

Press release from Vestas Wind Systems A/S

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Vestas makes its award winning e-learning programme freely available

Climate discussions and global energy challenges have never been bigger. So, as the world's largest producer of wind turbines, Vestas has decided to make it as simple and easy as possible for pupils, students, teachers, and others to learn about wind power and the energy challenges facing the world.

E-learning is used internally at Vestas to train employees around the world in everything from the introduction of the company to technical training. However, as of next year, anyone interested can access Vestas' e-learning programmes free of charge on the Vestas website. Vestas is experiencing a great number of requests from educational institutions to deliver content for their courses. At www.vestas.com, a series of English language based courses and programmes will be made available for free. The goal is to provide a greater knowledge of wind energy as a real alternative to traditional energy sources like oil and gas.

"Many people outside of Vestas have questions about wind power. As the world's leading manufacturer of wind turbines, we would like to put wind at the top of the global agenda. For that purpose, our award winning e-learning system is perfect. We can easily make knowledge accessible to a large group of people," says Roald Steen Jakobsen, president of Vestas People & Culture.

Vestas has been using e-learning programs since 2007. Employees are able to learn about the company, and wind power in general, in a quick and simple way. In 2009, the programme won two international awards for its achievements; in several cases, it was proven to be more efficient and effective than standard classroom teaching. In April, Vestas received the recognised Bersin Award, and was the first Scandinavian company to do so. And just yesterday, Vestas was awarded the distinguished silver "Excellence in Learning" prize by Brandon Hall Research in the category "Best use of virtual worlds in learning".

"Obviously, we are very proud that we are, once again, recognised for our way of working with e-learning. The recognition shows that we are at the forefront of the e-learning possibilities, and people notice the results we generate. We hope that others can benefit from our work, and we look forward to cooperating with schools and universities," says Roald Steen Jakobsen.

The first e-learning modules will be uploaded on Vestas' website in the coming months, but you can sample our programme now at: www.vestas.com/vestasworld.

Facts: The logic of e-learning in Vestas World

- Vestas World is a platform for learning, which today has more than 25 hours of training and e-learning modules in English.
- Vestas World builds on characters, locations, technology, graphics and capabilities without having to start from scratch when new courses need to be developed.
- Vestas World is developed in collaboration with leading experts in e-learning.
- Pre-tests and post-tests are given in Vestas World to measure the participant's learning effect for each module.

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