

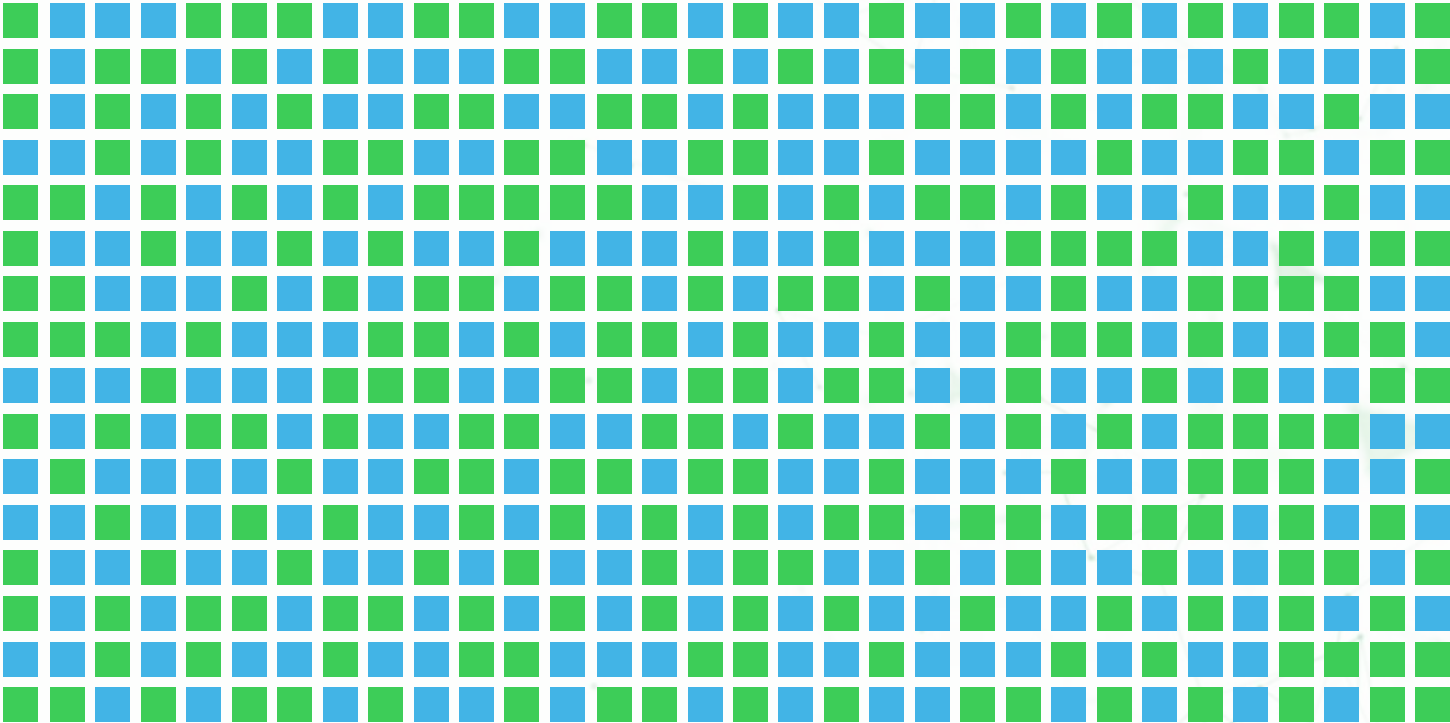
The journey to environmental sustainability

Act now, or get left behind.

September 00, 2021

Capacity demand is increasing exponentially

Data center capacity 2041



2X

Source for doubling: IDC (International Data Corporation), 2020
Source for exabytes currently in data centers: <https://www.statista.com/statistics/638593/worldwide-data-center-storage-capacity-cloud-vs-traditional/>

The key drivers of sustainability efforts



End user
requirements



Government
regulations



Business
value



ESG
investment

Bold pledges from industry leaders



Google

Carbon-free by 2030

Microsoft

Carbon-negative by 2030,
including full value chain

FACEBOOK

Net-zero emissions by 2030
across full value chain

amazon

Net-zero carbon across
all businesses by 2040



Google

Zero waste by 2030

Microsoft

Zero waste by 2030



Microsoft

Water positive by 2030

FACEBOOK

Water positive by 2030

Customers are under pressure

#1

driver of sustainability initiatives is customer requirements

97%

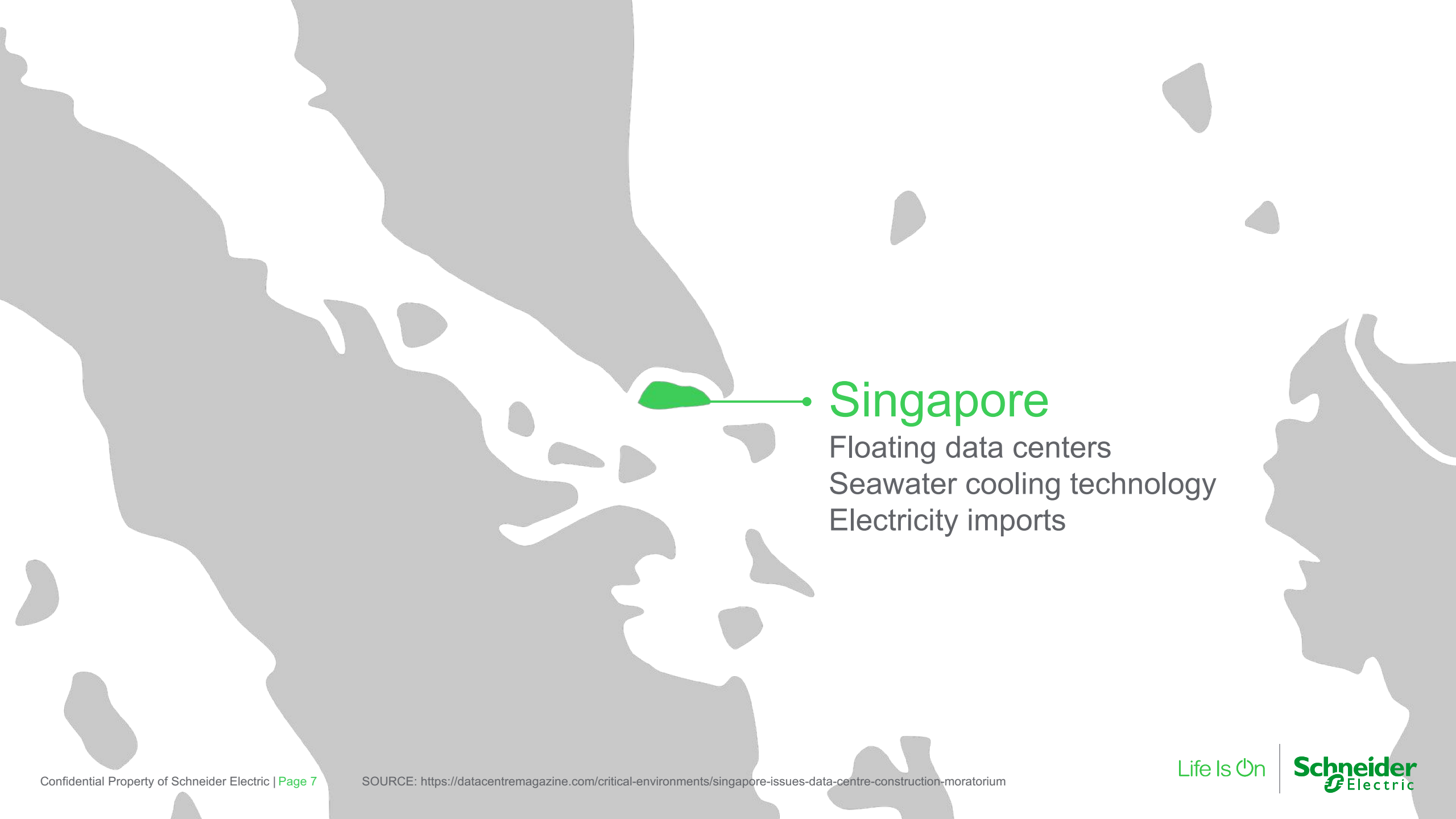
of multi-tenant data center providers have customers requiring efficiency and sustainability commitments

43%

of multi-tenant data center providers have a comprehensive sustainability program

Source: 451 Research, *Multi-tenant Datacenters and Sustainability: Ambitions and Reality*, 2020





Singapore

Floating data centers

Seawater cooling technology

Electricity imports



China

- Carbon neutral by 2060
- Reducing carbon emissions by up to 90%
- PUE mandates for existing and new data centers



United States

50% – 52% reduction in
greenhouse gas pollution by 2030

European Union


Green Deal = no net greenhouse gas emissions by 2050



Frankfurt

Bringing in controls for future data centers to reduce space and energy consumption

There is no doubt...governments are taking action



Governments
around the globe
are mandating
more sustainability

There are
considerable barriers
(including fines)
to doing business
in certain regions

Colocation providers
must a) be aware of
these barriers and b)
meet requirements in
order to keep operating

Focusing on ESG: the benefits are clear

Investing in innovation and deploying sustainable solutions help:

Reduce
costs

Improve
competitiveness

Attract new
customers

Retain talented
employees

“We believe that sustainability should be our new standard for investing.”

- Larry Fink, CEO, BlackRock

Companies with better ESG records:

Produced
higher three-year
returns

More likely
to become high-
quality stocks

Less likely
to have large
price declines

Less likely
to go bankrupt

What does this mean?

There are risks and rewards.



The risk

- Lose customers
- Be fined
- Receive negative press
- Declined building permits
- Not be considered for funding



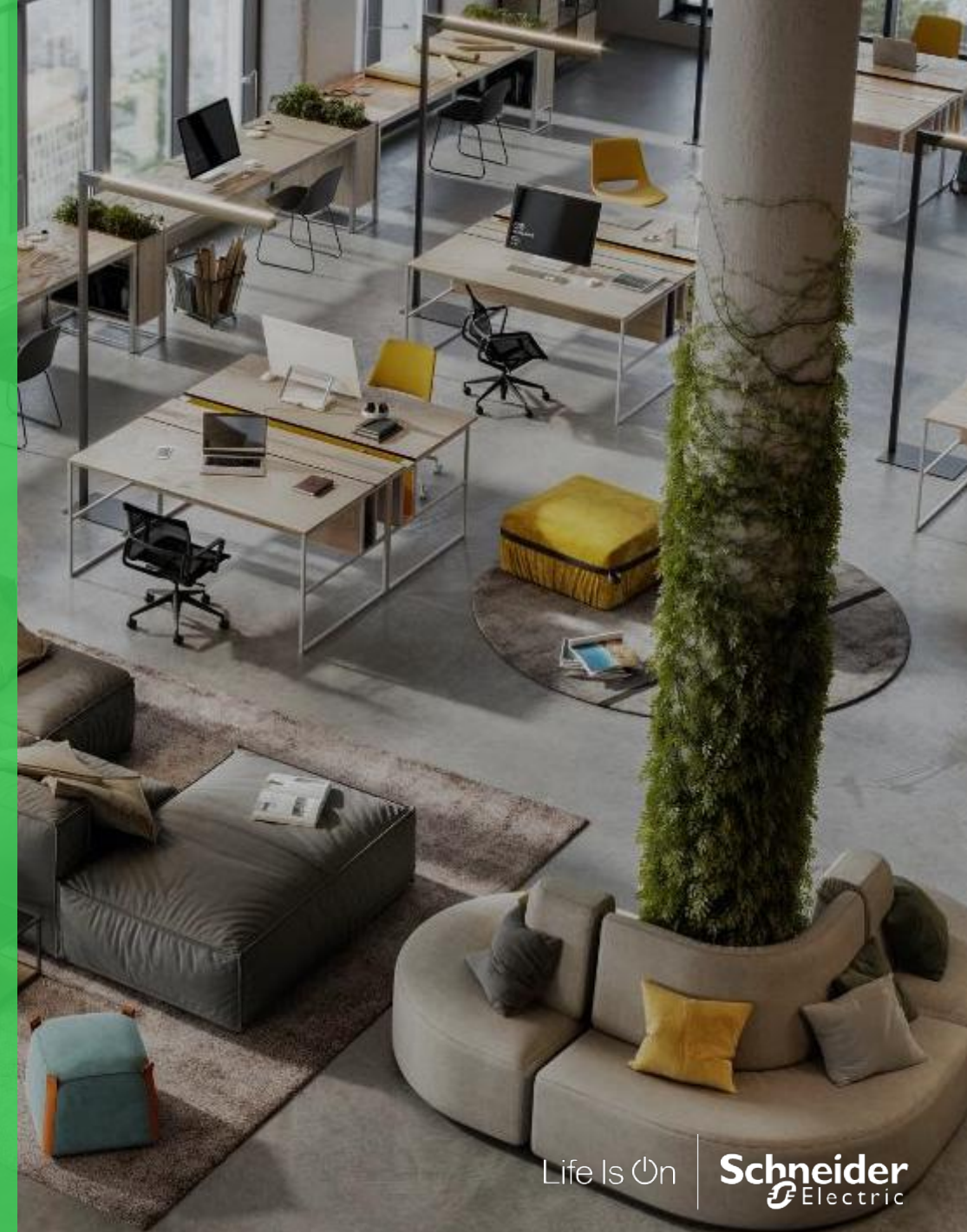
The rewards

- Increase demand from customers
- Grow data center footprint
- Receive great press
- Attract better talent
- Receive more investment funding
- Win sustainability awards

Sustainability: there is no 'quick fix'

Sustainability efforts require organization-wide buy-in

- C-level support
- Strategic planning
- Organization-wide KPIs
- Dedicated teams and budget
- Regular reporting



What is your plan of attack?

1

Create in-house sustainability team

3

Partner with anchor tenants

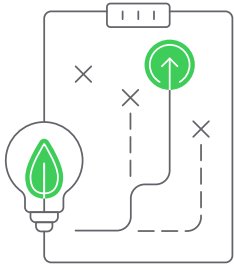
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Use a data center consultant

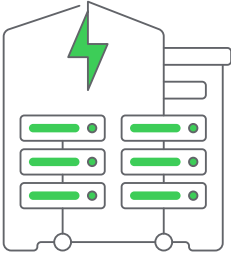
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Cut ties with companies not focused on sustainability

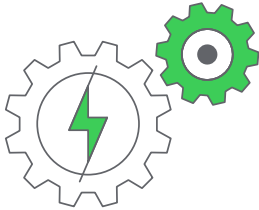
This is where Schneider Electric comes in



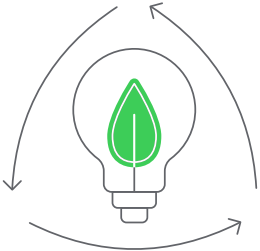
Setting a bold, actionable strategy



Implementing efficient data center designs



Driving efficiency in operations



Buying renewable energy



Decarbonizing supply chain

Your digital partner for sustainability-driven data centers



Welcome to your future



I have met my current sustainability objectives



I have been recognized by industry groups



I have seen profits increase




I have attracted new customers



I am an established industry and sustainability leader



I have attracted more investors and top talent

An aerial view of a sustainable energy park. The scene is dominated by green grass and trees. Scattered throughout are several solar panels, each consisting of a grid of blue photovoltaic cells. Interspersed among the solar panels are several white wind turbines with three blades. In the center of the image, there are three large, futuristic, white, curved structures that resemble modern architecture or perhaps large-scale energy storage or processing units. These structures have a blue, grid-like mesh pattern on their inner surfaces. The overall lighting is soft, suggesting a dawn or dusk setting.

Will you lead?
Or get left behind?

Life Is On



Schneider
Electric