

Template Emails

The following email templates are designed 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 vendors for preliminary conversations after signing on to the Principles, and/or to invite potential signatories and supporters to join the effort.

To socialize Colocation and Cloud Buyers' Principles internally

Dear [NAME],

Please join me on [DATE and TIME] to discuss [YOUR COMPANY] status as a signatory to [the Corporate Colocation and Cloud Buyer' Principles](#).

Lead by REBA's [Future of Internet Power](#), the Corporate Colocation and Cloud Buyers' Principles outline six criteria that companies using colocation data centers (colos) and cloud services would like to see their providers meet, such as providing data on customer energy consumption, disclosing facility energy sources, and supporting renewable energy advocacy efforts. These Principles are **concise, directional statements that are non-binding** and intended to encourage colo and cloud customers to engage with their 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 colo or cloud service providers. More information can be found in this [FAQ](#).

By supporting the Corporate Colocation and Cloud Buyers' Principles and giving preference to colo and cloud vendors 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](#) and I need your help to put these Principles into practice. [Note if an event announcement or media channels recently recognized your company for joining this effort.]

Managed by REBA's [Future of Internet Power](#), the Corporate Colocation and Cloud Buyers' Principles outline six criteria that companies using colocation data centers (colos) and cloud services would like to see their providers meet, such as providing data on customer energy consumption, disclosing facility energy sources, 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 their providers about options for efficiency and renewables solutions. The Principles can also be used as a **criteria checklist** when we site new data center colo or cloud service providers. By supporting the Principles and giving preference to colo and cloud vendors 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% RE 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 [colos/cloud service providers].

Thank you in advance for your help to put these 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 providers

Note: Tailor messaging to suit needs and culture of your colo or cloud vendors.

Dear [CONTACT AT COLO OR CLOUD VENDOR],

I am reaching out because [YOUR COMPANY NAME] recently signed on as a supporter of [the Corporate Colocation and Cloud Buyers' Principles](#) and we would like to:

- [Discuss... opportunities to put these Principles into practice through our current contract with [COLO OR CLOUD VENDOR NAME].
- Share... our specific asks aligned with the Principles]

Managed by REBA's [Future of Internet Power](#), the Corporate Colocation and Cloud Buyers' Principles outline six criteria that companies using colocation data centers (colos) and cloud services would like to see their providers meet, such as providing data on customer energy consumption, disclosing facility energy sources, 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 or cloud provider's customers] and **7 colo vendors**, including Aligned Energy, Digital Realty, Equinix, Green Mountain and Iron Mountain.

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 renewables solutions at [COLO OR CLOUD VENDOR NAME].

In the future, we plan to use the Principles as a criteria checklist when we site new data center colo or cloud service providers. By giving preference to colo and cloud vendors 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% RE 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 together to demonstrate our support and influence in creating sustainable and renewable energy solutions for the data services industry.

Best,

[NAME]

To recruit signatories to the Colocation and Cloud Buyers' Principles

Note:

Recruitment Tips

- Phone and in person contact really helps
- Any entry point into a company helps, it doesn't need to be 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 Buyer' Principles](#).

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By supporting the Corporate Colocation and Cloud Buyers' Principles and giving preference to colo and cloud vendors 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 and demonstrate [\[your company's\]](#) support for the six Principles, please contact Lily Proom (lproom@rebuyers.org) and provide an approved company logo. There is **no fee** required to sign on. Signatories will be recognized during announcements at relevant industry events and through various REBA media channels.

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

Best,

[NAME]

To recruit colo and cloud providers to be supporters of the 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](#).

Managed by REBA's [Future of Internet Power](#), the Corporate Colocation and Cloud Buyers' Principles outline six criteria that companies using colocation data centers (colos) and cloud services would like to see their providers meet, such as providing data on customer energy consumption, disclosing facility energy sources, 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 or cloud provider's customers]**.

We are encourage colo and cloud service providers to become supporters of these 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 VENDOR NAME on putting these Principles into practice and your support of this initiative is the first step in doing so.]** Other colo industry supporters include Aligned Energy, Digital Realty Trust, Equinix, Green Mountain Data Centers, and Iron Mountain].

To become a supporter and demonstrate **[your company's]** support for the six Principles, please contact Lily Proom (lproom@rebuyers.org) and provide an approved company logo. Supporters will be recognized during announcements at relevant industry events and through various REBA media channels.

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

Best,
[NAME]