**Future of Internet Power Template Emails**

*These email templates are for use by Corporate Colocation and Cloud Buyers’ Principles signatories to socialize the Principles internally prior to a team kick-off meeting, to reach out to their current colo or cloud service providers for preliminary conversations after signing on to the Principles, and to invite potential signatories and supporters to join. Please note that this language is not prescriptive; we encourage signatories to edit as needed.*

**TO SOCIALIZE THE PRINCIPLES INTERNALLY**

Dear [NAME],

Please join me on [DATE and TIME] to discuss [YOUR COMPANY]’s status as a signatory to**[the Corporate Colocation and Cloud Buyers’ Principles.](https://cebuyers.org/programs/supply-chain-and-international-collaboration/future-of-internet-power-foip/)**

Lead by Clean Energy Buyers Association (CEBA)’s [Future of Internet Power](https://cebuyers.org/programs/supply-chain-and-international-collaboration/future-of-internet-power-foip/) program, the Corporate Colocation and Cloud Buyers’ Principles outline six criteria that companies using colo or cloud services would like to see their service 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 renewable energy 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. More information can be found in this[FAQ](https://cebuyers.org/programs/supply-chain-and-international-collaboration/future-of-internet-power-foip/) resource.

By supporting the Corporate Colocation and Cloud Buyers’ Principles and giving preference to colo and cloud service providers that meet the criteria, [YOUR COMPANY] will not only be better positioned to meet our own sustainability goals—we will also **help** **accelerate the demand for renewable energy**. [Our company supports this initiative because….]

[In this meeting we will…]

Best,

[NAME]

Dear [INTERNAL TEAM MEMBER(S)],

I am reaching out because [YOUR COMPANY NAME] recently signed on to[**the Corporate Colocation and Cloud Buyers’ Principles**](https://cebuyers.org/programs/supply-chain-and-international-collaboration/future-of-internet-power-foip/) and I need your help to put the Principles into practice. [Note if an event announcement or media channels recently recognized your company for joining this effort.]

Led by Clean Energy Buyers Association (CEBA)’s[**Future of Internet Power**](https://cebuyers.org/programs/supply-chain-and-international-collaboration/future-of-internet-power-foip/) program, the Corporate Colocation and Cloud Buyers’ Principles outline six criteria that companies using colo or cloud services would like to see their service providers meet, such as providing data on customer energy consumption, procuring renewable energy to power data center operations, and supporting renewable energy advocacy efforts. By signing on, we joined other corporate signatories including Adobe, Bank of America, Facebook, and Salesforce, [include the signatories that are most relevant to your company] in support of this effort.

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 we site new data center providers and locations or engage with new cloud service providers. By supporting the Principles and giving preference to colo and cloud service providers that meet the criteria, our company will not only be better positioned to meet our own sustainability goals [such as...provide example of relevant corporate sustainability goal, e.g. 100% renewable energy by 2025]—we will also **help** **accelerate the demand for renewable energy**.

For next steps, **please join me for a kick-off meeting on [DATE at LOCATION].** Together [with...note other team members invited], we will review the Principles, explain why [YOUR COMPANY] signed on, and establish internal roles and next steps to coordinate outreach to our [colo/cloud service providers].

Thank you in advance for your help to put the Principles into action. Together we will demonstrate [YOUR COMPANY]’s support and influence in creating sustainable and renewable energy solutions.

Best,

[NAME]

**TO ENGAGE YOUR COLO OR CLOUD SERVICE PROVIDERS**

Dear [CONTACT AT COLO OR CLOUD COMPANY],

I am reaching out because [YOUR COMPANY NAME] recently signed on to [**the Corporate Colocation and Cloud Buyers’ Principles**](http://www.bsr.org/files/work/BSR_Corporate_Colocation_Cloud_Buyers_Principles.pdf) and we would like to…

* **discuss opportunities to put the Principles into practice through our current contract with** [COLO NAME].
* **Share our specific asks aligned with the Principles**

Led by Clean Energy Buyers Association (CEBA)’s [**Future of Internet Power**](https://cebuyers.org/programs/supply-chain-and-international-collaboration/future-of-internet-power-foip/) **program,** the Corporate Colocation and Cloud Buyers’ Principles outline six criteria that companies using colo and cloud services would like to see their service providers meet, such as providing data on customer energy consumption, procuring renewable energy to power data center operations, and supporting renewable energy advocacy efforts. Since the launch of this initiative in late 2016, **the Principles have been signed by over 15 major colo and cloud customers,** including Facebook, Bank of America, Etsy, HPE and Salesforce [list relevant companies depending on colo’s customers] and **8 colo vendors,** including Aligned Energy, Digital Realty, Equinix, Iron Mountain and Sabey Data Centers.

For next steps, **I’d like to set up a brief call** to review the Principles, explain why [YOUR COMPANY] signed on, and discuss our options for efficiency and renewable energy solutions at [COLO OR CLOUD COMPANY NAME].

In the future, we plan to use the Principles as a criteria checklist when we [site new data center providers and locations / engage with new cloud service providers]. By giving preference to providers that meet the criteria, our company will not only be better positioned to meet our own sustainability goals [such as….provide example of relevant corporate sustainability goal, e.g. 100% renewable energy by 2025]—we will also **help** **accelerate the demand for renewable energy**.

Please let us know if you have any questions. Together we can work to demonstrate our support for and influence in creating sustainable and renewable energy solutions for the data center industry.

Best,

[NAME]

**TO RECRUIT SIGNATORIES TO THE CORPORATE COLOCATION AND CLOUD BUYERS’ PRINCIPLES**

**Note:**

**Recruitment Tips**

* Phone and in person contact are most effective communication strategies
* Any entry point into a company is beneficial, not necessarily the data center contact
* Emphasize “zero cost, zero commitment” to sign-on

Dear [NAME],

I am reaching out to encourage you to join [*insert your company name and include other FoIP signatories such as Salesforce, Adobe, Akamai, Autodesk, Etsy, and Facebook*] as signatories to**[the Corporate Colocation and Cloud Buyers’ Principles.](https://cebuyers.org/programs/supply-chain-and-international-collaboration/future-of-internet-power-foip/)**

Led by Clean Energy Buyers Association (CEBA)’s [Future of Internet Power](https://cebuyers.org/programs/supply-chain-and-international-collaboration/future-of-internet-power-foip/) program, the Corporate Colocation and Cloud Buyers’ Principles outline six criteria that companies using colo or cloud services would like to see their service 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. More information can be found in this [FAQ](https://www.bsr.org/files/work/BSR_FoIP_Colo_Buyers_Principles_FAQ) resource.

By supporting the Corporate Colocation & Cloud Buyers’ Principles and giving preference to colo or cloud service providers that meet the criteria, your company will not only be better positioned to meet your own sustainability goals—you will also **help** **accelerate the demand for renewable energy**. [My company supports this initiative because….]

The signatory campaign is open to any **customer of colo data centers and cloud services**. To sign on and demonstrate [your company’s] support for the six Principles, please contact Lily Proom (lproom@cebuyers.org) and provide an approved company logo. There is **no fee or CEBA membership** required to sign on. Signatories will be recognized during announcements at relevant industry events andtheir company names and logos will be included in the Corporate Colocation & Cloud Buyers’ Principles. .

Thank you for considering signing on, and please let me know if you have any other questions. Together we can collectively demonstrate our support for and influence in creating sustainable and renewable energy solutions.

Best,

[NAME]

**TO RECRUIT COLO AND CLOUD PROVIDERS TO BE SUPPORTERS OF THE CORPORATE COLOCATION AND CLOUD BUYERS’ PRINCIPLES**

Dear [NAME],

I am reaching out to encourage you to become a supporter of the[**Corporate Colocation and Cloud Buyers’ Principles.**](https://cebuyers.org/programs/supply-chain-and-international-collaboration/future-of-internet-power-foip/)

Led by Clean Energy Buyers Association (CEBA)’s [Future of Internet Power](https://cebuyers.org/programs/supply-chain-and-international-collaboration/future-of-internet-power-foip/) program, the Corporate Colocation and Cloud Buyers’ Principles outline six criteria that companies using colo or cloud services would like to see their service providers meet, such as providing data on customer energy consumption, procuring renewable energy to power data center operations, and supporting renewable energy advocacy efforts. Since the launch of this initiative in late 2016, **the Principles have been signed by over 15 major colo and cloud customers,** including Facebook, Bank of America, Etsy, HPE and Salesforce [list relevant companies depending on colo’s customers] and **8 colo vendors,** including Aligned Energy, Digital Realty, Equinix, Iron Mountain and Sabey Data Centers.

**We are inviting colo and cloud services providers to become a** **supporter of the Principles.** By becoming a supporter, [COMPANY NAME] will be better positioned to meet your respective sustainability goals as well as those of your many customers, and together we can accelerate the demand for and access to renewable energy. [My COMPANY NAME become a signatory because we want to work with COLO OR CLOUD COMPANY NAME on putting the Principles into practice and your support of this initiative is the first step in doing so.]

**Attached for your consideration and completion is a form** [don’t forget to attach the Statement of Support!] that invites colo and cloud providers to become a supporter of the Principles. Supporters will be recognized during announcements at relevant industry events and their company names and logos will be included in the Corporate Colocation & Cloud Buyers’ Principles.

Please let us know if you have any questions as you consider this opportunity. Together we can demonstrate our support for and influence in creating sustainable and renewable energy solutions for the data center industry.

Best,

[NAME]