

Code of Conduct on Data Centres Energy Efficiency

Registration Form for Endorsers

General Principles:

1. Organisations eligible to become Endorsers include:

- Vendor or Manufacturer
- Consultancies (design, engineering, maintenance and service companies)
- Utilities
- Government agencies
- Non governmental organisations
- Industry Associations, Professional and Standards bodies.
- Educational institutions
- Participants whose domain of control is less than the full range of the Code and best practices

2. Endorsers are expected to utilise the Code of Conduct in order to develop products, solutions and programmes to enable data centre owners and operators to meet the goals and expectations of the Code of Conduct.

3. Endorsers are expected to take actions in some aspect of the design, building or operation of data centres which contribute to the overall Code of Conduct goals of improving the energy efficiency of data centre. The nature of these actions will be dependent upon on the organisation's activities, for example;

- a manufacturer of IT or air-conditioner components might develop specific material to help raise user awareness of energy efficiency issues, or might introduce or encourage use of high efficiency products
- engineering consultancies might develop specific guidelines (based on the list of best practices) to ensure that energy consumption is taken into account in the design process
- a trade association might develop an "Energy Efficiency Charter"
- a training or educational institution might emphasise and extend the treatment of energy efficiency
- an electricity company could instigate a specific Data Centre Demand Side Management programme
- Energy Service Companies (ESCOs) might develop financing instruments adapted to Data Centres

4. Endorsers support the aims of the Code of Conduct, and endeavour to persuade their clients, suppliers or members to sign the Code of Conduct

5. The Code of Conduct also recognises the contribution to be made by Endorsers such as manufacturers, consultants or industry bodies.

Best practice commitments for vendors and manufacturers;

- A. Provide product/service assistance and information to data centre owners and operators or consultants, including but not limited to;
 - I. Equipment power consumption labelling using standard metrics
 - II. Workload to power data for IT equipment
 - III. Power efficiency performance data across a full operating range for mechanical and electrical equipment
- B. Expand and clearly label temperature and humidity limits in warranties
- C. Offer hardware or services to meet power limitation
- D. Promote the Code of Conduct best practices

Best practice commitments for consultants and engineering firms;

- E. Offer energy efficiency advisory services
- F. Calculate and present energy efficiency benefits and power demand of options
- G. Promote the Code of Conduct best practices
- H. Develop services to implement the Code of Conduct best practices

Best practice commitments for utilities

- I. Ask data centre owners and operators to become participants in the Code of Conduct
- J. Validating that site level power provisioning is realistic
- K. Explore energy services and energy performance contracting

Best practice commitments for Government agencies and non governmental organisations;

- L. Promote best practice and procurement standards in line with national commitment to EU End-Use Efficiency and Energy Services Directive
- M. Use Code of Conduct participant status and best practice adoption as part of procurement processes
- N. Promote the Code of Conduct
- O. Promote the Code of Conduct best practices
- P. Support Research Development & Delivery
- Q. Consider and campaign for standardised international metrics and standards

Best practice commitments for industry associations, Professional and Standards bodies and Educational institutions;

- R. Develop and support industry specific literature including:
 - I. Technical training
 - II. Manuals
 - III. Case studies
- S. Integrate Energy Efficiency into existing guidelines e.g. ITSMF¹ library
- T. Promote the Code of Conduct best practices

¹ The IT Service Management Forum

Best practice commitments for Participants whose domain of control is less than the full range of the Code and best practices.

It is understood that many potential participants in the Code of Conduct do not control the full range of activities within the data centre and are the supplier, customer or both. These operators may become participants in the Code by implementing the reporting measures and the practices that are applicable to their domain of control. In addition to this partial participants are required to act as endorsers of the Code to their suppliers and customers in the data centre supply chain. Participants may;

- U. Develop interfaces with other parties involved to provide effective implementation of the best practices, e.g. a Colocation provider might work with customers to manage the provisioning of power and cooling to peak and not nameplate ratings.
- V. Develop documentation or services to assist customers and suppliers in implementing the Code and best practices
- W. Provide energy metering and reporting to customers

6. Endorsers shall once a year upon successful registration report their activities towards achieving their commitments, including the best practice commitment, directly to the Code of Conduct secretariat (Annex D of the Code).

CODE OF CONDUCT ON DATA CENTRES ENDORSER SIGNING FORM

The organisation/company

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signs the Code of Conduct on Data Centres and commits itself to abide to the principles described in the Code.

1. The company is signing the Code of Conduct as an Endorser to the Code in the role of:

- Vendor or Manufacturer
- Consultancy (design, engineering, maintenance and service companies)
- Utility
- Government agency
- Non governmental organisation
- Industry Association or Professional and Standards body.
- Educational institution
- Participant (data centre operator or owner) whose domain of control is less than the full range of the Code and best practices

2. Please add a description of which services, products, solutions you offer to make data centres more efficient (if space below not enough attach additional sheets):

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3. Please add a description of the actions which your organisation will carry out to promote the Code of Conduct and its goals to your clients, suppliers or members (when annual reporting is due, Endorser must provide evidence of the implementation of the actions):

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4. Please indicate which data centres, operators or sectors you will engage to persuade to implement or participate in the Code of Conduct

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5. Please describe how your offerings will support the commitments relevant to your organisation's category, as listed:

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For the organisation
Director or person authorised to sign:
Name:
Managerial function:
Address
Tel. / Fax. /
Email
Signature

Please send the signed form to:

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N.B.
Your application will be evaluated within 30 working days of reception,
Endorser status starts only when the Commission positive reply letter will be sent to you.
Endorsers failing to implement their planned actions or not reporting will have the Endorser status terminated.