

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

- Developed and launched the [Corporate Colocation and Cloud Buyers' Principles](#), six criteria that customers of data center colocation and cloud services expect their data center service providers to meet.
- Produced a [white paper](#) with WRI addressing the issues of greenhouse gas (GHG) emissions accounting, renewable energy procurement, and reporting in the data center sector.
- Continuing to work with our [REBA](#) co-founders to scale renewable energy and help corporations purchase 60GW of additional renewable energy in the US by 2025.

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.

Why Join?

1 Collaborate with data center service providers, 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 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.
Bank of America Corporation
CA Technologies
eBay Inc.
Facebook, Inc.
Hewlett Packard Enterprise
Salesforce.com
Symantec Corporation
Time Warner, Inc.
VMware, Inc.
Workday

Our Insights



REPORT

GHG Emissions Accounting, Renewable Energy Purchases and Zero-Carbon Reporting

This working paper provides details about greenhouse gas scope accounting and reporting per the World Resources Institute's Greenhouse Gas Protocol. [Read more](#) →



BLOG

Turning the Internet Green: A Progress Update from BSR's Future of Internet Power

Following completion of the initiative's fourth year of work, we took a moment to look at what we have achieved recently and to highlight our ongoing efforts. [Read more](#) →



BLOG

To Take the First Step in Greening Your Digital Footprint, Follow the Leaders

While future federal energy policy remains an unknown, our coalition remains committed to maximizing the use of renewables in the energy-intensive infrastructure that powers every aspect of our digital lives: data centers. [Read more](#) →

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