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Corporate Colocation and Cloud Buyers' Principles Toolkit

Toolkit for Implementation





Welcome to the Toolkit

The Corporate Colocation and Cloud Buyers' Principles Toolkit (the Toolkit) is designed to support [Corporate Colocation and Cloud Buyers' Principles](#) signatories and supporters as they work together to maximize renewable energy solutions offered by colocation data center facilities (colos) and outsourced cloud infrastructure (cloud) service providers, and to provide clear steps for turning the Principles into action. This toolkit will help you form and communicate your asks, collaborate and standardize requests with other customers, and learn from other stakeholders to ensure efforts are viable, strategic, relevant, and actionable. In short, the purpose of this toolkit is to:

- Support signatories and supporters in pursuit of meeting the Principles.
- Turn the six criteria outlined in the Corporate Colocation and Cloud Buyers' Principles into action items.
- Help signatories engage with their colo and cloud providers and develop specific, standardized asks that align with the Principles.
- Maximize renewable energy solutions offered by colo and cloud providers and ultimately help to power the internet with 100% renewable energy.

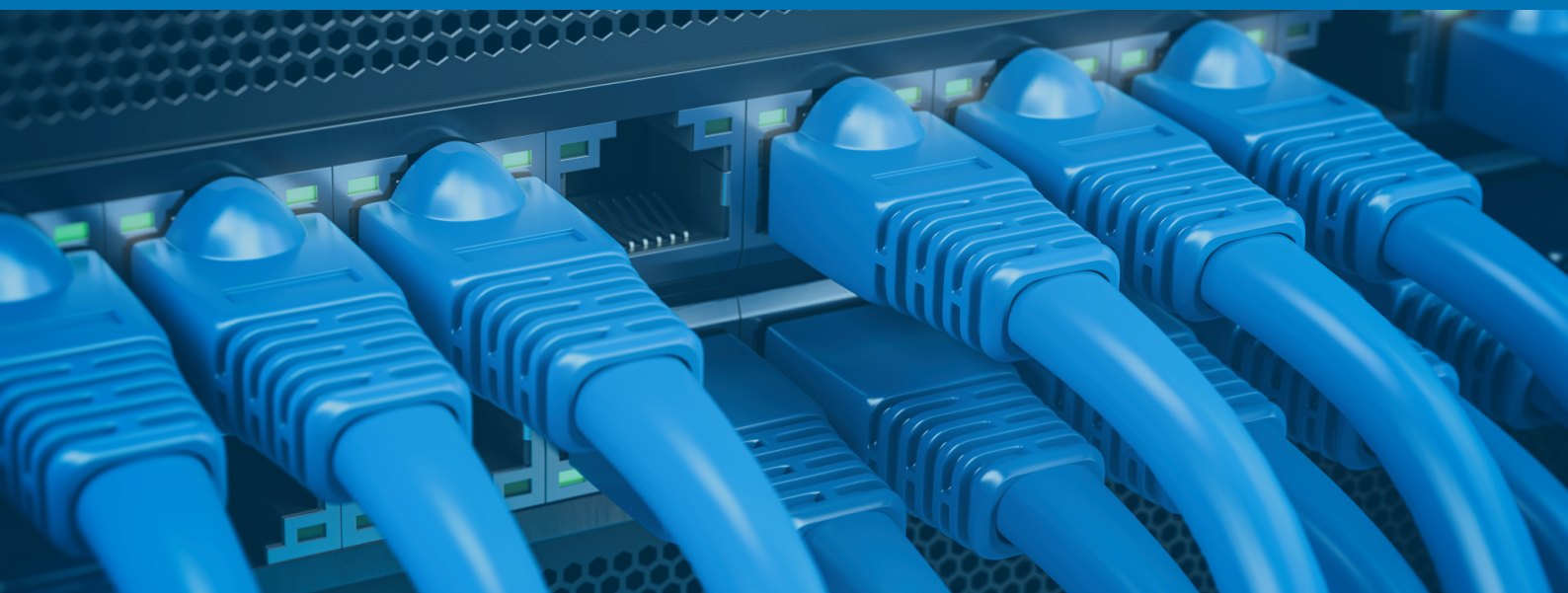
The toolkit includes:

- A practical step-by-step guide to help signatories structure their approach to the Principles
- Assessment criteria for customers to use when evaluating providers
- Resources to engage directly with colo and cloud providers

The development of the toolkit was informed by feedback from Principles signatories and supporters, as well as other stakeholders.

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Introduction to the Corporate Colocation and Cloud Buyers' Principles

[The Future of Internet Power \(FoIP\)](#) initiative aims to power the internet with 100% renewable energy, and is led by member companies from the Clean Energy Buyers Association (CEBA) and industry peers. FoIP takes a collaborative approach to overcoming market barriers by bringing together colocation data center (colo) and cloud customers, service providers, and industry stakeholders to develop innovative solutions for energy management and renewable energy procurement across the data sector.

The **Corporate Colocation and Cloud Buyers' Principles** (the Principles) were created to support FoIP and address the growing interest among colo and cloud customers and service providers who want to use low-carbon energy sources and meet sustainability goals. Customers of colo and cloud services become signatories to demonstrate organizational support for the Principles. Colo and cloud service providers, as well as service providers in supporting industries, are welcome to become supporters of this effort and work with their customers to put the Principles into practice.

Corporate Colocation and Cloud Buyers' Principles

As customers of colocation and cloud services, we agree that the following principles, if followed by colocation and cloud service providers, will help us meet our sustainability goals. We will give preferences to providers who do the following:



1. Options

Provide options for cost-competitive services powered by renewable resources that reduce emissions beyond business as usual.



2. Data

Deliver regular data on the customer's direct and indirect energy consumption, water consumption, greenhouse gas emissions, and other environmental data.



3. Incentives

Align the partnership between customer and service provider so both parties have an incentive to reduce greenhouse gas emissions.



4. Collaboration

Provide options for customer collaboration on efficiency and renewable energy enhancements.



5. Disclosure

Publicly disclose total global corporate greenhouse gas footprint, physical energy sources, and allocated energy sources by geographic region.



6. Advocacy

Engage in policy advocacy efforts that support the use of renewable energy and grid decarbonization.

Toolkit Checklist

Implementation of the Principles is an iterative, cyclical process that can and should be flexible enough to reflect a company's needs, ambitions, and relationships with color or cloud providers, as well as the unique opportunities and challenges that each provider faces. As illustrated below, FoIP recommends establishing an internal team to champion Principles implementation (Step 1), then working through Steps 2 through 5 on a cyclical basis as appropriate for your needs, ambition, and current relationships. In the spirit of collaboration and continuous improvement, Principles signatories can share their experience, feedback, and learnings throughout the process. Principles signatories are encouraged to participate in CEBA's discussion series, including Decarbonizing Data Services and the Future of Internet Power Leaders, and in exclusive community events like the [CEBA Member Summit](#). For more information on how to engage, contact supplychain@rebuyers.org.



STEP 1

Identify Goals, Establish Team, Share Principles

- Identify company carbon footprint and sustainability goals
- Identify staff to share Principles and manage provider outreach
- Set up meetings with additional key staff to review Principles
- Establish internal roles and next steps



STEP 2

Assess Current Contracts and Upcoming Needs

- Assess current provider relationships
- Identify contract negotiation stage
- Gather relevant documents for current and future contracts
- Assess current contracts and performance against each Principle



STEP 3

Prioritize Provider Outreach

- Prioritize provider outreach based on existing relationship with providers and company sustainability/energy goals



STEP 4

Develop Assessment Criteria

- Ask provider(s) questions to understand the solutions they offer related to each Principle
- Evaluate provider solutions based on company goals
- Take action to ensure solutions are implemented



STEP 5

Engage Providers

- Reach out to provider(s) to discuss requests
- Team up with peer customers to approach providers together
- Establish best internal contacts and provider company contacts
- Incorporate Principles into RFP process as a criteria checklist



STEP 6

Share Learnings

- Share experiences with CEBA. What worked? What didn't work?
- Influence industry changes by sharing Principles/experiences with other customers

STEP 1 Identify Goals, Establish Team, and Share Principles

1. **Identify your company's carbon footprint and energy, carbon, and/or sustainability goals**
 - a. Consult with relevant internal stakeholders as necessary, including the sustainability team, energy team, facilities, and operations.
 - b. You may not have complete data to assess your entire carbon footprint; however, gather as much accurate data as possible and make note of where enhanced data is needed.
2. **Identify internal staff to share the Principles and manage provider outreach and evaluation efforts. This will vary by company and should include:**
 - a. Individuals responsible for:
 - Colo siting
 - Procurement and vendor relations
 - Colo and cloud contract negotiations
 - b. Members of the environmental sustainability team, including any external energy and environmental consultants. For example:
 - Chief Sustainability Officer
 - Head of Facilities and Operations
 - Sustainability managers
 - c. Other important stakeholders:
 - IT team
 - Benchmarking team to compare vendors across the market
 - Senior, strategic leader with decision-making authority who is in favor of implementing the Principles across different consumables, e.g., "Head of Data Center Strategy"



TIP

When establishing key roles, consider:

- Who can provide information on your company's current colo or cloud practices and contacts?
- Who should be involved in the outreach to the colo or cloud provider?

3. **Identify additional staff who need to be involved and communicate with them early in the process. Set up an internal kick-off meeting to share your carbon footprint and goals, review the Principles, explain why your company signed on, and communicate that you would like to coordinate outreach to your colo or cloud provider(s) to discuss implementing the Principles.**
 - a. To strengthen commitment to reducing data services emissions and measure progress, consider including emissions from colo or cloud services in your company's emissions reporting and reduction targets.



TIPS

1. This can be a good point in the process to determine how you will categorize emissions resulting from your organization's data services into greenhouse gas (GHG) emissions scopes. Scope categorization for emissions from sources like data center facilities typically depends on which party has operational control of the asset; however, you may need to have conversations with your data services provider(s) to determine how scope accounting will be managed between parties.
2. Consider asking FoIP members to join the call to help explain the Principles and discuss outreach efforts.

4. **Establish internal roles and next steps.**

- a. Next Steps: Schedule follow-up meeting and confirm the team that will complete the assessment of current colo or cloud provider relationships and contracts against each principle (see Step 2).



TIPS

1. Tailor messaging and approach to suit current needs and culture of your colo and cloud providers.
2. Remember this guide is a process; not everything will happen on day one. You will need to continually revisit and enhance these efforts.

STEP 2 Assess Current Contracts and Upcoming Needs

Before engaging with your colo or cloud provider, it is important to get a baseline understanding of your current contracts, or the needs that will be covered by upcoming contracts. The following steps can help you gather the information needed to understand your current provider's performance against the Principles and identify potential areas of opportunity.

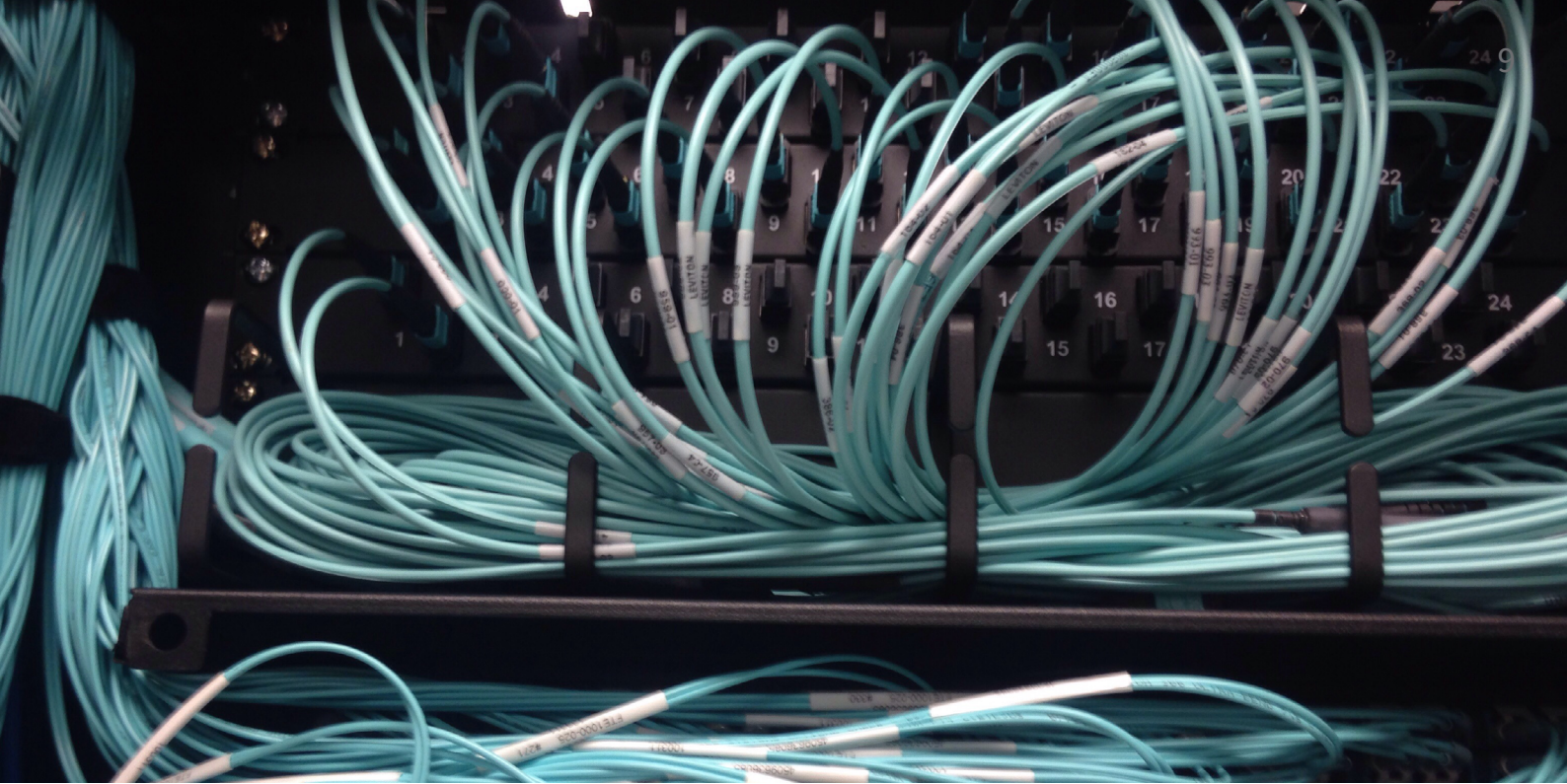
1. Assess current provider relationships (if applicable):

- a. Identify your colo or cloud provider(s):
 - Who are they?
 - Where are their data centers that you are using located?
 - Who are the primary contacts?
- b. Identify payment structure:
 - Is it fixed price or based on actual usage (sub-metered)?
 - Is Power Usage Effectiveness (PUE) added to the power bill? If so, is the provided PUE client-level, facility-level, or contractually agreed? Each scenario will offer different possibilities to engage in efficiency discussions with provider.
- c. Assess state of current relationship and overall provider performance.
- d. Identify how your provider(s) categorize emissions from their facilities into GHG emissions scopes. You may need to have conversations with your provider(s) to ensure both parties avoid double-counting emissions in the same scope.

2. Identify contract negotiation stage.

Begin by identifying which stage of the contract negotiation process your company is currently navigating for your provider(s). Challenges and opportunities will vary depending on whether you are: engaging with a new provider or an existing provider at a new facility, at the Request for Proposal (RFP) stage, at the contract negotiation stage, or already have a signed contract.

If possible, incorporate the Principles into your RFP and contract processes.



3. Gather relevant documents for current and future contracts, such as:

- a. Current contracts
- b. Monthly bills
- c. Previous and current RFPs
- d. Siting criteria used to identify and select providers (e.g., risk assessments).

4. Assess current contracts and performance against each Principle.

There are a variety of ways to obtain the information necessary to understand provider performance against the Principles and to gather sufficient data to make accurate and transparent renewable energy claims. The most straightforward way to assess provider performance against each Principle may be to have a conversation with your provider(s) discussing their sustainability, energy, and data sharing practices. You may also consider sending a survey to your provider(s) to gather the information you need to assess their performance. When possible, consult the provider's sustainability or energy reporting – this will likely be an accurate and complete source of information. You may want to consult any available reporting before having a conversation with your provider(s).

Signatories can look up colo or cloud providers on industry sustainability rating platforms to better understand baseline performance (e.g., CDP's ICT Sector Module or EcoVadis' Supplier Sustainability Ratings). This information can also help inform conversations with your provider(s). However, note that some rating schemes provide ratings without context or data around how a rating has been achieved.

STEP
3

Prioritize Provider Outreach

For companies with multiple colo or cloud providers, it is important to prioritize and decide whom to engage first. Prioritizing provider engagement to drive the greatest impact will require an assessment of multiple factors because there is no one-size-fits-all approach. It's important to understand your goals before you seek to engage a provider, so that you can effectively communicate your needs, and identify providers that offers the best-suited solutions. If you have an existing list of providers, you will need to consider which provider relationships afford you the most leverage to make key requests. It is also possible that you won't have all the information you need regarding your providers at this point to effectively prioritize outreach, so you may need to revisit the prioritization process as you dig more deeply into assessment criteria.

Suggested prioritization criteria include:

New providers: You may have significant leverage with providers who are trying to win your business and with whom you have not yet signed a contract.

Renewal: You may also have more leverage with providers whose contracts are next up for renewal.

Size: Prioritizing your largest providers may result in a more significant impact on reduction of energy consumption and carbon footprint. There are many ways to define "largest," from greatest spend to greatest energy consumption to greatest connection or use within your company. For example, when assessing environmental impacts, one Principles signatory with many colo providers and facilities focuses first on the facilities that represent 75% of server deployment.

Other Influence: You may prioritize providers you know your company can influence to maximize impact. For example, contracts of high value or long duration, or where your company has been a long-standing customer.

Current sustainability/energy management: Providers that are already advanced in their sustainability or energy management practices may respond to your asks more quickly and offer solutions that allow you to tell a more specific or impactful story around renewable energy procurement.

You might prioritize providers based on the “quality” of renewable energy they are procuring. Are they procuring unbundled Renewable Energy Certificates (RECs), or signing virtual power purchase agreements (VPPAs)? Does this matter to your company?

Is your provider procuring renewable energy that drives benefits beyond clean electricity, such as responsible land use or community engagement?

Note: It may be easier to get started by engaging colo or cloud providers that already have sustainability or renewable energy strategies. However, there is significant value in educating other providers on the importance of renewable energy and, ultimately, applying pressure to drive performance improvements.

Renewable energy accessibility and options: Consider which of your providers are in regions with accessible and affordable renewable energy options and positioned to offer renewable energy solutions.

Grid emission factors: Consider the grid emissions factors of the regions where your provider’s infrastructure is located, and the relative impact that increased pressure to procure renewables could have in different regions.



STEP 4

Develop Assessment Criteria

Pages 12-23 provide guidance for how companies can assess colo or cloud providers' performance against the Principles. **The guidance is divided into three categories:**

1. Questions to ask your provider

to understand the solutions they offer related to each Principle. Including these questions as part of a request for proposal (RFP) for data services is recommended, but they can also be included in provider surveys, or informally through ongoing discussions.

2. Examples of customer goals and relevant provider solutions

The provided examples of customer goals and provider solutions are illustrative only, and not inclusive. These examples are provided to give you a sense of what types of solutions will enable you to meet your goals, and help you develop assessment criteria to evaluate provider solutions. It is important to understand your company's goals at the outset of this process, as this will inform how you engage with your providers and consider potential solutions. More advanced goals may require higher-impact energy procurement approaches.

3. Actions you can take

to ensure that relevant information and data is gathered and that your provider is implementing solutions to help achieve your goals.

Key for colo/cloud applicability:

Applicable to both colo and cloud services

Applicable to colo services only

Applicable to cloud services only

STEP 4

Develop Assessment Criteria



1. Options

Provide options for cost-competitive services powered by renewable resources that reduce emissions beyond business as usual.

Questions to ask your provider (include in your RFP, if possible):

- Do you have a renewable energy goal?
- Are you procuring or do you plan to procure renewable energy to cover some or all of the load for the facilities that are serving or will serve [Customer]?
 - If yes, what procurement mechanism(s) are you/will you be using (e.g., unbundled RECs, on-site generation, virtual power purchase agreement), and for which facilities that serve [Customer]?
 - If yes, are you/will you be procuring renewable energy in the same grid region* as any of your facilities serving [Customer] and allocating those renewables to the facility in the same region? For which facilities are you doing this?
 - If yes, are you procuring or do you plan to procure renewable energy for facilities serving [Customer] that drives environmental and/or social impact beyond offsets?
 - If yes, please elaborate on these efforts.
- What mechanism(s) do you have in place to enable customers to make claims against the renewable energy you procure to cover their load? E.g., Do you offer a verified/audited letter of attestation?

**Note: For clarity and consistency, it is recommended to use the [EPA e-GRID subregions](#)*

Examples of customer goals and relevant provider solutions for development of provider assessment criteria (illustrative, not a complete list):

Customer Goal	Provider Solution
Cover data services load with renewable energy	Provider procures enough environmental attribute certificates, renewable energy credits (RECs) in the U.S., to cover your load; procurement mechanism does not matter
Support new renewable energy generation	Provider procures renewable energy through bundled RECs, virtual power purchase agreements, etc.
Physically power data services load with renewable energy/ cover data services load with location-matched renewable energy	Provider procures renewables on-site; you may also accept renewable energy that is generated in the same regional energy grid that supplies the data facilities
Cover data services load with time-matched renewable energy	Provider matches customer’s real-time consumption of electricity with real-time purchasing of renewable energy
Improve grid emissions factors	Provider procures renewable energy in grids with emissions factors above a certain level (determined by your company)
Drive impact beyond clean energy generation	Provider procures renewable energy that drives impacts such as sustainable land use, community engagement, improved air quality (criteria established by your company)

Actions you can take:

- Include renewable energy option availability in RFP for colo or cloud services.
- Include renewable energy option availability in colo or cloud service contracts.
- Ensure that availability of services powered by renewable energy are prioritized and weighed appropriately against other business factors during internal RFP evaluation at your company.
- Ensure internal documentation captures key process specifics, including inclusion of renewable energy options in RFPs or contract development, to ensure continuation of practices in the event of staff turnover.
- Consider use of tools like [Salesforce’s Procurement Matrix](#) to evaluate provider solutions against company priorities.
- Request documentation that enables customer to make claims against renewable energy that provider procures to cover customer’s load in colo or cloud service contracts. E.g., verified/ audited letter of attestation.

STEP 4

Develop Assessment Criteria



2. Data

Deliver regular data on the customer's direct and indirect energy consumption, water consumption, greenhouse gas emissions, and other environmental data.

Questions to ask your provider (include in your RFP, if possible):

- Do you provide the following data:
 - Monthly energy consumption (kWh) per client, per facility?
 - Annual energy consumption (kWh) per client, per facility?
 - Emissions per client, per facility, and calculation methodology?
 - % of client energy use that is renewable, per facility?
 - Power Usage Effectiveness or equivalent for facilities serving client?
 - Grid region(s)* of facilities serving client?
 - Region(s) where purchased renewable energy is generated and facilities to which that energy is allocated, if facilities serve client?
 - Renewable energy procurement mechanism(s) (e.g., RECs, on-site, vPPA) to cover load for facilities serving client?
 - Other environmental data (water, waste, embedded carbon content, etc.) for facilities serving client?
- How are you working to improve your energy performance, in terms of the following metrics?
 - Emissions per client
 - % of client energy use that is renewable
 - Power Usage Effectiveness or equivalent
 - Other environmental data (water, waste, embedded carbon content, etc.)

Key for colo/cloud applicability:

Applicable to both colo and cloud services

Applicable to colo services only

Applicable to cloud services only

***Note:** For clarity and consistency, it is recommended to use the [EPA e-GRID subregions](#)

Examples of customer goals and relevant provider solutions for development of provider assessment criteria (illustrative, not a complete list):

Customer Goal	Provider Solution
The reporting needs/goals of your organization will impact the specific data you request:	<p>Provider discloses per facility:</p> <ul style="list-style-type: none"> • Monthly energy consumption (kWh) associated with client • Annual energy consumption (kWh) associated with client ¹ • Emissions associated with client and calculation methodology ² • % of client's energy consumption that is renewable • Power Usage Effectiveness or equivalent for facilities serving client • Grid region(s)* of facilities serving client • Region(s) where purchased renewable energy is generated and facilities to which that energy is allocated, if facilities serve client • Renewable energy procurement mechanism(s) (e.g., unbundled RECs, on-site, vPPA) to cover load for facilities serving client • Other environmental data (water, waste, embedded carbon content, etc.) for facilities serving client

Actions you can take:

- Include regular disclosure of client-specific, facility-specific energy data in RFP for colo or cloud services.
- Include regular disclosure of client-specific, facility-specific energy data in colo or cloud service contracts.

Consider providing necessary assurance to provider that all requested data is confidential/individual disclosure.

***Note:** For clarity and consistency, it is recommended to use the [EPA e-GRID subregions](#)

¹ If cloud providers are hosting customer data in colos, cloud providers may need to work with colos to develop a methodology to determine energy consumption per customer.

² Cloud providers may be better positioned to provide emissions data than colo providers.

**STEP
4**

Develop Assessment Criteria



3. Incentives

Align the partnership between customer and service provider so both parties have an incentive to reduce greenhouse gas emissions.

Questions to ask your provider (include in your RFP, if possible):

- How do you incentivize customers to reduce the greenhouse gas emissions associated with their data load in your facilities?
- Do you work with your customers to implement efficiency or renewable energy solutions that result in shared savings?
- Do you bill customers for energy on a kilowatt/hour (kWh) basis to incentivize customers to reduce energy consumption?

Key for colo/cloud applicability:

Applicable to both colo and cloud services

Applicable to colo services only

Applicable to cloud services only

Examples of customer goals and relevant provider solutions for development of provider assessment criteria (illustrative, not a complete list):

Customer Goal	Provider Solution
<p>Provider incentivizes customers to reduce greenhouse gas emissions</p>	<p>Provider structures billing such that customer pays for energy use and therefore:</p> <ul style="list-style-type: none"> • Sees costs reduced from energy efficiency • Sees costs increased/reduced proportionally from financial impacts of renewable power • Is incentivized to be flexible with resources so provider can time jobs to use energy more efficiently <p>Provider offers transparency around low-carbon or 100% renewable regions and customer incentives for moving compute loads to those regions</p> <p>Provider engages in shared efforts with customer to implement efficiency upgrades to reduce PUE (e.g., IT hardware or overhead energy efficiency efforts)</p> <p>Provider is open to shared rebates</p>
<p>Customer incentivizes provider to offer solutions for reduced greenhouse gas emissions</p>	<p>Provider is receptive to customer offering its business if provider will offer sustainable energy management solutions and incentives</p>

Actions you can take:

- Communicate to providers that you will give preference to providers that will help you advance your greenhouse gas emissions reduction goals.
- Request in the RFP for colo or cloud services that providers create/offer incentives to reduce greenhouse gas emissions when possible.
- Include provider incentives to reduce emissions in colo or cloud service contracts.
- Ensure you and provider understand each other’s sustainability goals and strategies.
- Partner with your provider to set common goals and explore mutually beneficial emissions reduction opportunities.
- Include joint provider-customer goals in colo or cloud service contracts.

STEP
4

Develop Assessment Criteria



4. Collaboration

Provide options for colo customer collaboration on efficiency and renewable energy enhancements.

Questions to ask your provider (include in your RFP, if possible):

- Do you provide opportunities for collaboration with customers on energy data management, energy efficiency, or renewable energy procurement? If so, please elaborate on opportunities for collaboration. (Option to include specific collaboration opportunities you would like provider to consider/execute.)
- Do you provide opportunities for customers to collaborate with each other on energy data management, energy efficiency, or renewable energy procurement? If so, please elaborate on opportunities for collaboration. (Option to include specific collaboration opportunities you would like provider to consider/execute.)

Examples of customer goals and relevant provider solutions for development of provider assessment criteria (illustrative, not a complete list):

Customer Goal	Provider Solution
Improved data transparency/access	Provider creates opportunities for peer customers to identify themselves and establish common priorities and strategies around data gathering, such as a shared data request and collection system.
Improved opportunities for efficiency	<p>Provider creates opportunities for peer customers to identify themselves and establish common priorities and strategies around efficiency.</p> <p>Provider open to collaborating on opportunities for increased efficiency.</p>
Improved access to renewable energy options	<p>Provider creates opportunities for peer customers to identify themselves and establish common priorities and strategies around renewable energy.</p> <p>Provider collaborates with multiple customers to:</p> <ul style="list-style-type: none"> • Design and invest in multi-party aggregated renewable energy deals with customers • Explore advocacy with local utilities or other energy regulators • Explore options to procure renewable energy the drives impact beyond offsets

Actions you can take:

- Establish strong points of contact among customer and provider companies with dedicated section in contracts detailing names and contact information in order to discuss [the Principles](#), and to develop solutions for energy management.
- Request that providers outline opportunities for collaboration among customers and providers in the RFP for colo or cloud services. Include asks for specific collaboration opportunities you want providers to consider and execute.
- Include collaboration opportunities in colo or cloud service contracts.

Key for colo/cloud applicability:

Applicable to both colo and cloud services

Applicable to colo services only

Applicable to cloud services only

**STEP
4**

Develop Assessment Criteria



5. Disclosure

Publicly disclose total global corporate greenhouse gas footprint, physical energy sources, and allocated energy sources by geographic region.

Questions to ask your provider (include in your RFP, if possible):

- Do you publicly disclose your total global corporate greenhouse gas footprint, physical energy sources, and allocated energy sources that are procured from and allocated to different grid regions, by geographic region?*
- If yes, what reporting mechanism(s) do you use?
- If not, do you plan to publicly report in the future, and through what reporting mechanisms?

**Note: Geographic region to be defined on individual basis by customer and provider. Customer should consider regional reporting needs when defining geographic region with provider.*

Examples of customer goals and relevant provider solutions for development of provider assessment criteria (illustrative, not a complete list):

Customer Goal	Provider Solution
<p>The weight your company puts on its suppliers publicly reporting their sustainability/energy metrics will impact your request</p>	<p>Provider plans to publicly report its total global corporate greenhouse gas footprint and physical/allocated energy sources by geographic region* through regular reporting mechanisms, such as CDP or an annual environmental report.</p> <p>Provider currently publicly reports its total global corporate greenhouse gas footprint and physical/allocated energy sources by geographic region through regular reporting mechanisms, such as CDP or an annual environmental report.</p> <p>Based on your company's priorities, you might request that your provider publicly report specific metrics.</p>

Actions you can take:

- Request that provider publicly disclose total global corporate greenhouse gas footprint and physical/allocated energy sources through a regular reporting mechanism, such as CDP or an annual environmental report, in RFP for colo or cloud services.
- Include public disclosure of total global corporate greenhouse gas footprint and physical/allocated energy sources through a regular reporting mechanism, such as CDP or an annual environmental report, in colo or cloud service contracts.

***Note:** Geographic region to be defined on individual basis by customer and provider. Customer should consider regional reporting needs when defining geographic region with provider.

STEP 4

Develop Assessment Criteria



6. Advocacy

Engage in policy advocacy efforts that support the use of renewable energy and grid decarbonization.

Questions to ask your provider (include in your RFP, if possible):

- What policy advocacy efforts are you engaging in currently or do you plan to engage in?

Examples of customer goals and relevant provider solutions, for development of provider assessment criteria (illustrative, not a complete list):

Customer Goal	Provider Solution
Your company's level of ambition around advocacy will inform the requests you make of your providers	Provider engages in policy advocacy: <ul style="list-style-type: none"> • If a CEBA member, joins Buyers Policy Team • Participates in joint letters with customers to advocate for increased/enhanced renewable options at the local, state, and federal level • Attends integrated resource planning meetings or hearings in key geographies

Actions you can take:

- Support policies that accelerate renewable energy and grid decarbonization at the local, state, and federal levels, and encourage your providers and peers to engage in advocacy efforts as well.
- Coordinate and lead companies in publicly tying availability of renewable energy to data center siting or other investment opportunities in specific geographies.

***Note:** Details of CEBA's support for policies that accelerate energy buyer procurement goals while also greening the grid for all can be advanced through three key federal policy strategies: [Federal Policy Priorities](#)

STEP
5

Engage Providers

- **Consider the best timing to reach out to providers to share the Principles and discuss requests. For existing contracts, consider discussing before upcoming contract renewal to negotiate terms and make requests that align with the Principles.** Leverage [Template Emails](#) for outreach.
- **Team up with other customers to approach providers together.**
 - a. Are you aware of other colo customers in your facility, or other customers of your cloud provider? Consider teaming up and approaching the provider together with a unified request.
- **If not already established, establish best point(s) of contact at your company and provider companies to implement solutions that support the Principles, and share contact information.**
- **Incorporate the Principles into your RFP process as a criteria checklist.**
 - a. Looking for a new colo or cloud provider? Incorporate the Principles into your RFP process as a criteria checklist and reference them during new contract negotiations.

At regular intervals, repeat steps 2 through 5 of the Toolkit Checklist to ensure updated engagements and encourage progress over time.

STEP
6**Share Your Learnings**

- **Share experiences with CEBA: What worked well? What didn't? What did the colo or cloud provider offer, or push back on?**
 - a. Share any RFP or contract language that was helpful in negotiations.
 - b. Join CEBA's [Future of Internet Power](#) task force to share learnings, ask questions, and discuss challenges.
 - c. Join CEBA's quarterly [discussion series](#), Decarbonizing Data Services, which focuses on lessons learned and best practices for colo and cloud customers and service providers working to accelerate sustainable energy management, renewable energy procurement, and data transparency for data services.
 - d. **Influence your industry sector by sharing the Principles and your experiences with other colo and cloud customers. Leverage your communications channels and CEBA mediums to share your successes and discuss challenges.**

Appendix Resources

The following resources are available on the [CEBA website](#) and member portal, [CEBA InterConnect](#):

- a. Corporate Colocation & Cloud Buyers' Principles
- b. Corporate Colocation and Cloud Buyers' FAQ
- c. Template emails for use in socializing the Principles internally, engaging colo and cloud infrastructure providers, and inviting others to join the Principles as signatories or supporters
- d. White Paper: GHG Emissions Accounting, Renewable Energy Purchases, and Zero-Carbon Reporting: Issues and Considerations for the Colocation Data Industry
- e. White Paper: Documentation Requirements for Supplier-Procured Renewable Energy
- f. Signatory Form for customer companies that want to formally support the Corporate Colocation and Cloud Buyers' Principles
- g. Statement of Support for provider companies that want to formally support the Corporate Colocation and Cloud Buyers' Principles

Questions? Trouble accessing a resource?

Please reach out to [Lily Proom, Senior Associate](#)

cebuyers.org

