



- STRONG POLICY ADVOCACY AND OVER \$1 BILLION IN CLEAN ENERGY INVESTMENT
- LACK OF SOLUTIONS TO DRIVE ENERGY SAVINGS OUTSIDE OF THE IT SECTOR
- HOW WILL GOOGLE POWER ITS RECENTLY ANNOUNCED DATA CENTRE INVESTMENTS OUTSIDE THE US WITH RENEWABLE ENERGY?

SUMMARY **58/100 = 1ST PLACE**

Google's continued advocacy for clean energy and willingness to put its money where its mouth is helps keep it atop the Cool IT Leaderboard for the second year in a row, gaining 5 points from last year's total to earn a 1st place tie with Cisco. Google's clean energy investments, now topping \$1bn US dollars since 2010, illustrate that corporations can play an important role in providing a new and much needed source of capital to the renewable energy sector. Google's continued strong leadership in making clean energy investments has not only driven significant deployments of renewable energy, but also enhanced its standing as a credible corporate advocate for stronger clean energy and climate policies.

Google continues to retain the top ranking for policy advocacy, challenging the IT sector to work with it to help bring more renewable energy on the grid. Google has remained active in pushing government decision-makers for policies that will support energy efficiency and renewable energy investment, particularly in the US. As Google rapidly expands outside of the US as well, most recently in Asia and Latin America, it will be critical to the company's 100% renewable energy goal that it brings the same combination of investment and policy advocacy to bear in these expanding markets. Google can also bring that combination to bear in specific regions of the US where it has data centres but faces monopoly utility companies who offer little in the way of renewable energy to its customers, such as Duke Energy in the south-eastern US.

Google's decision to grant \$2.5m to support "intelligent" energy policy reforms sets an important example to other IT companies, and will hopefully help set the right policy conditions for Google and other IT companies to help save energy through IT-enabled energy management tools. While Google's commitment to advancing renewable energy remains strong, it has made only modest progress in demonstrating how its products and services can help save energy or reduce greenhouse gases for its customers.

CLIMATE SOLUTIONS **17/40 = 7TH PLACE**

Energy Savings Calculations (3/10)

Google's leadership remains modest for its solutions offerings. Google has a number of energy and greenhouse gas (GHG) reduction tools in use or under development - such as [measuring deforestation via the Google Earth platform](#), or Google Transit, which could facilitate greater use of public transportation - but the true impact of those tools has remained difficult to quantify. Recent investments in driver-less car technology powered by Google data centres have the potential to reduce fuel consumption, but the potential savings is not yet well documented.

Public Metrics (3/10)

Google has well-developed [methodology showing the energy savings potential of its Google Apps cloud-based software services](#). However, as the savings are measured only against IT-related energy savings, only partial points are awarded.

Investment (10/10)

Google continues to set the bar for its clean energy investment leadership among IT companies, with Japan's SoftBank a close second. Google's clean energy investments, now topping \$1bn since 2010, illustrate that Google understands, and in fact embraces, the idea that corporations can play an important role in providing a new and much needed source of capital to the renewable energy sector.

Future Savings Goal (1/10)

Google has not established a future savings goal for its IT solutions, though it earns minimal points for its stated ambition of its \$1bn in clean energy investments producing more energy annually than Google consumes within its own operations.

COMPETITOR COMPARISON

GOOGLE		58	17	19	22
IBM		40	19	20	7
MICROSOFT		34	11	12	11

IT ENERGY IMPACT **19/25 = 3RD PLACE**

Energy & Emissions Targets (3/5)

While Google's overarching goal is to be "Carbon Neutral", it also has established a long-term goal of being 100% powered with renewable energy, and has begun reporting regularly its progress toward this goal, with 35% renewable energy reported for 2012. Continued updating of this progress will be important as Google continues to expand outside the US.

Mitigation Strategies (9/10)

Along with Wipro, Google continues to help set the bar in mitigating its rapidly growing footprint with renewable energy. Google continues to pursue a number of different strategies to secure more renewable energy by directly purchasing it wherever possible. The most recent example involved a [collaboration with local utility in Oklahoma](#) to increase the amount of renewable energy the utility is providing to Google's Oklahoma data centre. Having made significant progress securing renewable energy in other parts of the country, Google faces more challenging utility partners in the south-eastern US, such as Duke Energy, which remains committed to coal and other dirty sources of electricity generation.

Infrastructure Siting Policy (7/10)

Google has demonstrated it is taking seriously its goal to power its data centres with 100% renewable energy; it currently stands at approximately 35%. Google continues to expand to new markets, and professes to weigh electricity generation mix and employ a carbon shadow price when deciding on new infrastructure. With several new data centres recently announced outside of the US, including in Asia and Latin America, Google will face new challenges in siting decisions and in developing an investment and advocacy strategy that will ensure it has access to renewable energy for these new facilities.

Product Efficiency & Supply Chain Footprint (not applicable)

POLITICAL ADVOCACY **22/35 = 1ST PLACE**

Political Speech (7/10)

Google has steadily increased its profile in energy finance circles to make the case for the public and private sector to provide much needed investment to the renewable energy sector. Google gets high marks for Vice President of Data Centres Joe Kava's [challenge to data centre operators](#) to work together in a consortium to bring renewable energy onto the grid at scale, bringing green electricity to their data centres and to the surrounding grid as well.

Political Policy (9/15)

Google continues to remain active in supporting policies to enable greater investment in renewable energy and energy efficiency both among US and EU policy makers, including support for the extension of renewable energy tax credits in the US. Google received high marks for its \$2.5million grant to support "intelligent" energy policy reforms, which could play an important catalytic role in setting the policy conditions for Google and other IT companies to help realise the energy savings potential of IT energy solutions as identified in the [SMARTer2020 report](#).

Repetition Bonus (6/10)

Google earns the highest advocacy repetition bonus for this Leaderboard, for a range of policy advocacy actions in support of clean energy investment incentives.

Google received no **Negative Lobby Penalties**.