



**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



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

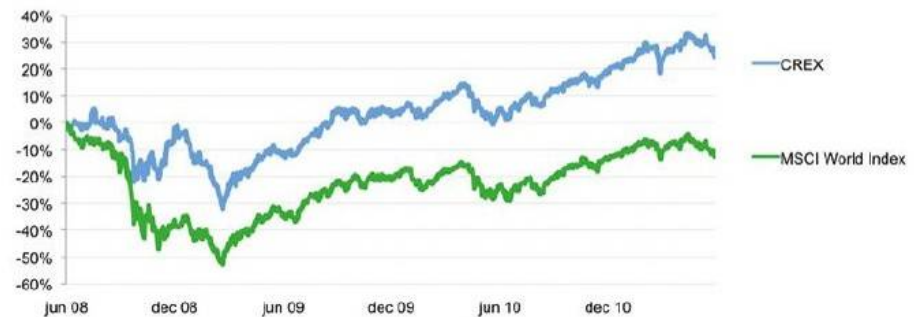


**12%** of the disclosed energy consumed came from renewable energy sources

**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



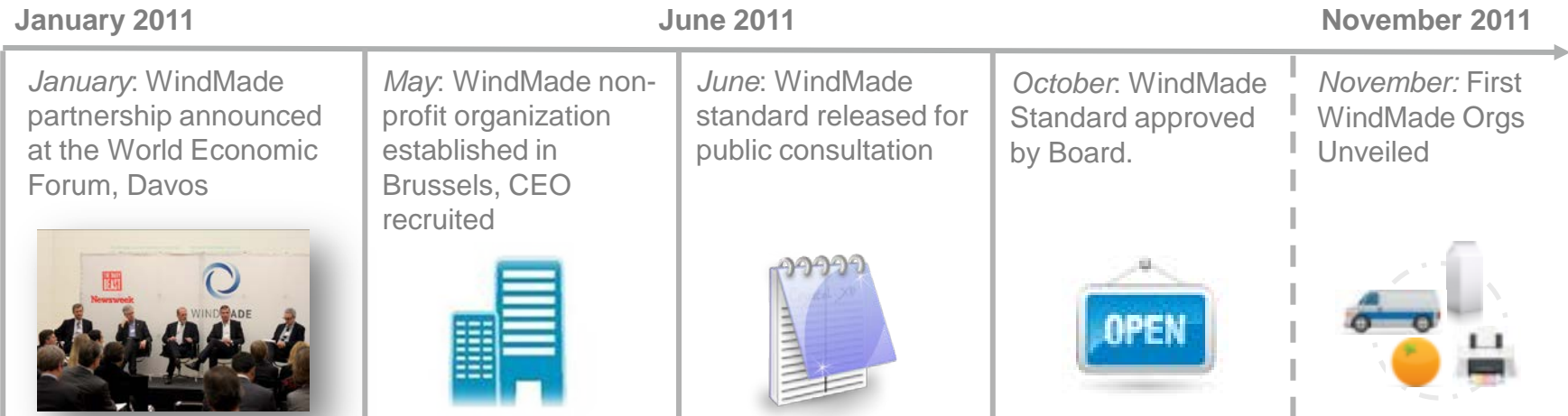
CREX: Index of publicly listed companies procuring renewable energy

# 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

3<sup>rd</sup> 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



**WINDMADE™**

45%	WIND
30%	SOLAR
20%	HYDRO

[www.windmade.org](http://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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