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## Future of Internet Power

Data centers play an important role in the sustainability solutions made possible through computing, and the best data centers are highly efficient. However, the sector still creates significant impacts, including driving 1-2 percent of energy use in the U.S. Operators need proactive and collaborative strategies for sourcing in order to realize data centers' potential for sustainability.

A BSR Collaborative Initiative

### Focus of the Initiative

The **Future of Internet Power** initiative brings together companies in the technology sector to address challenges and collaborate on solutions that will enhance the ability of the technology sector to procure renewable energy.

The initiative focuses on:

- » **Industry Analysis:** Research on critical trends, energy impacts, and renewables expansion needs in the data center sector.
- » **Value Chain Collaboration:** Peer sharing among data center suppliers (co-location centers), service providers (cloud providers), and customers (technology users).
- » **Strategic Dialogue:** Education and convening with stakeholders on data center trends, needs, and opportunities for renewables expansion in practice.

*Large data centers use*

# 100x

*the energy of a typical office building*

(Source: "Intelligent Low-Carbon Power Sourcing for Data Centers," BSR, 2014)

### Why Join?

Members of Future of Internet Power raise the bar on leadership in renewables procurement in the information and communications technology industry. They benefit from the following:

- » **Sharing knowledge with leading peers** on how to tackle transactions and policy issues nationally and globally.
- » **Shaping the data center industry's response** in the emerging field of renewables procurement.
- » **Working with suppliers** (e.g. co-location providers) to encourage proactive renewables procurement efficiently and in a standardized way.
- » **Demonstrating leadership to customers** about renewable energy and climate change.
- » **Reaching key stakeholders** such as policymakers, utilities, and power developers in facilitated group settings.
- » **Staying coordinated with other initiatives** that are driving renewables expansion globally.

### Participating Organizations

Adobe  
eBay  
Facebook  
HP  
salesforce.com  
Symantec

### Contacts

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### More Information

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