

## **News release from Vestas Wind Systems A/S**

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### **New WindMade consumer label pioneered by Vestas progressing swiftly: ready for public Consultation**

The 2011 Global Wind Day (June 15<sup>th</sup>) marks the day when WindMade: the first global consumer label for wind energy takes shape as the requirements to become a WindMade company is publicised and the WindMade Standard enters public consultation.

"I am extremely pleased to see how far WindMade has come since the presentation at the World Economic Forum in Davos in January," says Ditlev Engel, President and CEO, Vestas Wind Systems. "Vestas is very proud to have pioneered WindMade and to be a member of this impressive group of WindMade's founding partners. I look forward to the day in the near future when consumers can power change and choose products made with wind energy".

Initiated by Vestas Wind Systems, the WindMade program was founded as a cooperation between the Global Wind Energy Council (GWEC), WWF, Vestas, LEGO, the UN Global Compact, PwC (as official Verification Partner), and Bloomberg (official Data Provider).

"The initiative is backed by the entire wind power industry, and we believe that the label will build a bridge between consumers and companies committed to clean energy," said Steve Sawyer, Chairman of the WindMade Board and Secretary General for GWEC. "We hope to see widespread participation in the public consultation and strongly encourage interested parties to review and comment on the standard."

The proposed WindMade standard was developed by a Technical Committee, consisting of experts from WWF, American Wind Energy Association (AWEA), LEGO, Climate Friendly, Gold Standard, PwC, Öko-Institut and Vestas. In addition, the first draft of the standard has been reviewed by a Sounding Board which is comprised of representatives from international companies and organisations including Walmart, Better Place, Dong Energy and others.

Following contributions from the public consultation, which will close on 15 August 2011, the final WindMade standard for companies is expected to be presented in September. This will mark the starting point for companies to officially begin applying for WindMade membership and to undergo the certification process. Details of product certification and labelling will follow later in the year.

"At Vestas, we want to build a bridge between consumers and companies committed to clean energy, and give consumers the option to choose more sustainable products. We hope that this will create a strong element of consumer pull which will accelerate the pace of wind energy development around the globe", says Morten Albæk, Senior Vice President, Global Marketing and Customer Insight, Vestas Wind Systems.

With the first companies and organisations to become members in the fall, it is the ambition to present the first WindMade-labelled products by 2012.

For more information, please visit [www.windmade.org](http://www.windmade.org)

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