

# Climate Neutral Data Centre Pact Commits European Cloud and Data Centre Industry To Ambitious Sustainability Action

*Twenty-fifth companies and seventeen associations from across Europe agree to take specific steps to make data centres climate neutral by 2030.*

**London, UK, 21 January 2021** – One year after the adoption of the European Green Deal, leading cloud infrastructure providers and data centre operators have created the **Climate Neutral Data Centre Pact**. Twenty-four companies and 14 associations have agreed to a **Self Regulatory Initiative** to make data centres in Europe climate neutral by 2030. Companies joining the Pact represent the most significant industry players in cloud infrastructure and data centres in Europe. This is a historic and unprecedented commitment by an industry to proactively lead the transition to a climate neutral economy.

**Stefano Cecconi, Vice-President of CISPE and CEO of Aruba S.p.A.** said: *“Both the energy efficiency and local self-produced energy by using renewables are in line with Aruba’s view towards a sustainable future. In fact, through our very own photovoltaic solar panel systems and owned hydroelectric power plants, we’re already producing more green energy than what we actually need across our data centres. This enables a negative carbon footprint across all of our operations and allows us to support our activities and our customers’ ones with zero impact on the environment. By choosing Climate Neutral Data Centres, everyone can actively contribute to the future of our planet.”*

**Frans Timmermans, European Commission Executive Vice-President for the European Green Deal:** *“Citizens across Europe use ever more technology to go about their daily lives and want this technology, also to help secure a sustainable future for people and planet. Today’s pledge from important parts of the data industry constitutes a promise to society and offers a welcome first step towards achieving our common ambitions for a smart and sustainable future.”*

**Alban Schmutz, Chairman of CISPE (Cloud Infrastructure Services Providers in Europe):** *“With cloud infrastructure the backbone of the European Union’s digital economy, our industry is committed to the idea that we must all play a central role in addressing climate change. This commitment underpins a roadmap for Europe’s cloud infrastructure industry to offer climate neutral services to customers by 2030.”*

**Apostolos Kakkos, Chairman of EUDCA (European Data Centre Association):** *“Data centres are the supporting pillars of the fourth industrial revolution and, as seen during the COVID-19 pandemic, are essential infrastructure of not only the digital economy but of the entire global economy. It is our duty to commit to a self-regulatory initiative that will help to ensure the operational availability, sustainability and the future of our industry.”*

The Climate Neutral Data Centre Pact establishes a Self Regulatory Initiative which has been developed in co-operation with the European Commission. It supports both the European Green Deal, which aims to make Europe the world’s first climate neutral continent by 2050, and the European Data Strategy by making EU data centres climate neutral by 2030.

The Self Regulatory Initiative sets ambitious goals that will facilitate Europe’s essential transition to a greener economy. It commits signatories to ensuring their data centres are climate neutral by setting ambitious measurable targets for 2025 and 2030 in the following areas:

- Prove energy efficiency with measurable targets
- Purchase 100% carbon-free energy
- Prioritise water conservation

- Reuse and repair servers
- Look for ways to recycle heat

Progress towards achieving climate neutral data centres will be monitored by the European Commission twice a year.

For more details on the new Climate Neutral Data Centre Pact, please visit [ClimateNeutralDataCentre.net](https://ClimateNeutralDataCentre.net)

### Signatories:

#### Cloud providers and operators of data centres

- |                                    |                            |            |
|------------------------------------|----------------------------|------------|
| • 3DS Outscale (Dassault Systèmes) | • DigiPlex                 | • Irideos  |
| • Altuhost                         | • Digital Realty/Interxion | • ITnet    |
| • Aruba                            | • Equinix                  | • LCL      |
| • Atos                             | • FlameNetworks            | • Leaseweb |
| • AWS (Amazon Web Services)        | • Gigas                    | • NTT      |
| • CyrusOne                         | • Google                   | • OVHcloud |
| • Data4                            | • Ikoula                   | • Register |
|                                    | • Ilger.com                | • Scaleway |
|                                    | • Infoclip                 | • Seeweb   |

#### Trade associations

- CISPE, the association of Cloud Infrastructure Services in Europe
- EUDCA, the European Data Centre Association
- Cloud28+
- Cloud Community Poland
- Danish Cloud Community
- Datacenter Industrien
- Data Centre Alliance
- Dutch Data Center Association
- Dutch Hosting Providers Association (DHPA)
- Eco – Alliance for the strengthening digital infrastructures in Germany
- EuroCloud Croatia
- EuroCloud France
- France Datacenter
- Host in Scotland
- IKT-Norge
- ISPCconnect
- TechUK

### **Aruba S.p.A.**

Aruba S.p.A., founded in 1994, is the leading company in Italy for data centers, web hosting, email, certified email (PEC) and domain registration services. Aruba is also active in key European markets including France, the UK and Germany, and is the leader in the Czech Republic and Slovakia, with an established presence in Poland and Hungary. The company has a huge amount of experience in the management of data centers, with a European network capable of hosting over 200,000 servers.

Aruba manages 2.7 million domains, 8.6 million email accounts, 7.1 million certified email (PEC) accounts, 130,000 physical and virtual servers and a total of around 5.4 million customers. We provide hosting services, public and private cloud services, housing and colocation services, dedicated servers, digital signature services, digital preservation, e-billing, certified email, SSL certificates and smart-cards.

Thanks to Aruba Business, founded in 2015, we can offer all our services to a vast network of IT partners, and with our Pratiche.it brand, we provide document delivery and recovery services throughout Italy. Since 2016 Aruba has been the Official Registry for the prestigious ".cloud" extension.

For over 10 years, Aruba Enterprise has been offering Cloud, Data Center and Trust Service solutions to businesses and public authorities, designing, implementing and managing highly customized IT solutions. For further information: <https://www.aruba.it>; [www.arubacloud.com](http://www.arubacloud.com)

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