TOOLKIT

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Corporate Colocation and Cloud Buyers' Principles Toolkit

Corp-Colo Toolkit for Implementation

BSR | Future of Internet Power

Welcome to the Corp-Colo Toolkit

The Corporate Colocation and Cloud Buyers' Principles Toolkit (Corp-Colo Toolkit) is designed to help sustainability teams and other internal advocates from signatory companies engage with their colo data centers and cloud service providers to put the Principles into practice. This toolkit will help you form and communicate your "asks," collaborate with other customers, and learn from other stakeholders to ensure efforts are viable, strategic, relevant, and actionable. In short, the purpose of this toolkit is to:

- Support signatories in pursuit of meeting the Principles.
- Turn the six criteria outlined in the Corporate Colocation and Cloud Buyers' Principles into action items.
- Help signatories engage with their colo vendors and develop specific asks that align with the Principles.
- Maximize renewable energy solutions at colos and ultimately help to power the internet with 100 percent renewable energy.

The toolkit includes:

- A practical step-by-step guide to help signatories and supporters structure their approach to the Principles
- A self-assessment of current practices
- Tear-off resources to engage directly with colo vendors

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The toolkit is intended to support Corporate Colocation and Cloud Buyers' Principles signatories and supporters as they work together to maximize renewable energy solutions at data centers, and to provide clear steps for turning the Principles into action. Specifically, the toolkit is designed to be a practical implementation guide with best practices, case studies, and new concepts to consider and explore.

The development of the toolkit was informed by feedback from Principles signatories and supporters, as well as other stakeholders. This toolkit will be made available first to signatories, supporters, and FoIP members, and potentially later to all REBA and BSR members.

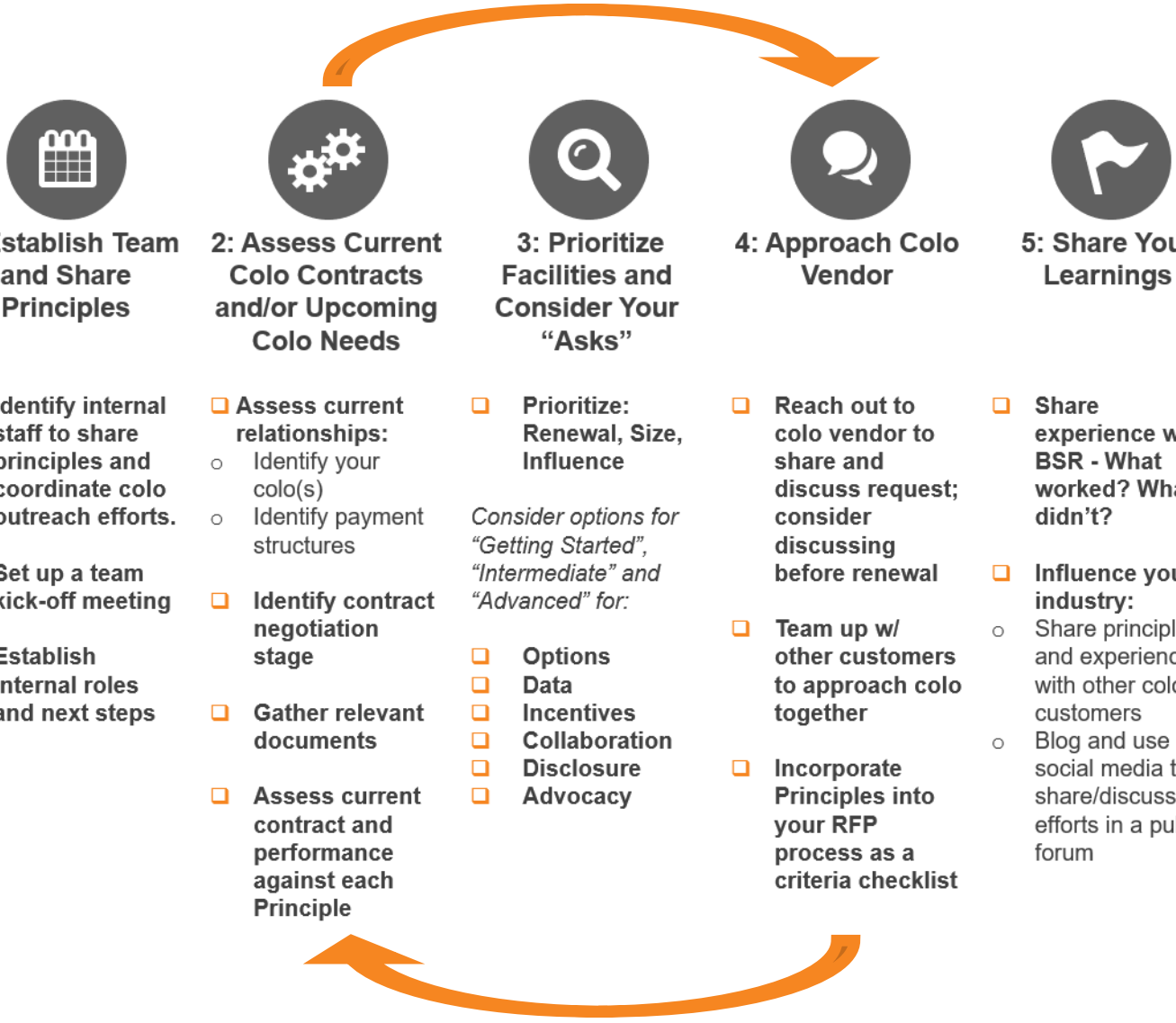
The Principles

BSR's Future of Internet Power (FoIP) initiative brings together companies to address challenges and collaborate on solutions that will enhance the ability to procure renewable energy to power data centers. As prime customers of energy-intensive colocation data center facilities (colos), FoIP members believe that increased ambition and efforts to maximize renewables at colos will result in a cleaner cloud.

Given the growing interest among both colo customers and service providers in using low-carbon energy sources and meeting sustainability goals, the Future of Internet Power created the **Corporate Colocation and Cloud Buyers' Principles** (The Principles). Customers of colo data centers and cloud services are invited to sign on to the Principles, thereby demonstrating their company's support for the six Principles. Cloud and colo providers are welcome to become supporters of this effort and work with their customers to put the Principles into practice.

Toolkit Checklist

Implementation of the Principles is an iterative, cyclical process that can and should be flexible enough to reflect your company's needs, ambitions, and relationships with vendors, as well as the unique opportunities and challenges that each vendor faces. As illustrated below, FoIP recommends establishing an internal team to champion Principles implementation (step 1), then working through steps two through four on a cyclical basis as appropriate for your needs, ambition, and current relationships. In the spirit of collaboration and continuous improvement, we encourage Principles users to share their experience, feedback, and learnings throughout the process.



1: Establish Team and Share Principles

- ❑ **Identify internal staff to share principles and coordinate colo outreach efforts.**
- ❑ **Set up a team kick-off meeting**
- ❑ **Establish internal roles and next steps**

2: Assess Current Colo Contracts and/or Upcoming Colo Needs

- ❑ **Assess current relationships:**
  - Identify your colo(s)
  - Identify payment structures
- ❑ **Identify contract negotiation stage**
- ❑ **Gather relevant documents**
- ❑ **Assess current contract and performance against each Principle**

3: Prioritize Facilities and Consider Your "Asks"

- ❑ **Prioritize: Renewal, Size, Influence**

Consider options for "Getting Started", "Intermediate" and "Advanced" for:

- ❑ **Options**
- ❑ **Data**
- ❑ **Incentives**
- ❑ **Collaboration**
- ❑ **Disclosure**
- ❑ **Advocacy**

4: Approach Colo Vendor

- ❑ **Reach out to colo vendor to share and discuss request; consider discussing before renewal**
- ❑ **Team up w/ other customers to approach colo together**
- ❑ **Incorporate Principles into your RFP process as a criteria checklist**

5: Share Your Learnings

- ❑ **Share experience with BSR - What worked? What didn't?**
- ❑ **Influence your industry:**
  - Share principles and experience with other colo customers
  - Blog and use social media to share/discuss efforts in a public forum

Step 1: Establish Team and Share Principles

1. **Identify internal staff to share Principles and coordinate colo outreach efforts. This will vary by company and should include:**
   a) Individuals responsible for:
      - Colo siting; Procurement/vendor relations; Colo contract negotiations

   b) Members of the environmental sustainability team. For example:
      - Chief Sustainability Officer; Head of Facilities and Operations; Any external energy/environmental consultants

   c) Others:
      - IT team
      - Benchmarking team (to compare vendors across the market)
      - Someone strategic in nature and senior in your organization that wants to implement Principles across different consumables, tied to strategy and high-level direction, e.g. "Head of Data Center Strategy."

2. **Set up a kick-off meeting to review the Principles, explain why your company signed on, and communicate that you'd like to coordinate outreach to your colo to discuss putting the Principles into action.**
   a) Appendix Resource: Principles Overview Slides
   b) Tip: Consider asking BSR or FoIP members to join the call to help explain the Principles and discuss outreach efforts.

3. **Establish internal roles and next steps.**
   a) To establish roles, consider:
      - Who can provide information on your company's current colo practices and contacts?
      - Who should be involved in the outreach to the colo?

   b) Next Steps: Schedule follow-up meeting and confirm the team that will complete the assessment of current color relationships and current colo contracts against each principle (see "Step 2").
   c) Tip: Tailor messaging and approach to suit current needs and culture of your colo vendors.
   d) Tip: Remember this guide is a process; not everything will happen on day one. You will need to continually revisit and enhance these efforts.

Step 2: Assess Current Colo Contracts and / or Upcoming Colo Needs

Before engaging with your colo, it is important to get a baseline understanding of your current contracts, or the needs that will be covered by upcoming contracts. The following steps can help you gather the information needed to understand your current colo's performance against the Principles and identify potential areas of opportunity.

1. **Assess current colo relationships (if applicable):**
   a) Identify your colo(s):
      - Who are they? Where are they located? Who are the primary contacts?
   b) Identify payment structure:
      - Is it fixed price or based on actual usage (sub-metered)?
   c) Assess state of current relationship and overall vendor performance

2. **Identify contract negotiation stage:**
   a) Begin by identifying which stage of the contract negotiation process your company is currently navigating. Challenges and opportunities will vary depending on whether you are: engaging with a brand new colo or an existing colo at a new facility, at the RFP stage, at the contract negotiation stage, or already have a signed contract.
   b) Tip: If possible, incorporate the Principles into your RFP process!

3. **Gather relevant documents for current and future colo contracts, such as:**
   a) Current colo contracts; monthly bills; previous and current RFPs; siting criteria used to identify and select colo options (e.g. risk assessments).

4. **Assess current colo contract and performance against each Principle**
   a) There are a variety of ways to obtain the information necessary to understand colo performance against the Principles and to gather sufficient data to make accurate and transparent renewable energy claims.
      - For example, signatories can look up colo providers on industry sustainability rating platforms to better understand baseline performance (e.g. CDP's ICT Sector Module or EcoVadis' Supplier Sustainability Ratings).

Step 3: Prioritize Facilities and Consider Your "Asks"

1. **Prioritize Facilities:** For companies with multiple colo vendors, it is important to prioritize your facilities and decide who to engage first. Suggested prioritization criteria include:
   a) **Renewal:** Prioritize colo contract(s) next up for renewal
   b) **Size:** Prioritize your largest colos. There are many ways to define "largest," from greatest spend to total energy use to greatest connection or use within your company.
      - **Case study:** When assessing environmental impacts, one Principles signatory with many colo vendors and facilities focuses first on the facilities that represent 75% of server deployment.
   c) **Influence:** Prioritize colos you know your company can influence to maximize impact—for example, contracts of high value or long duration, or where your company has been a long-standing customer.
   d) **Current Sustainability Performance:** Prioritize colos that are already advanced in their sustainability efforts.
      - **Note:** It may be easier to get started by engaging with colos that already have sustainability efforts. However, there is significant value in educating other colos on the importance of renewable energy and, ultimately, applying pressure to drive performance improvements.

2. **Consider your "Asks:"** Once facilities (current or potential) are prioritized, consider whether they are getting started, intermediate, or advanced with reference to the Principles (from your assessment in "Step 2"). Remember, the expectation of the Principles is that a colo's ability to provide data will improve over time, not that all facilities will be able to provide all of the information on day one.

Note: *Certain documentation is required for colo clients to leverage renewable energy procured by vendors to make legitimate zero carbon claims. This documentation will vary depending on the procurement mechanism. Clear guidance on exactly what documentation is required to comply with Section 2.5 of the Scope 2 Guidance does not currently exist. FoIP members are engaging with key stakeholders—including verifiers and colocation facilities—to gather feedback and address this challenge. The toolkit will be updated with the latest guidance as the conversation progresses.*

Step 3: Examples of Good Practice

Pages 9-11 provide additional detail on what "getting started," "intermediate," and "advanced" performance looks like in practice for each of the six Principles. These are intended only as illustrative examples; for additional inspiration and best practice sharing, please join the FoIP quarterly signatory calls.

Principle 1: Options

Provide options for cost-competitive services powered by renewable resources that reduce emissions beyond business as usual.

Getting Started	Intermediate	Advanced
Ask the colo provider what energy sources they use or have available.	Request the colo or cloud provider include renewable energy options in their service.	Incorporate renewable energy option availability into colo or cloud service contracts.

Principle 2: Data

Deliver monthly data on the colo customer's direct and indirect energy consumption, water consumption, greenhouse gas emissions, and other environmental data.

Getting Started	Intermediate	Advanced
Inquire as to what energy use information is available at the facility and customer levels.	Request data on the facility's energy use, PUE, and GHG equivalent	Include regular disclosure of renewable energy procurement in colo or cloud service contracts.

Step 3: Examples of Good Practice

Principle 3: Incentives

Align the partnership between customer and service provider so both parties have an incentive to reduce energy consumption.

Getting Started	Intermediate	Advanced
Inquire as to IT hardware efficiency options as well as service provider overhead energy efficiency efforts.	Request billing such that tenants pay for energy use and therefore see reduced costs from energy efficiency.	Partner with colo or cloud service providers to explore mutually beneficial energy reduction opportunities, e.g.: • Joint goals in contract language; • Shared rebates; • Investment in multi-party aggregation RE procurement deals

Principle 4: Collaboration

Provide options for colo customer collaboration on efficiency and renewable energy enhancements.

Getting Started	Intermediate	Advanced
Consult this toolkit!	Create opportunities for customers to identify themselves among their neighboring tenants (via online communities and/or physical meetings on-site) and establish common efficiency and renewable energy priorities.	Coordinate and work with peers and providers to: • Design and execute multi-party renewable energy aggregation agreements • Establish shared data request and collection system • Consider advocacy with local utilities or other energy regulators

Step 3: Examples of Good Practice

Principle 5: Disclosure

Disclose individual sites and total global corporate footprint, as well as site-specific energy sources.

Getting Started	Intermediate	Advanced
Ascertain which of providers report total global and site-specific carbon footprint.	Request all providers to publicly disclose global and site specific footprints through a regular reporting, such as CDP or an annual environmental report.	Incorporate global and site-specific public disclosure requirements into contracts.

Principle 6: Advocacy

Engage in policy advocacy efforts that support the use of renewable energy.

Getting Started	Intermediate	Advanced
Assess colo or cloud service providers' current advocacy efforts (e.g. participation in sign-on opportunities). Encourage peers and providers to: • Participate in the Renewable Energy Buyers' Alliance • Sign on to the Corporate Renewable Energy Buyers' Principle	Publicly support pro-renewable energy policies at the local, state, and federal level. Consider: • Joint letters with colo or cloud service vendors and other customers to advocate for renewable options • Attending integrated resource planning meetings or hearings in key geographies	Coordinate and lead companies in publicly tying availability of renewable energy to the siting or other investment opportunities in specific geographies.

Step 4: Approach Colo Vendor

1. **Consider outreach timing, and approach colo vendor to share and discuss requests.**
   a) Consider the best timing to reach out to colo vendor to share the principles and discuss requests: For existing colo contracts, consider discussing before upcoming contract renewal to negotiate terms and make requests that align with the principles.
   b) Appendix Resource: Template Emails

2. **Team up with other customers to approach colos together**
   a) Are you aware of other colo customers in your facility? Consider teaming up and approaching the colo together with a unified request.

3. **Incorporate Principles into your RFP process as a criteria checklist**
   a) Looking for a new colo or cloud provider? Incorporate the Principles into your RFP process as a criteria checklist and reference them during new contract negotiations.

4. **At regular intervals, repeat steps 2 through 4 to ensure updated engagements and encourage progress over time.**

Step 5: Share Your Learnings

1. **Share experiences with BSR:** What worked well? What didn't? What did the colo offer, or push back on?
   a) Share any RFP or contract language that was helpful in negotiations
   b) Join the quarterly signatory calls to share learnings, ask questions, and discuss challenges

2. **Influence your industry**
   a) Share principles and experiences with other colo customers
   b) Blog and use social media to share / discuss efforts in an open forum
   c) Appendix Resource: Sample Media

Appendix Resources

The following resources are stored in Google Drive and available for download and use by FoIP Members and Corporate Colocation and Cloud Buyers' Principles signatories. These resources will be updated and additional resources will be added over time.

- "Walking Deck" to share with internal team on FoIP and the Principles (Google Slides)
  - Principles Overview Slide
  - Key Talking Points
  - "The Business Case" / What's in it for your internal teams?
- Template emails for use in socializing principles internally, engaging colo vendors, and inviting others to join the Principles as signatories or supporters
- Media Links (sample blog posts)
- BSR Team Contact Information
- FAQ

Questions? Trouble accessing a resource? Please reach out to Berkley Rothmeier (brothmeier@bsr.org) or Michael Rohwer (mrohwer@bsr.org).

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