



GREEN IO LONDON 2026 · 30 SEP – 1 OCT

How you can decarbonise cloud computing today

Free, auditable emissions data, and how to turn it into
better technology decisions



Ben Price · Head of Product, Greenpixie
Stephen Old · COO, Synyega

What we'll cover

01

Free Greenpixon data available now — and why you should care

Ben Price · Greenpixon

~15 min

02

Applying it at design time — the Cloud Carbon Calculator

Stephen Old · Synyega

~10 min

03

Questions

Both

~5 min

Announcement:

FREE GREENPIXIE DATA AVAILABLE NOW

...AND WHY YOU SHOULD
CARE

BEN PRICE,
HEAD OF PRODUCT
 **greenpixie**



A PROMISE...



Green IO London 2026 | September 30 to 1, 2026

“Whether you are a seasoned sustainability advocate or someone new to the field, this is where you come to decarbonize your tech stack.”

REMEMBER - DIGITAL SUSTAINABILITY IS A TEAM SPORT

WHAT WE ARE RELEASING
TODAY CAN BE USED TO
DIRECTLY DECARBONIZE YOUR
CLOUD ESTATE.

THIS INCLUDES ACTION AT
THE DESIGN, DEPLOYMENT
AND OPTIMISATION PHASES.

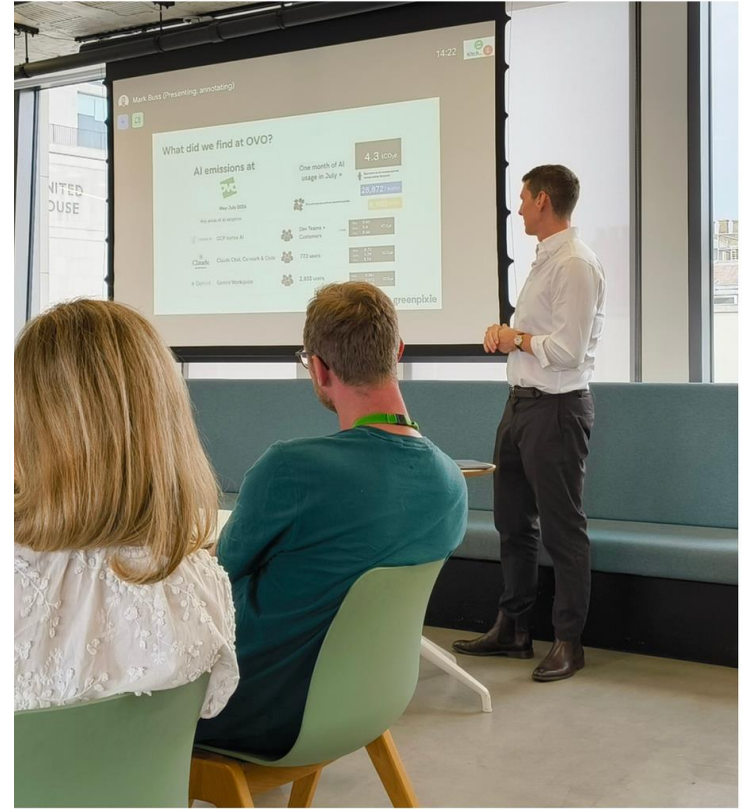
...and it will be free!

WHAT IS GREENPIXIE?

**ONE TRUSTED EMISSIONS
STANDARD FOR ALL AI
AND ALL CLOUD**

OUR JOB:

**ESTIMATE THE CARBON,
ENERGY AND WATER IMPACT
OF CLOUD AND AI ACROSS ANY
PROVIDER, SAAS TOOL OR
AGENT, WITH INSIGHT ON HOW
TO OPTIMISE.**



HOW ARE WE DOING?



100%

OF CLOUD SERVICES ACROSS AWS,
AZURE & GCP

260+

OPEN WEIGHT AND FRONTIER AI
MODELS

1 CLOUD SERVICE: AMAZON EC2

454,098 RATE CODES TO COVER IN ONE REGION - US-EAST-1

ACROSS AWS, AZURE + GCP THERE ARE

- HUNDREDS OF SERVICES
- HUNDREDS OF REGIONS
- AND MILLIONS OF LINE ITEMS TO RESEARCH

NOT TO MENTION THE SMALL MATTER OF AI...

600 of 454,098 rows · meth-v6.0.0 · August 2026 ⓘ

Columns Select rows to copy JSON CSV Table JSON Share

☐	Line Item Produ...	Line Item Usage Type	SKU	Rate...	Prici...	Regi...	Esti...	Ener...	Carb...	Wat...
☐	AmazonEC2	MIA1-EBS:VolumeUsage.gp2	JEFZZ...	JEFZZK...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	EBS:VolumeUsage.io2	6V576...	6V576P...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	BUE1-EBS:VolumeUsage.gp2	5FV4Q...	5FV4QX...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	BOS1-EBS:VolumeUsage.gp2	KB8FP...	KB8FPY...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	DFW1-EBS:VolumeUsage.st1	682BZ...	682BZ2...	GB-Mo...	us-east-1	storage	0.0007...	3.859e-7	0.0018...
☐	AmazonEC2	USE1WL1-EBS:VolumeUsage.gp2	YRJ46...	YRJ46X...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	CHI1-EBS:VolumeUsage.st1	PR6G6...	PR6G6...	GB-Mo...	us-east-1	storage	0.0007...	3.859e-7	0.0018...
☐	AmazonEC2	USE1WL1ATL1-EBS:VolumeUsage....	52KKH...	52KKHE...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	ATL1-EBS:VolumeUsage.piops	7USWB...	7USWB...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	IAH1-EBS:VolumeUsage.gp2	8BUEA...	8BUEA...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	IAH1-EBS:VolumeUsage.sc1	GS4G4...	GS4G4...	GB-Mo...	us-east-1	storage	0.0007...	3.859e-7	0.0018...
☐	AmazonEC2	EBS:VolumeUsage	269VX...	269VX...	GB-Mo...	us-east-1	storage	0.0007...	3.859e-7	0.0018...
☐	AmazonEC2	EBS:VolumeUsage.gp3	JG3KU...	JG3KUJ...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	IAH1-EBS:VolumeUsage.st1	UN5VB...	UN5VB...	GB-Mo...	us-east-1	storage	0.0007...	3.859e-7	0.0018...
☐	AmazonEC2	USE1WL1MSP1-EBS:VolumeUsage...	D23G3...	D23G3...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	EBS:VolumeUsage.st1	YQT3C...	YQT3C...	GB-Mo...	us-east-1	storage	0.0007...	3.859e-7	0.0018...
☐	AmazonEC2	USE1WL1FOE1-EBS:VolumeUsage...	UPVE2...	UPVE2...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	MIA1-EBS:VolumeUsage.gp3	6HVKA...	6HVKA...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	USE1WL1DTW1-EBS:VolumeUsag...	RYA4Z...	RYA4Z...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	USE1WL1TPA1-EBS:VolumeUsage....	QDSM...	QDSMN...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	NYC1-EBS:VolumeUsage.st1	BDAFA...	BDAFA7...	GB-Mo...	us-east-1	storage	0.0007...	3.859e-7	0.0018...
☐	AmazonEC2	IAH1-EBS:VolumeUsage.piops	5UUSB...	5UUSB...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...
☐	AmazonEC2	USE1WL1CHI1-EBS:VolumeUsage....	47HJJ...	47HJJT...	GB-Mo...	us-east-1	storage	0.0020...	2.287e-6	0.0051...

Load more

SMART PEOPLE

DATA SCIENTISTS AT
GREENPIXIE



James Hall



Roksana Malinowska-Traczyk



Ross Hunter PhD



Matt Clifford



Joshua Horswill PhD

WHY DO PEOPLE WANT THIS?

SUSTAINABILITY

- BRING CLOUD AND AI INTO IT SUSTAINABILITY
DECARBONISATION EFFORTS

MONEY

- PROMOTE FINOPS BUY-IN

PRODUCTIVITY

- PROMOTE AI BUY-IN

WHAT'S STOPPING THEM?

- BRING TECH INTO REPORTING & DECARBONISATION EFFORTS

AVAILABLE DATA IS NOT DEFENDABLE OR AUDITABLE

- PROMOTE FINOPS BUY-IN

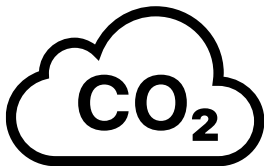
AVAILABLE DATA DOESN'T MATCH FINOPS GRANULARITY, SO CAN'T QUANTIFY CARBON IMPACT

- PROMOTE AI BUY-IN

NO AGREED, TRUSTED STANDARD TO MEASURE AI EMISSIONS - PROMOTING MISTRUST FROM END USERS

GREENPIXIE DATA EXPLORER

FREE TIER



COMPUTE CARBON FOR ANY
CLOUD REGION ACROSS AWS
AZURE & GCP



Amazon
EC2



Google Compute
Engine

Get it now – app.greenpixie.com

HOW DOES THIS HELP YOU DECARBONIZE CLOUD?



x3 examples explained in Data
Explorer e-learning course

BUILD A GREENOPS DASHBOARD FOR COMPUTE

- GRAB YOUR CLOUD USAGE REPORT
- CALL THE API AT SKU / RATE CODE LEVEL
- JOIN ON RATE CODE (AWS)
- INGEST YOUR NEW ENRICHED USAGE REPORT INTO A BI TOOL
- BUILD THE VIEW YOU WANT

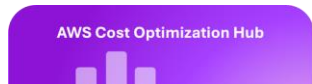
✓ DECARBONIZE BY BUILDING AWARENESS, REPORTING ACCURATELY,
AND MONITORING PROGRESS



ADD CARBON TO FINOPS RECOMMENDATIONS

USE THE FREE IN-APP GPX CLOUD FOR FINOPS TOOL

OR GET RIGHT-SIZING & TERMINATIONS FROM ANY SOURCE & FOLLOW OUR GUIDE FOR ENRICHING FINOPS RECOMMENDATIONS AT SCALE!



✓ DECARBONIZE BY PRIOTIZING HIGH IMPACT RECOMMEDNATIONS FOR COST AND CARBON SOLVING MULTIPLE BUSINESS PROBLEMS

Azure Compute							Azure · Compute rightsizing		Search	results
	RESOURCE	ACCOUNT	RECOMMENDATION	IMPACT	CURRENT TYPE	RECOMMENDED TYPE	COST SAVING (\$/MO)	CARBON (kgCO2e/MO)		
Copy	vm-web-01	Logistics	Rightsize	High	Standard_D8s_v3	Standard_D4s_v3	\$4,500	45.0		
Copy	vm-api-02	Finance	Rightsize	High	Standard_D16s_v3	Standard_D8s_v3	\$4,358	43.6		
Copy	vm-batch-03	Retail	Rightsize	High	Standard_E16s_v3	Standard_E8s_v3	\$4,224	42.2		
Copy	vm-sql-04	Digital Commerce	Terminate	High	Standard_E8s_v3	—	\$3,949	39.5		
Copy	vm-cache-05	Manufacturing	Rightsize	High	Standard_F8s_v2	Standard_F4s_v2	\$3,833	38.3		
Copy	vm-worker-06	Marketing	Rightsize	High	Standard_M128ms	Standard_M64ms	\$3,575	35.8		
Copy	vm-etl-07	Supply Chain	Rightsize	High	Standard_D4s_v3	Standard_D2s_v3	\$3,474	34.7		
Copy	vm-app-08	R&D	Terminate	High	Standard_F16s_v2	—	\$3,380	33.8		
Copy	vm-queue-09	Customer Data	Rightsize	High	Standard_D8s_v3	Standard_D4s_v3	\$3,143	31.4		
Copy	vm-analytics-10	HR Systems	Rightsize	High	Standard_D16s_v3	Standard_D8s_v3	\$3,063	30.6		
Copy	vm-web-11	Logistics	Rightsize	Medium	Standard_E16s_v3	Standard_E8s_v3	\$2,840	28.4		
Copy	vm-api-12	Finance	Terminate	Medium	Standard_E8s_v3	—	\$2,772	27.7		
Copy	vm-batch-13	Retail	Rightsize	Medium	Standard_F8s_v2	Standard_F4s_v2	\$2,710	27.1		
Copy	vm-sql-14	Digital Commerce	Rightsize	Medium	Standard_M128ms	Standard_M64ms	\$2,503	25.0		
Copy	vm-cache-15	Manufacturing	Rightsize	Medium	Standard_D4s_v3	Standard_D2s_v3	\$2,452	24.5		
Copy	vm-worker-16	Marketing	Terminate	Medium	Standard_F16s_v2	—	\$2,256	22.6		
				Medium	Standard_D8s_v3	Standard_D4s_v3	\$2,214	22.1		
				Medium	Standard_D16s_v3	Standard_D8s_v3	\$2,177	21.8		

EDNATIONS FOR COST AND

PUT SUSTAINABILITY IN THE DESIGN PHASE

USE THE FREE IN-APP 'COMPUTE MODELLER' TOOL TO CHECK THE EMISSIONS OF A PLANNED BUILD.

OR CALL THE API DIRECTLY TO JOIN TO AN CLOUD PROVIDER COST TOOL EXPORT*

*SEE STEPHEN OLD FOR DETAILS

INSTANCE 1

PROVIDER

aws AWS

REGION

us-east-2

us-east-2

INSTANCE TYPE & SIZE

c5.18xlarge

c5.18xlarge

QUANTITY

6

instances

HOURS

24

da

24

h

mo

5.1547 tCO₂e/yr
0 kWh · 0 L

INSTANCE 2

PROVIDER

aws AWS

REGION

us-east-2

us-east-2

INSTANCE TYPE & SIZE

m5.12xlarge

m5.12xlarge

QUANTITY

15

instances

HOURS

24

da

24

h

mo

STACK TOTAL

25.044 tCO₂e/yr

TYPE & SIZE

}

QUANTITY

10

instances

HOURS

24

da

24

h

mo

✓ DECARBONIZE BY MODERNIZING AND RE-ARCHITECTING BEFORE ANYTHING IS BUILT OR MIGRATED. THE BEST REDUCTION IS AVOIDANCE!



FOR FULL STEP-BY-STEP
GUIDANCE ON HOW TO
ACHIEVE THE USE CASES I
MENTIONED ON OUR FREE
TIER...

VISIT THE NEW GREENOPS
ACADEMY DATA EXPLORER COURSE

and there's even more to learn at greenpixie.com/docs



ALL OF THIS IS POSSIBLE
ON THE FREE TIER

BUT THIS IS JUST THE
BEGINNING. OVER TO
STEPHEN.





PART 2 · SYNYESGA

Stephen Old

COO, Synyega

Who are Synyega, and who am I?

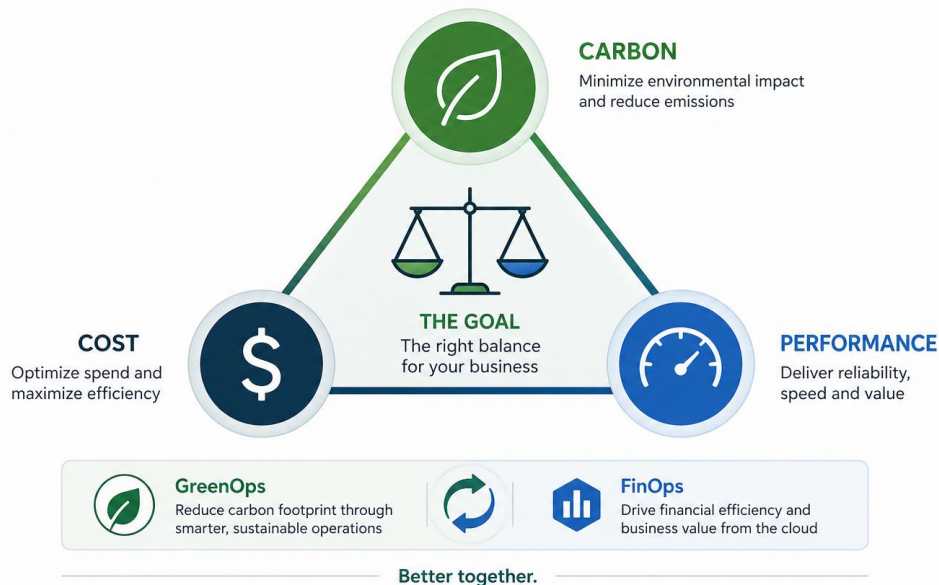


- Been in FinOps for 10 years (before it was really called FinOps).
- Sit on the FinOps Foundation Technical Advisory Council
- FinOps Foundation Certified Training Instructor, Practitioner, Engineer, Focus Analyst, FinOps for AI, Technology Value and Professional certified too. Also FinOps Container Trained (not a certification) and certified AWS SA as well.
- Founder and Co-Host of “What’s New in Cloud FinOps” the first FinOps specialised podcast and biggest independent podcast in the space. As well as the first “Face of FinOps”.
- Deep specialism in FinOps education, process and cultural change.
- Specialist contributor and SME on rate optimisation strategies, Sustainability, ITAM and Tools and Services.
- Managed over \$500m of annual cloud spend.

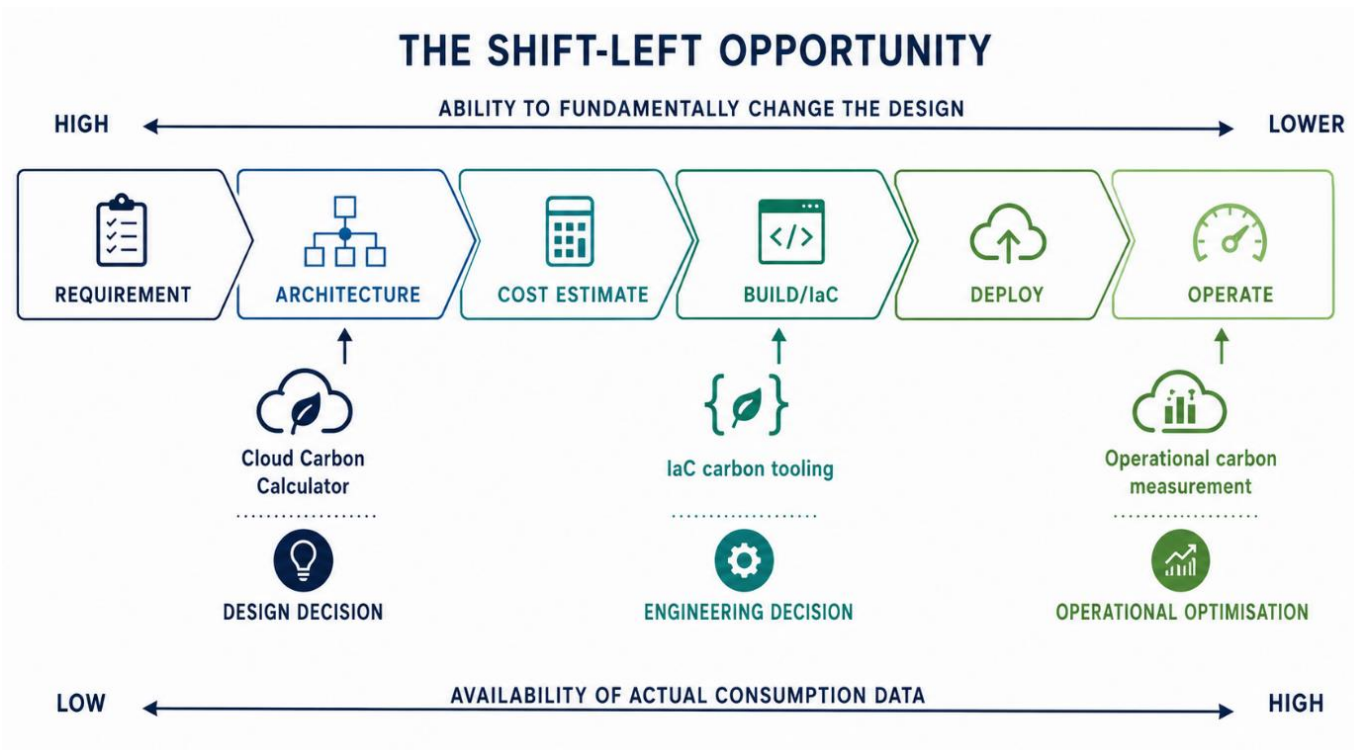


Carbon vs Cost vs Performance

GreenOps and FinOps work together to find the right balance.



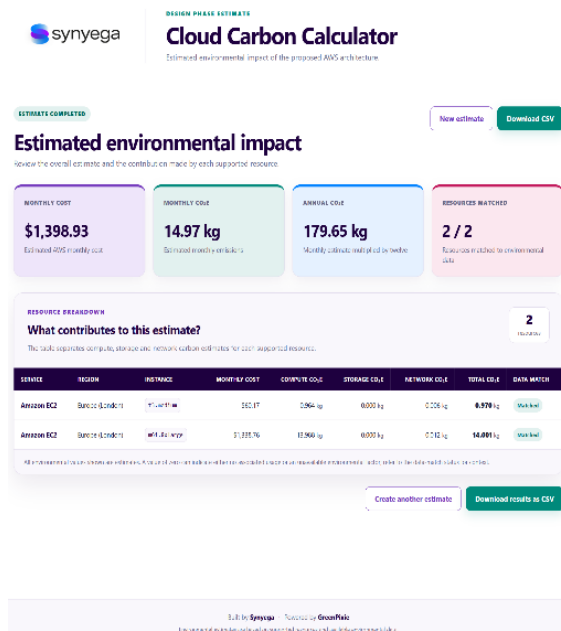
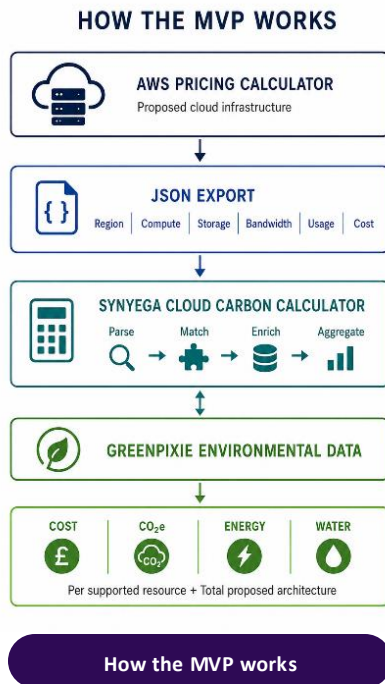
The shift-left opportunity



The Cloud Carbon Calculator



A design-phase estimate: an AWS Pricing Calculator design, enriched with GreenPixie data.



Cost · carbon · energy · water, side by side

Comparing two architectures



COMPARISON SUMMARY

Option B is the preferred design

Option B has lower estimated cost, carbon, electricity and water impact.

OPTION A

Current Architecture

Baseline architecture

OPTION B

Proposed Architecture

Alternative architecture

ENVIRONMENTAL MEASURE

Explore the comparison

Switch between carbon, electricity and water to compare the architecture options.

Carbon

Power

Water

MONTHLY COST

Option A

\$794.41

Option B

\$653.87

17.7% lower

ANNUAL CO₂E

Option A

95.68 kg

Option B

71.15 kg

25.6% lower

ESTIMATED ANNUAL CHANGE

24.53 kg

Estimated annual reduction achieved by Option B

ENVIRONMENTAL MATCHING

Option A

2 / 2

Option B

2 / 2

Includes exact and disclosed proxy matches



Questions?

Try the free tier

Greenpixie Data Explorer · greenpixie.com/docs

Learn it properly

academy.greenpixie.com — Data Explorer course

Talk to us about applying it

synyega.com



Ben Price · [email / LinkedIn]
Stephen Old · [email / LinkedIn]

COME JOIN US FOR DINNER

TOMORROW NIGHT



Private Event

GreenOps After Hours: Dinner with Greenpixie

Greenpixie Events >



Thursday 1 October
18:30 - 22:30



Caravan City ↗
London, England