

Greenpeace

Cool IT Leaderboard

Scoring Criteria

The Cool IT Leaderboard is updated regularly to track the progress of the world's largest IT companies towards the achievement of economy-wide greenhouse gas (GHG) emission reductions of 15% by 2020. Companies are evaluated for leadership in three key areas:

1. Efforts to offer **economy-wide technological climate solutions** that contribute to global greenhouse gas reductions. (40/100)
2. Initiatives to **reduce their own global warming emissions**. (25/100)
3. Active engagement in **political advocacy** and support for science-based climate and energy policies. (35/100)

IT Climate Solutions represent 40 out of 100 points, divided as follows:

- **Current Savings Calculations** (20 points):
Company makes public calculations of current net GHG emissions savings provided by IT solution(s) in any of five key areas of the economy - buildings, transport, manufacturing, power and 'dematerialisation' of services - via case study data.
In the case of software solutions, company projects reductions from associated behavioural change.
- **Public Metrics** (10 points):
Company makes public the metrics and assumptions used to calculate net GHG emissions savings of IT solutions.
- **Investment** (5 points):
Company makes significant financial investment in clean technology solutions, including specific investments in existing offerings and R&D for IT climate solutions and/or makes direct investments in external third-party clean energy opportunities.
- **Future Savings Goal** (5 points):
Company sets short to mid-term target for future net GHG savings based on current savings calculations, investment and growth.

Note: Points listed above represent the maximum number of points for given criteria.

IT Energy Impact represents 25 out of 100 points, divided as follows:

- **Absolute Emissions Reduction Target** (5 points):
Company makes commitment to reduce absolute GHG emissions of its own operations on a defined timeline. Maximum points awarded to companies with absolute reduction goals of at least 20% by 2012 using a 2008 or earlier baseline.
- **Mitigation Strategies** (10 points):
Company demonstrates specific GHG mitigation strategy in the following order of importance: energy efficiency and avoided emissions; direct installation of renewable energy; offsets directly secured in electricity load centre, servicing data centre or major company infrastructure; renewable energy credits and/or offsets clearly proven to be additional.
- **Infrastructure Siting Policy** (5 points):
Cloud service companies have a cloud infrastructure siting policy that maximises clean energy sources and avoids growth in demand for coal or nuclear-powered electricity.
- **Product Efficiency & Supply Chain Footprint** (5 points):
IT equipment companies manufacture high-efficiency products and aggressively manage the carbon footprint of their product supply chains.

Notes:

(1) No points for target / mitigation are possible without footprint disclosure.

(2) Points listed above represent the maximum number of points for given criteria.

(3) If company does not have significant cloud driven footprint to warrant an Infrastructure Siting Policy, it will be evaluated for 10 maximum points under Product Efficiency & Supply Chain Footprint, and vice versa.

Political Advocacy represents 35 out of 100 points, divided as follows:

- **Political Speech** (10 points):
Public speech, preferably by the CEO, made before a relevant national or international audience, which references need for science-based, mandatory GHG reduction cuts.
- **Political Policy** (15 points):
Company takes public position in favour of specific and current policy advocacy priorities that support science-based, mandatory GHG reduction cuts at the national or international level.
- **Repetition Bonus** (10 points):
Measures the repetition of positive speech and advocacy.
- **Negative Lobby Penalty** (-5 to -15, dependent on severity):
Companies that directly undertake or are members of trade associations/organisations which engage in negative lobbying, defined as a policy position that undermines or negates a scientifically-achieved emissions reduction target and/or clean energy policies.

Notes:

(1) Only advocacy conducted within the past 12 months will be applied.

(2) Points listed above represent the maximum number of points for given criteria.

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