



YOUR CHOICE CAN POWER CHANGE



WINDMADE™



YOUR CHOICE CAN POWER CHANGE

WINDMADE™

The Label for Wind Users

06 June 2012, AWEA, Atlanta

Henrik Kuffner, CEO



YOUR CHOICE CAN POWER CHANGE

WINDMADE™

01 **Why WindMade?**



WINDMADE™

YOUR CHOICE CAN POWER CHANGE

Why WindMade?

WindMade is the first global consumer label for companies using wind and renewable energy in their operations.



WindMade builds a bridge between companies committed to sustainability and consumers demanding transparency.



YOUR CHOICE CAN POWER CHANGE

WINDMADE™

Why WindMade?



#1 consumers consider climate change to be the number 1 challenge facing the world today

90% of consumers see renewable energy as a critical part of the solution to combat climate change

79% of consumers would have a more positive perception of brands if they were produced with wind energy

75% of consumers would pay more for products labelled WindMade



WINDMADE™

YOUR CHOICE CAN POWER CHANGE

Why WindMade?



12% of the disclosed energy consumed came from renewable energy source

74% of companies increased the renewable energy procurement from 09-10

£££ Companies procuring renewable energy outperformed peers by 37% in the stock market



YOUR CHOICE CAN POWER CHANGE

WINDMADE™





YOUR CHOICE CAN POWER CHANGE

WINDMADE™

02 **WindMade – a unique sustainability initiative**



WINDMADE™

YOUR CHOICE CAN POWER CHANGE

Founding Partners



United Nations Global Compact

Vestas®

Lead sponsor of WINDMADE™



OFFICIAL
DATA
PROVIDER
Bloomberg



WINDMADE™

YOUR CHOICE CAN POWER CHANGE

Objectives

- Empower consumers to contribute to a better world
- Enable companies to show their commitment to renewable energy
- Raise consumer awareness towards wind power
- Drive consumer and corporate demand in wind power & other renewables

The purpose of WindMade is to increase the use of wind power, thereby contributing to sustainability, resource efficiency and energy security.



YOUR CHOICE CAN POWER CHANGE

WINDMADE™

03 **The WindMade Labels**



YOUR CHOICE CAN POWER CHANGE

WINDMADE™

Different labels:



Organisation/Location



Events



Products



WINDMADE™

YOUR CHOICE CAN POWER CHANGE

Company & Organisation Label

Minimum requirement:

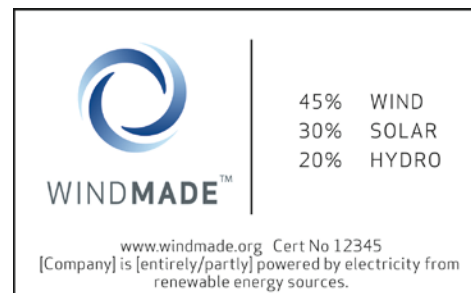
25% wind power of overall electricity footprint

Other renewable technologies can also be displayed

Two versions of the label:



Wind only – 25% minimum



Mix of renewable sources – min. 25% wind



WINDMADE™

YOUR CHOICE CAN POWER CHANGE

Company Label - Usage

Advertising

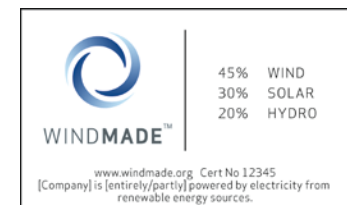
- Print & online advertisements, including search engine ads
- TV / radio advertisements

Corporate communications

- Corporate website
- Annual report, Sustainability report (print, online)
- Investor relations notices, press releases
- Corporate stationary, letter head, business cards etc.

Signage on physical facilities

- Headquarters building signage
- Retail facility signage & in-store displays





YOUR CHOICE CAN POWER CHANGE

WINDMADE™



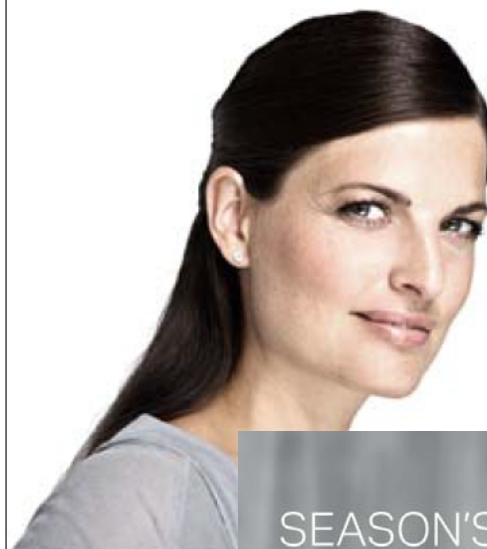
G24i - Solar Powered Motorised Blinds & Shades System

Motorised blinds and shades can be powered using a Dye Sensitized Cell (DSC) photovoltaic (PV) module from G24 Innovations. Our revolutionary solar technology provides a more sustainable means of solar shading for domestic and commercial buildings.



G24 Innovations Ltd Windlog Environmental Centre Windlog Avenue Cardiff CF9 2QH UK
Tel: +44 (0) 29 2083 7340 Fax: +44 (0) 29 2083 7341 • encl@windg24i.com • www.g24i.com

NATURE HAS GIVEN
US **TWO EARS**
DESIGNED TO **WORK**
TOGETHER



WIDEX CLEAR™ 440

STAY IN SYNC WITH LIFE

The new WIDEX CLEAR™ 440 series is nothing short of revolutionary.

Just like two ears, CLEAR440 hearing aids communicate with each other instantly and constantly.

Our unique wireless technology, WidexLink, ensures that this communication is fast, secure and robust and gives users seamless sound in real time. It also makes fitting CLEAR440 accurate, easy and fast – all without a tangle of cables.

Naturally, CLEAR440 comes with a range of superb features that you have come to expect from Widex:

- IE Speech Enhancer: proven Widex technology that gives users better understanding of speech in noisy situations
- Digital Phone: helps users locate sound from any direction
- TrueSound Softener: reduces the impact of transient noises
- FreeFocus: lets users hear in selected directions without turning their heads
- IE Zen: an upgrade of our popular relaxation and tone program that can now be enjoyed between both hearing aids
- Unique accessories: with our assistive listening devices, users can get the most out of TV, audio and mobile phones

The WIDEX CLEAR™ 440 series provides the basis for a natural sound experience. So users can stay in sync with life.



SEASON'S GREETINGS

We wish all our friends a happy and a successful New Year.



In 2011, Widex was proud to receive the WindMade label – the first global consumer label identifying companies that use wind power.



WINDMADE™

YOUR CHOICE CAN POWER CHANGE

Pioneer members

Vestas

Lead sponsor of WINDMADE™

Bloomberg



better place

Deutsche Bank



method.



 **RenewAire**
Energy Recovery Ventilators

TTTech
Ensuring Reliable Networks

WIDEX
HIGH DEFINITION HEARING



YOUR CHOICE CAN POWER CHANGE

WINDMADE™

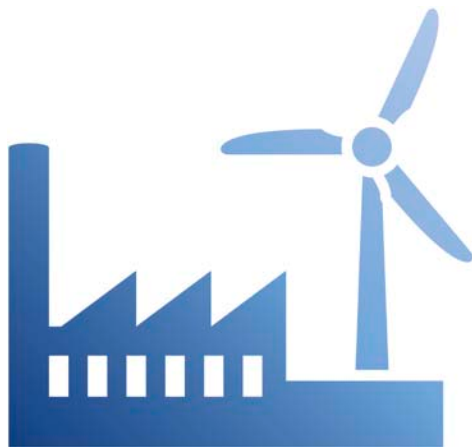
04 **Procurement methods**



WINDMADE™

YOUR CHOICE CAN POWER CHANGE

Procurement method I



Direct investment:

- own power generation facility
- equity share in wind farm



WINDMADE™

YOUR CHOICE CAN POWER CHANGE

Procurement method II



Power Purchase Agreement:

- minimum 5 years
- wind farm no older than 2 years



YOUR CHOICE CAN POWER CHANGE

WINDMADE™

Procurement method III



Certificates:

- Purchase of green credentials equivalent to power consumption
- E.g. Green-E, GoldPower, etc.



YOUR CHOICE CAN POWER CHANGE

WINDMADE™

05 **Membership**



WINDMADE™

YOUR CHOICE CAN POWER CHANGE

The steps to become 'WindMade'

- ✓ Check eligibility
- ✓ Become a member of WindMade
- ✓ Procure wind power & calculate percentage
- ✓ Get 3rd party verification for the procured electricity
- ✓ Receive approval & start using label





YOUR CHOICE CAN POWER CHANGE

WINDMADE™

Membership benefits

- Communicate your commitment to renewable energy more effectively
- Become part of a network of global brands and organisations at the forefront of the sustainability movement
- Be celebrated as a WindMade member and user
- Improve your corporate environmental impact
- Raise awareness for wind power
- Exposure in WindMade's communication & marketing



YOUR CHOICE CAN POWER CHANGE

WINDMADE™

WindMade – an initiative FOR the global wind industry FROM the global wind industry!!

- WindMade offers the wind industry a strong own marketing body
- Use WindMade for your own commercial activities
- WindMade makes a real difference in driving wind power through the direct access to the end consumer



YOUR CHOICE CAN POWER CHANGE

WINDMADE™

Thank you.

kuffner@windmade.org

www.windmade.org