

## Consulting the Data Centre Sector in Europe

### Whom do you ask for what?

Emma Fryer, March 2022

*This outline is not meant to provide comprehensive coverage of all the organisations with interests in the data centre sector but it lists industry associations, professional bodies and standards development organisations relevant to the data centre industry in Europe that we are aware of. These entities are the source of sector-specific technical expertise; they can provide an informed collective voice on behalf of their members or can access individual industry experts within their stakeholders.*

### 1 European level industry representation

A number of associations represent the data centre sector at EU level. They provide a collective voice for European companies and global companies with significant European operations. They include:

- **DIGITALEUROPE:** This Brussels-based trade association represents the digital technology sector, of which data centres comprise a sub-sector. Its members include both companies and national trade associations (NTAs). DE accesses 27 member states via its well-established network of 30+ NTA members.
- **EUDCA:** Vertical association representing the EU data centre industry.
- **CISPE:** Cloud Internet Service Providers of Europe, some of whose members operate their own data centres. Others are customers of data centre service providers.

### 2 Nation State industry representative bodies

The way that the digital technology sector is represented has changed over time. In the past it was common for separate organisations to represent software, hardware and semi-conductor providers, but with the convergence of these sectors in the 1990s many of these bodies merged into broad-based digital technology trade associations that provided a collective voice for the whole sector. More recently, data centre specific associations have emerged in many countries to represent the bespoke needs of this industry sector, for instance in Finland and Germany.

This means that representation varies across Europe: in some countries data centre operators are represented by broad based trade associations and in other countries by vertical, sector specific bodies and in others by inward investment agencies. Increasingly, we are seeing a combination of types working together.

### 3 Representation by Market

Industry-level representation for data centre operators varies across Europe significantly. Firstly the maturity of the policy dialogue tends to depend on the size and longevity of the data centre market – so those with large and well established metro markets, and those that are fastest growing, are usually well represented, often by more than one body. These include UK, Germany, Netherlands, France, Ireland and Scandinavia. Secondly, the objectives of representative bodies vary depending on national policy and economic priorities. Some bodies are primarily concerned with stimulating and supporting inward investment whereas others are preoccupied with improving the business and regulatory environment for existing domestic providers.

Those we are aware of are set out in the table below:

**National Trade Associations (NTAs) and Inward Investment bodies with data centre remits**

Location		DC mkt size	NTA Representation	URL
AT		S	Invest in Austria	<a href="https://investinaustria.at/en/sectors/data-center/">https://investinaustria.at/en/sectors/data-center/</a>
BE		S	Agoria	<a href="https://www.agoria.be/en">https://www.agoria.be/en</a>
DK		S	Danish Data Centre Industry DI Digital	<a href="https://datacenterindustrien.dk/">https://datacenterindustrien.dk/</a> <a href="https://www.danskindustri.dk/brancher/di-digital/">https://www.danskindustri.dk/brancher/di-digital/</a>
FI		S	Finnish Data Centre Forum	<a href="https://www.fdcf.fi/">https://www.fdcf.fi/</a>
FR		L	France Data Centre GIMELEC	<a href="http://www.francedatacenter.com/">www.francedatacenter.com/</a> <a href="https://gimelec.fr/">https://gimelec.fr/</a>
DE		L	BITKOM ECO German Data Centre Association	<a href="http://www.bitkom.org">www.bitkom.org</a> <a href="http://www.eco.de">www.eco.de</a> <a href="http://www.germandatacenters.com/en/home/">www.germandatacenters.com/en/home/</a>
GR		S		
IE		L	Host In Ireland Cloud Infrastructure Ireland: IBEC	<a href="http://www.hostinireland.com/">www.hostinireland.com/</a> <a href="https://www.ibec.ie/">https://www.ibec.ie/</a>
IS		S	Data Centres by Iceland	<a href="https://www.datacentersbyiceland.com/">https://www.datacentersbyiceland.com/</a>
IT		M	ANITEC	<a href="http://www.associazioneanitec.it">http://www.associazioneanitec.it</a>
NL		L	DDA	<a href="http://www.dutchdatacenters.nl">www.dutchdatacenters.nl</a>
NO		M	Norsk Datasenterindustri Invest in Norway	<a href="https://www.ikt-norge.no/">https://www.ikt-norge.no/</a> <a href="https://invinor.no/">https://invinor.no/</a>
PL		S	Polish Data Centre Association PIIT	<a href="https://polskiedc.org/en/">https://polskiedc.org/en/</a> <a href="https://www.piit.org.pl/">https://www.piit.org.pl/</a>
PT		S		
ES		M	The Spanish Data Centre Association AMETIC (generic ICT NTA)	<a href="http://www.spaindc.com">www.spaindc.com</a> <a href="http://www.ametic.es">www.ametic.es</a>
SE		M	Swedish DataCentre Industry Assn Business Sweden IT& Telekomforetagen	<a href="http://www.sdia.se">www.sdia.se</a> <a href="https://www.business-sweden.com/">https://www.business-sweden.com/</a> <a href="https://www.itot.se/">https://www.itot.se/</a>
CH		M	The Swiss Data Centre Association	<a href="https://www.sdca.ch/">https://www.sdca.ch/</a>
TR			TESID	<a href="https://tesid.org.tr/">https://tesid.org.tr/</a>
UK		L	techUK DCA Host in Scotland	<a href="http://www.techuk.org">www.techuk.org</a> <a href="http://www.DataCentreAlliance.org">www.DataCentreAlliance.org</a> <a href="https://hostinscotland.com/">https://hostinscotland.com/</a>

## 4 Other Industry Consortia

Industry consortia are not trade associations and may take different forms. They include alliances such as SDIA which is funded by members, initiatives like the Climate Neutral Data Centre Pact which comprises signatories to common commitments, and other fora like the Infrastructure Masons which is a global knowledge sharing network. These do not usually have a lobbying function

## 5 Professional Bodies

Unlike trade associations, which usually represent companies, professional bodies represent individuals. They often have a Professional or Royal Charter or equivalent that guides their activity and sometimes membership is restricted to those who have completed professional registration or hold relevant qualifications. In the UK, professional bodies relevant to data centres include:

- BCS: British Computer Society – essentially the Chartered Institute for IT professionals <http://dcsb.bcs.org/>
- BIFM: The British Institute of Facilities Management (BIFM): <http://www.bifm.org.uk/bifm/home>
- CIBSE: The Chartered Institution of Building Services Engineers: <http://www.cibse.org/>
- IET: The Institution of Engineering and Technology: <http://www.theiet.org/>
- IMECHE: the Institution of Mechanical Engineers: <http://www.imeche.org/Home>

Equivalent bodies operate in most, if not all, other member states, for example:

- DGNB: Deutsche Gesellschaft für Nachhaltiges Bauen e.V.: <http://www.dgnb.de/dgnb-ev/en/>

## 6 Standards Development Organisations

Standards development organisations (SDOs) operation within Europe that have produced, or are working on, standards relevant to data centres include:

- **BSI:** British Standards Institute: <http://www.bsigroup.co.uk> The UK national representative body for CENELEC, IEC, ISO and ISO/IEC. Equivalents exist in other EU nation states.
- **CENELEC:** European Committee for Electrotechnical Standardization: <http://www.cenelec.eu/> CENELEC prepares voluntary standards in electrotechnical engineering.
- **ETSI:** European Telecommunications Standards Institute (ETSI): <http://www.etsi.org/> ETSI seeks to produce globally-applicable ICT standards and is officially recognised by the EU.
- **ISO:** International Standards Institute (ISO): <http://www.iso.org/iso/home.html>
- **ITU:** International Telecommunications Union: <https://www.itu.int/en/Pages/default.aspx>

**Other bodies responsible for standards relevant to data centres include:**

- **ASHRAE:** American Society of Heating, Refrigerating and Air Conditioning Engineers: <http://www.ashrae.org> Responsible for defining reliable operating conditions for data centre IT hardware.
- **BRE:** Building Research Establishment: <http://www.breeam.org/> Responsible for Building Research Establishment Environmental Assessment Method (BREEAM) now with a data centre specific class.
- **FIA:** Fibreoptic Industry association / STANDARDS@fia: <http://www.fia-online.co.uk/eservice-standards.htm> The FIA supports BSI TCT/7/ WG TCIF/3 and provides UK input to CENELEC CLC TC215.

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