, according to Agassi.

Closing Keynote: Emily McEvilly

Our closing keynote began with a presentation by Workday SVP, Global Customer Services Emily McEvilly summarizing our commitment to sustainability, with information about our donations of leftover food, materials, and furniture.

Summary

Workday Rising is an event that succeeds partly thanks to the passion and interest from our customers and partners to meet, learn, and grow together each year. This annual gathering is the highlight of our year and with that in mind, we are thoughtful about the communities we visit and how we can leave minimal impact to the environment.

We look forward to improving upon measures in place and expanding programs as we begin planning the 2019 event.

Measurable Outcomes

	Las Vegas
Pounds of lightly used housekeeping amenities donated to Limitless Possibilities	200 lbs.
Percentage of carpet retained for reuse after the event	90%
Weight of recycling collected	22,168 lbs. (90%)
Weight of materials going to landfill	2,600 lbs. (10%)
Weight of donations collected through the post-show donation program	6,650 lbs.
Number of local charities receiving post-show donations	4
Tons of CO2e offset and impact	4,845 MT CO2e
Percentage of attendee travel emissions offset by Workday	100%
Percentage of print material on FSC-certified paper	100%
Number of meals donated to Three Squares	1,093

