

Attenda

Always On Managed Services

CarbonNeutral® hosting

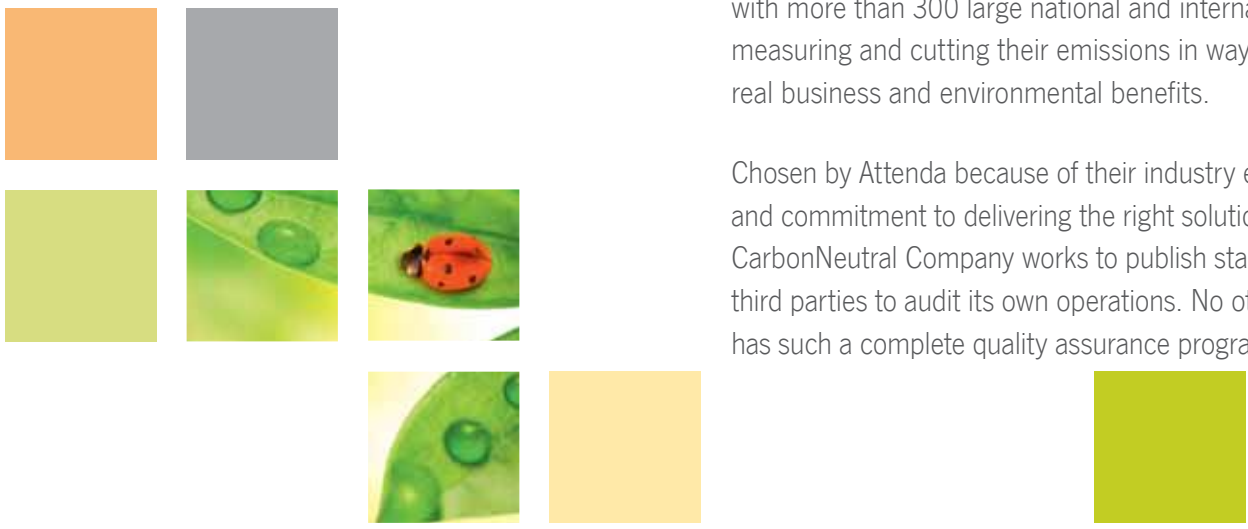
Protecting our world from climate change with a green data centre strategy

Many leading companies now have binding commitments to measure and reduce their CO₂ emissions. The demand for data centre capacity is steadily rising, making them one of the fastest growing contributors to a corporate carbon footprint. With increasing pressure from stakeholders to address the impact of both internal and out-sourced operations, organisations must manage the emissions from their data hosting services.

The CarbonNeutral® Attenda hosting programme provides a credible and robust solution, which allows clients to immediately achieve and report a net zero impact from their infrastructure hosting. The CarbonNeutral® Attenda hosting certification mark gives clients a clear and recognisable sign to demonstrate action against climate change.

The CarbonNeutral Company is a leading carbon offset and carbon management organisation offering a leading edge quality assurance programme. They have worked with over 200 emission reduction projects across six continents, and with more than 300 large national and international clients measuring and cutting their emissions in ways that deliver real business and environmental benefits.

Chosen by Attenda because of their industry experience and commitment to delivering the right solution, The CarbonNeutral Company works to publish standards and uses third parties to audit its own operations. No other organisation has such a complete quality assurance programme.



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What is the relevance to your business?

- Companies are increasingly pressured by stakeholders to take responsibility for outsourced services
- Businesses need support from outsourcing partners to reduce the environmental impact of their services
- Data centres are one of the fastest growing contributors to a corporate carbon footprint
- Companies need a simple, visual means of demonstrating environmental responsibility

What benefits are derived from CarbonNeutral® hosting?

- Responds directly to stakeholder concern with a credible programme, organised by a respected third party
- Delivers a simple and integrated data hosting approach with no resource commitment from the client
- Provides a straightforward way for clients to neutralise 100% of the emissions from infrastructure hosting
- Signifies positive action on climate change through CarbonNeutral® hosting certification mark

How does it work?

Attenda has partnered with The CarbonNeutral Company to make our entire hosting service CarbonNeutral through a four stage process:

Measure – The CarbonNeutral Company carries out a greenhouse gas (GHG) assessment of the emissions associated with Attenda's data centres which includes:

- Energy used within the data centre and the Attenda M.O. platform
- Energy used by client specific infrastructure and proportion of the shared virtualisation platform used
- Waste produced from data centre operations and sent to landfill/incineration
- Refrigerant gas loss at the data centre
- Business travel of any staff specifically assigned to manage the client account/equipment
- Office emissions of specific account management staff

Target – Attenda sets a CO₂ emission reduction target based on information in the Climate Change Impact Assessment Report.

Reductions – To reduce emissions to net zero Attenda has implemented a combination of internal and external activities:

- External reductions: Carbon offsetting, enables Attenda to counter-balance each tonne of CO₂ produced with a tonne saved by a validated emission reduction project that has met international standards. This could be a project to swap coal-fired power stations with wind energy or hydropower. Carbon offsetting rapidly achieves the deepest reductions and also delivers added benefits at the project site.
- Internal reductions: Attenda implements practical measures to reduce emissions, including virtualisation, improving cooling systems or upgrading equipment to more energy efficient designs.

Communicate – Once emissions are reduced to net zero, Attenda awards the CarbonNeutral® hosting certification mark, which is licensed to the client for use across all marketing and collateral. Clients also receive a certificate presented by The CarbonNeutral Company, confirming that their data hosting is CarbonNeutral.

More information

To find out more about the CarbonNeutral® Attenda hosting Programme, please e-mail: info@attenda.net



John Marks

CarbonNeutral.com

CO₂ emissions from all IT infrastructure hosted by Attenda are reduced to net zero in accordance with The CarbonNeutral Protocol



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