

CarbonNeutral® hosting



Most leading companies now have binding commitments to measure and reduce their CO₂ emissions. The demand for data centre capacity is steadily rising, making them one of the fastest growing contributors to a corporate carbon footprint. With companies increasingly pushing carbon responsibility down the supply chain, how can data centres respond quickly and credibly to clients' demands?

CarbonNeutral® hosting provides a credible and robust solution. Through the programme, data centres can immediately achieve and report a net zero carbon footprint, helping to increase their competitiveness and win new business.

Relevance to your business:

- Businesses are increasingly being pressured by stakeholders to take responsibility for out-sourced services
- In tough economic times, there are tighter controls on marketing expenditure and more focused need to win and retain business
- Leading businesses and governments are choosing suppliers who can demonstrate robust environmental credentials
- Global ICT footprint is 2% of all CO₂ emissions and data centres are the fastest growing contributor to that

Benefits delivered from CarbonNeutral hosting:

- Provides a straightforward way for data centres to provide a service that meets customer demand
- Realises a high impact, low cost way to differentiate a product or service, retain business and win new clients
- Demonstrates concern for the environment with a credible programme organised by a respected third party
- Creates the platform for a positive profile on an issue which attracts attention and debate within and outside the industry

How does it work?

There are two approaches to CarbonNeutral® hosting: one which makes your entire hosting service CarbonNeutral® and the other which is an option for clients who are interested in 'greener' hosting solutions but not necessarily fuller CarbonNeutral® services.

Approach one:

1. **Measure.** We organise a greenhouse gas (GHG) assessment of the emissions associated with your data centre. This includes energy consumption, business travel, waste produced, refrigerant loss, deliveries and commuting (optional). The output of the assessment is a third party verified Climate Change Impact Assessment Report, detailing the emissions associated with each activity and a total carbon footprint.
2. **Target.** Set a CO₂ emission reduction target based on information in the Climate Change Impact Assessment Report.



How does it work? continued

- 3. Reductions.** Reduce emissions to net zero through a combination of external and internal emission reductions.
 - External reductions: Also known as carbon offsetting, this valuable tool enables businesses to counter-balance each tonne of CO₂ they produce with a tonne saved by a validated emission reduction project that has met international standards. This could be, for example, a project to swap coal-fired power stations with wind energy or hydropower. Carbon offsetting is often the fastest way to achieve the deepest reductions within a business or activity. It also often delivers added benefits at the project site.
 - Internal reductions: The Report helps you plan any practical measures to reduce emissions. This could include virtualisation, improving cooling systems or upgrading equipment to more energy efficient designs. Depending on where you are in the process, it may be possible to reduce by 15% in the first year.
- 4. Communicate.** Once emissions are reduced to net zero, The CarbonNeutral Company awards the CarbonNeutral® certification mark which is licensed for use across all marketing and collateral.

Approach two:

As above, but the GHG assessment only includes the emissions specifically related to operating and maintaining the client company's servers and account. Typically there are two ways of doing this; one is half-hourly meter readings of the client specific configuration and the second is measuring the entire data centre footprint and then dividing this amongst all clients.

Our expertise

The CarbonNeutral Company is one of the world's leading carbon offset and carbon management companies. Clients choose us because of our unrivalled quality assurance, industry experience and commitment to delivering the right solution, regardless of size, project scope or geography. Established in the mid 1990s, we have worked with over 200 emission reduction projects across six continents, and with more than 300 large national and international clients helping them to measure and cut their emissions in a way that delivers real business and environmental benefit.

We have built a leading edge quality assurance programme which supports the brands and businesses we work with. We work to published standards and use third parties to audit our operation. No other organisation in our sector has such a complete quality assurance programme:

- Independent Advisory Group
- Publicly reported annual review of our carbon management chain by PwC
- Leading edge standard to report on carbon purchases
- On-line carbon credit registry
- Guarantee for every one tonne of carbon sold
- Projects validated to the Gold, VCS and CDM standards

We are proud to work for a number of data centres, providing a range of bespoke solutions.

"Memset became the UK's first CarbonNeutral® ISP in August 2006. Offsetting the business' carbon footprint has not only resulted in improved energy efficiency and reduced costs, but being a "green host" has become an important selling point for us."

Kate, Craig-Wood, MD of Memset



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More information

To find out more about the CarbonNeutral® hosting programme or how The CarbonNeutral Company can help to reduce your climate impact please contact: T +44 (0)20 7833 6000.