

## FAQ

# Future of Internet Power and the Corporate Colocation and Cloud Buyers' Principles

## BACKGROUND

Future of Internet Power, a group of BSR member companies, is aiming to power the internet with 100 percent renewable energy. As prime customers of energy-intensive colocation data center facilities (colos), we 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 to use low-carbon energy sources and meet sustainability goals, the Future of Internet Power has created the [Corporate Colocation and Cloud Buyers' Principles](#). **We encourage colo customers to show your support for maximizing renewable energy solutions at data centers by becoming a signatory these principles.**

## FREQUENTLY ASKED QUESTIONS

- **What is [Future of Internet Power \(FoIP\)](#)?** FoIP is a **BSR collaborative initiative** comprised of 12 influential companies working toward a vision of an internet powered by 100 percent renewable energy. We do this by working with data center providers, policymakers, utilities, and developers to maximize renewables at data centers.
- **What are FoIP's [Corporate Colocation and Cloud Buyers' Principles](#)?**
  - The Corporate-Colo Principles outline six criteria that companies using colo services would like to see their colo-service providers meet, such as providing data on customer energy consumption, disclosing facility energy sources, and supporting renewable energy advocacy efforts.
  - The principles are **concise, directional statements that are non-binding** and intended to encourage colo customers to engage with providers about options for efficiency and renewables solutions. The principles can also be used as a **criteria checklist** when companies are siting new data center providers and locations.
  - By supporting the principles and giving preference to colo providers that meet the criteria, companies will not only be better positioned to meet their own sustainability goals—they will also **help accelerate the demand for renewable energy.**
- **Who should be a signatory to the principles?** We encourage all **customers of colo data centers and cloud services** to become a signatory, thereby demonstrating your company's support for the six principles. While the principles are not designed for colo providers to be signatories, FoIP will be exploring ways to acknowledge colo providers that support this effort and meet the criteria.
- **How does my company sign on and will it be publicized?** Contact Katie Abbott ([kabbott@bsr.org](mailto:kabbott@bsr.org)) and provide an approved company logo. There is **no fee** required to sign on. Signatories will be announced at relevant industry events and through BSR media channels.
- **How is this different from the [Corporate Renewable Energy Buyers' Principles](#) and is this related to the [Renewable Energy Buyers' Alliance \(REBA\)](#)?** Modeled after the successful Corporate RE Buyers' Principles, which focus on the renewables interests of all corporate buyers, FoIP's Corporate-Colo Principles are an **industry-specific effort** to encourage and demonstrate mobilization of colo customers' renewables interests. **FoIP is a member of REBA** and we support the other renewables initiatives led by our REBA partners: World Resources Institute/World Wildlife Fund's Corporate RE Buyers' Principles and Rocky Mountain Institute's Business Renewables Center.

## ABOUT BSR

BSR is a global nonprofit organization that works with its network of more than 250 member companies and other partners to build a just and sustainable world. From its offices in Asia, Europe, and North America, BSR develops sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. Visit [www.bsr.org](http://www.bsr.org) for more information about BSR's more than 25 years of leadership in sustainability. [www.bsr.org](http://www.bsr.org)