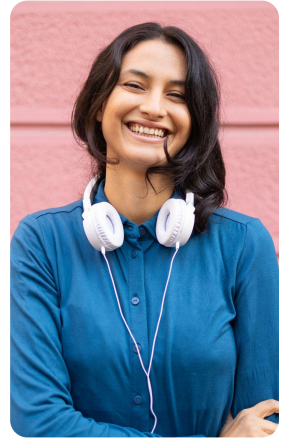


# 2023 ESG Report

Environmental  
Social  
Governance

**coursera**



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**We envision a world where anyone,  
anywhere has the power to transform  
their life through learning.**

# Letter from the CEO

## We believe that learning is the source of human progress

Coursera was founded to provide universal access to world-class learning so that anyone, anywhere, has the power to transform their life through learning. **Our business is deeply rooted in this mission.** It is what inspires our team members, attracts our partners, and enables our customers to make high-quality education a growing reality for millions of learners around the world.

Coursera is a public benefit corporation and certified B Corp®. Our 2023 environmental, social, and governance (ESG) report is a continuation of our deep commitment to creating a positive impact on society through the power of education.



In this report, we share progress on several initiatives:

- Released our most extensive **Learner Outcomes Report** to date, gathering insights from more than 55,000 learners across over 190 countries to understand the transformative impact of online learning in helping learners achieve their career and personal goals
- Focused on **expanding access through platform innovation** like Coursera Coach, our Generative AI-powered virtual learning assistant, as well as our AI-powered translation initiative that delivered more than 4,000 courses, 600 Specializations, and 50 Professional Certificates in up to 18 languages for learners around the world
- Monitored and **minimized our environmental impact** through our remote-first work model, including the reduction of scope 1 and 2 greenhouse gas emissions
- Launched more than 50 new courses focused on sustainability and partnered with organizations like COP28 to expand global youth access to **climate education**
- Broadened the unique skill sets, diversity, and independent **representation of our board** with the appointment of Susan Muigai, who brings deep expertise in talent development, employee attraction and retention, and international markets

I am pleased with our progress, but it is increasingly clear that our mission and impact has never been more important.

I have been a CEO for 25 years. During this time, I have witnessed several technological shifts. None has been more exciting and sweeping than the rise of Generative AI. The world has realized that this technology will transform every aspect of our lives. In the past, we didn't have many educational tools to navigate seismic shifts as they unfolded. Thanks to online learning, we now have the means to rapidly disseminate knowledge that can transform threats into opportunities.

We are in the very early stages of helping our learners, customers, and partners navigate this change, but our rapid expansion reflects and reinforces Coursera's growing prominence as a global destination for learners seeking job-relevant skills and credentials, as well as institutions looking to upskill workers. More than 140 million learners have come to Coursera to advance their careers and improve their lives, and more than 1,300 businesses, governments, and academic institutions are using our platform to broaden access to educational and economic opportunities worldwide.

The Coursera community is creating a more accessible, affordable, and relevant system of higher education. Together with our partners, we are focused on fulfilling our mission and equipping the next generation with the education and opportunities they need to succeed in a rapidly evolving digital world.

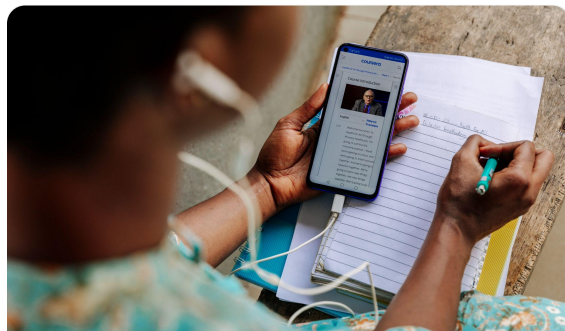
**Jeff Maggioncalda**  
CEO, Coursera

# Report highlights

## Learner outcomes

Published our most extensive Learner Outcomes Report to date, gathering insights from more than 55,000 learners

→ See page 13



## Platform innovation

Focused on expanding access, affordability, and job-relevance through new platform innovation

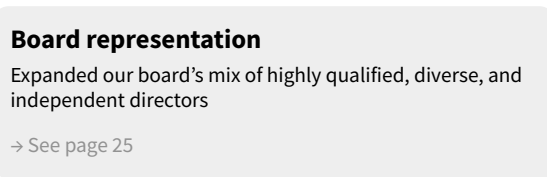
→ See page 14



## Talent and development

Committed to culture of learning and growth with SkillUp, Customer Zero, and tuition reimbursement programs

→ See page 15



## Board representation

Expanded our board's mix of highly qualified, diverse, and independent directors

→ See page 25

## Emissions reporting

Monitored and reduced our scope 1 and 2 greenhouse gas emissions for our corporate operations in 2023

→ See page 29



## Environmental literacy

Added more than 50 new sustainability courses, focusing on our platform's impact on global climate education

→ See page 30

# Mission

## Founding mission

Coursera was founded to provide universal access to world-class learning so that anyone, anywhere has the power to transform their life through learning. Our mission is rooted in our belief that learning is the source of human progress. We believe that access to education creates more equal opportunity, and more equal opportunity creates a more just world.

In 2012, two Stanford professors, Andrew Ng and Daphne Koller, released a few popular computer science courses on the internet and were stunned when more than 100,000 people signed up. These learners came from around the world, across many age groups, and from many walks of life. Most importantly, they also included people who did not otherwise have access to a great education.



**2012**  
Coursera is founded

**2014**  
Mobile apps for iOS and Android

**2016**  
Coursera for Business

**2018**  
Entry-level Professional Certificates

**2019**  
50+ million learners

**2020**  
Pandemic response initiatives

**2021**  
Public benefit corporation

**2022**  
100+ million learners

**2023**  
First ESG report

**2013**  
Courses for credit

**2015**  
Degree programs

**2016**  
Industry partners

**2017**  
Coursera for Government

**2019**  
Coursera for Campus

**2021**  
Initial public offering (IPO)

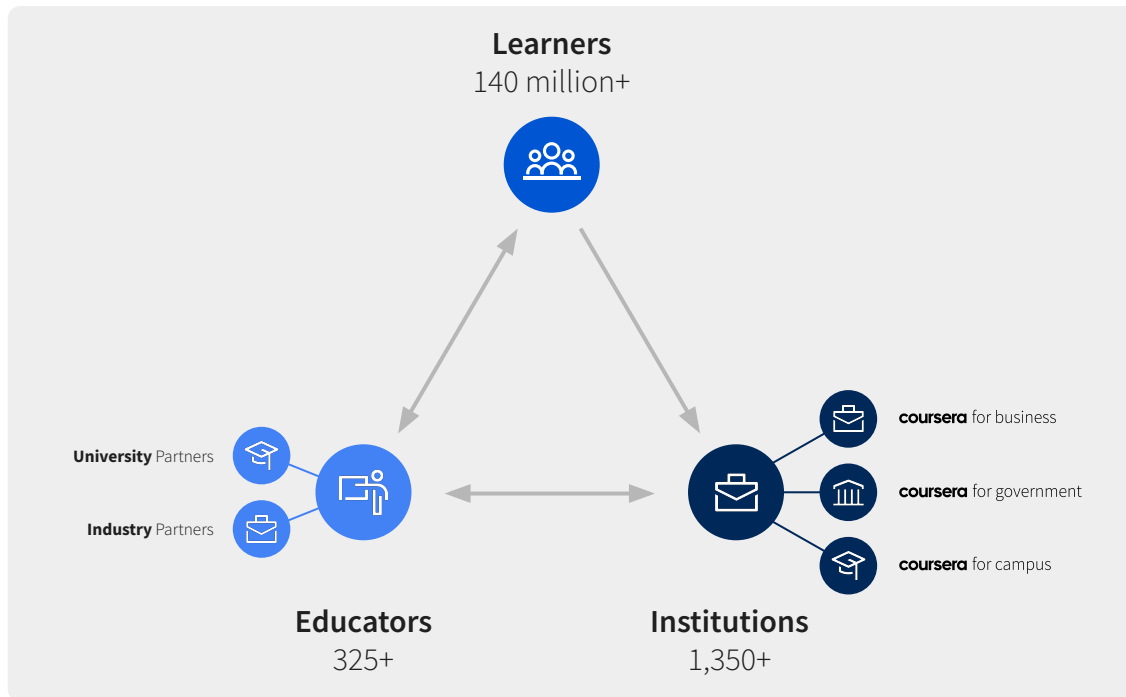
**2022**  
1,000+ Enterprise customers

**2023**  
325+ educator partners

# Coursera's learning ecosystem

## Our global learning ecosystem

Our platform connects learners, educators, and institutions in a rapidly expanding global ecosystem designed to make world-class higher education more accessible, affordable, and relevant. Working with our educator partners, we use our platform capabilities to deliver new products, spur innovation, and create a new model for adult learning that is designed to keep pace with our increasingly digital world.



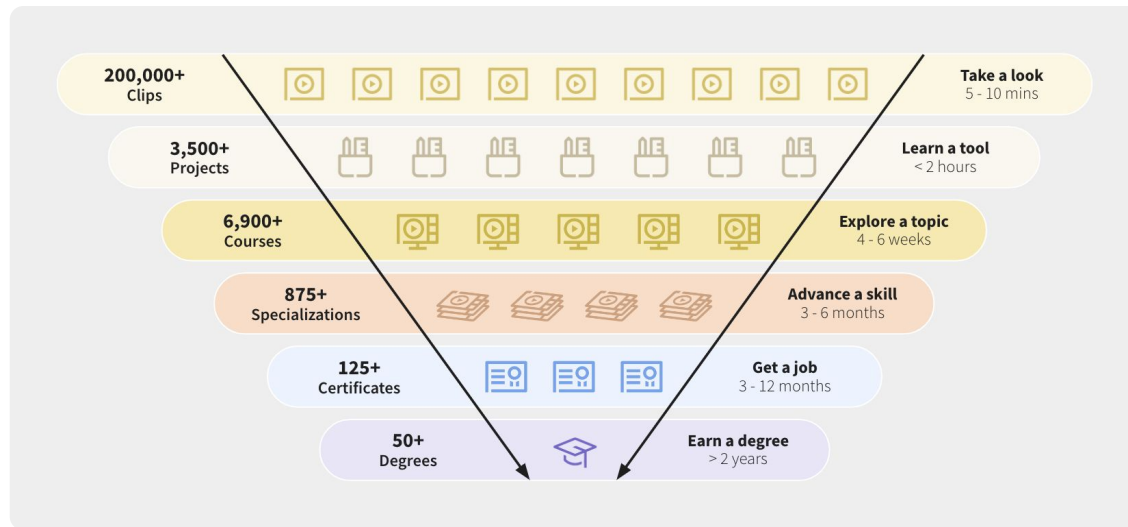
# Coursera's learning ecosystem

## Flexible units of learning

Our broad catalog was designed to serve learners at every stage of their career, ranging from open courses to university degrees. Learners can increasingly leverage pathways across our catalog, allowing completion of open courses to count as progress towards a broader program of study.

**Entry-level Professional Certificates** offer learners an affordable, flexible way to earn a certification of job readiness for an in-demand career. We launched our first certificate in 2018 and have launched nearly 50 in the time since, with learners accumulating close to ten million enrollments.

Additionally, we have announced more than 50 degrees spanning eight countries, including **bachelor's and master's degree programs** that are completed fully online.



# Our approach

Our business model, company values, and impact on learners are the focal point of our ESG initiatives

## Commitment to transparency

Our ESG report is designed to illustrate how we bring our mission to life through our business.

Our mission and values are deeply integrated into our operations, processes, and culture. We are focused on creating long-term growth and value while demonstrating Coursera's impact on the individuals, institutions, and communities we serve around the world.

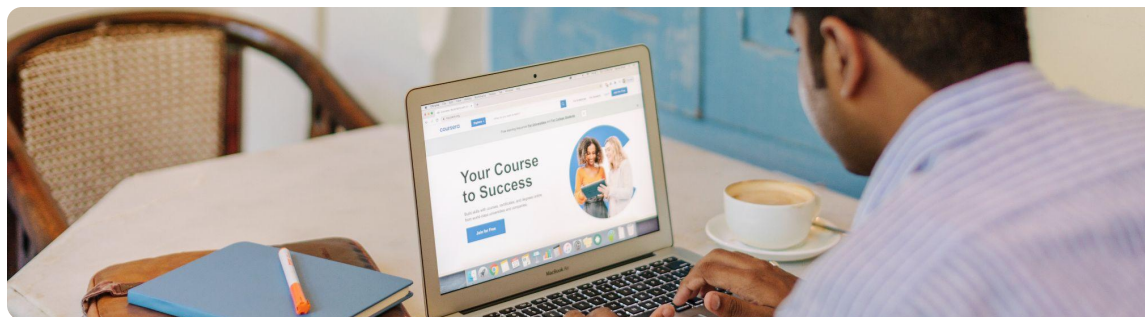
This report is a continuation of our ongoing commitment to creating a positive impact on society, focusing on the ESG activities determined to be of material importance based on the greatest relevance to our business and our key stakeholders. All data is as of December 31, 2023, unless otherwise noted. The qualitative narratives in this report may cover topics through March 2024.

## Public benefit corporation

Prior to our IPO, we converted to a Delaware public benefit corporation (PBC), underscoring our deep commitment to making a positive impact on society for the benefit of all our constituents, including our shareholders. We believe being a PBC reinforces our long-term commitment to providing global access to affordable and flexible world-class learning and aligns with our mission, culture, and values.

## Scope and standards

Our report is guided by the Sustainability Accounting Standards Board (SASB) Software and IT Services Standards, as well as the U.N. Sustainable Development Goals (SDGs).



# ESG materiality assessment




## ESG materiality assessment

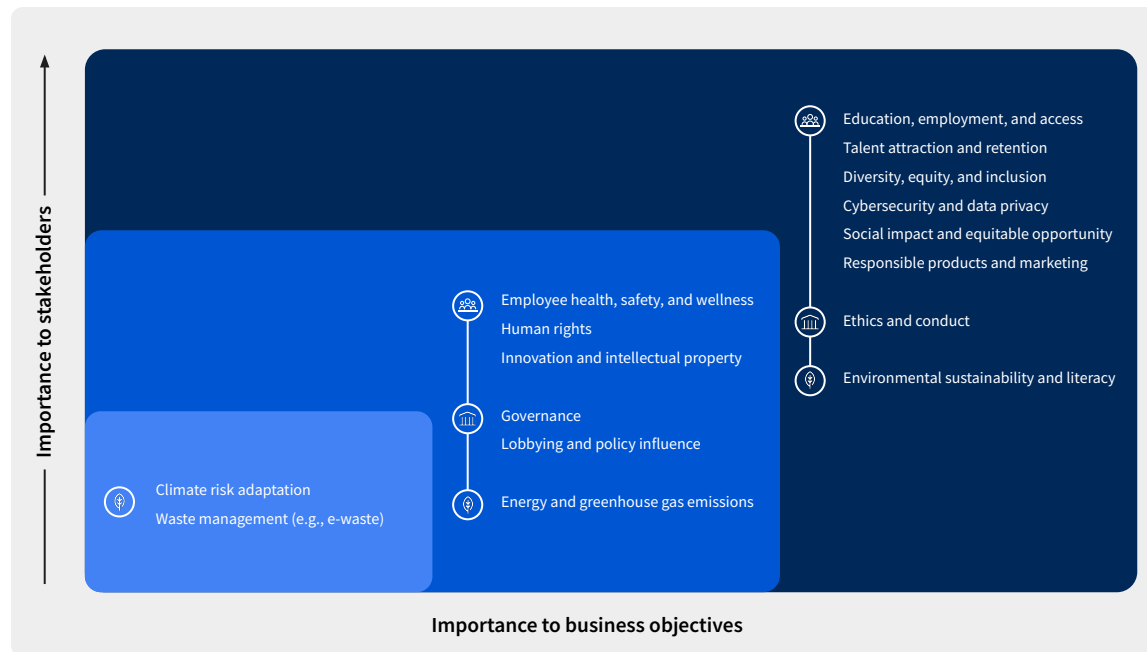
In collaboration with a third party expert, we conducted our first materiality assessment in 2022 to help prioritize our ESG programming and better understand which topics are most material to Coursera and our key stakeholders.

We reviewed more than 140 ESG topics and engaged approximately 50 partners, employees, executives, employee resource group leaders, investors, and board members to help us evaluate 16 key ESG issues. We value the opinions of our stakeholders, both internal and external, and are dedicated to maintaining an ongoing and open dialogue to ensure our ESG strategy remains responsive and aligned with evolving global standards.

The matrix on the right is a visual of topics that are material to Coursera. Our ESG strategy emphasizes the topics in the far right column.

## ESG materiality matrix<sup>1</sup>

 Social
  Governance
  Environmental



<sup>1</sup> The term “material” (or other similar language used in this document such as “significant”) is not meant or intended to be construed to have the same meaning as it has been defined under U.S. Securities and Exchange Commission rules governing legally required disclosures by publicly traded companies. The key ESG topics are listed in the order presented in this report, if applicable, including categorization within social, governance, and environmental.

# Social

# Serving learners

## Global reach

We have a large, growing learner base, adding nearly 24 million new registered learners in 2023, with some of the fastest growth coming from emerging markets. Our freemium model allows us to grow our top-of-funnel, attract learners at low cost, and serve them at a range of price points.

We are committed to ensuring our [platform](#) remains a welcoming, friendly and supportive place for all learners, including maintaining access to our website and mobile applications for those with disabilities.



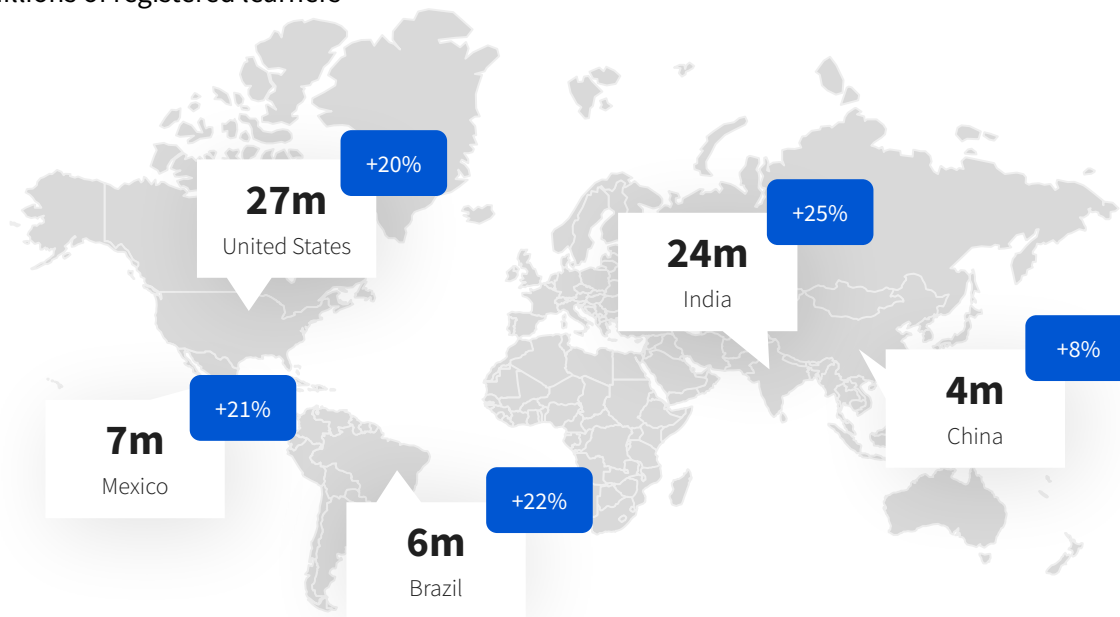
Learn more

See our [Code of Conduct](#)

Review our [Accessibility Policy](#)

## Top countries

Millions of registered learners



# Serving learners

## Outcomes

In 2023, we published our most extensive Learner Outcomes Report to date, which was conducted in collaboration with Huron Consulting Group. The report gathers insights from more than 55,000 learners across over 190 countries to understand how Coursera and its world-class university and industry partners help learners reach their career and personal goals.

In addition to results for learners worldwide, the report delves into the benefits of online education for learners in developing economies and specific countries with a high concentration of Coursera learners, such as India, the U.K., Mexico, and more. It also highlights the impact on low-income learners and first-generation college students in the U.S., uncovering the critical role high-quality online education plays in helping those who need it most.

## Results

# 77%

of learners

report career benefits, such as getting a new job, earning a promotion, gaining applicable career skills, and more (91% in developing economies)

# 95%

of learners

report personal benefits, such as gaining more confidence, feeling more accomplished, and more (99% in developing economies)

# 30%

of unemployed learners

were employed after completing their most recent course or program on Coursera

# 1 in 4

learners

who completed an entry-Level Professional Certificate got a new job

2023

## Learner Outcomes Report

coursera



Learn more

Review our:

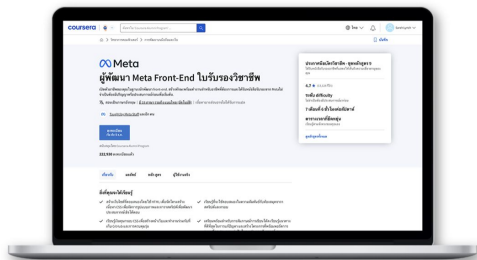
[2023 Learner Outcomes Report](#)

[Coursera Blog announcement](#)

# Serving learners

## Platform innovation

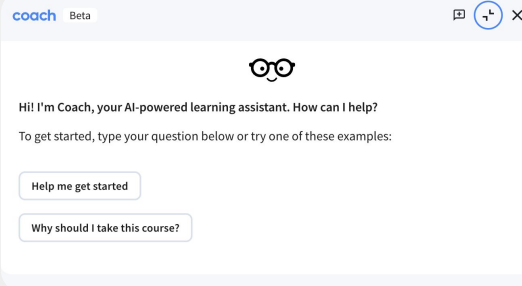
To serve our global learners, we have a number of initiatives underway that are focused on expanding access, affordability, and job-relevance through new product and platform innovation.



## AI translations

Our AI-powered translation initiative allows learners speaking up to 18 popular languages to access over 4,000 courses, Specializations, and Professional Certificates in their local language.

→ [See announcement](#)



## Coursera Coach

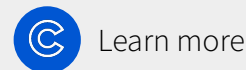
Coach (beta) is our virtual learning partner powered by generative AI and grounded in our expert content. It helps learners practice questions, get personalized feedback, and understand concepts.

→ [See announcement](#)

## Credit recommendations

To date, we have secured more than 40 credit recommendations from the American Council on Education and the European Credit Transfer and Accumulation System.

→ [See website](#)



See the Coursera Blog for all [product news](#)

## Get a head start on your degree

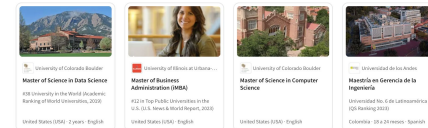
No matter where you are in your career journey, Coursera offers flexible paths to a degree. With these degree programs, you can make progress by starting with eligible courses, Specializations, or Professional Certificates.

[Degree info](#)

Overview Explore degrees

### Discover degrees with flexible learning pathways

With these programs, you can build valuable skills, earn career credentials, and make progress toward a degree before you even enroll.



## Pathways

Our pathway strategy is focused on expanding access and affordability for university degrees, allowing a learner to take open content and have it count as credit or admissions towards a degree.

→ [See website](#)

# Talent and development

## Talent

We build distributed teams of diverse talent that represent our global community of learners in order to inspire the innovation that will transform lives through learning. Similar to how we help millions of learners, we also empower Coursera employees to learn, change, and grow.

## Connection

We embrace a remote-first approach to attract and retain top global talent. We pair this flexibility with a local connection strategy, including global co-working office access and shared space reimbursement programs.

## Performance reviews

Coursera has annual performance cycles to give targeted feedback and growth opportunities, with eligibility for compensation changes and promotions. In 2023, we added quarterly reviews to foster ongoing feedback and coaching.

## Development

We offer learning programs and tools to support employees on their personal learning journeys and to promote organizational learning objectives. Through our internal learning program called SkillUp, employees have access to an extensive catalog of courses, specializations, and certificates to help build job-relevant skills and advance their careers.

Our Customer Zero program provides employees with first access to our new courses, academies, and platform enhancements to enable skill and career development and closely align our product innovation with internal feedback loops.

Employees can also choose to go deeper. For employees who are accepted into select degree programs on Coursera, we proudly offer **scholarships that cover 100% of tuition and fees**. We will continue to invest in development opportunities that enable team members to maximize their impact and grow their careers.

## Engagement

At Coursera, we strive to promote a culture of continuous learning and improvement. Since our inception over ten years ago, we have measured employee engagement and tracked employees' perspectives on important issues through employee engagement surveys (EES), which allow us to see culture and workplace trends over time. **Our participation rate continues to be high, at 97% for 2023.**



# Compensation

## Competitive pay

We are committed to providing competitive compensation with a pay-for-performance philosophy. Compensation at Coursera is fair, routinely benchmarked to be market-competitive, and focused on performance. To align compensation and performance, we have established an on-going cadence for performance reviews that supplement a culture that is core to Coursera of regular, open, and casual feedback.

## Pay equity

Our compensation practices are designed to help ensure fair and equal pay to all employees regardless of gender, identity, race, age, or other protected characteristics. We routinely review our pay structures to identify possible pay disparities and opportunities to improve our pay practices. In addition to pay equity, our diversity and inclusion efforts support the growth and development for team members of all backgrounds.

## Calibration and assessment

Our compensation team regularly conducts role assessments to ensure that employees are in the correct job title, which is an important factor in determining pay. We also continuously analyze market data to ensure that compensation guidelines for all roles remain competitive.

## Stock ownership

Our compensation philosophy includes multiple components, including base salary, benefits, and equity compensation for eligible employees. We established our Employee Stock Purchase Program (ESPP) following our IPO in 2021. The ESPP allows eligible employees to strengthen their stake in the company, our collective results, and our positive impact on learners by buying stock directly from the company at a discount to the open market. Generally, full-time and part-time employees are eligible to participate in our ESPP.



# Employee health, safety, and wellness

## Employee well-being

Our workforce strategies prioritize employee well-being and take an integrated approach to mental, physical, and financial well-being for our employees.

## Time away

Taking the time to recharge is an important part of employee health, so we provide a wide variety of time-away options for our employees:

- Unlimited vacation (U.S. and Canada)
- Paid sick time and medical leave for serious health conditions
- Leave for bereavement or to care for a sick family member
- Time off for civil obligations
- Pregnancy leave, new parent leave, and transitional part-time assistance when individuals return to work
- Company-wide annual week and days of rest
- Company holidays throughout the year

## Physical and mental health

We provide employees with a wide variety of physical and mental health-related benefits:

- Health plans, including medical, dental, and vision benefits, disability insurance, and life insurance that extends to spouses and domestic partners
- Mental health support, including therapy, wellness coaching, mindfulness training, and live community sessions
- Comprehensive reproductive health services (U.S.)
- In 2024, we are introducing a global wellbeing reimbursement program, allowing team members flexibility in addressing a wide range of needs

## Productivity

We ensure our employees have the tools, connectivity, and space to be fully productive no matter where they choose to work:

- Monthly connectivity stipend to subsidize the cost of cell phone, home internet, and mobile hotspots
- Home office equipment reimbursement
- Global co-working office access and shared space reimbursement programs

## Life and family

We provide a number of benefits to support employees in their personal life:

- Retirement savings programs, including 401(k) matching contributions (U.S.)
- Access to an employee stock purchase plan (ESPP), where permissible
- Adoption, surrogacy, and fertility benefits (U.S.)
- Financial coaching services
- Tuition reimbursement for Coursera degree programs
- Free, lifelong access to the Coursera platform, as well as licenses for friends and family
- Donation matching to eligible charities of employees' choice



Learn more

Explore our company [career page](#) and employee [benefits and perks](#)

# Diversity, equity, and inclusion

## Diversity, equity, and inclusion (DEI)

At Coursera, building a more diverse workforce powers our ability to deliver on Coursera's mission. It fuels the performance and innovation we need to provide universal access to world-class learning, and it inspires collaboration to help us create inclusive learning alongside our university and industry partners and Enterprise customers.

Our DEI initiatives and programs also strengthen our workplace culture and support talent acquisition and retention goals. We support our DEI strategies to enhance workplace diversity, promote cross-cultural learning, and advance our ongoing efforts to build a company where everyone can thrive.

We navigate DEI through three strategic pillars: **workplace, workforce, and marketplace.**

## Workplace

Diversity of identity, voice, background, and experience are all key elements of our employee value proposition. We continue to drive meaningful change in our representation while strengthening brand credibility within underrepresented population communities by building, assessing, and evolving our goals for attracting, engaging, hiring, and growing talent.



### Remote-first approach

We embrace a 'remote-first' approach, opening access to the best talent in the world and enabling a more diverse and distributed workforce



# Diversity, equity, and inclusion

## Workforce

As an organization, we are committed to DEI in our workforce and the evolution of our values and culture. We focus on early and ongoing engagement with various communities and tracking inclusive practices. That means continued assessment of equitable talent pipeline development, hiring, and advancement across our diverse talent pools.

We also support our employee resource groups (ERGs), which are employee-led groups that foster inclusivity and build community by cultivating a positive, encouraging, and engaging culture in which employees of different backgrounds, lifestyles, and abilities are respected and can thrive. They drive progress within the business by representing the diverse perspectives of our learners, customers, and educator partners through a focus on DEI and social impact.



### Employee resource groups

**54%**

of our employees are members of one or more of our **nine ERGs**



Asian



Black /  
African-American



Environmental  
Sustainability



Hispanic /  
Latinx



LGBTQ+



Mental  
Health



Parents



Veterans and  
Military Spouses



Women

## Marketplace

Coursera's mission is deeply intertwined with our DEI commitments and ambition. We recognize the impact our work product brings to our global learner base, customers, and partners, and we strive to ensure that they are represented in our content, product, brand, and business strategy.

We seek to reduce the gender gap in online education and in particular, digital skills. In 2023, **women accounted for 46% of new registered learners and 33% of STEM course enrollments.** Our educators also offer **more than 150 courses** for learners seeking a deeper understanding of topics related to social justice.<sup>1</sup>

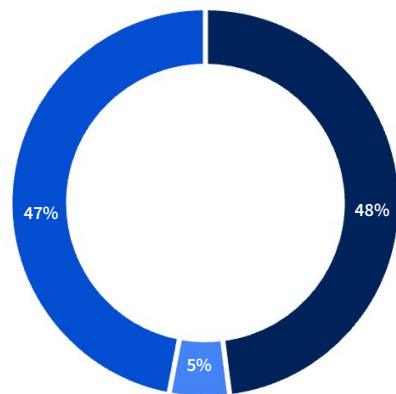
Our efforts extend to our technology. We conduct ongoing platform evaluations to ensure W3C accessibility standards, and we are committed to offering solutions for low-bandwidth and offline mobile access to learning.

1) Count of courses is based on reasonable estimates of courses that include social inequity-related learning.

# Employee demographics

## Gender representation

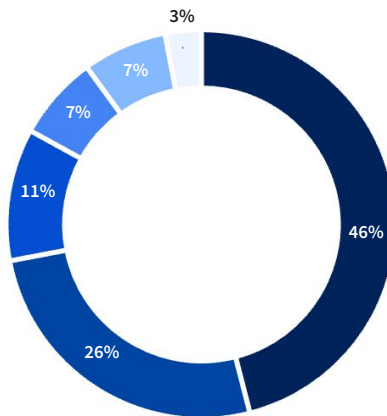
Percentage of 1,295 global employees



- Men
- Women
- Not specified or non-binary

## Race/ethnicity representation

Percentage of 648 U.S. employees



- White
- Asian
- Black / AA
- Two or more races
- Hispanic / Latinx
- Not specified or other



### Leadership<sup>1</sup>

**46%**

of global leadership roles held by women

→ For board information see page 25

**11%**

of U.S. leadership roles held by employees who self-identify as Black / AA<sup>2</sup> or Hispanic / Latinx



### Women in tech

**33%**

of global tech roles held by women

# Cybersecurity and data privacy

## Cybersecurity

We are committed to protecting the data that users entrust to us through strong [security measures](#). Coursera serves learners, educators, and institutions in countries around the globe and recognizes the need to align to international security standards.

We maintain an information security management system independently certified to International Organization for Standardization (“ISO”) / International Electrotechnical Commission (“IEC”) 27001:2013 standards. This system is managed by our information security team to ensure security controls conform to established standards across our products, services, and infrastructure components. Our online learning platform undergoes internal security testing prior to release, and we employ third parties to perform penetration and vulnerability tests on our platform on at least an annual basis.



We also obtain independent third-party audit opinions related to security and availability annually, such as Systems and Organization Controls 2 Type 2 (“SOC 2”) audit reports and [ISO/IEC 27001:2013 certification](#). Additionally, our platform is hosted at major cloud-hosting providers globally, and we also require our providers to be independently SOC 2 attested and/or ISO 27001 certified.



Learn more

Review our:

[Security Measures](#)

[Privacy Policy](#)

[Cookies Policy](#)

[ISO 27001 certificate detail](#) in our auditor's (Schellman LLC) directory

## Data Privacy

We are committed to safeguarding the privacy of our learners. We aim to foster trust and confidence by putting our ‘Learners first’ and responsibly managing their data. We give learners the ability to control their data and exercise their privacy rights at our dedicated [Privacy page](#), site login, or by contacting learner support, where they can receive a copy of their personal data that Coursera holds across all of their interactions, and request deletion of their account.

Our approach to privacy is rooted in the universal principles of data protection: minimization, purpose limitation, transparency, security, accountability, and the rights of individuals. Detailed information on the personal data we collect, how we use it, how users can exercise data subject rights, and how users can raise concerns are in our [Privacy Policy](#).

# Supporting communities

## Social impact programs

Coursera works with a variety of nonprofit organizations to offer free learning resources to communities in need, including refugees, veterans, underserved students, underserved women and girls, and underserved communities pursuing economic mobility.

Through our social impact programs, we have worked with more than 100 nonprofit and community organizations to provide free access to our learning resources for **more than 225,000 underserved learners to date**.



## Coursera Cares

Coursera Cares is a two-pronged employee giving program. We offer a charitable donation matching program alongside an employee volunteer program to maximize the impact of time and resources to eligible charities and nonprofit organizations.

**Donations:** Full-time employees can use the program to browse organizations, make personal donations to a charity of their choice, and benefit from a company sponsored match of up to \$500 USD every calendar year.

**Volunteering:** Through our volunteer program, employees have access to a wide range of volunteer opportunities all over the world, including virtual options.



# Governance

# Governance

## Structure

Our corporate governance structure is designed to foster informed and effective decision-making, diverse viewpoints, and appropriate monitoring of compliance and performance so that the long-term interests of shareholders and stakeholders are being served as set out in our Corporate Charter. ESG matters are overseen and managed at multiple levels within Coursera. We believe these initiatives are deeply integrated into our mission, impact, and business performance, requiring broad collaboration to drive long-term progress.



## Board oversight

Coursera's board of directors and its committees have ultimate responsibility for oversight of significant risks affecting our business, including ESG matters.

Each of the board's three standing committees have an important role in oversight of elements of our ESG program that are within the scope of its duties and responsibilities.

**Audit Committee:** This committee assists our board in fulfilling its oversight responsibilities with respect to our material financial risk exposures and our risk mitigation efforts, including internal controls and legal and regulatory compliance. In addition to financial, accounting, and control risks, our Audit Committee also oversees our ESG program and our cybersecurity initiatives, receiving quarterly updates on each.

## Leadership, Diversity, Equity, Inclusion, and Compensation (LDEIC) Committee:

This committee assesses risks, policies, and objectives related to executive compensation. Additionally, our LDEIC Committee oversees various aspects of human capital, including executive performance, talent development, and diversity, equity, and inclusion, as well as public benefit corporation obligations.

## Nominating and Corporate Governance Committee:

This committee oversees our corporate governance practices, structure, and framework, including recommendations related to our board leadership, committee composition, and the independence of our board.



Learn more

Review our [\*\*governance documents\*\*](#)

# Governance

## Independence

The majority of our board members, **7 out of 9 (78%), are independent** of Coursera and our management under the rules of the New York Stock Exchange (NYSE).

Additionally, the board has appointed a Lead Independent Director, and only independent directors serve on the committees.



Detailed information

Review our:

[2023 Proxy Statement](#)

[Committee composition](#) summary table

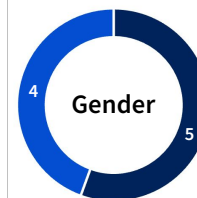
[Policies and charters](#)

## Representation

Our board strives to find directors who are experienced and dedicated individuals with diverse backgrounds, perspectives, and skills.

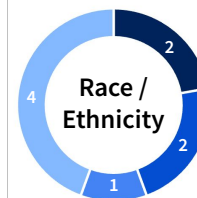
Our governance guidelines contain membership criteria that call for candidates to be selected for their character, judgment, leadership, business acumen, diversity of backgrounds, perspectives, skills, age, gender, ethnicity, and professional experience, the ability of a candidate to devote sufficient time and attention to the affairs of Coursera, knowledge of or experience in the industry in which Coursera operates in, and the extent to which a particular candidate would fill a present or anticipated need on the board.

We are committed to periodic board refreshment and continued assessment of highly qualified, diverse, and independent candidates for nomination to the board.

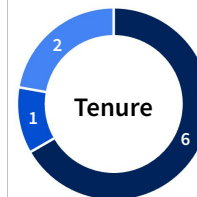


- Men
- Women

**2 of 3** committee leadership positions are held by women



- Asian
- Black / AA<sup>1</sup>
- Two or more races
- White



- 0 to 4 years
- 5 to 9 years
- 10+ years

1) "AA" refers to African-American.

# Ethics and compliance

## Code of conduct

Coursera is committed to conducting business ethically, honestly, and in full compliance with applicable laws and regulations, which we outline in our [Code of Business Conduct and Ethics](#).

## Supplier and third-party compliance

As our ecosystem grows, we have created a [Code of Conduct for Suppliers and Third-Party Intermediaries](#) that outlines the minimum standard that Coursera expects from its supply-chain partners concerning their social, environmental, and ethical responsibilities.

## Training and resources

As part of our commitment to mitigating compliance risk, all employees and contractors are required to take annual online training on a variety of compliance and legal topics such as workplace behaviors, preventing harassment, data security, privacy, anti-bribery, anti-corruption, and more.

Live training and Q&A sessions are also provided to those key employee groups where regulatory risk exposure is greater. For example, due to local legal requirements or the nature of the role.

Additionally, we require manager specific training, as well as Family Educational Rights and Privacy Act (FERPA) training for employees with access to Personally Identifiable Information (PII).

A comprehensive suite of online resources and policies underpin our employee training, including our Global Anti-Corruption Compliance Manual, Workplace Conduct, Information Security and Data/Records Retention policies.

## Non-retaliation

Coursera forbids retaliation against anyone making genuine complaints or reports, or participating in reviews or investigations, even if their allegations made in good faith are proven incorrect.

## Anonymous feedback

We believe that offering multiple reporting channels for ethical concerns fosters a safe organizational culture and upholds high corporate accountability.

Coursera offers a **24/7 whistleblower hotline** and encourages employees to share any information about activities that may lead to, or that are, unethical business practices. Employees can do so anonymously online, by phone, or email.



Learn more

Review our:

[Code of Business Conduct and Ethics](#)

[Code of Ethics for Senior Financial Officers](#)

[Code of Conduct for Suppliers and Third-Party Intermediaries](#)

[Commitment Statement on Modern Slavery and Human Trafficking](#)

# Environmental

# Environmental sustainability

## Online learning

With online learning, individuals and institutions are able to reduce pollution and waste associated with traditional textbooks, assignments, and study materials. Additionally, learners can progress in their studies from anywhere in the world, reducing relocations, frequent campus commutes, and in-person requirements for corporate and government training programs.

## Remote-first workforce

In the past two years, we took initial steps to analyze our greenhouse gas emissions in order to validate our assumptions about the environmental benefits of our remote-first work model and give us the data to make more informed decisions in the future. Our remote-first approach has allowed us to minimize our facility footprint, daily commutes, and travel despite the expansion of our employee base.

This initiative resulted in a downsize of our California headquarters in 2022, which led to a reduction in our annual scope 2 emissions.

## Facilities and equipment

In addition to our minimal real estate footprint, we have been thoughtful in our approach to facilities and equipment with multiple programs and initiatives focused on sustainability.

- **Recycling and composting:** We have a comprehensive recycling program and offer compostable utensils, straws, and cups for team members.
- **Electric vehicles:** We provide preferred parking and onsite charging stations for electric vehicles.
- **LED lighting:** Our office utilizes efficient LED lighting and systems to reduce energy usage.
- **Water conservation:** Recent enhancements to landscaping include water-saving irrigation equipment and drainage, as well as artificial turf.
- **e-waste:** We offer onsite e-waste recycling and proactively manage the lifecycle of our computing devices. In 2023, we estimate our team was able to **prevent over 1,100 lbs of e-waste** through devices repurposed or recycled.<sup>1</sup>

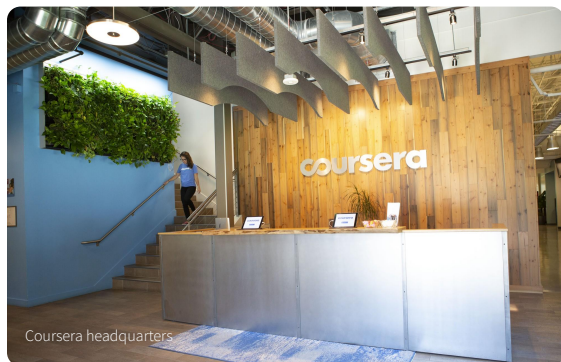


1) Assumes average device weight of approximately 3 lbs.

# Energy and greenhouse gas emissions

## Emissions reporting

As part of our commitment to operating sustainably, we began monitoring our scope 1 and 2 greenhouse gas emissions for our corporate operations in 2022. We are committed to refreshing and reporting our analysis annually to better understand our environmental impacts and build programs to monitor, minimize, and avoid emissions where possible.



## Greenhouse gas emissions

in  $\text{mtCO}_2\text{e}^1$

	Source of emissions	2022 emissions	2023 emissions
Scope 1 <sup>2</sup> (direct emissions)	-	-	-
Scope 2 (indirect emissions)	Natural gas	84 $\text{mtCO}_2\text{e}$	48 $\text{mtCO}_2\text{e}$
	Electricity	142 $\text{mtCO}_2\text{e}$	135 $\text{mtCO}_2\text{e}$
Scope 1 + 2		226 $\text{mtCO}_2\text{e}$	183 $\text{mtCO}_2\text{e}$

**Boundaries:** Geographic scope is global. Our organizational boundary is defined by the operational control approach, and thus our measurement includes emissions that are within Coursera's operational control. 1)  $\text{mtCO}_2\text{e}$  = metric tons of carbon dioxide. 2) Assets within Coursera's GHG boundary of operational control are limited. As a result, Scope 1 emissions from these sources are deemed insignificant.

# Environmental literacy

## Climate change

We recognize the environmental challenges our world faces are significant, and our approach to sustainability is focused on where we can make the greatest impact given our business model, learning platform, and global reach.

## Environmental literacy

Promoting environmental literacy is one of the ways our business model is uniquely positioned to make an impact on the world's climate challenges.

Together with our educator community, we offer a diverse selection of world-class content and credentials to broaden access to education. Our catalog is created by leading universities and companies, with the majority of our nearly 7,000 courses available to access for free.

These include sustainability courses in domains like environmental science, renewable energy, public health, business, and emerging technologies.

We also offer specializations in ESG, providing learners with a close examination of the history and fundamentals of investment approaches with environmental, social, and governance factors.

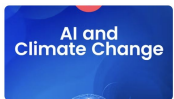


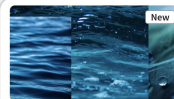



Sustainability content<sup>1</sup>

**270+**  
courses

**580,000+**  
cumulative enrollments

## New courses launched in 2023

 <p><b>AI and Climate Change</b></p> <p>DeepLearning.AI</p> <p><b>AI and Climate Change</b></p> <p><b>Skills you'll gain:</b> Artificial Neural Networks, Computer Vision</p> <p>★ 4.8 (63 reviews)</p> <p>Beginner · Course · 1 - 4 Weeks</p>	 <p><b>Climate Change: Carbon Capture and Storage</b></p> <p>The University of Edinburgh</p> <p>★ 4.6 (13 reviews)</p> <p>Mixed · Course · 1 - 3 Months</p>	 <p><b>Sustainable Building: Design and Specification</b></p> <p>Parsons School of Design, The New...</p> <p>Intermediate · Course · 1 - 4 Weeks</p>	 <p><b>Water Security &amp; Stewardship</b></p> <p>PepsiCo</p> <p>Beginner · Course · 1 - 4 Weeks</p>	 <p><b>Urban Climate Governance: Towards 1.5° Celsius Alignment</b></p> <p>Lund University</p> <p>★ 5.0 (7 reviews)</p> <p>Beginner · Course · 1 - 4 Weeks</p>
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1) Count of courses is based on reasonable estimates of courses that include sustainability-related learning, with all-time enrollments associated with this query.

# Appendix

# Resources

## External links

This presentation includes links to resources and external references:

[2023 Proxy Statement](#)

[2023 Learner Outcomes Report](#)

[Accessibility Policy](#)

[Careers](#)

[Code of Business Conduct and Ethics](#)

[Code of Conduct for Suppliers and Third-Party Intermediaries](#)

[Code of Ethics for Senior Financial Officers](#)

[Commitment Statement on Modern Slavery and Human Trafficking](#)

[Committee Composition](#)

[Cookies Policy](#)

[Coursera Code of Conduct](#)

[Coursera Website](#)

[Governance](#)

[ISO 27001 Certificate](#)

[Privacy Policy](#)

[Security Measures](#)

# Metrics

## Employee demographics

percentage of workforce

Global gender	2021	2022	2023	U.S. race/ethnicity	2021	2022	2023
Women	44%	46%	47%	Asian	30%	27%	26%
Men	51%	47%	48%	Black / African-American	8%	8%	7%
Not specified or non-binary	5%	7%	5%	Hispanic / Latinx	11%	11%	11%
				Not specified or other	3%	2%	3%
Manager roles held by women	53%	52%	58%	Two or more races	5%	5%	7%
Leadership roles held by women	41%	48%	46%	White	43%	47%	46%
Tech roles held by women	32%	35%	33%	Manager roles held by Black / African-American	8%	6%	6%
Manager tech roles held by women	35%	38%	36%	Leadership roles held by Black / African-American	9%	7%	5%
Leadership tech roles held by women	23%	35%	35%				
				Manager roles held by Hispanic / Latinx	11%	11%	12%
				Leadership roles held by Hispanic / Latinx	8%	7%	5%

# Metrics

## Board representation

number of directors

Gender		Independence		Race/ethnicity		Tenure	
Women	4	Independent	7	Asian	2	0 to 4 years	6
Men	5	Non-independent	2	Black / African-American	2	5 to 9 years	1
				Two or more races	1	10+ years	2
				White	4		

## Greenhouse gas emissions

in mtCO<sub>2</sub>e

Scope 1 (direct) <sup>2</sup>	2022	2023
Natural gas	-	-
Electricity	-	-
Scope 2 (indirect)		
Natural gas	84	48
Electricity	142	135
Scope 1 + Scope 2 (total)	226	183

**Boundaries:** Geographic scope is global. Our organizational boundary is defined by the operational control approach, and thus our measurement includes emissions that are within Coursera's operational control.

1) mtCO<sub>2</sub>e = metric tons of carbon dioxide. 2) Assets within Coursera's GHG boundary of operational control are limited. As a result, Scope 1 emissions from these sources are deemed insignificant.

# Disclaimer

## About this Report

This report covers the activities of Coursera's owned and operated businesses during the fiscal year ending December 31, 2023, except as otherwise noted, and does not address the performance or operations of our customers, suppliers, contractors, partners and other third parties unless otherwise noted. The report uses qualitative descriptions and quantitative metrics to describe our policies, programs, practices and performance. Note that the standards and metrics used in preparing this report continue to evolve and are based on management assumptions believed to be reasonable at the time of preparation. In addition, historical, current and forward-looking statements and disclosures may be based on standards for measuring progress that are still developing, internal controls and processes that continue to evolve, and assumptions that are subject to change in whole or in part in the future. The actual conduct of our activities, including the development, implementation or continuation of any program, policy or initiative discussed or forecasted in this report, may also differ materially in the future. The information and opinions contained in this report are provided as of the date of this report and are subject to change without notice. Coursera does not undertake to update or revise any such statements. In this report, we are not using the terms "material" and "materiality" as defined for the purposes of financial and SEC reporting in the United States. Instead, the terms refer to environmental, social and economic issues that we believe are of significant importance to our stakeholders and to the company. These "material" issues inform our corporate responsibility strategy, priorities and goals, and reporting. All financial information is presented in U.S. dollars unless otherwise noted.

## Cautionary Note Regarding Forward-Looking Statements

This report includes forward-looking statements within the meaning of the federal securities laws, including statements relating to environmental, social and governance matters and related policies, programs, products, initiatives, targets or goals. Forward-looking statements are based on our current expectations and assumptions regarding our business, the economy and other future conditions. Because forward-looking statements relate to the future, by their nature, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. As a result, our actual results (including, for the avoidance of doubt, our performance with respect to environmental, social and governance matters and related policies, programs, products, initiatives, targets or goals) may differ materially from those contemplated by the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties, developments, conditions, circumstances or other factors, including factors that are fully or partially beyond our control. Important risk factors that could cause actual results to differ materially from those in the forward-looking statements include regional, national, or global political, economic, business, competitive, market, and regulatory conditions, and actions and developments of third parties, including our stakeholders and other factors set forth in the "Risk Factors" section of our Annual Report on Form 10-K for the year ended December 31, 2023 filed with the SEC and are subject to update by our future filings and submissions with the SEC. Any forward-looking statement made by us in this report speaks only as of the date hereof. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update or to revise any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

## Greenhouse Gas (GHG) Emissions Data

We follow the principles and guidance of the World Resources Institute and the World Business Council for Sustainable Development's Greenhouse Gas Protocol Initiative (the "GHG Protocol") to calculate scopes 1 and 2 GHG emissions for our global operations. For setting organizational boundaries for the reporting of scopes 1 and 2 GHG emissions, Coursera uses the operational control approach. This includes global wholly owned and partially owned subsidiaries over which Coursera has management and operational control. Scope 1 emissions are direct emissions from sources we own or over which we have operational control. Scope 2 emissions are indirect emissions from the production of electricity we purchase to run our operations and the production of space heating for our offices. Data in this report reflects estimates using methodologies and assumptions believed to be reasonable and accurate at the time of publication. Those estimates, methodologies and assumptions may change in the future as a result of new information or subsequent developments and annual scope 1 and 2 GHG emissions data may be updated from time to time to account for such changes.

**coursera**