

Uber



TO A GREENER WORLD

10 SUSTAINABILITY INITIATIVES FOR A CLEANER, SAFER, AND MORE SUPPORTIVE UBER

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1 INCREASE DRIVER AND PASSENGER SAFETY

- In the year 2019, there were roughly 3,000 reported sexual assaults involving Uber drivers or passengers.
- The initiative will be to reduce sexual assaults related to Uber rides by 30% a year, down to zero by the year 2030.

2 REPAIR CARBON EMISSION OFFSETS

- According to the Union of Concerned Scientists, ride-hailing trips today result in an estimated 69% more climate pollution on average than the trips they displace.
- The initiative will be to reduce carbon emissions of the total Uber ride market by 25% in comparison to the public transport trips they displace by 2024.

3 EXPAND GREEN INCENTIVES

- UberGreen is a zero emission option for riders which gives bonuses to drivers and supports the Green Future program. Riders are also incentivized with 2x Uber Rewards Points.
- The initiative is to expand UberGreen to 1,000 more cities across the United States by 2022.

4 TAKING CARE OF EMPLOYEES

- The lack of opportunity for full-time benefits for Uber drivers has long been an issue. Recently, Uber CEO Dara Khosrowshahi said drivers should earn health-care benefits equal to the hours they work.
- The initiative is to offer full time employment for 25% of Uber drivers with full benefits by 2025.

5 MOVE TOWARD AN ALL-GREEN FLEET

- As we begin to make a national effort to become greener on the roads, Uber has an opportunity to be a leader of that effort, considering they are a leader on the roads.
- The initiative is to convert 75% of the Uber fleet to zero-emission cars by 2030.

6 INVEST IN RIDE SHARING

- Uber's environmental footprint is reverting efforts long made by public transport to move more people more efficiently. One-passenger rides create unnecessary congestion and pollution.
- The initiative is to invest 5% of revenue into the UberPool program to increase shared rides to 20% of all rides by 2025.

7 EMPHASIZE DIVERSITY IN LEADERSHIP

- Diversity in leadership delivers different perspectives and cultural differences which ultimately drive effective solutions. Uber has done well with ethnic diversity but should seek gender balance as well.
- The initiative is to increase female leadership in Uber to 45% of total leadership by 2024.

8 OFFER GREENER ALTERNATIVES TO DRIVING

- In 2020, Lime and Uber created a joint venture to offer Lime scooters within the Uber app. Replacing cars with scooters for short trips is the goal.
- The initiative is to increase funding and promotion of Lime scooter rides by 25% to emphasize lime scooter rides over short trips by 2022.

9 COMPLIANCE WITH REGULATIONS

- Uber regularly broke local laws to cement its leader status. They paid slap-on-the-wrist fines and continued on. But coexisting is part of sustainability.
- The initiative is to get Uber within 95% compliance of respective local laws and ordinances where cars are operating by 2023.

10 TAKE CARE OF THE DRIVERS

- Uber drivers earn low wages and compensation and despite claims from Uber that they can make up to \$23/hr. This does not account for driving related expenses. The actual number is closer to \$9.50/hr.
- The initiative is to increase driver earnings to within a minimum of 10% more than state minimum wage by 2024.

