



Clean Energy Buyers Association

Activating a community of energy customers and partners to deploy market and policy solutions for a carbon-free energy system.

August 2021

FREQUENTLY ASKED QUESTIONS (FAQ)

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

BACKGROUND

The Future of Internet Power (FoIP) is a key coalition of data service providers and customers identifying barriers to and developing solutions for energy management and renewable energy procurement by colocation data center facilities (colos) and outsourced cloud infrastructure (cloud) service providers. FoIP initiative aims to power the internet with 100% renewable energy. As prime customers of energy-intensive colo and cloud services, we believe that increased ambition and efforts to maximize renewable procurement and optimize energy management by colo and cloud service providers will result in a decarbonized internet. Given the growing interest among colo and cloud customers and service providers to use low-carbon energy sources and meet sustainability goals, the Future of Internet Power coalition has created the [Corporate Colocation and Cloud Buyers' Principles](#). We encourage colo and cloud service customers and providers, and service providers in supporting industries to show support for maximizing renewable energy solutions in data centers by becoming signatories or supporters of the Principles.

What is Future of Internet Power (FoIP)? The FoIP initiative is led by a coalition of CEBA members aiming to power the internet with 100% renewable energy by working with colo and cloud service customers, providers, service providers in supporting industries, and industry stakeholders to maximize renewable energy at data centers.

What are FoIP's Corporate Colocation and Cloud Buyers' Principles?

The Corporate Colocation and Cloud Buyers' Principles outline six criteria that companies using colo or cloud services would like to see their providers meet, such as providing data on customer energy consumption, procuring renewable energy to power data center operations, and supporting renewable energy advocacy efforts. The Principles are **concise, directional statements that are non-binding** and intended to encourage colo and cloud 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 or engaging with new cloud service providers. By supporting the Principles and giving preference to service providers that meet the criteria, companies will not only be better positioned to meet their own sustainability goals—they will also **help accelerate demand for renewable energy**.

Who should be a signatory to the Principles? All **colo data centers and cloud services customers** can become signatories, thereby demonstrating company support for the six Principles. We encourage **all providers of colo and cloud services, as well as service providers in supporting industries**, to become supporters, to demonstrate your company's commitment to working with your customers to put the Principles into practice.

How does my company sign on and will it be publicized? Contact Lily Proom (lproom@cebayers.org) and provide an approved company logo. There is **no fee or CEBA membership** required to sign on. Signatories will be announced at relevant industry events and through CEBA social media channels.

How is this different from the Corporate Renewable Energy Buyers' Principles and is this related to Business for Social Responsibility (BSR)? Modeled after the successful Corporate Renewable Energy Buyers' Principles, which focus on the renewables interests of all corporate buyers, FoIP's Corporate Colocation and Cloud Buyers' Principles are an industry-specific effort to encourage and demonstrate mobilization of colo customers' renewables interests. FoIP was previously a BSR initiative but became a CEBA initiative in 2020 after CEBA became a stand-alone organization from BSR, WRI, RMI, and WWF.

The Clean Energy Buyers Association (CEBA) activates a community of energy customers and partners to deploy market and policy solutions for a carbon-free energy system. CEBA's aspiration is to achieve a 90% carbon-free U.S. electricity system by 2030 and a global community of customers driving clean energy.