



SUMMIT 2022

A large, 3D graphic of the word "SUMMIT" in white letters with blue shadows. The year "2022" is written vertically on the right side of the "T". The graphic is surrounded by several small figures of people in blue and white uniforms, some standing on the letters and others parachuting. There are also several birds flying around the graphic.

**SUMMIT SUSTAINABILITY
MISSION, COMMITMENT**

OUR SUSTAINABILITY MISSION

Snowflake aspires to be a sustainable leader. We are committed to the journey – as a global business partner, an employer, and community member – to become a responsible steward of the environment and society in which we live and do business. We are delivering world-class data-driven solutions while thinking and acting sustainably and positioning the company for a healthy future.

We are mindful that companies and individuals need to do their part and take action to mitigate climate change and protect our planet. Snowflake is committed to adopting innovative sustainable practices and prioritizing environmental sustainability in our operations to reduce our global environmental footprint. Sustainability is the way we manage and operate our business to best serve our customers, care for the environment, and drive long-term prosperity.

We are committed to reducing our environmental impact at Snowflake Summit and to leaving a positive social and environmental legacy in the cities we visit and the venues we utilized by prioritizing responsible stewardship of resources in our event planning practices.

Snowflake Summit has three event sustainability objectives which guide our planning and purchasing decisions:

- Inspire Sustainability
- Host an Environmentally Responsible Event
- Support Community Wellbeing

SUSTAINABILITY GOALS AT SUMMIT

- Reduce our carbon footprint
- Minimize waste generation
- Optimize reuse and recycling strategies
- Procure environmentally sustainable products

SNOWFLAKE COMMITMENT TO SUSTAINABILITY AT SUMMIT

We are constantly seeking opportunities to reduce the environmental impacts related to event production. This year we are committed to taking the following steps to reduce key impact areas related to carbon emissions, waste management and the conservation of water resources.

- Reducing our event carbon footprint. Caesar's Forum, our Summit venue, is built to LEED Gold standards and has high efficiency light and automation systems to conserve energy.
- Baselineing our event carbon footprint and purchasing carbon offsets related to venue operations and staff travel to Summit. We are offering opportunities for attendees to offset their travel during the registration process and on site.
- Working closely with our vendor partners to divert waste from going to the landfill. Waste will be hand sorted to ensure any material that can be recycled or repurposed is recovered.
- Purchasing water restoration credits equal to the consumption of water at our host venue during Summit. Water restoration credits help to secure legal agreements to keep water in streams and rivers protected restore natural freshwater systems and improve water efficiency in cities and farms.

HOW ATTENDEES CAN HELP

While you are attending Snowflake Summit, there are several ways you can reduce your environmental impacts, create positive social effects, and learn more about sustainability.

SUSTAINABILITY GOALS AT SUMMIT

- Participate in your hotel's Linen ReUse Program - Did you know that you can often earn Rewards points for participating? Ask your hotel about their specific awards incentives.
- Take shorter showers to save water and time.

WASTE REDUCTION

- All waste at the event venue is taken and sorted by hand. RenuOil, the venue's vendor partner, sorts out cardboard, plastic, aluminum, glass and other items from the single stream of waste collected from public spaces. Back of house waste is treated similarly, with the addition of animal feed/compost bins available in kitchens and dish rooms for food waste and they also recycle kitchen grease.

- Food that is safe for donation is routed to the local food bank.
- Get your Snowflake refillable water bottle at Registration to use throughout the Summit.
- Take only what is needed at food functions.
- Snowflake offers porter service for recycling, compost and trash at the event, including in booths at the Expo. Simply place an order for this service through the ERC.
- Make sure to download the official mobile app (available soon) instead of using a paper show map onsite.
- Ask for a recycling bag in the hotel room, if one is not in place.

ENERGY CONSERVATION

- Turn off lights and thermostat when leaving your hotel room.
- Unplug devices when not using them.

CO2 IMPACT

- Carpool or take public transport to/from the airport and to/from your hotel.
- Take advantage of the hotel shuttles, ride the Las Vegas Monorail or walk.
- Eat vegetarian or vegan at least one meal per day or make the commitment to eat meat-free all week.
- We encourage attendees to consider purchasing [carbon offsets](#) for plane travel.

ONSITE ACTIVATIONS

- Women in Data Experience
- Shop for sustainable merchandise at the [Snowstore](#).
- Data Collaboration for the Climate Lab & Workshop
- Symbolic Polar Bear Adoption
- Exhibitor Sustainability

WOMEN IN DATA EXPERIENCE

- Summit attendees of the Women in Data Experience will have an opportunity to listen to three trailblazing women as they share their lived experiences as women in data, the power of allyship, the future of the industry, and how tech companies can pave the path to careers in technology for future generations. Women in Data Experience attendees can opt in to a networking opportunity where they will be paired with another individual committed to continuing conversations around narrowing the gender gap in tech following the event.

SNOWSTORE AND SUSTAINABILITY

- At the Snowstore, we are committed to reducing our environmental impact on the planet. To minimize our environmental footprint, we use eco-friendly, recycled, and organic materials in most of our merchandise, all of our inks are soy-based, and we ship with sustainable packaging.

DATA COLLABORATION FOR THE CLIMATE LAB & WORKSHOP

- On Earth Day 2022, we introduced the [Data Collaboration for the Climate](#) program showcasing how Snowflake customers can use environmental data from the Snowflake Data Marketplace to inform their sustainability initiatives. Summit attendees can participate in the program by attending the [Data Collaboration for the Climate Workshops](#) where Snowflake experts will walk through the latest Snowflake features while analyzing environmental data sets. In addition to the workshops, attendees can drop by an open lab within the Data Heroes Hub where workstations will be available along with Snowflake experts to provide guidance.

SYMBOLIC POLAR BEAR ADOPTION

- The World Wildlife Fund will be attending Summit to share more about their mission. To support our favorite animal, Snowflake will be symbolically [adopting polar bears](#) through the WWF at the event.

EXHIBITOR SUSTAINABILITY

- Be mindful and limit giveaway items. Eliminate any single-use plastics and procure items that are reusable, compostable, recyclable or made of recycled materials.
- Use Smart Way Shippers and purchase carbon offsets for your shipment. Strive to order locally sourced items. Avoid styrofoam.
- Go paperless! Resort to digital solutions and encourage your team to be mindful of appliances at your booth, unplugging and switching off at the end of each day.
- Pack it out - Take any left-over material with you to reuse or let us help you donate the rest.