

Mr. J. Bezos  
Chief Executive Officer  
Amazon.com  
410 Terry Avenue North  
Seattle, Washington 98109

Amsterdam, September 19, 2014

Dear Mr. Bezos,

Amazon is known for being a data driven company, using key market data to inform the important decisions that have guided its impressive growth to date. I write to ask that you add a critical guide to Amazon's future: renewable energy.

Climate scientists have provided us with overwhelming data that the health of our planet is at grave risk from climate change. In order to prevent irreparable damage to our communities, environment, and future economic growth, we must rapidly transition to renewable energy and away from dirty energy sources that are warming the earth.

How our online world is powered will play a pivotal role on whether we make this transition. If our online world were a country, it would already rank sixth in the world on the basis of how much electricity it uses, and the amount data usage is expected to triple in the next few years as the number of the world's online population exceeds three billion. This growth could dramatically increase our dependence on polluting sources of electricity, but it doesn't have to be that way: if powered with renewable energy, our online world could serve as critical infrastructure to catalyse the global community's transition to renewable energy, and away from sources of energy threatening our planet.

We need a greener online to preserve a greener offline.

Amazon has been at the centre of the growth of our online economy, and now some of the biggest and fastest growing pieces of the Internet are hosted by your subsidiary, Amazon Web Services (AWS).

Despite the market-leading role in building the Cloud, Amazon and AWS have unfortunately fallen far behind competitors in building a sustainable online platform, even though over 300,000 people and a growing number of customers have said they want Amazon and AWS to be powered with renewable energy.

Whilst Amazon has on occasion spoken of sustainability in its operations; it is impossible to judge how sustainable a company is without adequate transparency. Neither AWS nor Amazon.com publish any details on the environmental impact of their operations, or what sources of energy are powering current operations.

Greenpeace has spent the last four years challenging leading Internet companies to power our online world with renewable energy. We have seen a significant shift in the past two years among other major Internet companies to embrace greater transparency as part of their renewable energy and sustainability commitments, but no change from Amazon. Apple, Box, Facebook, Google, Rackspace, and Salesforce have all committed to be 100% renewably powered, and are now reporting regularly on their progress.

If we are to build a greener online for all of us, we need the same type of leadership from you and your team to deliver an Amazon and AWS that is powered by renewable sources of energy. This will not happen overnight, but it is critical that you begin this journey; to ensure your current growth is guided by this goal. We would welcome the opportunity to sit down with you and your team to discuss the opportunities for Amazon and AWS to help build a cloud that is greener as well as bigger.

Key areas of leadership should include:

- A long-term commitment to become 100% renewable powered;
- A commitment to transparency on energy and environmental performance, including an annual disclosure of your energy & carbon footprint and progress toward renewable energy goals;
- Adoption of a strategy for increasing the supply of renewable electricity that includes a mixture of investment, procurement and corporate advocacy to both electric utilities and government decision-makers.

It is with the interest of your company, your millions of customers, and our planet in mind that I urge you to embrace this challenge, and join us in working toward building a greener online for a greener offline.

I look forward to hearing from you on this.



**Kumi Naidoo**  
**International Executive Director**