

Build sustainably at Next '21

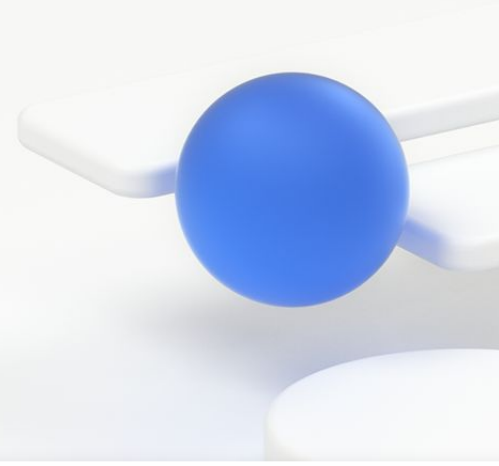
At Google we're proud to operate the cleanest cloud in the industry and we're committed to helping you build a more sustainable future. At our flagship Next conference we've designed an experience to showcase how customers can use cloud technology to do more for the planet.

Registration is free and open!
Google Cloud Next, [October 12-14, 2021](#).

[Register now](#)

We've also curated a playlist of sessions and keynotes focused on new carbon-free solutions and enacting sustainable change. To view the full list and also recommendations by roles and interest please visit g.co/cloudnext.

[Sustainability playlist](#)



Your must attend sessions

Opening Keynote



Thomas Kurian, CEO, Google Cloud
October 12 - 9 AM PST
[GENKEY1](#)

Measure, report, and reduce the carbon emissions of your applications



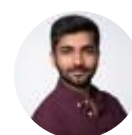
Steren Giannini
Google Cloud
Savannah Goodman
Google
[INF207](#)

Data drives resilient & sustainable supply chains



Dave Ingram
Unilever
Hans Thalbauer
Google Cloud
[IND102](#)

Achieve system-level sustainable change with AI and ML



Deeni Fatiha
DeepMind
Neil Satra
Google Cloud
[AIML300](#)



New products, solutions and partnerships

At Cloud Next '21 we're excited to expand our portfolio of carbon-free solutions and announce new partnerships that will help every company build a more sustainable future.

[Read the blog](#)

[View the website](#)

Key product launches



Carbon Footprint

Measure, track and report on the gross carbon emissions associated with cloud usage.

[Try it for free](#)



Active Assist Sustainability Recommendations

Delete idle projects to reduce costs, mitigate security risks, and reduce your carbon emissions.

[Learn more](#)



Earth Engine Preview for Google Cloud customers

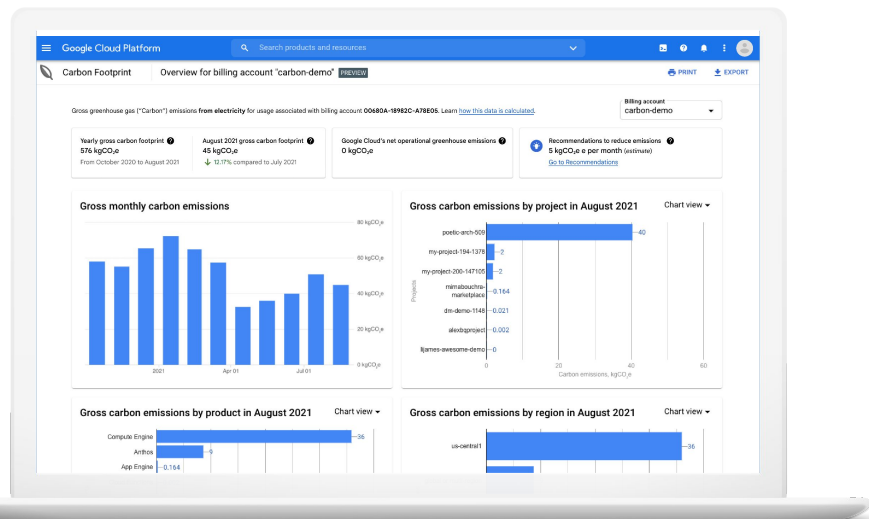
Access Earth Engine and combine it with other geospatial-enabled products like BigQuery.

[Sign up](#)



Expanded geospatial partnerships

We're expanding our partnerships with [CARTO](#), [Climate Engine](#), [Geotab](#), [NGIS](#), and [Planet](#).










Measure, track and report on the **gross** carbon emissions associated with the electricity of your cloud usage. Of course, the **net** operational emissions associated with your Google Cloud usage is **still zero**.



Top sessions for Sustainability

Click on session ID to add to your event calendar to watch live or you can subscribe to the [entire playlist here](#)

Session Type	Session ID	Session Speaker	Session Title
 Keynote	GENKEY1	Thomas Kurian, CEO, Google Cloud Sundar Pichai, CEO, Alphabet	Opening Keynote
 Keynote	DEVKEY1	Urs Hölzle, SVP, Technical Infrastructure, Google Cloud	Developer Keynote
 Breakout	INF107	Chris Talbott, Sustainability Lead Google Cloud Kendal Smith, Program Manager, Fleet Optimization, Resource Efficiency Management	Behind the scenes: Working to decarbonize digital services at scale
 Breakout	INF207	Steren Giannini, Product Manager Google Cloud Savannah Goodman, Technical Program Manager, Google	Measure, report, and reduce the carbon emissions of your applications
 Breakout	AIML300	Deeni Fatiha, Product Manager, DeepMind Neil Satra, Product Manager, Google Cloud	Achieve system-level sustainable change with AI and ML
 Breakout	IND102	Dave Ingram, Chief Procurement Officer, Unilever Hans Thalbauer, Managing Director, Google Cloud	Data drives resilient & sustainable supply chains
 Breakout	DA205	Chad Jennings, Product Manager, Google Cloud Rebecca Moore, Director, Google Earth, Google Cloud Andrew Wilcox, Senior Manager, Sustainable Sourcing Unilever	Geospatial innovations for a cloud-first world

