

The Google logo is displayed on the glass facade of a modern building. The letters are in their signature colors: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'. The building's glass reflects the sky and surrounding environment.

Google

Sustainability Analysis | Alphabet Inc.

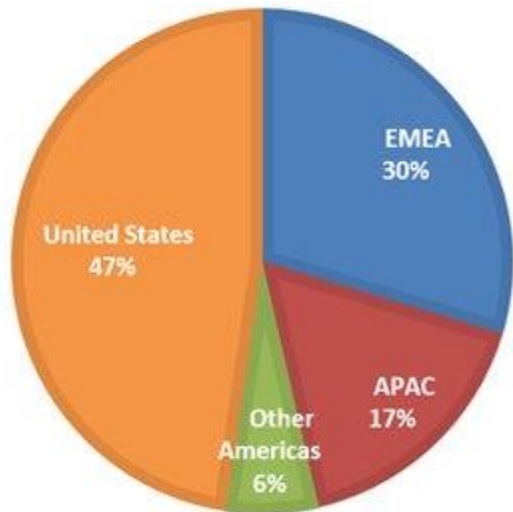
Joseph Paolo

Overview

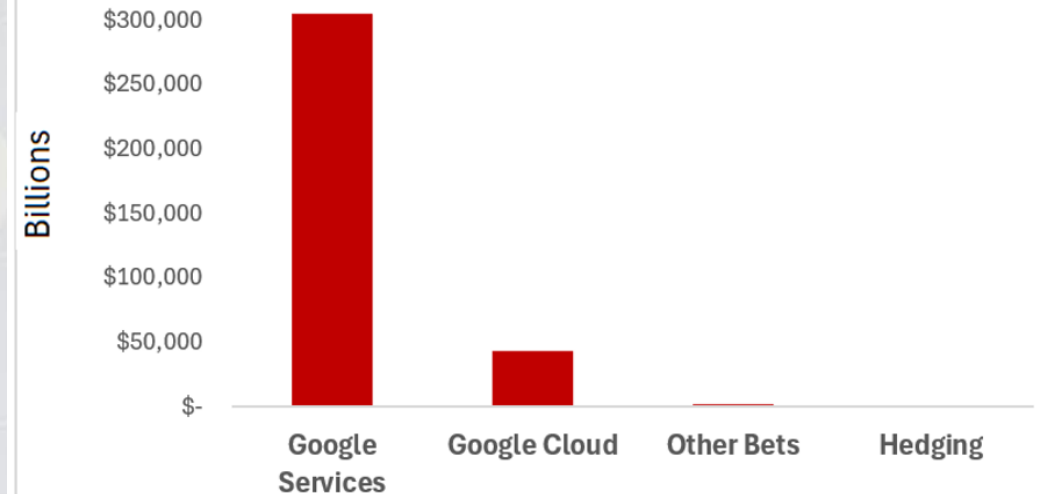


Company: Alphabet Inc.
Sector: Communications
Industries: Internet Media & Services
Headquarter: Mountain View, California
Launched: 2015

REVENUE, GEOGRAPHICALLY



Google Operating Segments



Segments:

- Google Services (88.66%)
- Google Cloud (10.76%)
- Other(<1.0%)
- Hedging Activities (<1.0%)

Overview

Stock
Performance

Sustainability
Initiatives

SAR
Management
Positions

Social Media
Impact

Summary

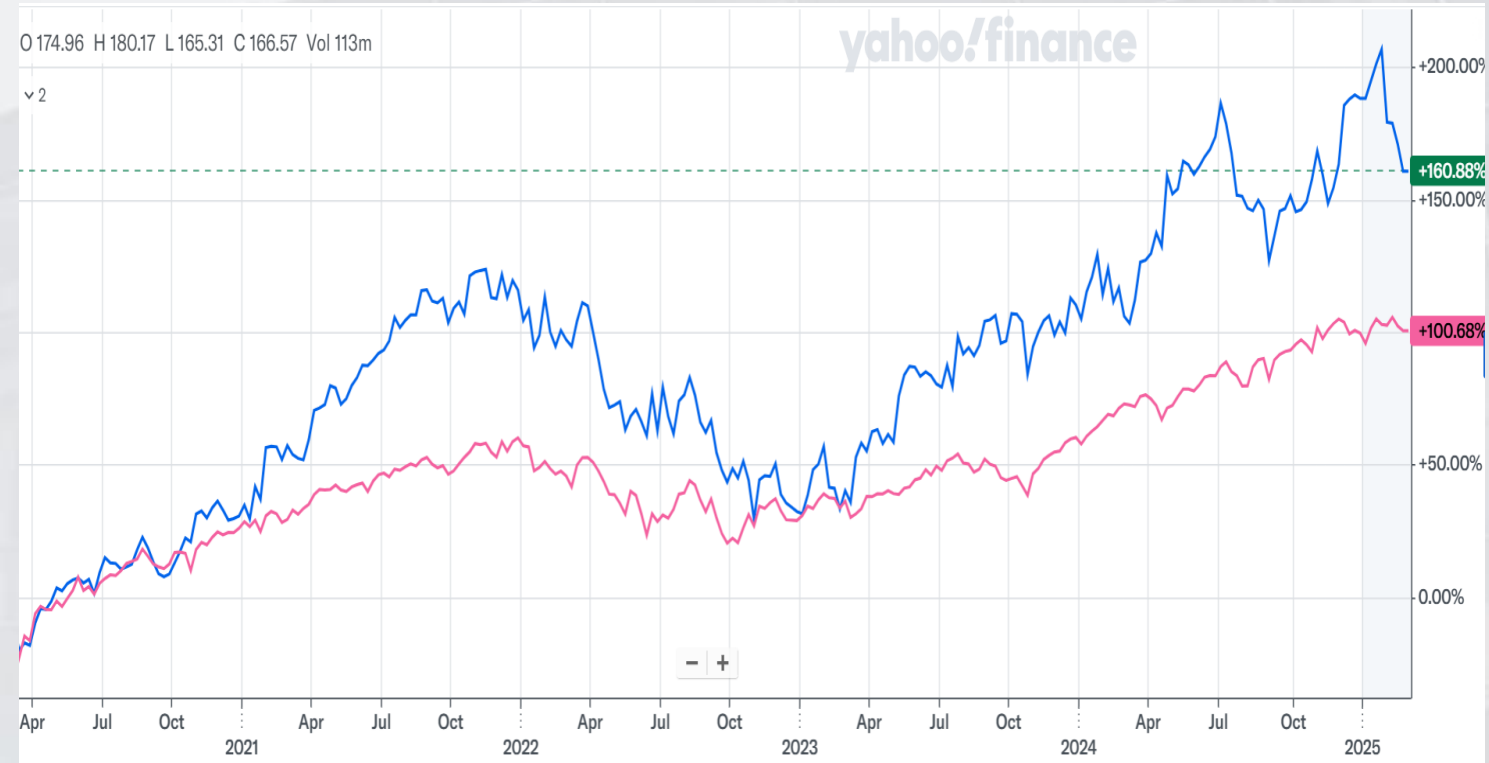
Stock Performance



Market Cap: \$2.15T
NASDAQ Ticker: (GOOG)

Market Close: \$173.73
52 Week High: \$208.70
52 Week Low: \$131.55

Revenue: \$350B (+14% YoY)
Cloud Revenue: +30% YoY
Net Income: ~\$100B (+36% YoY)



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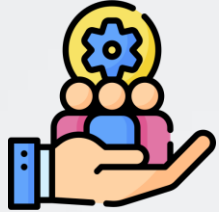
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Sustainability Initiatives



Human Capital

- **Sustainable Workspaces:** Focus on energy-efficient offices.
- **Employee Well-Being:** Well-being programs to support workers.
- **Ethical Labor Practices:** Ensures fair and responsible employment standards.
- **Diversity & Inclusion:** Despite reducing some DEI initiatives, remains committed to fostering an inclusive workplace.



Environment

- **Carbon-Free Energy (CFE) Goal:** Aims for 24/7 CFE by 2030.
- **Current Progress:** In 2023, 10 grid regions reached 90% CFE; global average at 64%.
- **Greenhouse Gas (GHG) Emissions:** Increased 13% YoY focus on Nuclear Power to reduce
- **Water Replenishment:** Tripled efforts, replenishing 1 billion gallons
- **Sustainable Packaging:** Plans to eliminate plastic packaging by 2025.



Social Capital

- **Cybersecurity & Data Protection:** Invests heavily in AI-powered security to protect user privacy.
- **Customer Well-Being:** Uses AI-driven tools to enhance safety and support.
- **Google Flood Help:** Assists vulnerable populations in predicting and responding to natural disasters.

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SAR Management Positions



Kate Brandt (CSO)



Background

- Appointed as **Chief Sustainability Officer (CSO)** in 2016
- Former **U.S. Federal Chief Sustainability Officer** (appointed by Barack Obama in 2014)
- Previous roles in **U.S. Department of Energy, White House, and Navy** as an **energy and environmental advisor**

Impact on Google

- Leads **sustainability efforts** across Google's global operations
- Integral in **embedding sustainable practices** into Google's core practices
- Large role in **Environment Annual Reporting**

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Social Media Impact



Wall Street Journal

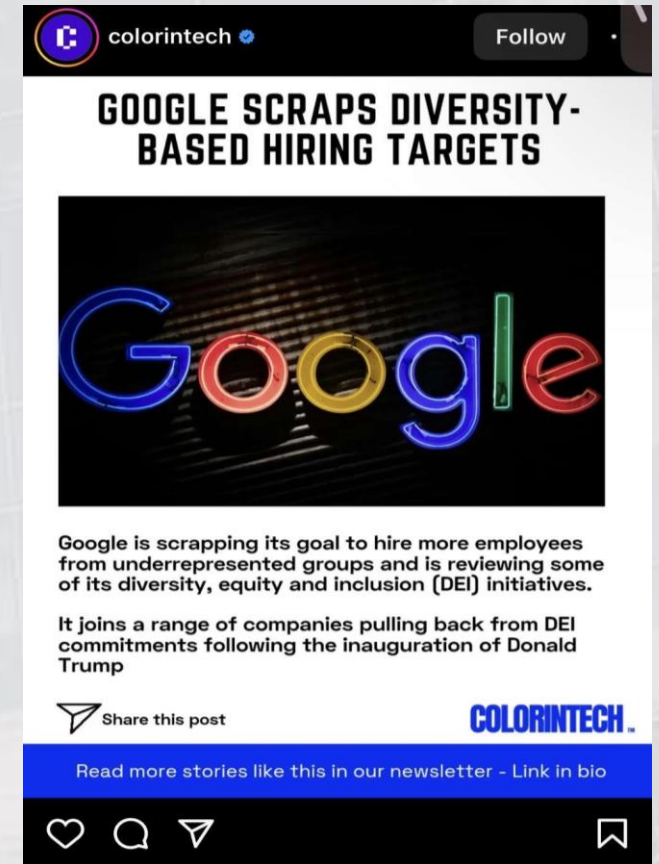
Reported that Google's emissions surged nearly 50%, driven by energy demand in AI data centers.

Guardian

Argue that data center emissions could be significantly higher than initially reported, raising concerns about the company.

Bloomberg

Reported that as of July 2024, Google ceased claiming carbon neutrality, a status it has maintained since 2007



Overview

*Stock
Performance*

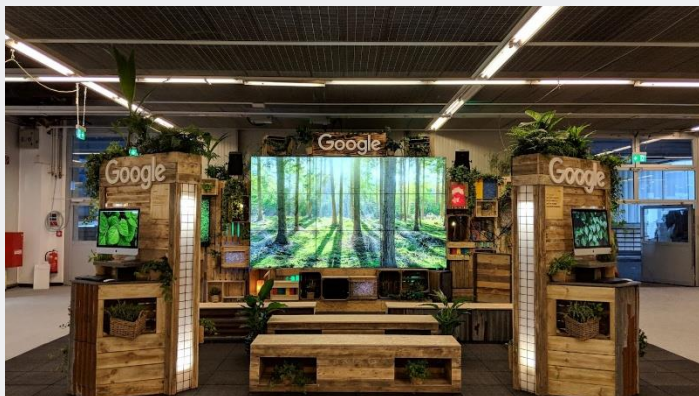
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Financial Materiality Scores ESG SCORE »		Score	Trend	Vs Peers
ESG Score		4.14	-0.11	Leading
Environmental		4.68	-0.22	Leading
Social		2.59	+0.00	Leading
Governance		6.65	-0.25	Leading



Commitment to Carbon-Free Energy:

- Aims for 24/7 Carbon-Free Energy (CFE) by 2030
- 64% global CFE achieved in 2023

Environmental Progress:

- Significant strides in water replenishment (1 billion gallons)
- Plans to eliminate plastic packaging by 2025

Leadership in Sustainability:

- Kate Brandt, CSO since 2016, integrates sustainability into Google's operations and reporting

Financial & Market Resilience:

- No clear evidence of stock performance impact due to sustainability initiatives

Social Capital Initiatives:

- Heavy investment in AI-driven cybersecurity and disaster response technologies

Human Capital Commitment:

- Prioritizes energy-efficient workspaces, employee well-being, and ethical labor practices
- Maintaining diversity and inclusion efforts despite some DEI reductions

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