

## ROBERT FASS

GLOBAL SALES LEADER,  
SALESFORCE.COM



### What is driving you to make the transition to sustainability?

If you ask our CEO, he would say that we really have no choice, you know, it's going to require all of us to bring all of our powers to bear in order to achieve our shared goals of equitable transition to a sustainable future.

### How has your approach to sustainability changed in the last five years?

We started this journey roughly 11 years ago. And for the first half of that time our focus was really inwardly, you know building sustainable operations getting our operations to net zero and we have run our business a hundred percent on renewable energy. We were a net zero company as of last year which we're very proud of, but it's bigger than just what we do in our operations. We also focus heavily on external factors, whether it be policy organizations, getting our peers in the commercial marketplace to cooperate with us, helping to fund or found 1t.org with the World Economic Forum, and also invest in ecopreneurs. Our CEO Mark talks about how we need a new form of ecopreneur capitalism or environmental capitalism, and that's really what we're focusing on now. It's partially focused on what we are doing internally, but heavily focused on what the bigger impact that we can have by expanding our reach, including bringing a product to market, to help all companies manage their net zero transition.

### What action holds the greatest potential to deliver the climate transition?

It really is imperative that we all align to the shared objective. You know, there's no Planet B, and we have to make this happen in our planet and we have the ability to do so. So right now, it's all about sustainability. How do I make my business more sustainable, but it really needs to become something that permeates every element of our business. So it's not sustainable business. It's just business.