



NODE POLE

**MAKE THE GLOBAL CO₂ CHALLENGE AN
OPPORTUNITY FOR YOUR BUSINESS**

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With climate activism on the rise
companies will no longer be able to
ignore their climate footprints

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TIME

NEXT GENERATION LEADERS

THE TEENAGER
ON STRIKE FOR
THE PLANET

**GRETA
THUNBERG**

PLUS
9 MORE
TRAILBLAZERS
SHAPING
OUR WORLD



TIME.COM

ACROSS ALL CITIES THE MAJORITY
OF PEOPLE IS WORRIED ABOUT
CLIMATE CHANGE

58%

... AND THE MAJORITY AGREES
CLIMATE CHANGE IS A MANMADE
ENVIRONMENTAL DISASTER

73%

Only 1 person out of 10 is *not* worried about
climate change (11%)

Note: Study performed on February 4-8 2019. 4016 respondents in Berlin, Stockholm, London, LA and Shanghai.

Awareness is growing....

58%

say it is important that
internet companies
lower their carbon
footprint

51%

say they would use the
internet less if it would help
to fight climate change

86%

can imagine to opt for a
provider of access/service
that is helping fight climate
change

Note: Study performed on February 4-8 2019. 4016 respondents in Berlin, Stockholm, London, LA and Shanghai.

Business and politicians are seen as primarily responsible to handle climate change

49%

—

Businesses

44%

—

Politicians

27%

—

Consumers

Question: Who do you think should be primarily responsible to handle climate change?

Number of respondents: 4061, multiple answers possible

IN CONCLUSION

People are concerned and want to make a change. They are expecting businesses to take responsibility and provide sustainable solutions

"In 2010, 1.8 billion people were connected. But by 2020, I expect the entire world will be connected."

Peter Diamandis
Founder of Singularity University

2%

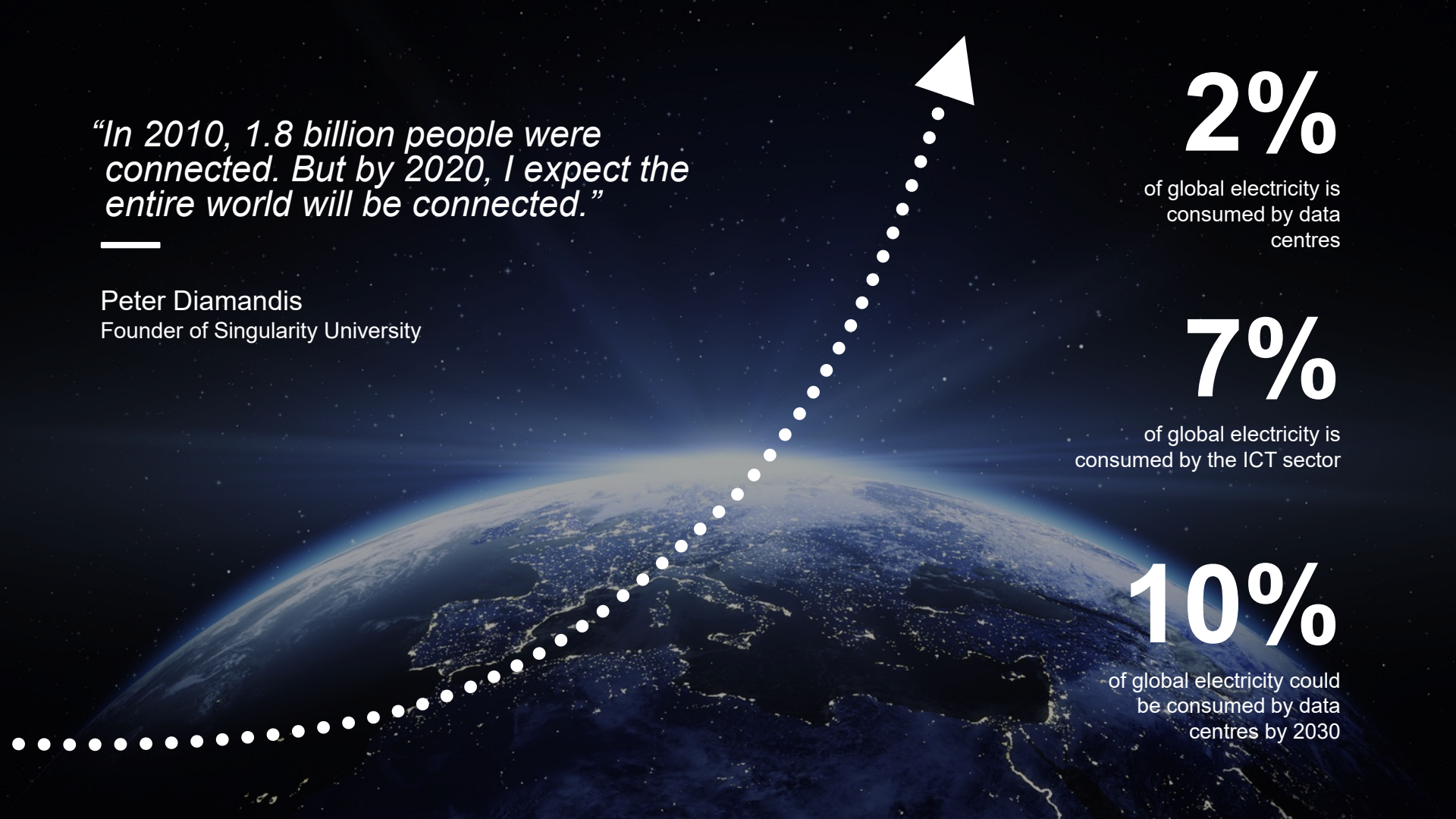
of global electricity is
consumed by data
centres

7%

of global electricity is
consumed by the ICT sector

10%

of global electricity could
be consumed by data
centres by 2030



ENERGY

is at the core of global problems
– and opportunities




2017

Share of fossil fuels
more than 65 %



2040

Fossil fuels could still be
more than 50 %

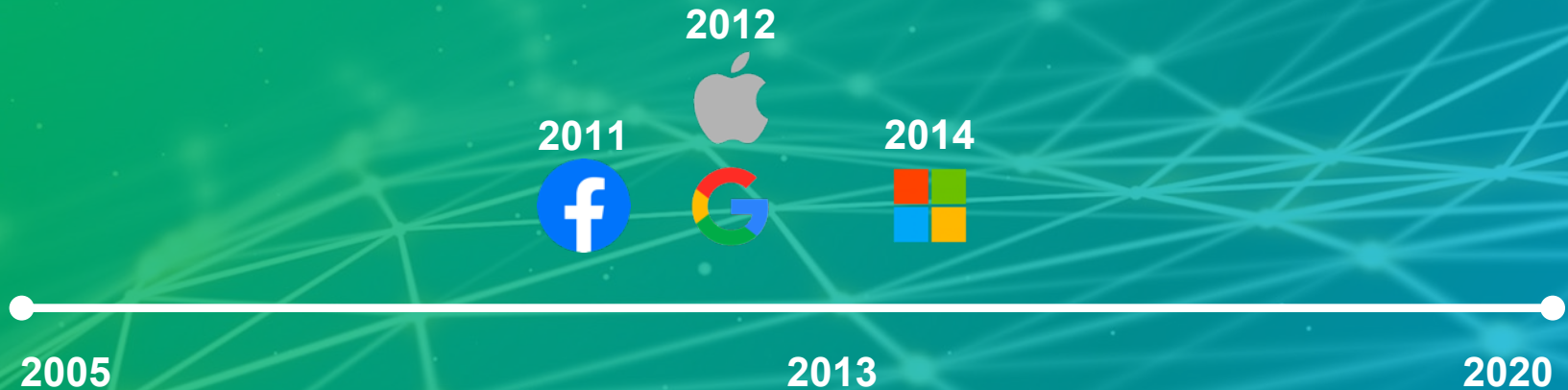


**We need to build the
datacentres of the future
with a combination of
renewable energy and
efficient green technology**



**THE HYPERSCALERS ARE
LEADING THE WAY**

Year when committing to 100% renewables




Google

Sustainability

Mission Environment Responsible Supply Chain Tools Reports

At Google, we strive to build sustainability into everything we do.

Read about our progress, explore tools, review reports, and discover ways to help the planet.



Microsoft | CSR Our approach Empowering people Strengthening communities Protecting our planet More

AI Microsoft


Environmental sustainability

Microsoft is committed to leveraging technology to solve some of the world's most urgent environmental issues—focusing on areas where we can have the most positive impact.

AI for Earth

We've dedicated \$50 million over five years to put our cloud and artificial intelligence (AI) tools in the hands of those working to solve global environmental challenges.

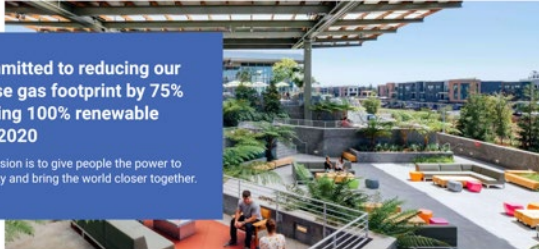
[Learn about our progress](#)



facebook sustainability Innovation for our world Collaboration for good Sustainability in numbers Case Studies and Resources

We're committed to reducing our greenhouse gas footprint by 75% and reaching 100% renewable energy in 2020

Facebook's mission is to give people the power to build community and bring the world closer together.



We believe sustainability is about more than operating responsibly. It's an opportunity to support the communities we're a part of and make a positive impact on the world. That's why we're working to minimize our energy, emissions and water impact, protect workers and the environment in our supply chain, and partner with others to develop and share solutions for a more sustainable world beyond our operations.

Impact at a glance


| | |
|---|---|
| \$50 million over five years dedicated to getting cloud and AI tools in the hands of those solving global environmental challenges. | 100% carbon neutrality achieved by global operations every year since 2012. |
|---|---|

Environment

Download Our Approach

Truly innovative products leave their mark on the world instead of the planet.

[View the 2019 Progress Report \(PDF\)](#)



**Make sustainability an opportunity
for your business.**

Procurement and Consumers

Buy sustainable

Choose sustainable

Tell the world about it

Cloud, CoLo and Enterprise companies

Go sustainable

Tell the world about it!

DEGREE OF SUSTAINABILITY
IN COMMUNICATIONS

High

Green-washing

- Low credibility
- Likely to back-fire

Making sustainability an opportunity

- Positioned to capture market share
- Gaining trust of customers

Go sustainable



Indifferent to market change

- Risk of losing market share
- Low trust by customers

Green-hushing

- Strong and silent
- Not reaping the full benefit

Go sustainable

Tell the world
about it

Low

Low

High

REAL SUSTAINABLE ACTION



ENERGY-EFFICIENT



**LOW IN CARBON
EMISSIONS**



**USING 100%
RENEWABLE
ENERGY**

FOSSIL FREE DATA



How do we contribute?

- ✓ By promoting renewable energy
- ✓ By making data center customers and consumers aware of energy usage and the necessity of sustainable solutions
- ✓ With the Fossil Free Data label, the Data Center industry can make itself an even better global corporate citizen, make customers comfortable with their data footprint and substantially contribute to the UN SDG #7



FOSSIL FREE DATA

Read more at:
fossilfreedata.com

A hand holding a smartphone, with the entire image overlaid in a semi-transparent green color. The background features a bokeh effect of out-of-focus light spots. The text is white and bold, positioned on the left side of the image.

**ROSES ARE RED
VIOLETS ARE BLUE
DATA SHOULD BE GREEN
THAT'S IT.**