

## FAQ

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

### BACKGROUND

Future of Internet Power, a key coalition of companies identifying barriers to and developing solutions for energy management and renewable energy procurement by colocation data center facilities (colos) and public cloud service providers, is aiming to power the internet with 100 percent renewable energy. As prime customers of energy-intensive colos, we believe that increased ambition and efforts to maximize renewables at colos will result in a cleaner cloud. Given the growing interest among both colo customers and service providers to use low-carbon energy sources and meet sustainability goals, the Future of Internet Power has created the [Corporate Colocation and Cloud Buyers' Principles](#). **We encourage colo customers and providers to show their support for maximizing renewable energy solutions at data centers by becoming signatories or supporters of these principles.**

### FREQUENTLY ASKED QUESTIONS

- **What is [Future of Internet Power \(FoIP\)](#)?** FoIP is a coalition comprised of 20 influential companies working toward a vision of an internet powered by 100 percent renewable energy. We do this by working with data center providers and industry stakeholders to maximize renewables at data centers.
- **What are FoIP's [Corporate Colocation and Cloud Buyers' Principles](#)?**
  - The Corporate-Colo Principles outline six criteria that companies using colo services would like to see their colo service providers meet, such as providing data on customer energy consumption, disclosing facility energy sources, and supporting renewable energy advocacy efforts.
  - The principles are **concise, directional statements that are non-binding** and intended to encourage colo 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.
  - By supporting the principles and giving preference to colo providers that meet the criteria, companies will not only be better positioned to meet their own sustainability goals—they will also **help accelerate the demand for renewable energy**.
- **Who should be a signatory to the principles?** We encourage all **customers of colo data centers and cloud services** to become signatories, thereby demonstrating your company's support for the six principles. We encourage all providers of data center services and cloud services to become supporters, to demonstrate your company's commitment to meeting the criteria outlined in the principles.
- **How does my company sign on and will it be publicized?** Contact Lily Proom ([lproom@rebuyers.org](mailto:lproom@rebuyers.org)) and provide an approved company logo. There is **no fee** required to sign on. Signatories will be announced at relevant industry events and through REBA 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 RE Buyers' Principles, which focus on the renewables interests of all corporate buyers, FoIP's Corporate-Colo 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 REBA initiative in 2020 after REBA became a distinct organization from BSR, WRI, RMI and WWF.