

Future of Internet Power

An internet powered by 100% renewable energy

OUR MISSION

Increase the use of renewable energy to power data centers through collaboration with companies, power providers, developers, utilities and policymakers.

Large data centers use

100x

the energy of a typical office building.

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

Introduction

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 more than 2 percent of energy use in the United States. Companies that use data center services need to work with their providers to find collaborative strategies for renewable energy sourcing in order to realize data centers' potential for sustainability.

The Future of Internet Power initiative brings together companies to address challenges and collaborate on solutions that will enhance the ability to procure renewable energy to power data centers.

Our Accomplishments

- Identified best practices and shared challenges in deploying renewables at data center and colocation facilities
- Provided thought leadership and increased visibility of the renewable energy interests among data center users and providers
- Shaped a movement that has more than 20 data-center-using technology companies committing to utilizing 100 percent renewable energy*

Our Partnerships

Future of Internet Power is a member of the Renewable Energy Buyers' Alliance (REBA), a new coalition with World Resources Institute, World Wildlife Fund, and the Rocky Mountain Institute's Business Renewables Center. REBA partners with more than 60 iconic, multinational companies to deliver 60GW of new corporate renewable energy capacity by 2025.

* As of May 2016

Why Join?

1 Collaborate with data center service providers (co-los), utilities, and power developers to create workable, win-win solutions that promote the use of renewables to power data storage facilities

2 Raise awareness and advocate for the issues, opportunities, and challenges for accessing and maximizing renewable energy at data centers

3 Empower corporate business units to identify renewable energy options and utilize best practices for siting and procuring data centers

COMPANIES

Adobe Systems Incorporated
Akamai Technologies, Inc.
Autodesk, Inc.
CA Technologies
eBay Inc.
Etsy
Facebook, Inc.
Hewlett Packard Enterprise
LinkedIn Corporation
Salesforce.com
Symantec Corporation
Workday

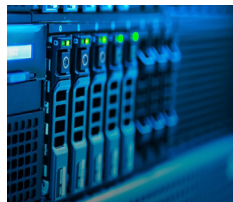
Our Insights



REPORT

Best Practices for Colocation Data Centers: A Guide to Maximizing Renewable Energy Mix

This working paper presents best practices and exploratory concepts to help colocation data center (colo) owners and users address the challenges and opportunities to maximizing the use of renewable energy at colo facilities in the United States. [Read more →](#)



BLOG

Getting to a Green Internet, One Goal at a Time

The Future of Internet Power is pleased to share that 20 information and communications technology companies have now committed to a 100 percent renewables goal. [Read more →](#)



BLOG

The Future of Internet Power

Internet data centers represent up to 2 percent of electricity in the United States and form a major component of internet companies' carbon footprint. A new BSR initiative with Adobe, eBay, Facebook, HP, salesforce.com, and Symantec is exploring the next climate frontier.

[Read more →](#)

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For More Information

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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 for more information about BSR's 25 years of leadership in sustainability.



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