

June 15, 2011

## Interview with Ditlev Engel, President & CEO, Vestas Wind Systems A/S.



***Ditlev Engel, President and CEO, Vestas Wind Systems A/S (Denmark) since 2005.***

***Ditlev Engel (born 1964) studied at the Copenhagen Business School (CBS) in Denmark where he took an HD diploma in accounting and financial management (1990). In addition, he has completed a General Management Program at INSEAD, France (1997).***

Recently Vestas, in partnership with Bloomberg New Energy Finance, introduced the global Corporate Renewable Energy Index (CREX) - why?

We believe it's imperative that the world reduces its CO2 emissions. We have the means to do so, yet at the moment, we're moving in absolutely the wrong direction. Therefore Vestas is pioneering the global Corporate Renewable Energy Index (CREX), which ranks the use of renewable energy among the world's largest corporations. The aim behind the CREX is to clearly identify the level of renewable energy used by corporations around the world and provide much-needed transparency.

The lack of transparency, when it comes to the impact of this investment, is remarkable: corporations lack insight into consumer preferences when it comes to climate-friendly products and services – and consumers lack knowledge that would enable them to choose climate-friendly brands

It is consumers who have the purchasing power, but they must be difficult to reach for a business-to-business company like Vestas?

Although we are a BTB company it is imperative to know what our customer's customers want and therefore we monitor the consumer segment on an annual basis.

According to our latest Global Consumer Wind Study (conducted by TNS Gallup), 31.000 consumers across 26 markets, consider climate change as the greatest single global challenge.

But that's not all: They want more renewable energy. Staggering 90 per cent of those asked want more renewable energy.

The problem is, however, that until now, consumers have been kept more or less in the dark when it comes to understanding which brands are more climate-friendly than others in terms of energy consumption. Historically, the role of the citizen and the role of the consumer have been seen as separate, but in today's society, the roles have merged.

And the consumers will have an even more powerful role in the future when WindMade, the Vestas pioneered initiative leading to the first global consumer label identifying products and companies made with wind energy, is ready. WindMade will be dedicated to increasing corporate investments in wind power by informing consumers about companies' use of wind energy, and to increasing demand for products that embrace this clean and renewable energy source. I expect to see the first companies to sign up in the fall of 2011 and hopefully we'll see WindMade products on the shelves within a year from now.

Everyone needs to remember that the use of renewable energy – especially wind energy – accelerates the reduction of greenhouse gas emissions. Yet it also accelerates energy independence, job creation, economic activity, sustainable societies and human progress. It's good for business, good for the planet, and good for all of us.

In what ways has Vestas engaged with WEC?

As a global partner of WEC, Vestas has established and sought to deepen the relationships with Member Committees by way of engagement in the national activities of Denmark, India, Brazil, South Africa and Germany. By utilising WEC's important forums for dialogue, Vestas has contributed to debates around renewables during both the 2010 World Energy Leaders' Summit in Beijing and the World Energy Congress in Montréal. Moving forward, commitments with WEC in both the upcoming World Energy Leaders' Summit in Brazil as well as the KazEnergy Eurasian Forum will ensure an increasingly meaningful collaboration between our organisations.

## WEC Debrief

### **Scenarios discussion session held on "Future of Nuclear after Fukushima" on June 28 during the WEC Standing Committee meetings**

Following the meeting of the WEC Standing Committees in London on the 27th of June, two Scenarios discussion sessions were held on the 28th of June, "The Future of Nuclear after Fukushima", and "Political Instability in the MENA region". The nuclear session was moderated by Brian Statham, Chair, Studies Committee, and the panel consisted of Alexander Bychkov (Deputy Director General, IAEA), Malcolm Grimston (Associate Fellow, Chatham House), and Alessandro Clerici (Chair, WEC Nuclear Taskforce).

The main finding of the session based on the presentations and ensuing discussions was that international governance and regulation of nuclear safety must be made a priority in order to ensure that accidents which can be avoided do not occur in the future. The impact of past nuclear accidents was clearly shown to have influenced negative public perception of nuclear. A recent Gallup poll showed that public support for nuclear in the US has dropped to 46% as compared to 62% the previous year. In Japan there is widespread public opposition to continued nuclear plans. However, except for Germany, Switzerland, and Italy, the nuclear agenda of most other countries has remained unchanged. It was also felt that plant lifetime extensions were not going to be at the number expected, thereby lowering the contribution of nuclear energy in the short to medium term.

## WEC Agenda

We invite our members to attend the following events:

### July 7 2011 Workshop: The International Smart Grid

Action Network and Member States Initiatives

Venue: Rome, Italy

Organised by: WEC Italy, ANIE, Gruppo Italia Energia

Contact: [giovanna.ruggeri@wec-italia.org](mailto:giovanna.ruggeri@wec-italia.org)

### July 11 2011 WORKSHOP FOSSIL FUELS IN A LOW CARBON WORLD – CARBON CAPTURE AND STORAGE: THE REAL STORY

Venue: Windsor Atlântica Hotel, Avenida Atlântica, 1020

Copacabana – Rio de Janeiro – RJ, Brazil

Contact: Brazilian Committee World Energy Council

e-mail: [cbcmenergia@yahoo.com.br](mailto:cbcmenergia@yahoo.com.br)

### July 28 2011 WEC Romanian National Committee conference: EVALUATION OF RURAL ENERGY ISSUES “Energy Supply in Villages”

Venue: Electrica, Radu Zane Hall

Organised by: WEC/ RNC and Electrica

Contact: WEC/ RNC Executive Secretariat

Tel: +4021.211.41.55/ 56 email: [ghbalan@cnr-cme.ro](mailto:ghbalan@cnr-cme.ro)

### June 30 2011 WEC Romanian National Committee conference: Renewable Energy Resources “Valorisation of Hydro-energy Potential in Romania”

Venue: ISPE, Acad. Martin Bercovici Hall

Organised by: WEC/ RNC, Hidroelectrica and ICPE

Contact: [ghbalan@cnr-cme.ro](mailto:ghbalan@cnr-cme.ro)

For further events please check the WEC website...

[http://www.worldenergy.org/news\\_events/18.asp](http://www.worldenergy.org/news_events/18.asp)

## Inside Insight

### Increasing importance of Canada's oil sands

Canada is the largest supplier of crude oil to the US. It supplied 78,746 barrels of oil to the US in April 2011, more than twice the amount of oil the US imported from Saudi Arabia the same month. Canada has 170 billion barrels of oil reserves in its oil sands (estimated total original oil in place is 2.4 trillion barrels). Canada supplies crude to the US through a series of pipelines operated by at least 8 companies. According to the CEPA (Canadian Energy Pipeline Association) 1.2 billion barrels of crude are moved through these pipelines each year. Over the next two decades, Canada expects to invest around 26 trillion USD in its pipeline infrastructure.

Recently, China has also expressed interest in Canada's oil sands. China's Sinopec has invested 5.5 billion USD in the Enbridge Northern Gateway Pipeline which will transfer oil from Alberta to British Columbia. Another pipeline which has gained attention recently has been the Keystone XL, which begins in Alberta and joins the main Keystone Pipeline in Nebraska. There has been significant opposition to the Keystone XL as critics claim it will cut through 400 km of groundwater reserves. Oil spills in North Dakota and Kansas in May and June this year have caused the US government regulators to ban Keystone from operating. However, it is expected that the project will go on as the expansion of Keystone will allow the transport of crude to terminals in Nederland, Texas on the Gulf Coast.

Source: WEC  
Survey of  
Energy  
Resources  
2010



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