



Holaluz Measures and Monitors Progress Towards Sustainable Cloud Journey With Thoughtworks

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TORONTO--(BUSINESS WIRE)--Jun. 22, 2022-- [Thoughtworks](#) (NASDAQ: TWKS), a global technology consultancy that integrates strategy, design and engineering to drive digital innovation, today announced at [Collision 2022](#) partnering with [Holaluz](#), a Spanish green technology company listed on BME Growth since November 2019. Our work together aims to reduce Holaluz's carbon footprint by identifying priorities to optimize its operations in the AWS cloud with [Cloud Carbon Footprint](#).

According to Gartner®, "organizations are increasingly turning to outside experts for help with strategic and operational sustainability initiatives." ¹ In addition to implementing Cloud Carbon Footprint, one of the industry's first multi-cloud carbon footprint tools, Thoughtworks worked alongside Holaluz's IT organization to produce sustainability metrics for stakeholders. Cloud Carbon Footprint supports companies, such as Holaluz, to reconfigure, optimize or re-architect to reduce carbon emissions. It does this by breaking down emissions by region, service and project/team to help identify inefficient areas.

"From its founding almost a decade ago, Holaluz has been revolutionizing the electric power sector with a clear vision to connect people to green energy. We created Holaluz with the conviction that companies can be tools to change the world by leading the transformation of the Spanish energy sector with a commitment to the new model of distributed generation and differential supply in self-consumption," said Carlota Pi, CoFounder and Executive President at Holaluz. "This includes examining the environmental impact of our own operations. As a result, Holaluz has been recognized in 2020 as number one in the electric companies category by Sustainalytics, the world's leading agency for ESG and corporate governance research and ratings. We are pleased to partner with Thoughtworks to adopt more sustainable strategies and technologies, such as green cloud optimization."

At the end of last year, Thoughtworks launched its Looking Glass report, a guide to critical technology-driven shifts, which provides organizations with the actionable insights needed to excel in the coming year. Notably, in its latest report, Thoughtworks presented the opportunities for companies to embed sustainability in more activities and practices and [included reference to Holaluz's experience](#).

"The cloud has enabled a new way of working, yet it brings with it a new, often overlooked, environmental cost. Measuring and tracking cloud-carbon footprint is a critical step to change the trajectory of emissions. With consumers and investors increasingly factoring sustainability into their decision-making, businesses have to measure and publish their progress in this area," said Elise Zelechowski, who leads Thoughtworks' global sustainability strategy. "Across our business we seek out partnerships with sustainably-minded organizations and we're particularly excited to partner with Holaluz, in support of their carbon-reduction mission/revolution."

Thoughtworks has made certain portions of Cloud Carbon Footprint available under an open source license to enable the whole industry to collaborate in supporting the United Nations Framework Convention on Climate Change Paris Agreement's goal for the information communications technology (ICT) industry to reduce greenhouse gas emissions by 45 percent by 2030.

Supporting resources:

- Read the [Holaluz case study](#) on how it's addressing green cloud optimization
- Explore Thoughtworks' latest [Looking Glass report](#) and [Social Impact report](#)
- Learn more about [Thoughtworks Cloud Carbon Footprint](#)
- Keep up with Thoughtworks news by visiting the company's [website](#)
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About [Holaluz](#)

Holaluz has the goal of a world powered by 100 percent green energy. This objective is advanced by persuading people to switch to a green energy plan made with 100 percent renewable energy. On average, Holaluz clients can make savings of 10 percent thanks to the intensive use of technology and a people focused business strategy which promotes a trusting relationship with clients.

Created with the conviction that companies can be tools to change the world, Holaluz leads the transformation of the Spanish energy sector with a commitment to the new model of distributed generation and differential supply in self-consumption. Holaluz is a benchmark company not only statistically but also in terms of quality and service innovation. Holaluz was the first electricity company to implement a simplified compensation package in the Spanish market with Holaluz Cloud, a programme that allows the deduction of surpluses from energy bills (in other words, the excess energy produced by solar panels that can't be consumed in the moment).

At the heart of Holaluz's strategy is the commitment to a new business model which gives employees flexibility and autonomy to carry out their responsibilities in a way that allows for a better work/life balance. Examples of this approach include goal based tasks and easy scheduling. This holistic business approach has helped Holaluz close in on its target of achieving parity of representation in all areas of the company. This development has come about almost completely organically. (It has only been necessary to apply quotas to the technology team where focus has been applied to gain 100 percent parity.) Holaluz has a positive impact on its employees, the community, and the wider environment. It was the first European power company to be B Corp certified. This authorisation of social and environmental performance beyond profit is shared with 2,400 other companies in 50 countries. Holaluz is also one of the founding companies of "Capitalism with a Conscience in Spain", a philosophy that recognises the innate potential for business to improve the world.

About [Thoughtworks](#)

Thoughtworks is a global technology consultancy that integrates strategy, design and engineering to drive digital innovation. We are 10,000+ people strong across 49 offices in 17 countries. Over the last 25+ years, we've delivered extraordinary impact together with our clients by helping them solve complex business problems with technology as the differentiator.

¹Gartner, [Competitive Landscape: Sustainability Consulting](#), Aapo Markkanen, Chrissy Healey, Brendan Williams, published January 18, 2022. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

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