



As green as they come

Sustainability - a business imperative

It's no secret that data centres are energy intensive, and we at 4D understand that environmental impact is a top consideration, which is why we committed to the Climate Change Agreement (CCA) for UK Data Centres. It is our pledge to continue to improve our PUE score, energy efficiency and transparency over energy use.

With efforts to tackle climate change ramping up, all companies are feeling increased pressure to adopt greener business processes. It's not just customers expecting more; ESG reporting is becoming more important to investors as they prioritise commitments towards carbon neutrality.

4D's green credentials and sustainability practices



An industry beating PUE score

A PUE score should be as low as possible and is calculated like this:
PUE Score = Total energy used by a data centre ÷ Energy just used by servers

4D achieves a PUE of 1.14, significantly lower than the global average of 1.57*.



Recognition with industry awards for sustainability



Winner of the 'Best Energy Efficiency Project of the Year' from the DCS awards



Winner of 'Project of the Year' at the Electrical Review Awards



Committed to renewable energy

We have been buying **100% renewable energy for the last decade**, since 2011.



Conserving water and energy with advanced cooling technologies:



Cold-aisle containment

By building sealed corridors on our data floor – using the server racks as the walls – we force our chilled air over servers and prevent it being wasted. This reduces the amount of chilled air we need to produce, saving energy.



Adiabatic cooling towers

Our adiabatic cooling towers are one of the ways we cool our chilled water. They use the natural process of evaporation to cool the water, so the only power used is to pump the water. These cooling towers work efficiently all year round.



Immersion cooling hosting

Immersion cooling uses mineral oil to put cooling liquid in direct contact with servers. We connect tanks to our existing chilled water systems, one of the few colocation data centres to offer this service. Immersion is incredibly efficient and can cool a power draw of up to 100kW in a single 'rack'.



Sustainable design and operation of our facilities:



Efficient UPSs

We have invested in state-of-the-art UPSs with an operating efficiency of 95.5%. This means only 4.5% of energy is lost, significantly less than data centres with less efficient UPSs.



LED lights on motion detectors

Reducing energy consumption goes beyond the data floor. Throughout our data centres we have energy-efficient LED bulbs. These are also fitted with motion detector switches, so that they turn off automatically when no one is using a room.



Recycling for customers


This includes packaging from deliveries, but also recycling old IT equipment. With strict rules on Waste from Electrical and Electronic Equipment (WEEE) we provide a full service ensuring equipment is disposed appropriately.



Building a greener future together

We aspire to deliver sustainable infrastructure solutions for our customers to help them with their digital transformation and move their ESG goals forward. If you'd like to know more about our industry-leading green credentials or our infrastructure management solutions, get in touch.

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*According to the Uptime Institute's 2021 data centre survey