

NOCA Annual Day 2023

THE SUSTAINABLE ORGANIZATION





Laura Storm
Regenerators



Frédéric Dalsace
IMD



Mikkel Severin



Lilibeth Cuenca Rasmussen
Artist &
University of Bergen



Tim Christophersen
Salesforce



**A Conversation about
The Sustainable
Organization**

NOCA Annual Day 2023

PROGRAM

09:00	<i>Check-In</i>
09:30	NOCA & Thomas Molin, University of Copenhagen Opening of NOCA Annual Day 2023
10:00	Laura Storm Regenerative Leadership
11:05	Frédéric Dalsace, IMD Strategy and Sustainability Integration
11:55	<i>Lunch</i>
12:40	Mikkel Severin Emotionally Intelligent Organizations
13:20	A Conversation about The Sustainable Organization
14:12	Lilibeth Cucena Rasmussen, University of Bergen Sustainability Performance
14:40	Tim Christophersen, Salesforce Nature Positive Strategy
15:15	Steps towards a more sustainable organization
15:30	<i>NOCA-Bar</i>



The Sustainable Organisation, NOCA's Annual Day 2023

Thomas Molin
Director HR
University of Copenhagen

UNIVERSITY OF COPENHAGEN





VIABLE

With a history of 550 years University of Copenhagen has proven to be a viable organisation



SUSTAINABLE

Sustainability is a focal point for both change within the university and in our contribution to society through research, education and innovation



A focus on sustainability is an integral part of University of Copenhagen



✓ Sustainability studies

More than 250 courses enrolling 10.000 students each year, are made available through a catalogue based on the 17 global goals for sustainability development



✓ Research in sustainability

Research in sustainability occurs across all faculties. More than 75 major research projects and 4 research centers address issues defined by the UN Sustainable Development Goals



✓ UCPH's sustainability actions

- ✓ Reduce climate footprint per full-time student/employee by 50% in 2030
- ✓ Ensure recycling of 60% of waste
- ✓ Reduce total quantities for incineration and landfills by 50%

Social sustainability:

Examples of specific challenges we will address



✓ A career as a researcher must not require a work effort with no limits or boundaries

UCPH aims to achieve high academic ambitions without individuals or groups being pressured or pressuring themselves to such an extent that it negatively affects their own or others' well-being over a longer period.



✓ UCPH must truly reflect the fact that we are becoming an international organization

UCPH works towards being an international workplace and with clear expectations for everyone regardless of nationality. The university accommodates all employees, so that they experience more inclusion, and the international aspect becomes a major asset for all.

A changing mindset



Same ambition whether we focus on climate footprint or people: To maintain, strengthen and rebuild resources rather than to exhaust or deplete them.



We need a regenerative perspective for the organisation and for the framework of the workplace.



HR has an important role to play.

THANK YOU

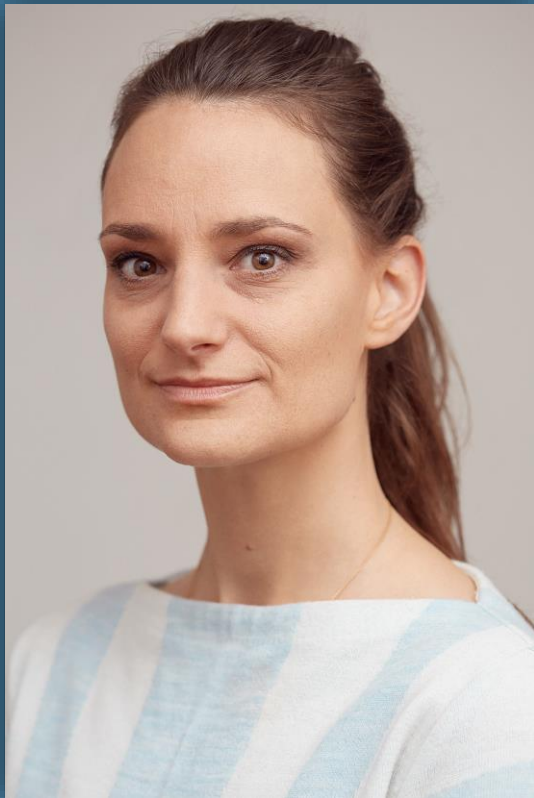
Have a good day



His Epic Message Will Make You Want to Save the World



Regenerative Leadership & Business: Inspired by Nature



Laura Storm

Denmark's leading pioneer and expert on regenerative leadership.

International keynote speaker.



Integrating Sustainability Into the Core of Your Strategy

NOCA



Frédéric Dalsace

Professor of Marketing and Strategy
at **IMD**, Switzerland.

Expert on corporate sustainability.

The logo for the International Institute for Management Development (IMD), consisting of the letters 'IMD' in a bold, blue, serif font on a white rectangular background.

The EQ Advantage: How Top 1% Organizations Excel

NOCA



Mikkel Severin

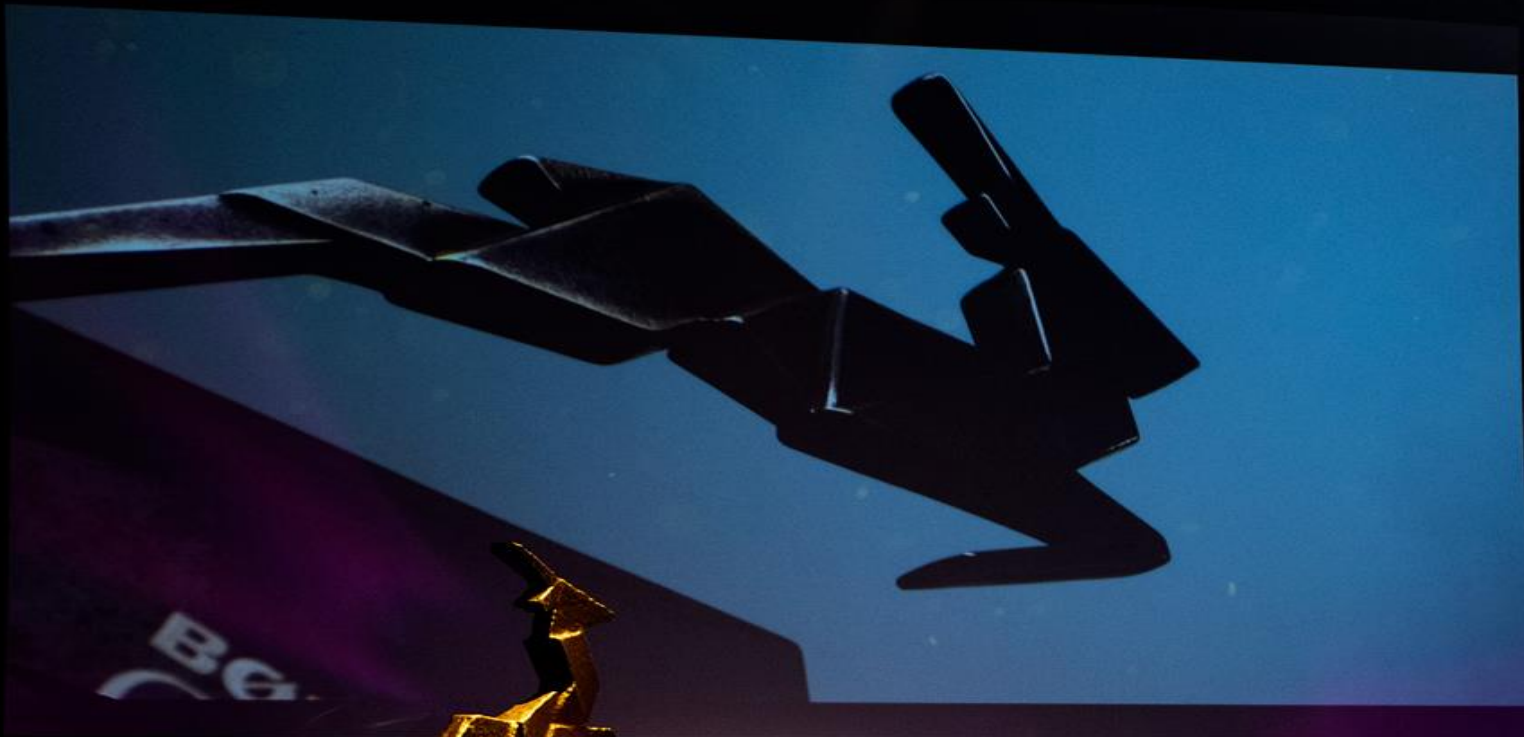
Executive Advisor on EQ in organizations.

One of Denmark's leading mind control experts, and a global keynote speaker.

Two requirements for success

Smart

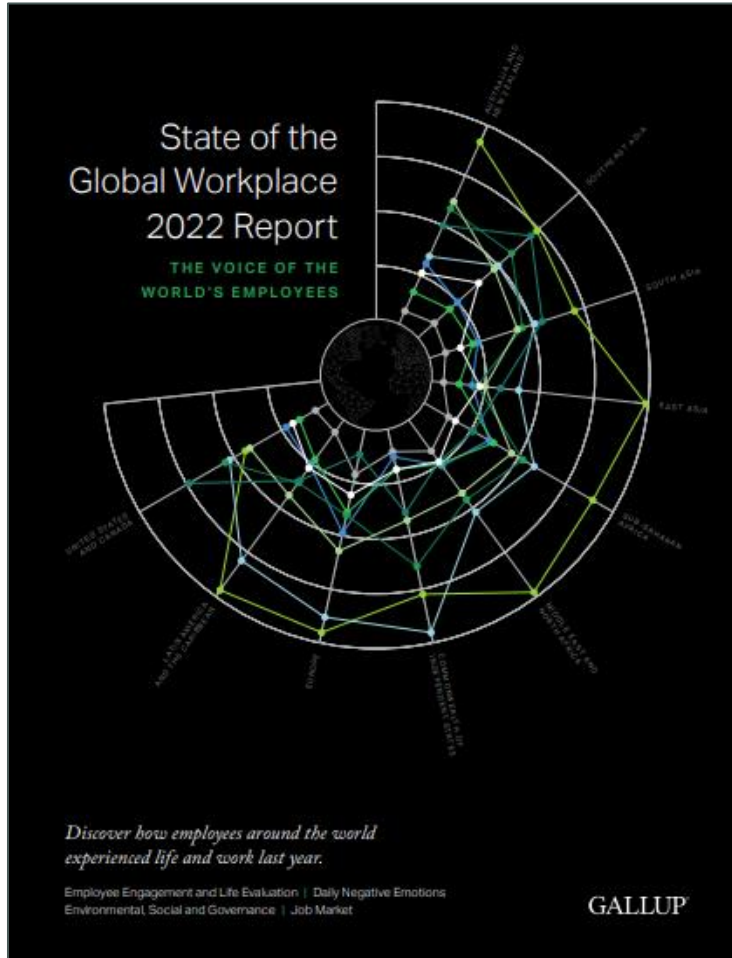
Healthy



Michel Gevecke
MIND CONTROL

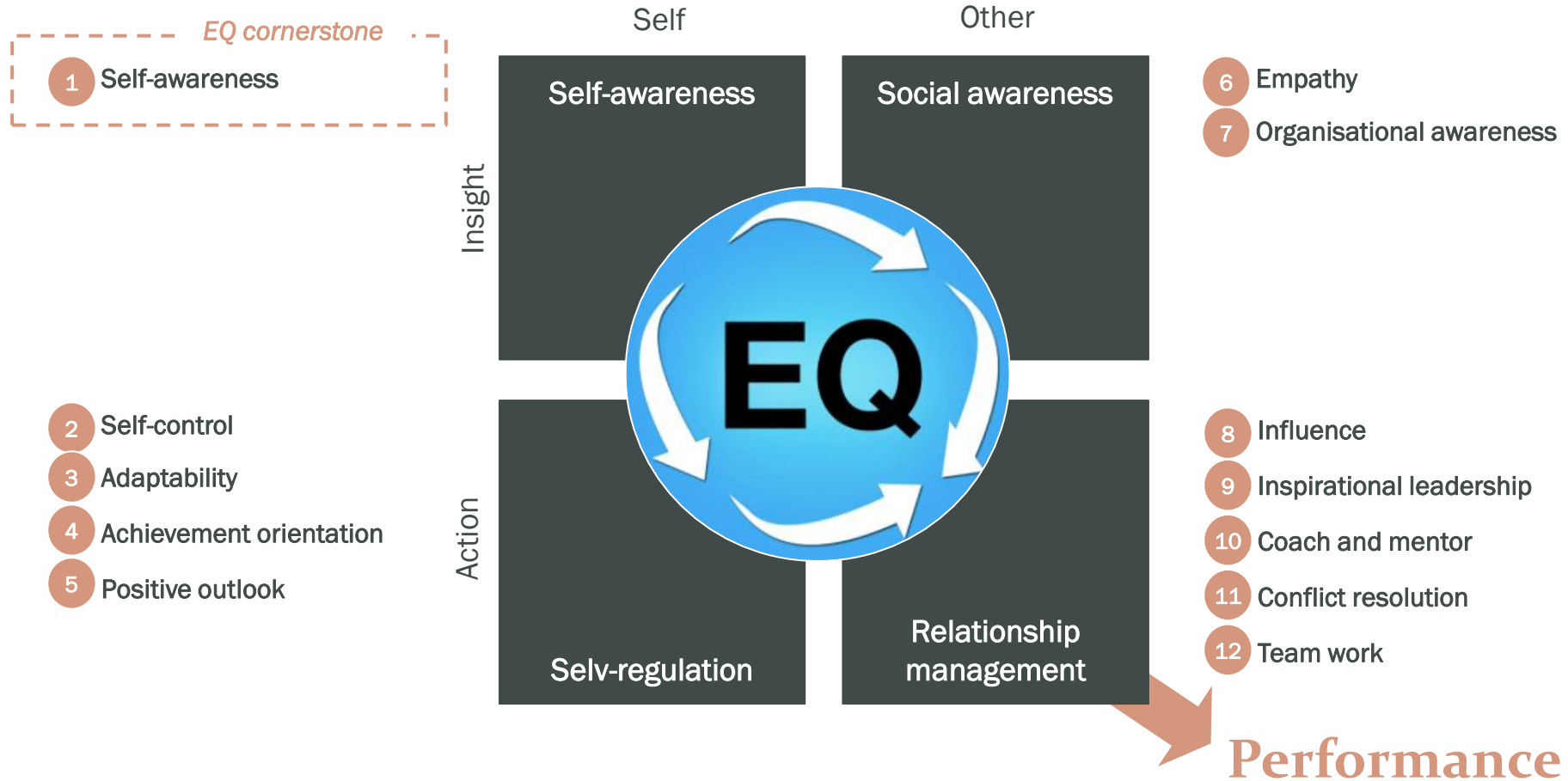


Stress and engagement are huge challenges for companies

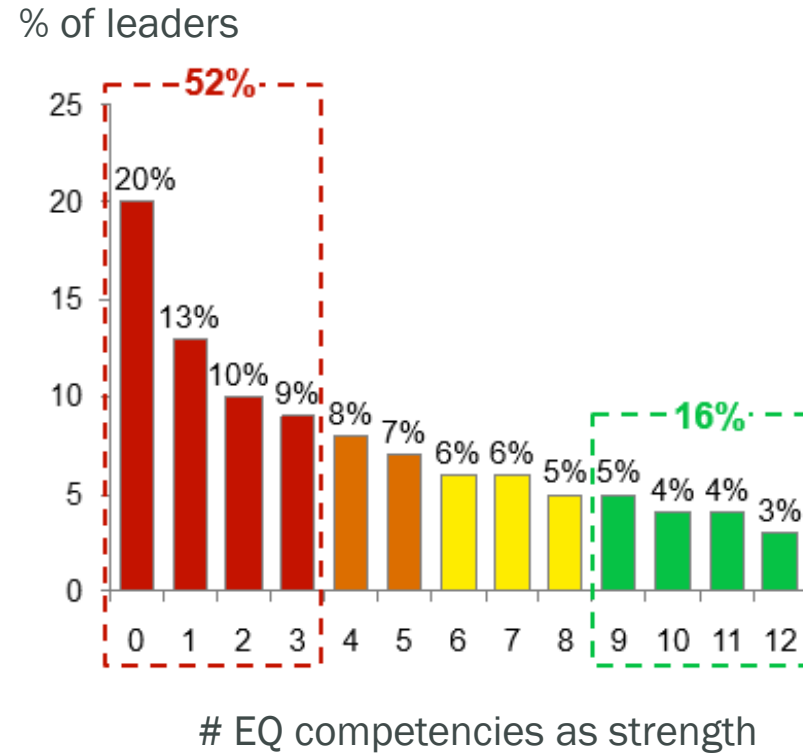


- 60% of people are emotionally detached at work and 19% are miserable
- Stress: (44%)
- Daily: worry (40%), sadness (23%), anger (21%)
- The real fix is this simple: better leaders in the workplace. Managers need to be better listeners, coaches and collaborators. Great managers help colleagues learn and grow, recognize their colleagues for doing great work, and make them truly feel cared about. In environments like this, workers thrive
- 11% of global GDP of lost productivity

Self-awareness is the cornerstone of EQ



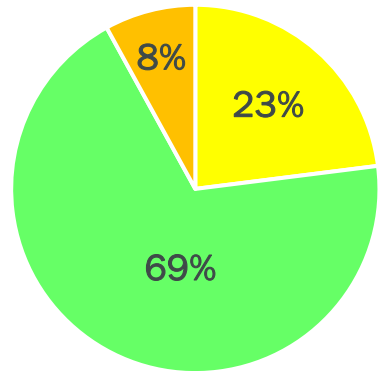
52% of leaders have strength in only 0-3 EQ competencies



Source: Hay Group, ESCI research findings

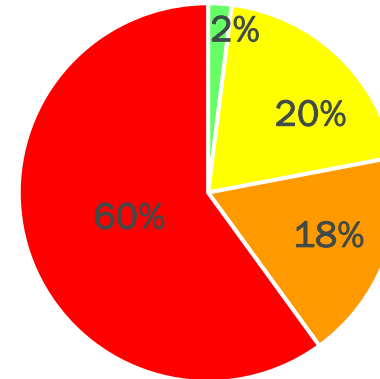
Self-awareness predicts the **work climate** a leader generates

Work climate generated by leaders with **high** self-awareness



■ Energized ■ High-performance ■ Neutral

Work climate generated by leaders with **low** self-awareness



■ High-performance ■ Energized ■ Neutral ■ Demotivating

Source: Hay Group, ESCI research findings

Good to great requires level 5 leadership

Personal humility combined with professional will, placing the organization's success above personal ego

WORLD
ECONOMIC
FORUM

WORLD
ECONOMIC
FORUM

WORLD
ECONOMIC
FORUM

W
ECC
FO



Connect



mikkelseverin.com
info@mikkelseverin.com



mikkel severin



mikkelseverin_mindcontrol

Conversationalists



Jacob Rye

VP Head of Group HR
Bestyrelsesmedlem



Louise Koch

Senior Director, Sustainability



Mads J. Madsen

VP HR



Hanne Harmsen

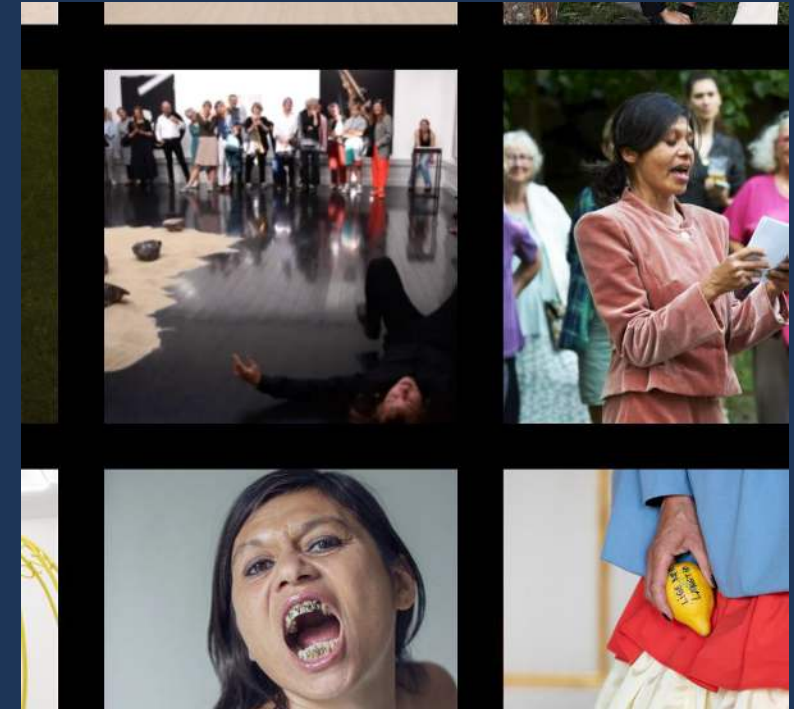
Vice Dean, Green Transition





Lilibeth Cuenca Rasmussen

Internationally acclaimed **performance artist** & professor at **The Art Academy Bergen, University of Bergen, Norway.**



THE MURAL KINGS

THE TATS C



Nature Positive Strategy: A Business Case for Sustainability

NOCA



Tim Christophersen

VP, Global Action, **Salesforce**.

Former Head of the 'Nature for Climate' Branch at the United Nations Environment Programme (UNEP).



salesforce

Sustainability at Salesforce

Tim Christophersen, VP Climate Action

@TimChristo | tchristophersen@salesforce.com

He/Him



Thank
you



Doing well & doing good

Innovation



Philanthropy



Ethics



\$8.6B

FY24 Q2 Revenue
+11% YoY CC

31.6%

FY24 Q2 Non-GAAP
operating margin¹

\$34.8B

FY24
guidance²

\$3.1B
FY13

\$4.1B
FY14

\$5.4B
FY16

\$6.7B
FY17

\$8.4B
FY18

\$10.5B
FY18

\$13.3B
FY19

\$17.1B
FY20

\$21.3B
FY21

\$26.5B
FY22

\$31.4B
FY23



¹ Non-GAAP operating margin is a non-GAAP financial measure. Refer to our earnings materials for Q2FY24 available at investor.salesforce.com for a reconciliation of GAAP to non-GAAP financial measures.

² Full Year FY24 Revenue guidance as of Aug 30, 2023. Slide reflects the high end of the FY24 revenue guide of \$34.7 to \$34.8B.



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CORE VALUES

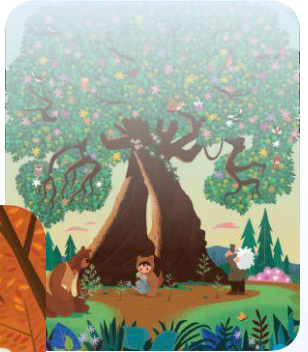
TRUST

CUSTOMER SUCCESS

INNOVATION

EQUALITY

SUSTAINABILITY



Business is the greatest platform for change



1% equity

\$658M
all-time giving



1% time

8.3M
volunteer hours

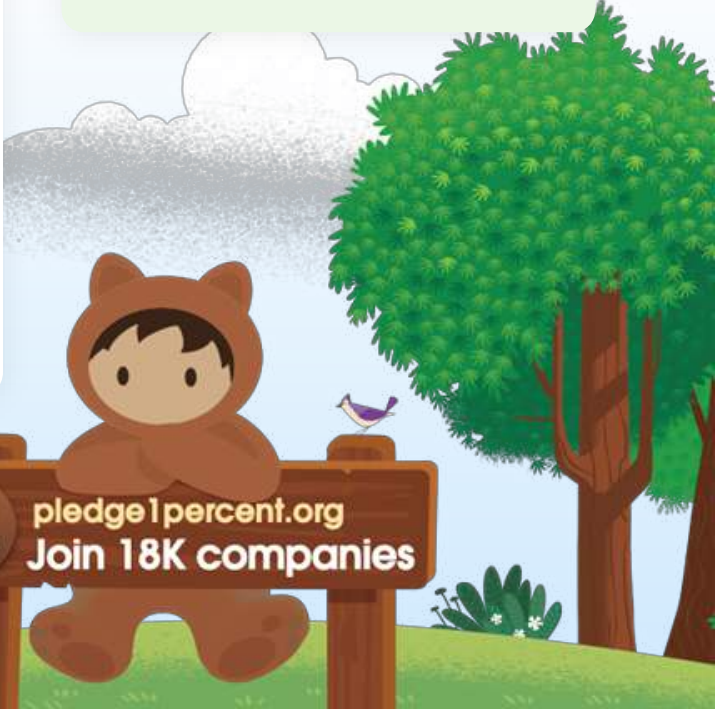


1% product

54K
nonprofits



**Net Zero
Residual Emissions**
100% renewable energy



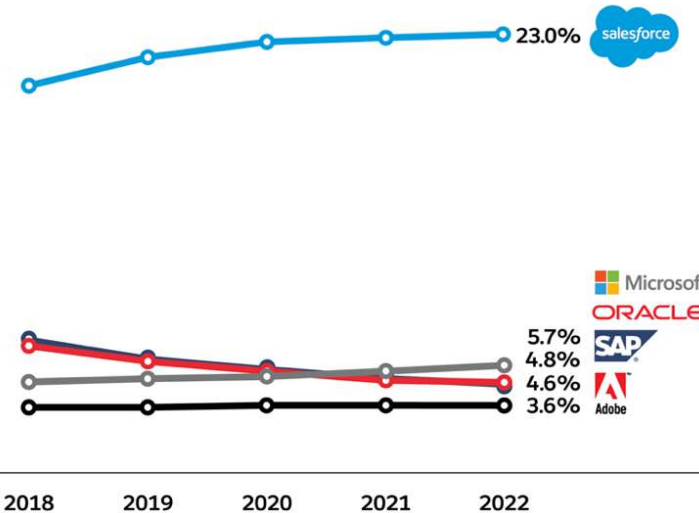
1. Net zero residual means we purchase carbon credits equivalent to our residual scope 1, 2, and 3 emissions on an annual basis.
2. 100% renewable energy means procuring electricity and/or the claims to electricity produced from renewable energy resources equivalent to the electricity we use globally on an annual basis.

Our vision since 1999

Connect with
your customers
in a whole
new way

Salesforce. #1 CRM.

Ranked #1 for CRM Applications based on IDC 2022
Revenue Market Share Worldwide.



Source: IDC, Worldwide Semiannual Software Tracker, April 2023. CRM market includes the following IDC-defined functional markets: Sales Force Productivity and Management, Marketing Campaign Management, Customer Service, Contact Center, Advertising, and Digital Commerce Applications.

The AI opportunity

Customer Success



Jobs

64%
of execs will hire more skilled workers due to gen AI³



Productivity



30%
of employee time freed up by 2030, accelerated by gen AI²

Growth

~\$4.4T
expected annual GDP impact due to AI⁴



Transformation

3 of 4
of companies are likely to adopt AI by 2027⁵



Strategy

92%
of businesses are seeing returns from AI investments⁶



Sources: ¹McKinsey, Generative AI & the Future of Work in America, 2023. ²Upwork, 2023. ³McKinsey, The Economic Potential of Generative AI. ⁴World Economic Forum, AI: 3 ways artificial intelligence is changing the future of work, 2023. ⁵NewVantage Partners, "Data and AI Leadership Executive Survey," 2022.

The AI Trust Gap

AI is the

#1

priority for CEOs

Islands of data

LLMs taking your data

Hallucinations

Bias & toxicity

52%

of consumers
don't believe AI is safe
and secure¹

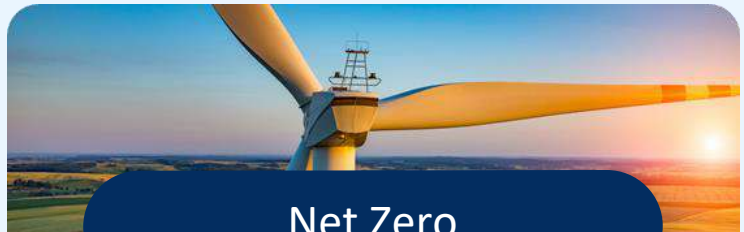


1 Source: 2023 MITRE-Harris Poll.

Sustainability



Bringing the full power of Salesforce to accelerate the world to net zero, lead the nature positive movement, and energize the ecopreneur revolution.



Net Zero

Net Zero

Salesforce has net zero residual emissions* and delivers a carbon neutral cloud.

100% renewable energy**

Achieved for our operations.

Net Zero Cloud

Enables companies to go net zero now with a complete view of their environmental footprint.



Nature Positive

1t.org

Founding partner of the global trillion tree movement.

100M trees

Goal to conserve, restore, and grow trees by 2030; salesforce.com/trees to track progress.

Blue carbon

Goal to purchase 1M tons of blue carbon credits, equivalent to \$10M+.



Ecopreneur Revolution

UpLink

Created with WEF to develop and launch innovation challenges, to source, identify and scale ideas from entrepreneurial start-ups.

Impact Fund

Accelerating investments to drive positive environmental and social change, and have market returns.




*Net zero residual emissions means we purchase carbon credits equivalent to our residual scope 1,2, and 3 emissions on an annual basis.

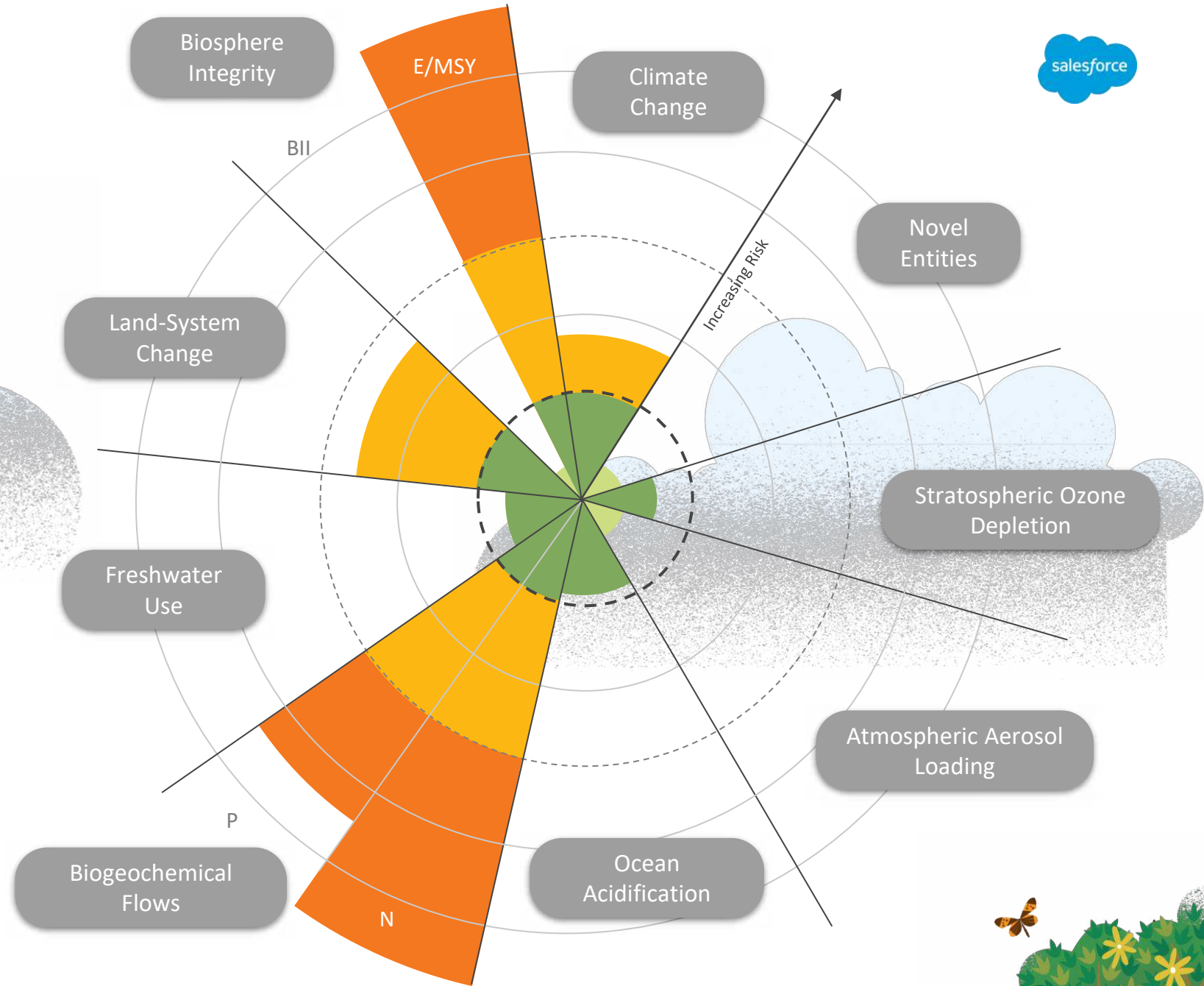
**100% renewable energy means we procure renewable energy or claims to renewable energy that are equivalent to the electricity we use globally on an annual basis.



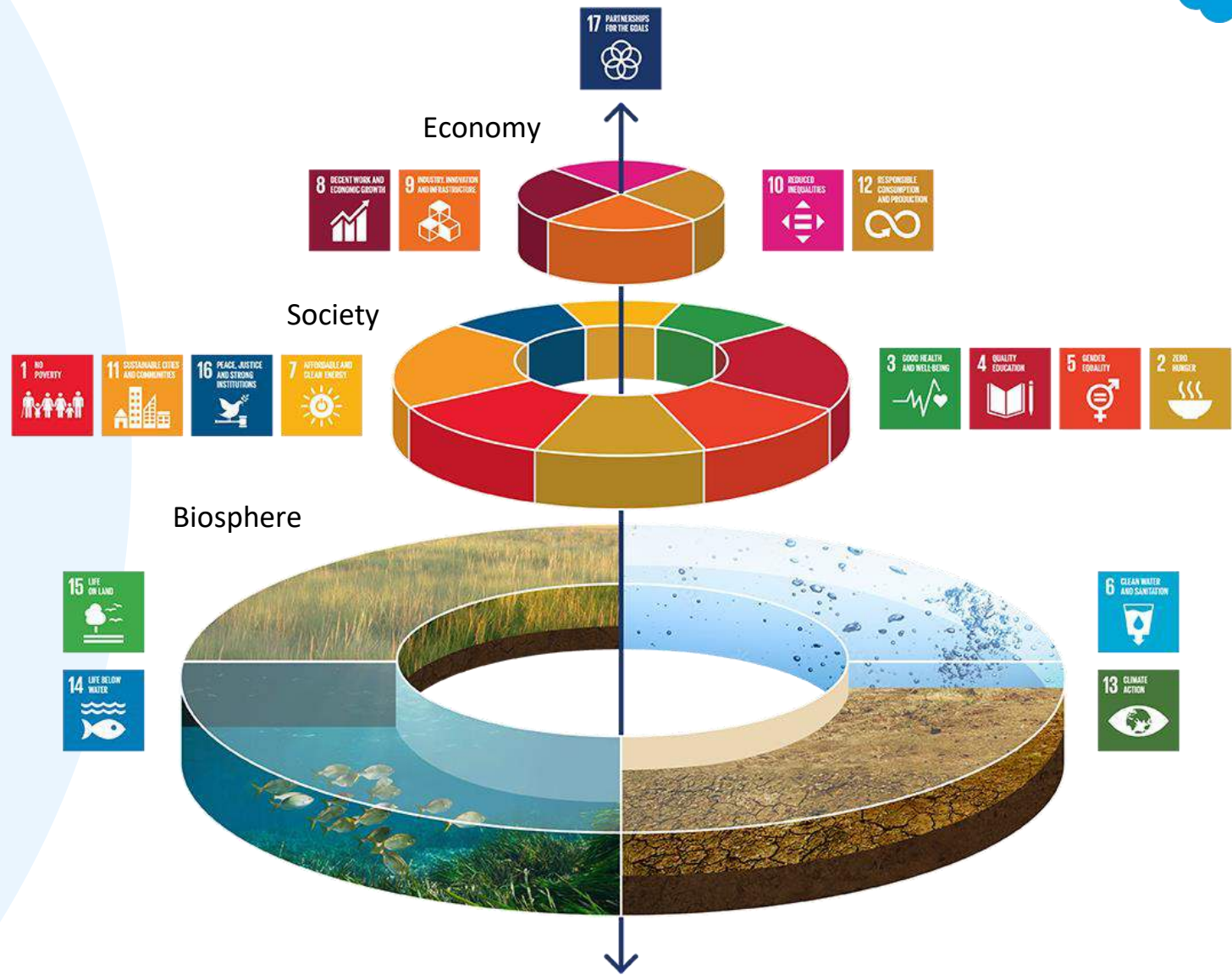
The Nine Planetary Boundaries



-  Below boundary (safe)
-  In zone of uncertainty (increasing risk)
-  Beyond zone of uncertainty (high risk)



Nature, people, and economies are all interlinked, and dependent on a healthy biosphere



Climate

Nature

Climate change exacerbates nature loss and is a key driver of biodiversity loss.

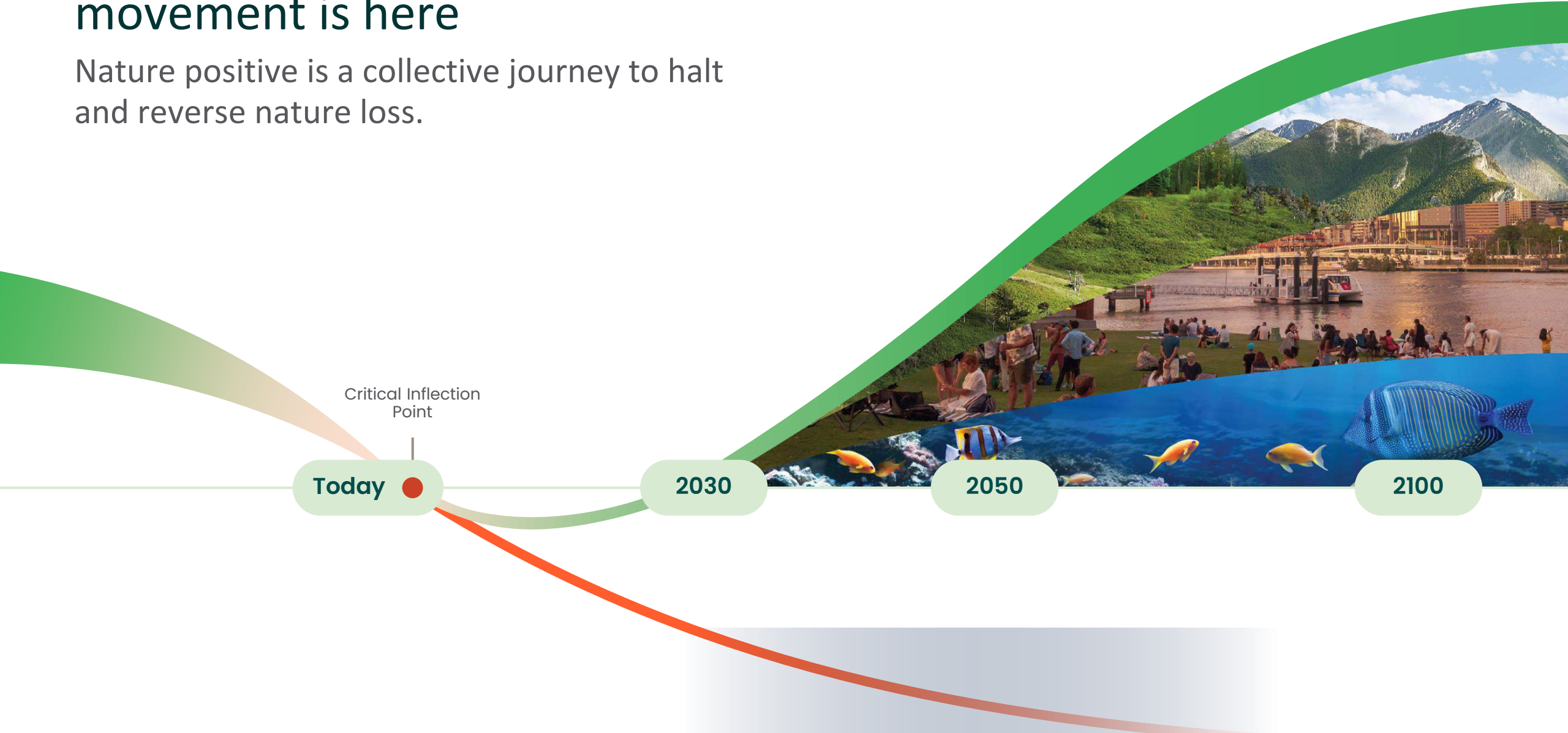
Nature supports carbon sequestration and regulation of climate from healthy ecosystems.

- Global Goal** A 1.5°C future
- Business Goal** Companies aligned to 1.5°C
- Salesforce Plan** Climate Action Plan

- Global Goal** Halt and reverse nature loss
- Business Goal** Companies pursuing a nature positive approach
- Salesforce Plan** Nature Positive Strategy

The Nature Positive movement is here

Nature positive is a collective journey to halt and reverse nature loss.



Salesforce Nature Positive Strategy

Salesforce is committed to a net zero, nature positive future rooted in people and climate justice.

Our Nature Positive Strategy shares Salesforce's vision and the set of actions we're taking to halt and reverse nature loss. The nature crisis demands urgent action which is why we're delivering against these three mutually reinforcing areas of action at the same time.

Our strategy builds on and supports our Climate Action Plan, given that nature and climate are interconnected. Together, these plans support Salesforce's business resilience this decade and beyond.



Join us in advancing a net zero, nature positive future. Get started at sfdc.co/nature-positive-strategy.



Our Goals and Investments

Measure, manage, and develop a plan to reduce our nature impacts and dependencies.

Target Year: 2025

1 million tons of high-quality blue carbon credits purchased.

Target Year: 2025

Support and mobilize the conservation, restoration, and growth of 100 million trees.

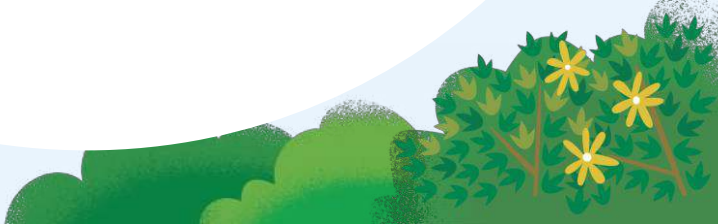
Target Year: 2030

\$100 million distributed through the Ecosystem Restoration & Climate Justice Fund.

Target Year: 2031

Climate Action Plan

Salesforce has **net zero residual emissions** across our full value chain, achieved **100% renewable energy** for our operations, and is a founding partner of **1t.org**.



Our Integrated Approach to Delivering Impact

Each component is unique, yet aligns under our cohesive ESG strategy to drive transparency and accountability





Thank you



Thank you!

On stage

Speakers:

Frédéric Dalsace, IMD

Laura Storm, Regenerative Leadership

Tim Christophersen, Salesforce

Mikkel Severin, Emotional Intelligence

Lilibeth Cucena Rasmussen,

Responsible Consumerism (performance)

Thomas Molin, Københavns Universitet

Conversationalists:

Alice Larsen, Chr. Hansen

Louise Koch, Senior Director

Group Head of Sustainability at Grundfos

Mads J. Madsen, Carlsberg Denmark

Hanne Harmsen, CBS (moderator & spaceholder)

Backstage

LiveStreaming partner:

LivePro