

# SUSTAINABILITY AT HOME

salesforce



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# INTRODUCTION SUSTAINABILITY AT HOME

As the world continues to deal with the unprecedented effects of the pandemic, we hope you and your families are staying safe and healthy.

At Salesforce we are unleashing the full power of our company—leveraging our products, resources, and relationships to help our stakeholders navigate this crisis. Earlier this year, we launched [Work.com](#), a set of solutions and resources to help businesses and communities reopen and recover safely.

We're working diligently to ensure our employees can return to our workplaces safely, when the time is right. As the future of work continues to take shape, now is the perfect opportunity to look at our own environmental impact and health at home.

This guide is intended to provide suggestions that may make working from home more comfortable, productive, and sustainable by sharing actionable ways to improve both your workspace and the planet. For example, we highlight workspace interventions which studies show can [boost wellbeing](#) while improving your [productivity by 10%](#) or more. We share tips you can make to support the environment and lower your carbon footprint while working from home. And while lifestyle changes are important, they cannot be decoupled from advocating for climate action – and this is why we need you. To quote Paul Hawken, “You are brilliant and the Earth is hiring.” There are countless ways to apply your unique skills and positions to make change in the world. The climate crisis needs champions of all types, so take what you do best and apply it to addressing climate change – the greatest adventure humans have ever faced.

# SUSTAINABILITY

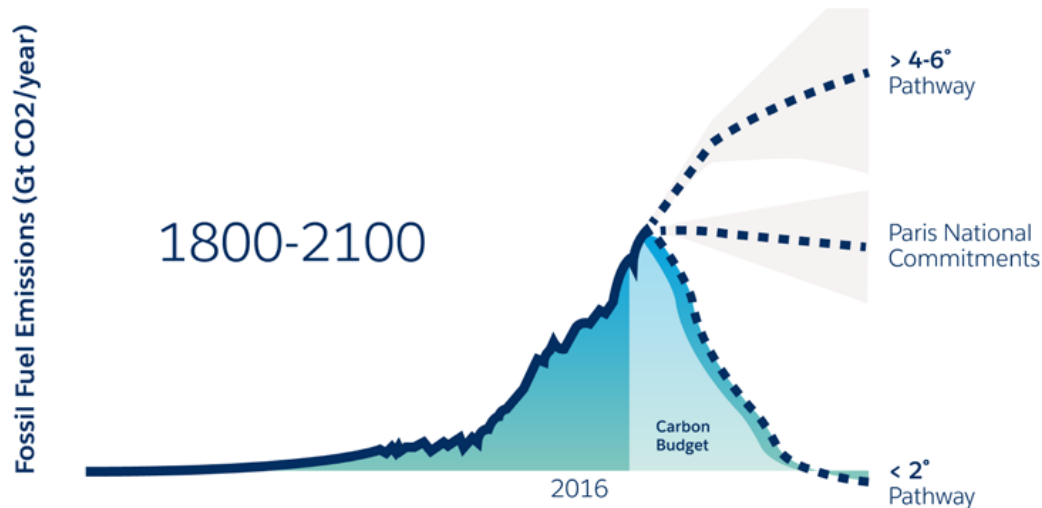
## In This Section:

- How to become a climate champion.
- How to conserve energy, water and reduce waste.
- How your diet impacts the climate and what you can do about it.
- How to use nature to combat climate change.

## *Protecting our planet*

Climate change is the greatest challenge humans have ever faced. [Experts agree](#) that we need to immediately and aggressively slash global CO<sub>2</sub> emissions by approximately 15% per year in order to keep global temperature from rising beyond 1.5°C. We have already warmed the planet by an average of 1°C, which is contributing to more frequent, more intense and costly natural disasters, including droughts, floods, fires and storms, causing devastation to humans and other life while also fueling what we now know is the [sixth great extinction](#).

At Salesforce, we consider the environment to be a key stakeholder and we are committed to harnessing our culture of innovation to improve the state of the world. When our workforce is mostly working at home we have an even greater opportunity to leverage the power of our people to reduce our



impact on the planet. We deliver all customers a carbon neutral cloud and are on track to achieve our 100% renewable energy target by FY22.

We continue to innovate at Salesforce. From our suppliers and our customers, to our technology and our brand, we are identifying our biggest levers of influence and determining how we can make them change agents in the greatest and most high-stakes challenge ever – the climate emergency. Because in this endeavor, winning slowly is

the same as losing. We need all leaders across all industries to create planetary-scale impact, and fast. You can read more about what Salesforce is doing in our latest [Stakeholder Impact Report](#).

## *Working From Home The Environmentally Friendly Way*

Now, as our global workforce is mostly working at home, you may have heard that less commuting is [lowering carbon emissions](#). However, the pandemic has shown that even with a significant reduction in air travel and reduced commutes, global emissions are expected to drop only 7% compared to 2019. These emissions cuts are being viewed only as a blip on the radar, and the extreme measures taken in lockdown are impossible and unrealistic to maintain. Only through catalyzing global systemic change can we hope to have a viable future. And every individual, institution, government, and corporation has an essential role to play in this transition.



While we have already identified many of the solutions and technologies we need to solve the climate crisis, political will has remained a consistent obstacle. As individuals, we have opportunities to advocate for climate action whether it be through civic engagement, donating to nonprofits, or supporting youth-led climate movements which have the ability to shift public opinion and policy. [Project Drawdown](#) also identified the topics of food waste, forest protection and restoration, girls' education, and carbon pollution as having the “largest global potential to reduce greenhouse gas emissions or sequester carbon.”

Every individual must be a climate champion. This section provides you with the information and guidance to not only save energy, water, and money but also make a greater impact by sharing these tips with family, friends, and neighbors. Lifestyle changes are important but cannot be decoupled from advocating for climate action - and this is why we need you. We each have a unique skill set and resources that we can use to deliver impact that the planet might actually notice.

## *Energy at Home*

Improving energy efficiency and incorporating renewable energy in your home is not only a great way to reduce your carbon footprint, but it can save you money, too. With various programs to take your clean energy efforts to the next level, there are several things you can do to begin saving today!

### **Save Energy at Home**

First, let's look at several options you have to use less energy at your home and workspace.



1 Set It For Savings

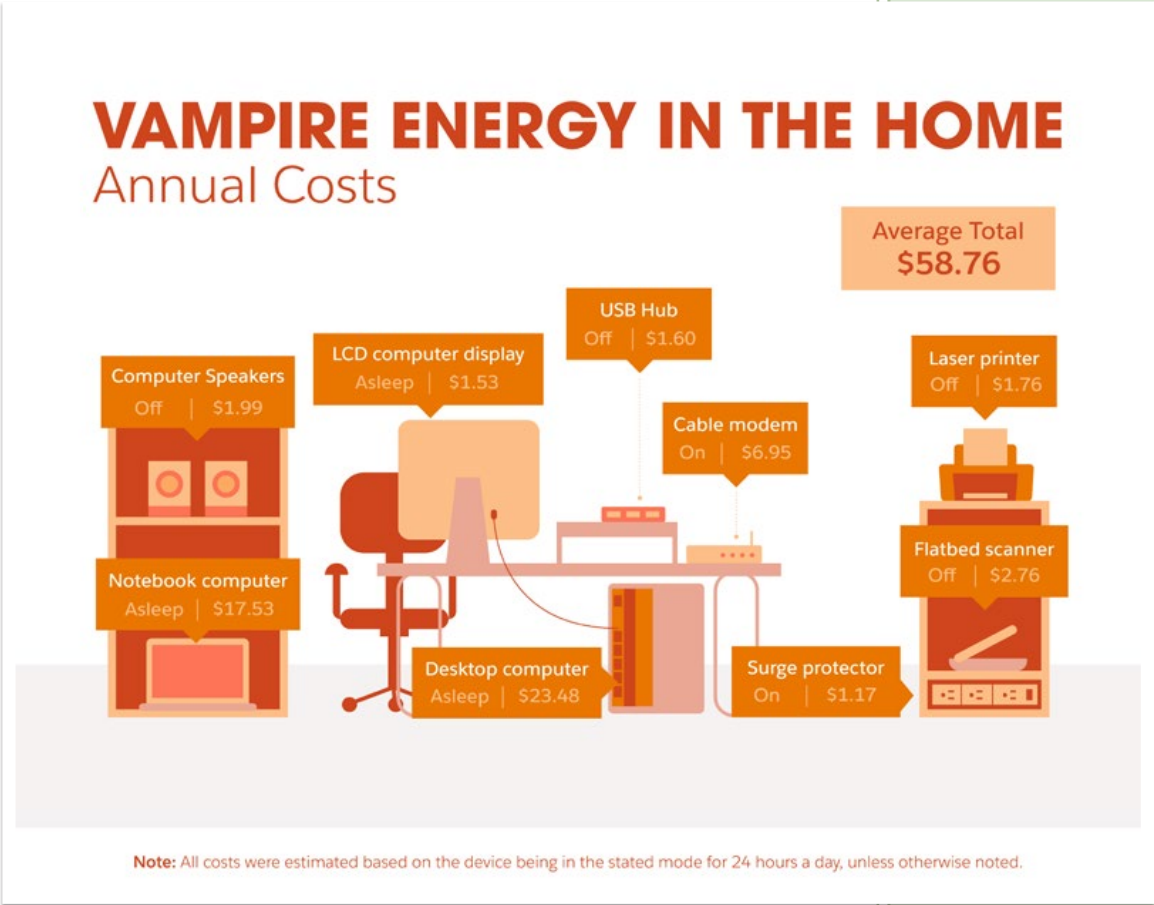
Your thermostat is a good place to start. Experiment with setpoints that will use less heating and cooling while still keeping you comfortable. You can [save 10%](#) by dialing your thermostat back for just 8 hours. You can also experiment with your refrigerator’s settings for additional savings.

2 Beware Of Vampires

Even when not in use, products that are plugged in may still suck up energy. These parasitic energy losses are often called “[vampire energy](#).” Unplug devices that aren’t in use, enable “sleep mode” or “eco mode” on electronics, and use smart power strips to reduce energy wasted by “standby power.”

3 Buy Efficient

When you buy electronics, look for labels that tell you the product is energy efficient, such as [EPEAT certified](#) and [ENERGY STAR](#) in the US. For many of our products, the lifetime cost of energy is much larger than the upfront cost. It’s a good idea to spend a bit more on that energy efficient option in order to save over the long term.



#### 4 Check Programs and Incentives

Your municipal government and local energy utility are good places to start looking for efficiency programs or incentives. If in the US, search this [national database](#) for opportunities in your area.

#### 5 Request an Audit

If you don't know where to start, consider calling a professional who can come help you identify where you are wasting energy and what may be needed to begin saving. If you're up for it, conduct your own [energy audit](#) but many utilities will offer this service for free!

## SAVE ENERGY AROUND THE HOME



Get started today with some [DIY energy saving projects](#):

- Insulate your water heater to keep hot water hot.
- Opt for a lamp on your desk rather than using full room lights.
- Swap out old light bulbs for LEDs.
- Use curtains and blinds to let in light and heat when you want it and to keep it out when you don't.



## Use Renewable Energy at Home

Housing accounts for 17% of the world's carbon emissions. Once you know you are doing the best you can to use energy efficiently and effectively, the next step is to investigate how to make sure the energy you are using is clean, renewable, and carbon-free. Here are a few key tips:

### 1 Buy Green Power

You don't have to own a roof to power your home with clean electricity. Most utilities now offer 100% renewable energy or products (often called "green tariffs" by the utilities) with more renewable energy than their typical fuel mix. A simple form, checkbox, or phone call with your utility company will allow most customers to get more clean energy at a slightly higher rate per kilowatt-hour. If your utility does not make it easy for you, check to see if your municipality has a green power program. All these programs can typically be found by entering your city or energy provider and "renewable energy" into a search engine. See also this [list of programs](#) managed by the US Department of Energy.

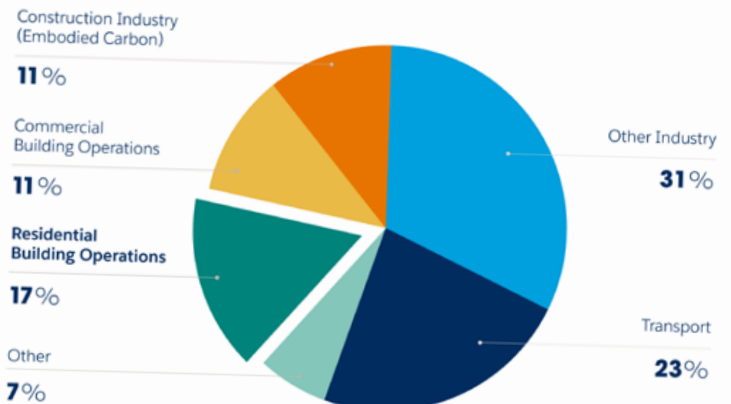
### 2 Community Solar

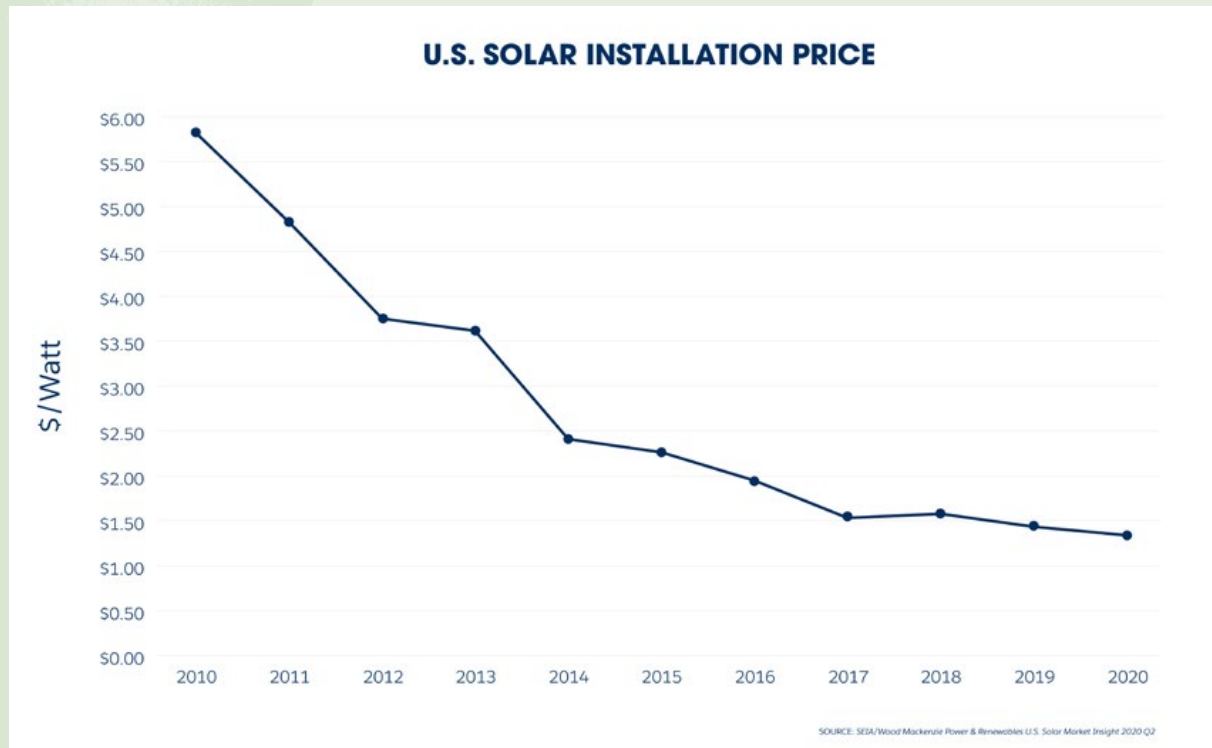
In many parts of the world, you can now [own a piece of a solar farm](#) and offset your electricity costs with what your portion generates when the sun is shining. No need to manage a rooftop installation. Ask your local department of environment and natural resources.

### 3 On-Site Renewables

If you own a home, you may be able to install on-site renewable energy systems, like solar-electric, wind power, or ground-source energy systems that save energy on heating and cooling. Some prefer to fully own the system, unlocking the full benefits of ownership and also its up-front costs and potential risks. Others prefer the reduced hassle and minimal upfront costs of a third-party power provider that installs solar on your roof and sells it to you, paying

## GLOBAL CARBON EMISSIONS





*The [cost of installing solar](#) has decreased significantly over the past decade.*

off the system over time. Whatever your preference, there are now many options with various [financing options](#). Search this [U.S. database](#) for possible incentives in your area. If you're in the US, you can also use Google's [Project Sunroof](#) to quickly assess your roof's solar potential and determine your financing options.

## Learn More

Salesforce is committed to achieving 100% renewable energy. This means we purchase renewable energy equivalent to what we consume in powering our global operations on an annual basis. Achieving this in an impactful way means thinking about deliberate, lasting, long-term grid transformation. Our focus is on purchasing renewable energy in a way that adds new renewable energy to the grid, avoids and reduces the greatest possible emissions, and blazes a trail for others to follow. Salesforce also laid out our [Clean Energy Strategy](#), detailing how we plan to reach 100% renewable energy across our global operations by FY22 so that we could create a blueprint for other companies to follow and deliver a carbon-neutral cloud to all customers.

## Water at Home

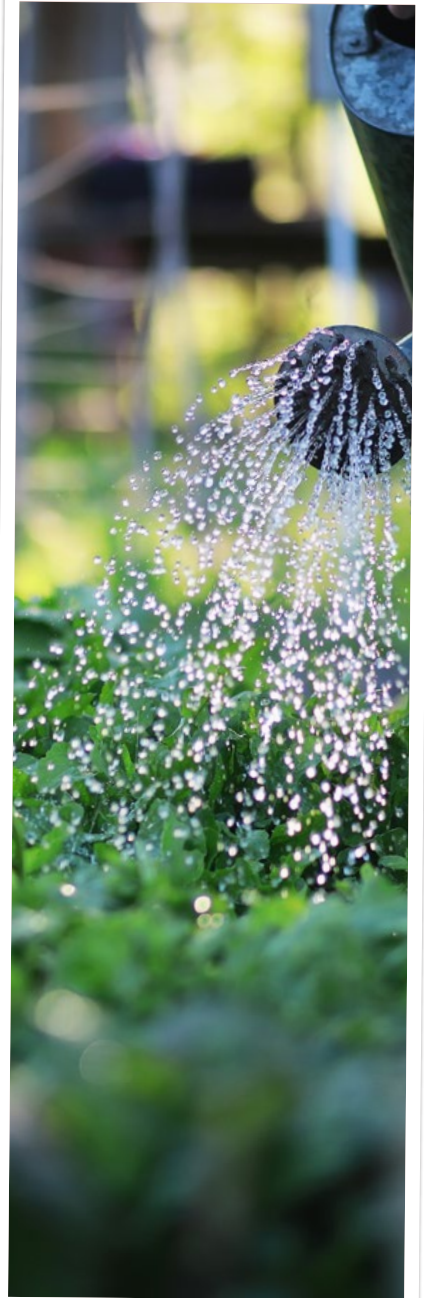
Water is critical to life. Like life, water can be complicated. Sometimes there's too little, other times too much. Sometimes it's frozen, bursting pipes and other times it's a hot, humid air that invites moisture and mold. Sometimes the water bill is too high or the well is dry. In a world where the climate is changing, we must recognize that the weather patterns which supplied our water in the 20th century may change in significant ways. We can expect our water delivery and drainage systems will have to evolve, adding costs and energy to our water system that already accounts for more than 5% of global greenhouse gas emissions.

Saving water saves energy, and vice versa. In the US, [almost half of our extracted surface fresh water](#) is used for producing electricity in thermoelectric (mostly fossil fuel) power plants. Switching to clean energy saves a lot of water.

Here are a few tips to reduce your water footprint while working from home:

### Outdoor Water

- Local Plants: If you have a yard or garden, you know that some plants need more water than others. When making your next landscaping decision, use a [native plant finder](#) to select species that are well adapted to the conditions of your area. Choosing [water-smart plants](#) will help your plants be happier with less water, lowering your bill and your water footprint.
- Irrigate Efficiently: When you must water the garden, do so early in the morning or late in the evening. You'll give more water to your plants and lose less water to the air. Drip hoses or other techniques that apply water directly where you want it will also minimize water waste.
- Let Rain Recharge: Rainy days in urban areas tend to overload drainage systems because water hits roofs and roadways and races into a network of community pipes. This can cause big spikes of pollution in local waterways and damage to homes and businesses. If your community allows you to redirect your downspout into your garden, you can recharge the local groundwater with a [rain garden](#) all while reducing strain on the community's downstream water systems. You can also collect the rainwater for later use with a [rain barrel](#)!







## Indoor Water

- Go low flow: Sink aerators and low-flow showerheads reduce water and are easy to install. Newer designs that add pressure make it so that you may not even notice a difference. Low-flow toilets consume less water and deliver the same flushing results. Look for EPA's [WaterSense label](#) in the US.
- Update appliances: When it's time to replace appliances like dishwashers and washing machines, look for energy and water efficient appliances with the [EnergyStar® logo](#) in the US.

## All Water

- Repair leaks: Small leaks are often overlooked and can lead to [massive amounts of wasted water](#), a higher water bill, and potential property damage.
- Monitor the bill: Some leaks may not be inside your home but could be leaking large amounts of water into the ground while you are paying the bill. Scrutinize your water bill to make sure you aren't wasting water and losing money.
- Reuse: State and local governments are starting to find ways to help homeowners [reuse water safely](#) in the US, usually for gardening or flushing toilets. Inquire with your local department of environment and natural resources if there are programs to help you to use rainwater or reuse some of the water that is otherwise going down the drain.

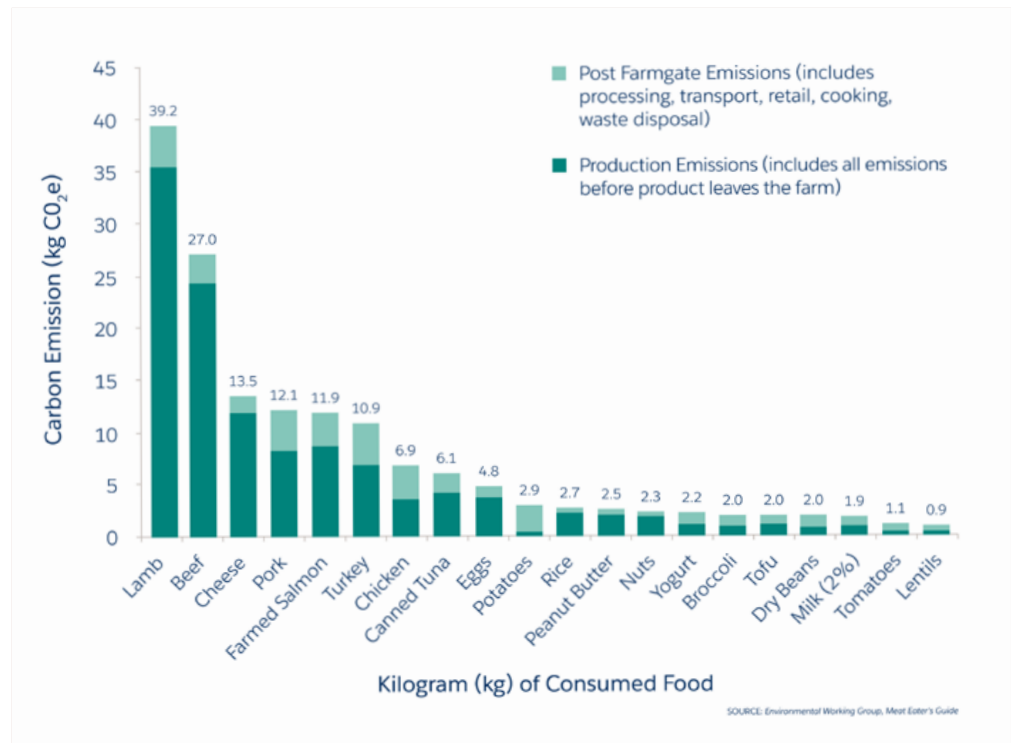
## Food at Home

Every day we make decisions about what food to eat. Every day these decisions impact our health, our wallet, and our carbon footprint. It is estimated that 14% of the average person's carbon footprint is related to the food they eat. To see your impact, you can use the [Nature Conservancy's Carbon Calculator](#) and learn where you can make improvements.

At Salesforce, we have begun to calculate and offset the carbon emissions associated with our food program through [Zero Foodprint](#). In addition to eating at Zero Foodprint [certified businesses](#), we've included a number of actions you can take to reduce the environmental footprint of your diet below.

### 1 Reduce Meat and Dairy Consumption

Switching to a plant-based diet could [cut 70%](#) of food-related greenhouse gas emissions. For most people, a complete switch won't happen, but all of us could aim to do better: eating less meat and dairy and more whole grains, fruits, and vegetables. If you do choose to eat red meat, it's possible to reduce your footprint by shopping organic or grass-fed and limiting the amount you're consuming. Opting for a Meatless Monday, choosing chicken over beef, and purchasing from local and organic farmers can help [reduce the carbon impact of your diet](#).



## 2 Support Sustainable Farms and Fisheries

We can help the environment by supporting more sustainable farming systems, including grass-fed beef that not only help improve soil health but also offset some of their greenhouse gas emissions by [restoring carbon-rich grassland soils](#). When you're eating seafood, you can use the [Monterey Bay Aquarium's Seafood Watch](#) program to choose seafood with lower environmental impact.

## 3 Buy Local and In Season

Do you have a farmers' market or community garden nearby? Buying local and in season can help reduce your carbon footprint [by 10%](#). Even if a farmers market is not nearby, another option is joining a [community-supported agriculture \(CSA\)](#) program to source some of your food directly from local farms. Produce that is sold out of season either is transported from far-flung places where the season is right or requires additional fertilizer and maintenance.

## 4 Cook More Sustainably

Eating better for the environment doesn't always mean making drastic shifts in your diet. There are many ways to do more with what you already have. Here's some tips and tricks for [sustainable cooking](#) to help you get started.

## 5 Minimize Food Waste

One of the simplest ways to cut down your food carbon footprint is to reduce your food waste. Food waste accounts for [7% of global greenhouse gas emissions](#) and [30-40% of food produced is wasted in the supply chain](#). To minimize your food waste:

- Compost your food. Check with your local government to see if they offer compost collection bins, or create your own [compost at home](#).





- Choose older fruits and vegetables from the front of grocery store bins or subscribe to delivery services that provide produce that is either misshaped or with a reduced shelf life.
- Get creative with leftovers and experiment with new recipes.
- Create a grocery list or a weekly meal plan to only purchase what you need.

## Learn More

Salesforce [recently announced](#) a pilot program, in partnership with [Eat. Learn. Play.](#), to source more than 300 tons of farm produce from local, minority-owned farms, including excess food that would otherwise go to waste, and deliver over 30,000 boxes of food to low-income families at school pickup sites and home deliveries. Dreamforce 2019 featured a [Food Systems And Climate Justice](#) panel conversation on how we can rethink the way we approach food systems to be more sustainable and equitable.



[A third of the food raised or prepared](#) does not make it from farm or factory to fork.



## Waste at Home

Waste management is more important than ever with the continued growth of landfills and marine debris, such as the Texas-sized [island of garbage](#) in the middle of the Pacific, one of [several](#) harming the world's oceans. We often hear of the three R's, "Reduce, Reuse, Recycle," but there are six R's in the waste equation. As we strive for a [zero-waste](#) planet, here are the six areas where you can begin curbing waste at home:

### ZERO WASTE HIERARCHY



#### 1 Refuse

Just say no to [items you do not need](#): plastic bags at the store when you have your own bag, take-out cutlery when you have cutlery at home, individually-wrapped produce when there is loose produce available, or free samples of things you never wanted in the first place, to name a few. Your refusal not only eliminates waste, it also lowers demand, which tells suppliers to produce less.

#### 2 Reduce

Buying less should save you money. When possible, buying in bulk limits packaging and often costs less per item. [Online bulk stores](#) can be a good option if you don't have one nearby. See previous section for food waste reduction tips and ideas.

#### 3 Repair

Give your things a second chance by repairing or restoring them. You can learn some new skills and do this yourself or find others to help you. [Community Bicycle Organizations](#) offer in-house maintenance tools and classes to help you repair your bike and connect with the community. The [DIY Network](#) provides an endless supply of how-to guidance for home repairs.

4 Reuse

Before mindlessly tossing something in the trash or recycling bin, consider if you can save money and extend its useful life by reusing it at least once, and possibly many more times. There are countless options. You may also choose to purchase things for their reusability, such as water bottles or balls for the dryer that replace disposable dryer sheets. One of many DIY ideas is to make your own reusable [beeswax food wraps](#). Support reuse in your community by buying from and donating to second-hand stores.

5 Rot

We can keep organic waste from piling up in landfills and instead feed them back to the soil. In many places you can subscribe to a compost collection service if your community doesn't offer it or if you don't have an outdoor area to make compost yourself. First check with your local department of environment and natural resources. If you are eager to produce your own, there are [many options](#), including systems that rely on worms, heat, and more.

6 Recycle

Listed last because there are so many alternatives before adding to the waste stream, even if to the recycling system. Verify what items are accepted by your municipal recycling service. Accepted paper products vary but only recycle those that are not saturated with food, such as pizza boxes or napkins.



Recycling number	Products
 PETE	water and soda bottles, cooking oil bottles, fruit juice containers, and microwave trays
 HDPE	milk jugs, laundry detergent, shampoo bottles, and yogurt tubs
 V	plastic packing, bubble wrap, food foils, and PVC piping
 LDPE	crushed bottles, shopping bags, and most food wrappings
 PP	furniture, toys, car bumpers, luggage, and tupperware
 PS	hard packing, refridgerator trays, cosmetic bags, costume jewelry, and vending cups
 OTHER	acrylic, polycarbonate, nylon, fiberglass, and baby bottles





## Nature at Home

Alongside the climate crisis, and deeply connected to it, is a [dramatic and accelerating](#) decline in biodiversity across the globe at a rate that is unprecedented in human history. A world where nature's critical species and systems are compromised threatens the fundamental stability of our world and poses new and untold risks to human survival. With all we now know about how our collective human pressures are driving these changes, we have both a moral and existential responsibility to act.

Through participation in restoration and conservation programs, Salesforce is combating climate change and threats to biodiversity. Trees and nature are the planet's homegrown way to store carbon in the natural ecosystems that give life to our planet. Every leaf on a tree is absorbing atmospheric carbon through photosynthesis, which the tree can then lock away (sequester) in its plant mass for hundreds of years. Scientists estimate that protecting and restoring nature can get us [30% of the way](#) towards averting the worst climate emergencies.

You can help from your home and in your community following these tips, for starters:

1

### *Protect and Plant Trees*

Trees are important. Trees give life, store carbon, clean the air, protect the soil, provide shade, and regulate the water cycle. That's why Salesforce supports [1t.org](#), an initiative to conserve and restore one trillion trees within this decade by connecting, empowering, and mobilizing a global reforestation community. Specifically, Salesforce has set a goal to support and mobilize the conservation and restoration of 100 million trees by 2030. You can help us achieve our goal by donating to our projects via [Plant for the Planet](#). Of course, we need to protect and plant trees everywhere. Consider donating time or money to local, regional, or global organizations that are engaged in this important work. Find a [tree species native to your region](#) that you like, then visit your local nursery to purchase and plant your own tree seedlings!

## 2 Create a Garden

Growing your own herbs is an easy and fun way to directly connect with your food and to save money while sprucing up your meals. [Herb gardens](#) can be grown indoors and take up minimal space, making it possible to grow them almost anywhere. A home garden is more sustainable, using less energy and water, minimizing additives like fertilizers and pesticides, and composting its own waste.

## 3 Protect the Birds and Bees

Pollinators support [75% of the world's flowering plants](#), but they are under threat. There are [several reasons](#) for the global decline of pollinators which poses a [major threat](#) to global agriculture. Birds are under threat from many pressures, including [habitat loss and outdoor cats](#). Cats alone kill one billion birds each year in the US. You can help the birds and the bees by eliminating the use of pesticides in your garden, [choosing local plants](#), planting a pollinator garden, providing nesting habitats, and keeping your cat indoors. Visit the [US Fish and Wildlife Services](#) website for more information or consider [building a bee hotel](#).

## 4 Make Ecology-Focused Purchases

Consider how the products you purchase may impact the environment and look for labels that can help you make the right choice. Soaps and detergents will end up down the drain and can be harmful to downstream waters. A [2020 review of laundry detergents](#) found a few favorites. When purchasing wood or paper products, look for labels that certify high standards for forest management and processing such as the [Forest Stewardship Council \(FSC\)](#), or [Programme for the Endorsement of Forest Certification schemes \(PEFC\)](#). Although exotic woods such as Ipe, Brazilian Cherry, or Cumaru might sound enticing, these types of wood travel farther distances and contribute to rainforest deforestation. The most sustainable option of all? Upcycling local wood that has been salvaged or reclaimed!

### 6 EASY HERBS TO GROW INDOORS





# BECOME A CLIMATE CHAMPION AT HOME

Everyday choices and activities have an impact on the environment. It doesn't need to be overwhelming. We can each pick an area or two to focus on and end up creating a big impact. Our collective efforts can make a significant difference as we work towards a sustainable future.

There are countless ways to apply your unique skills and positions to make change in the world. The climate crisis needs champions. Here are a few ways you can help:

1

*Start or Join a Green Team at  
Your Company*

Salesforce's green team, [Earthforce](#), demonstrates the tangible impact of individual action. Earthforce is a group of more than 9,000 passionate employee volunteers dedicated to promoting and celebrating environmental responsibility across the company. Earthforce members raise awareness around key issues such as energy conservation and efficiency, recycling and composting, responsible purchasing, low-carbon commuting, and much more. They also identify and support the implementation of solutions that help our company operate in a more environmentally sustainable way. Any organization can benefit from grassroots movements like Earthforce. Ready to create a similar program within your company? We've got you covered in [five easy steps](#).



## 2 *Use Your Voice*

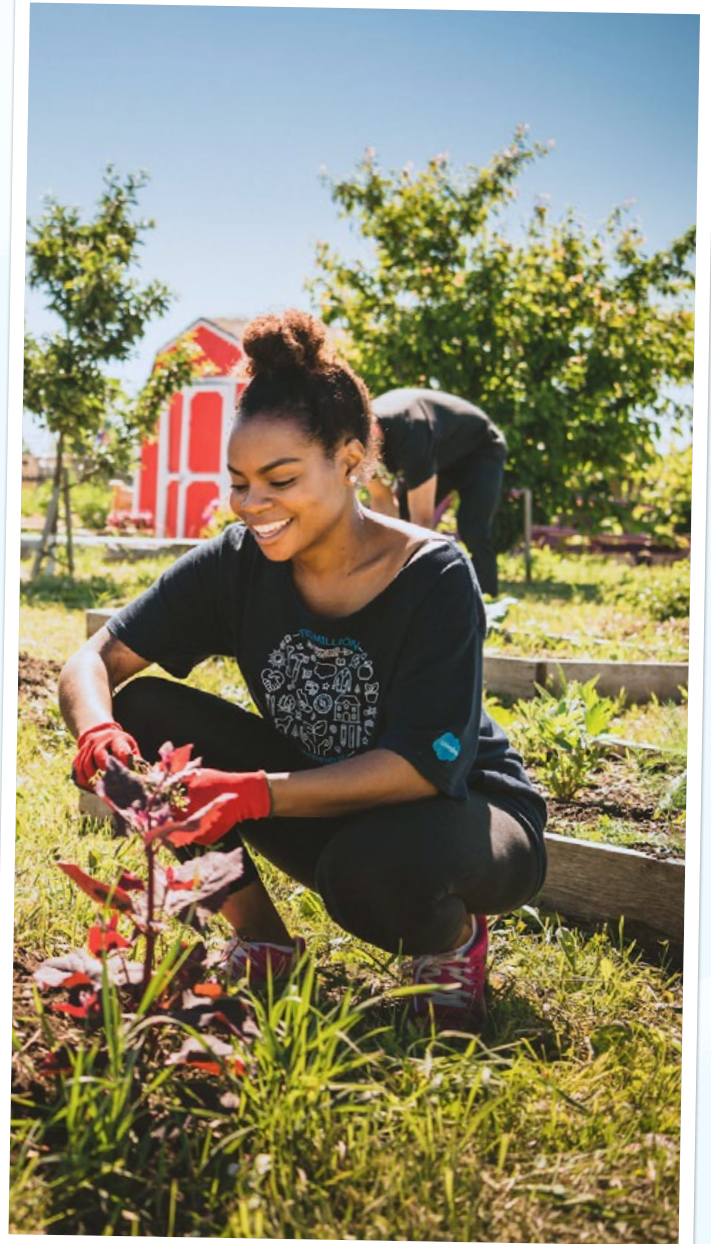
Leverage your influence to make a difference. Raise awareness of the climate emergency in your community and offer ways for individuals to get involved. Whether it's voting for a candidate or supporting a specific policy, volunteering for a nonprofit that supports climate action, proposing a sustainability project to your company, making different lifestyle choices, there are a million ways to join in.

## 3 *Offset Your Carbon Emissions*

Even if you have changed your diet, switched to renewable energy, and planted a pollinator garden you and your household will still have a climate footprint. Consider offsetting your residual emissions from travel, waste, diet, and the things we purchase through reputable organizations such as [Cool Effect](#).

## 4 *Do What You Do Best*

The climate emergency needs champions with skills of all types. Nobody is late. Nobody is unprepared. We can each focus on what we do best and apply that to climate change. Just take any word you associate with professionally or personally, place that into a google search engine and add “for climate action” and see what pops up, whether your word is “surfer,” “Belgian,” or “mom.”





## Learn More

Change doesn't come overnight, and it cannot be done alone. Individuals, businesses, cities, governments, and policymakers must work together to overcome the issues that our communities face to drive a better, more sustainable future for us all to share.

Salesforce is committed to creating a world that is just and equitable, where everyone has equal access to clean air, water, and energy and we will continue to work towards the goals we've set forth. Explore our [climate action strategy](#) and learn how business, government and individual action can create a more sustainable future. We hope that you're inspired by our sustainability journey, and motivated to make changes at home and in your own life. The road doesn't end here. It's just the beginning.

Here are several other organizations that offer additional tools and resources to empower your climate action plan.

- Project Drawdown offers 100 climate solutions ranging from [electricity generation](#), [food](#), [buildings and cities](#), [land use](#), [transport](#), and [materials](#), that will inspire action and give tangible ways to make a difference.
- [Columbia University's Earth Institute](#) shares 35 easy ways you can do to reduce your carbon footprint.
- The Story of Stuff helps you find ways to take action now by joining their latest [campaigns](#), such as stopping plastic pollution. You can take the Story of Stuff "Change Maker Personality Quiz" to help give you ideas about how to take action.

# PRODUCTIVITY & WELLBEING

## In This Section:

- How external elements may affect your productivity.
- How to improve your indoor air quality.
- How nature can be used to increase your productivity.
- How light impacts your comfort.
- How to protect your health and wellbeing

## *Your comfort is specific to you.*

Some of us enjoy working at our computers from a standing desk near an open window. Others prefer to work on the couch in a dark room. Many of us will only be comfortable for so long until we need a change – in temperature, lighting, position, or scenery. To improve wellbeing and productivity, incorporate ergonomics principles when creating your workspace at home. Consider whether the space is conducive to [provide sufficient support](#) and a healthy [posture](#) for both desktop and laptop work, and consider the duration of work time.

The most important action you can take for your physical comfort is to pay attention to it and take control by trying new things and finding out what works best for your body, your mind, and your focus. Be mindful that what works for you some of the time may not work for you all of the time. Ultimately, we want to make the most of the time we spend working so that our free time is truly free to be applied to other life priorities.



### [Office Ergonomics](#)

This free app has a short self-checkup and offers tips especially valuable if you're working at a table, countertop, or couch. Create a healthier home workspace from the five informational sections on posture, furniture, technology, environment, and well-being. Available on [Google Play](#) or [Apple Store](#).



### [Cardinus](#)

This free app has instructional videos demonstrating a range of stretches designed to keep backs, shoulders, necks, arms and wrists free from strain and injury.

## **Comfort makes productivity possible. Wellbeing reinforces it.**

Being productive at work isn't just good for you and the company, it also feels good. Even better, feeling well also [boosts productivity](#). You know the feeling: a completed task or project can be checked off the list and removes worry from spilling into our personal time, leaving us feeling energized and refreshed for what's next. The inverse, unfortunately, is also true and working from home can present many hurdles to achieving productivity and wellbeing.

There are a number of factors that play a role in boosting (or frustrating) our overall wellbeing, with compounding positive or negative impacts to our productivity. While many of these elements, like air quality and nature-inspired biophilic design, are optimized in Salesforce workplaces, you can find ways to begin enhancing your productivity and [health at home](#) by following the tips in this section.

### ***Salesforce's Healthy and Sustainable Materials Approach***

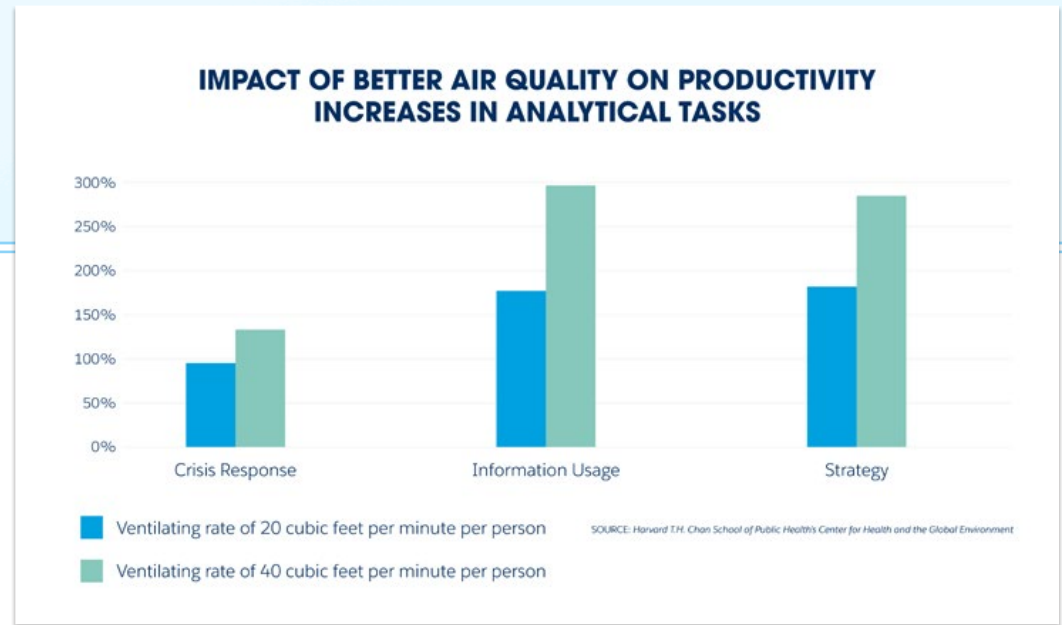
Salesforce's robust [Healthy and Sustainable Materials Program](#) brings healthier and sustainable materials into our workspaces and leverages our buying power for good. Being selective with what and how we furnish our spaces can be beneficial to our health and the planet. We published Salesforce's [Healthy Materials in the Workplace Guide](#) so others can benefit from what we've learned over the years. Interested in how to make your home more healthy and sustainable? Read the tips below and check out Harvard's [Homes for Health](#) guide.



## Indoor Air Quality

High indoor air quality can stimulate mental and physical health as well as productivity.

Did you know that inhalation of even small amounts of chemicals in the air can have a significant impact on our [cognitive function](#) and can disrupt many of our internal systems, including our endocrine, neurological, developmental, and reproductive systems. Additionally, the effects can be felt by local communities where these chemicals and products are manufactured. This is not just a health and sustainability issue but an environmental justice one as well.



## Common Pollutants in Indoor Air

- Carbon dioxide (CO<sub>2</sub>): Of course, CO<sub>2</sub> is released when we burn fossil fuels. In our homes, the largest, most common source of CO<sub>2</sub> is our own exhaust: human breath. Indoor air that isn't refreshed can accumulate high levels of CO<sub>2</sub> that is known to [diminish our cognitive function](#), or mental sharpness.
- Particulate matter (PM): PM includes small particles, like dust and smoke. They come in all sizes and can cause all kinds of trouble, from irritation and allergies to [far worse](#). Particulates in your home come from many sources, including cooking, smoking, pets, and even cleaning. The source can be outdoors if there is a nearby fire or source of pollution.
- Volatile organic compounds (VOCs): VOCs are gases that escape into the air from certain liquids or solids. The ones we care most about are human-made chemicals that can have short- and long-term [health effects](#). VOCs sources include: cleaning products, adhesives, composite materials, and even alcoholic drinks. VOCs are responsible for the "new car smell" and the plastic smell of many new electronics.

## Managing Indoor Air Quality In Your Home

At our offices, we have teams of engineers who manage the building systems that keep the air fresh and clean. Below are a few suggestions to begin [improving air quality](#) at home that may help protect your health and boost your productivity. As for any specialized subject, you may want to talk to a professional if you hope to get serious about air quality management at home.

### 1 Keep Air Fresh

When and where it is comfortable, [bring outdoor air into your home](#). Increasing the flow of outdoor air into your home is the most simple and effective way to improve indoor air quality. Consider opening windows and doors, running a window air conditioner with the vent set to “open,” or turn on exhaust fans in the kitchen or bathroom. [Harvard’s School of Public Health discovered](#) that a better supply of outdoor air can increase productivity by nearly 10%.

### 2 Good Filters

Replace the air filter in your central air system regularly – every 3 months is a good rule of thumb if you cannot find more specific instructions. Make sure to select the [appropriate filter type](#) for your system. The graph on the right can help you select a filter based on your top concerns. [Air purifiers](#) and [vacuums](#) may help remove airborne pollutants, such as VOCs, bacteria, mold, viruses, and allergens. Look for purifiers with a MERV or HEPA filter. Some technologies go beyond filtering and trapping pollutants, using “free radicals” to destroy the pollutants altogether.



3 Limit Introduced Chemicals

Harmful chemicals may be lurking all over our homes and finding their way into the air as VOCs. Some of these chemicals can have [long-term health impacts](#). Some examples include: phthalates in plastics, PVC shower liners, PFAS in stain and water-resistant products, and flame retardants in couches or baby toys. These chemicals can lead to damage to your immune system, an increased risk of diabetes, and are linked to a variety of diseases and cancers. You can reduce your exposure to dangerous VOCs by being conscious of anything that enters your home with a “chemical” smell.

4 Cleaning

A common culprit is your arsenal of cleaning products, including soaps, detergents, and solvents. Consider purchasing only those that are non-toxic and biodegradable. The US EPA offers guidance on [green cleaning supplies](#) and suggests purchasing products vetted and approved by third party certifications such as [Green Seal](#), [EcoLogo](#) or EPA’s [Safer Choice](#).



Green Seal

Frequently found in green cleaning mandates for schools and government facilities.

**Certifies:** Green Seal certifies a vast array of items, services and businesses. Anything from a coffee filter to a restaurant can be Green Seal Certified.

**Cleaning Product Standard:** GS-37



EcoLogo

Frequently found in green cleaning mandates for schools and government facilities.

**Certifies:** Building materials, cleaning products, office products and electronics. EcoLogo is a certification program within UL, which itself certifies thousands of products, both consumer and commercial.

**Cleaning Product Standard:** UL 2759.  
(Varying standards for disinfectants, hand care, etc.)



Safer Choice

The EPA's label for safer chemical-based products. Frequently found in federal, state or municipal green purchasing mandates.

**Certifies:** Cleaners, including carpet cleaners, laundry detergents, graffiti removers and personal care products.



USDA Bio-Preferred

Includes mandatory federal purchasing as well as voluntary labeling of bio-based products.

**Certifies:** Wide variety of federally-purchased goods, including cleaners, lubricants, stains, and inks.

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## 5 Materials

Furniture, paints, and coatings are another important source of potentially dangerous air pollutants. Consider purchasing only those that have been screened for safe ingredients, such as those certified by [Cradle to Cradle](#), [Declare](#), and [LEVEL](#). Liquid or wet-applied products like paints and glues can also emit a lot of pollutants. Look for products that are labeled as “Low VOC” or “No VOC” and have been certified by a third-party such as [UL Greenguard Gold](#), [SCS Indoor Advantage Gold](#), or [Eurofins Indoor Air Comfort](#).


## 6 Monitor

Sensors can give you a better picture of what kinds of air pollutants you may need to manage. Devices can be installed in your home to monitor indoor air quality and alert you when actions should be taken. Indoor air quality monitors should measure the most critical parameters: temperature, humidity, CO<sub>2</sub>, total VOCs, and PM2.5 (particulates less than 2.5 micrometers). Sensors that are [accredited by RESET](#) are a good bet.

## Nature and Your Workspace

You don't have to be “outdoorsy” to recognize the benefit of nature in your life. We all have a natural affinity to nature (some of us more than others). This concept is referred to as “biophilia,” and at Salesforce we work hard to introduce plants, patterns, and materials into the workplace to tap nature's calming and inspiring effects. [Studies show](#) that designing our buildings this way can have [big benefits](#), helping to reduce stress, increase productivity, and enhance our mental wellbeing.

**Workers in office environments with natural elements, such as greenery and sunlight**

 **15%**  
higher level of  
well-being

 **6%**  
more productive

 **15%**  
more creative

SOURCE: Green Plants for Green Buildings report “Human Spaces: The Global Impact of Biophilic Design in the Workplace”



## Bring Nature into Your Home Workspace

There are several ways you can tap into the added benefits of nature in your home workspace. The following tips may help you [reduce stress](#) and [improve your mental health](#), leading to calmer, more productive, and more rewarding workdays. Every home workspace has its limitations. The first step is being aware of how present nature is within your current work day and then exploring new ways to bring in more.

### 1 *Through The Window*

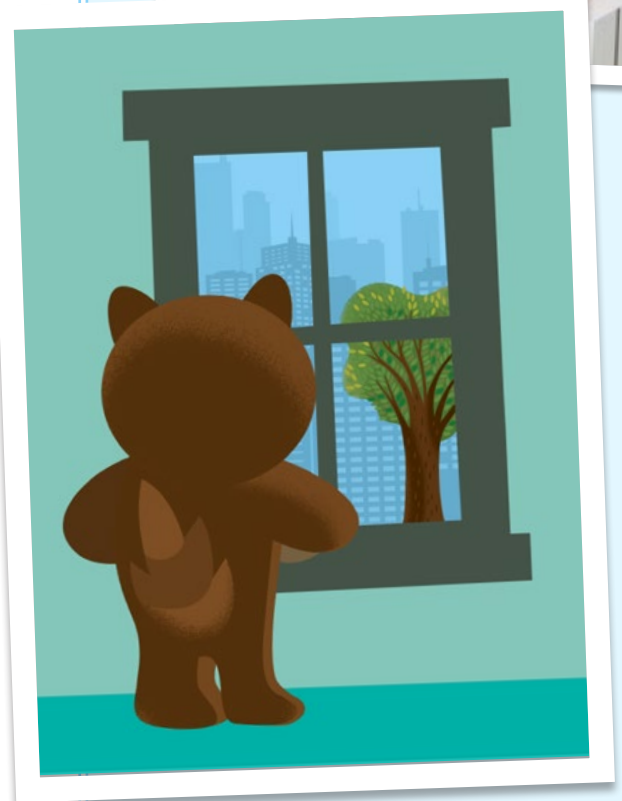
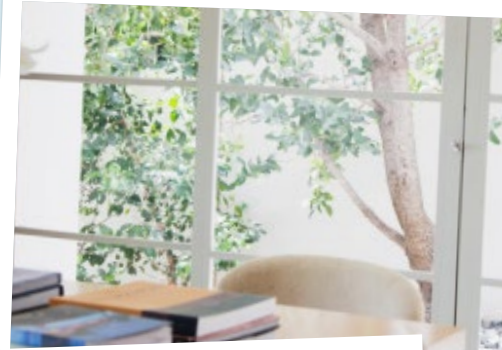
Consider working from a location with a view of the outdoors. A window view of even a single tree or planting works. Looking away from your screen towards far-off distances relaxes your eyes and [microbreaks](#) are particularly effective at helping to restore and sustain attention.

### 2 *Indoor Plants*

Since most people can't work from home next to a window overlooking a park, garden or backyard, a potted plant or two will do.. A potted plant or two will do. If you don't have a green thumb, try a cactus or succulent that requires very little care. A wide variety of options exist, from a single house plant to a DIY green wall or an indoor jungle. House plants can also [help improve air quality](#) by increasing the amount of oxygen and removing VOC contaminants.

### 3 *Indoor Textures*

Plants are a calming, natural presence in your home or garden, but they also require some care and attention. Thankfully, the benefits of biophilia are not limited to plants. Try adding textured natural materials like exposed wood, dried flowers, images of natural landscapes, or even nature-inspired color palettes and shapes that can infuse your workspace with life. Many natural material patterns are composed of [fractals](#) which can help to relax the mind.



## 4 Natural Light, Sound, and Air

Even when your eyes are focused on your computer screen and not on nature, we can benefit from an open window with fresh air, sunlight, and pleasant natural sounds. The perception of air movement on the skin can help to create a sense of *thermal delight* (see thermal comfort section). Sometimes bad weather, city sounds, and the occasional fog horn get in the way, but welcoming nature into our workspace will often make the day a little more pleasant. When a window isn't the right choice, experiment with background noise from the great outdoors. [Nature sounds](#) are shown to reduce stress and improve mood and cognitive performance. Water sounds are particularly effective at masking distracting noises. Other suggestions are bird songs and rustling leaves.

## 5 Step Outside

When all else fails, and when time allows, go outside. Take a phone call from a nature-filled park or fit some outdoor exercise into your day. *Shinrin-yoku*, or “[forest bathing](#),” can not only improve your state of mind, but also your immune function and overall physiological health.



### Learn More

It may be intuitive that we all would prefer to be at the beach or on a backcountry trail than at our desk. Integrating some elements from nature into your surroundings is a great way of getting a little more of what we want from our day. Research finds that adding some nature into your workplace can [boost your productivity](#), and hopefully also make the work day a little more comfortable, relaxing, and fulfilling.

## Light

**Lighting can impact your comfort and wellbeing.** Of course you need enough light to see, but light can seem warm or cold and it can change the way we perceive colors and even alter our mood. Most lighting in the workplace intends to emulate daylight, though there really is no substitute for the real thing. Exposure to natural daylight not only helps [improve sleep quality](#) but also helps us process Vitamin D, avoiding the gloomy effects of [Seasonal Affective Disorder](#) which may also be caused by [limited exposure to sunlight](#).

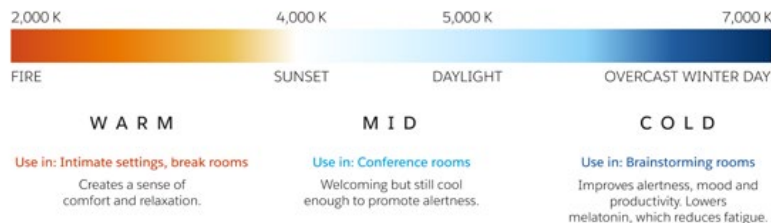
At Salesforce, we work hard to design the best possible lighting in our workspaces and to provide as much access to daylight as possible. Getting enough daylight exposure throughout the day should be a goal for every office worker, no matter where you are working for the day. You'll sleep better, bolster your immune system, and feel better in the winter.

### Steps for Better Lighting

- **Daylight:** It's the best kind of light because it's full-spectrum and free.
- **Warm and cool:** There is more to light than brightness. Warmer light can help you unwind and relax at night, but it isn't ideal for focused work in the middle of the day. A "daylight" labeled bulb may be more appropriate for working hours. Cool, bluer light can be good for focus but it may feel harsh for prolonged periods. New, smart LED lamps and bulbs have the capability to control the color temperature.
- **Task lighting:** A well positioned desk lamp can transform a workstation, provide focused light where you need it, and give you additional lighting options. Overhead lights are good for generally lighting the room but often can't provide the focused light we need at our work station. Task lighting, when used instead of overhead lighting, can also save energy since one light bulb where you need it may be better than three where you don't.

### HOW LIGHTING AFFECTS PRODUCTIVITY

One of the most striking factors influencing how we work is the color temperature – measured in Kelvin (K) – of the light sources we're exposed to on a regular basis.



SOURCES:  
<http://www.westinghouselighting.com/color-temperature.aspx>  
<https://www.ponadailynews.com/articles/20-1286/2740-2392-5-2/>

Like with other areas of personal comfort, you'll be best served if you take the time to explore what feels best for you. Having options can also help so you can move from one type of lighting to another to keep comfortable.

*Whether we recognize it or not, the "color temperature" of light can play an important role in our productivity at work. See this [graphic and article](#) from the University of North Carolina.*

## Wellbeing

At Salesforce, we take wellbeing seriously. Today, more than ever, it's important to focus on our wellbeing and build our resilience to overcome and thrive during these challenging times.

Staying safe, healthy, and balanced is important to feeling well and energized to take on our work and our many other daily priorities. The new work-from-home lifestyle has altered many aspects of our days, in some cases removing healthy habits like walking to work, lunch breaks with colleagues, or exercising at the gym. New habits can creep up on you before you know it – with any luck a few of them are good ones that are keeping you healthy and alert. The others are worth identifying and overcoming, which requires some effort.

Salesforce has created free health and wellbeing resources from Camp B-Well that are available to friends, family, customers, members of the community and more. Learn how to protect your health and wellbeing with tips and resources from wellbeing experts in the [Health and Wellbeing Resource Center](#) and on [Trailhead](#).



- [Healthy Eating](#): Salesforce's Executive Chef offers info, tips, and recipes to make delicious plant-rich meals in this [trail](#).
- [Mindfulness](#): Harness the power of mindfulness to reduce stress and create peace and joy in your day, including [guided meditations](#).
- [Wellbeing Breaks](#): Tune into B-Well Together for inspirational talks from leaders like Arianna Huffington, Deepak Chopra, M.D., and Jane Goodall – available [live](#) and [on-demand](#).

### Learn More

Working from home is a new challenge for staying healthy. Here are [seven additional ideas](#) for how to optimize your health while working from home and simple steps to [detox your home](#) by removing chemicals of concern. Check out our blog for tips to [stay focussed, inspired and productive](#) while working from home.





**Blaze your trail.**

For more information,  
email us at [sustainability@salesforce.com](mailto:sustainability@salesforce.com)  
Or, visit us at [salesforce.com](https://www.salesforce.com)