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 REBA 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@rebuyers.org) and provide an approved company logo. There is no fee or REBA membership required to sign on. Signatories will be announced at relevant industry events and through REBA 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 REBA initiative in 2020 after REBA became a stand-alone organization from BSR, WRI, RMI, and WWF.

REBA is an alliance of large clean energy buyers, energy providers, and service providers who, together with NGO partners, are unlocking the marketplace for all energy buyers to lead a rapid transition to a cleaner, prosperous, zero-carbon energy future.