



WINDMADE

The Renewable Energy Consumer Label

2011



WINDMADE IS A NEW AND UNIQUE SUSTAINABILITY INITIATIVE

WindMade – a global standard and label to accelerate corporate contributions to adoption of renewable energy around the globe



WindMade is the first global renewable energy procurement standard for corporations & their products



The first **global standard** for corporate procurement of renewable electricity



First **Global Consumer Label** for products & companies made with Wind Energy



A **global public-private initiative** backed by the likes of WWF and UN Global Compact

WindMade is an independent label established by a corporate partnership endorsed by (N)GOs

OFFICIAL DATA PROVIDER
Bloomberg



Vestas



United Nations Global Compact

The WindMade partnership

WHY WINDMADE ? BECAUSE CONSUMERS ARE READY TO ACT !

Consumers want environmentally responsible options and are willing to favor products made with Wind Energy



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

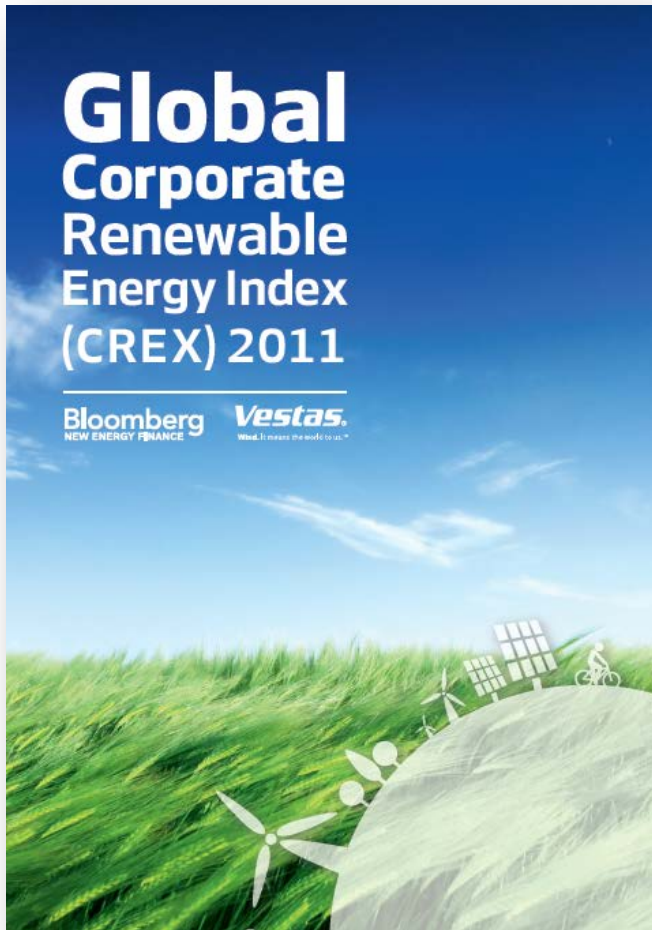
90% of consumers see renewable energy as a critical part of the solution to combat climate change

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 labeled WindMade

WHY WINDMADE? TO REWARD RESPONSIBLE CORPORATIONS

Newly launched CREX index demonstrates that companies with clean energy consumption outperform peers

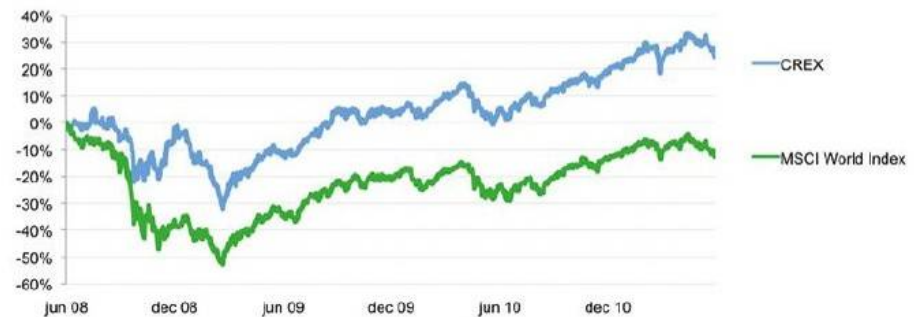


12% of the disclosed energy consumed came from renewable energy sources

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

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

Cumulative % return of portfolio



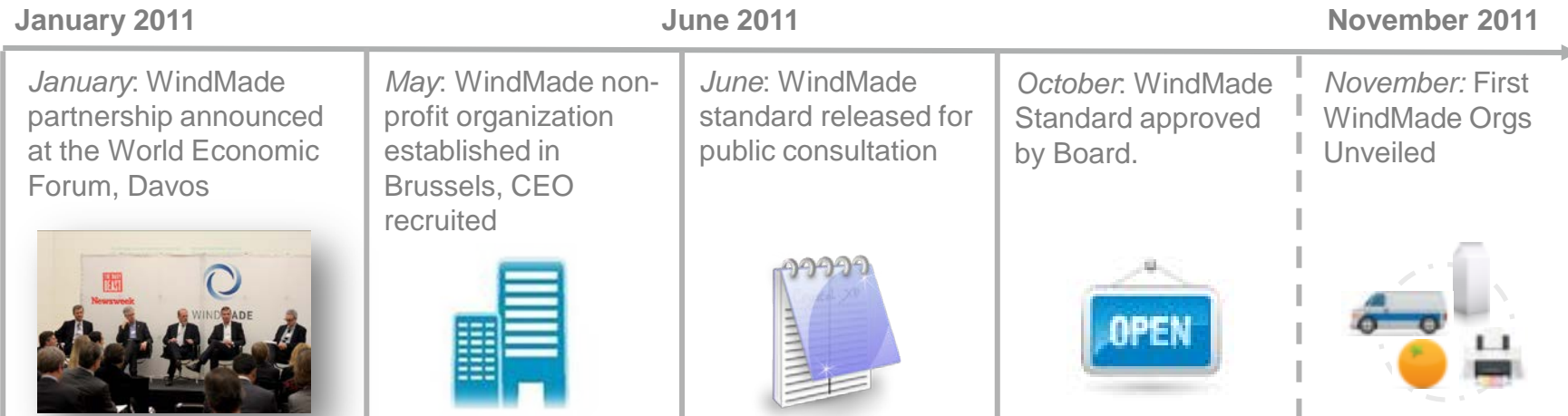
CREX: Index of publicly listed companies procuring renewable energy

WINDMADE HAS PROGRESSED QUICKLY IN UNDER 1 YEAR



WindMade has developed fast and received substantial press coverage around key milestones during 2011 – the world is watching

WindMade is a fast-paced initiative and will be fully operational during 2011



WindMade has received positive coverage in renowned media (online, print & television)



THE WINDMADE LABEL IS RIGOROUS, BUT FLEXIBLE



The rigorous yet flexible standard recognizes that there are different methods and strategies for corporate renewable energy procurement

3 procurement methods



Direct ownership of wind generation facilities



Power purchase agreements from wind generation facilities



Approved **certificate programs** (e.g. Green-E)

Flexible application areas

Organizational standard Available Oct 2011

Product standard Available 2012

Organization



- Corporate web
- Annual report
- Sustainability report

Location



- In-store promo
- Advertisements

Product



- Packaging
- Product
- In-store promo

Minimum 25% from Wind

Minimum % TBD

3rd party verification required and % displayed in label

THE WINDMADE LABEL: TWO VERSIONS ARE AVAILABLE

Companies can choose to display only wind percentages or a renewable energy mix



WINDMADETM

45%	WIND
30%	SOLAR
20%	HYDRO

www.windmade.org Cert No 12345
[Company] is [entirely/partly] powered by electricity from
renewable energy sources.

WINDMADE IS A RESULT OF A GROWING PARTNERSHIP



Global organizations with high ambitions for financially driven sustainability have contributed to the effort

The Founding Partners



The Sounding Board



The Technical Committee



The WindMade Pioneers

15 WindMade Pioneer Companies will be unveiled at the official launch of WindMade on November 18, 2011. Pioneers represent 15 different industries and have procured renewable energy from all over the world.

Pioneers commit to becoming WindMade certified during 2012



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