

## Key highlights on how German CREX companies are utilising renewable energy

### Drive to carbon neutrality through transparent reporting

**Deutsche Bank**, the international investment bank, is delivering significant increases in energy efficiency and renewable energy procurement by having clear accountability and targets throughout the organisation. The environmental focus is driven by the board's desire to operate using responsible business practices while leveraging it as a competitive advantage. The bank believes that it is important to address the environmental concerns of key stakeholders, particularly customers and the general public. Clean energy is also an important part of Deutsche Bank's financial services offering, which it continues to expand.

In 2011, Deutsche Bank used 394GWh of renewable energy, some 73% of its total electricity consumption, placing it third in both the CREX global banking sector rankings and in the German company rankings for total renewable electricity use.

The bank also has approximately 3MW of installed capacity globally, mostly solar PV and wind. In July 2012, Deutsche Bank's Americas headquarters at 60 Wall Street, New York City, won an award from the US Green Building Council for making the biggest environmental improvement. As well as implementing a substantial building energy management retrofit, the bank had installed a 123kW solar PV array on the roof, the largest such array in Manhattan and the highest in the US.



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### Renewable energy creates a better value proposition towards employees

**SAP AG** (SAP) believes that renewable energy is a way to increase the company's value proposition towards employees, and thus attract and retain top talents for the company. This is a key finding from the Corporate Renewable Energy Index (CREX), in which SAP has stated employee motivation and retention as a key reason for why the company procures renewable energy.

According to the CREX data, SAP currently procures 30% of the company's total electricity from renewable sources, of which 20% is wind energy. The company's headquarter covers half of its electricity needs from renewable sources. Purchasing wind-generated renewable energy certificates (RECs) plays an important role.

For SAP, employee retention is also central in order to ensure innovation and thus the success of the company. SAP has committed itself to listening to its employees in order to attract and retain talents. Here, sourcing renewable energy has proven to be an important factor, as this communicates strong commitment to sustainable business practices towards the employees. A good example of how the company is executing this commitment is its head office: "When we laid the foundation for the new SAP building in Pennsylvania, our goal was to create an inspirational work place for our Philadelphia-area employees and show our commitment to sustainable development and growth in North America," said Bill McDermott, co-CEO of SAP AG.



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## Energy Transparency 2012 Facts & figures | What is it all about?

**Bloomberg New Energy Finance** and **Vestas Wind Systems**, the world leader in wind energy, have launched the ambitious Energy Transparency 2012 campaign. This thought-leader project sheds light on key topics such as how consumers perceive products and companies that use renewable energy, and the electricity consumption of companies worldwide and their successful adoption of renewable energy.

### The significance of the Energy Transparency Campaign

The campaign builds on two pillars: 1) the Global Consumer Wind Study (GCWS), which every year surveys the consumers' preference regarding renewable energy, and 2) the Corporate Renewable Energy Index (CREX), which provides insights into companies' voluntary renewable energy procurement.

The Energy Transparency campaign aims at highlighting carbon conscious companies' successful stories in a consistent and transparent manner. The campaign aims to foster a discussion on how corporations can use renewable energy to increase brand equity, hedge energy cost, build a more sustainable company image and make the planet healthier. In addition, the GCWS will help companies recognize the value consumers place on companies supporting renewable energies.

### Facts about the GCWS

The Global Consumer Wind Study (GCWS) is a global study focusing on consumers' preferences regarding energy, their demand for products made with renewable energy, as well as how energy decisions by some of the world's largest companies affect consumer choices. The GCWS is commissioned by Vestas Wind Systems and conducted by TNS, surveying over 24 000 consumers in 20 countries in 2012. Though there are multiple regional variations, the overall message is clear. Consumers want more renewable energy, and they are willing to pay for it.

**Facts about the CREX**  
The Corporate Renewable Energy Index (CREX) ranks companies according to their voluntary renewable energy procurement. Produced by Bloomberg New Energy Finance, in collaboration with Vestas Wind Systems, the CREX clearly identifies the level of renewable energy used by corporations around the world and provides much needed transparency to companies, investors, policy makers, NGOs, and consumers. In 2012, the CREX includes more than 300 companies from 26 countries.



[energytransparency.com](http://energytransparency.com)

CREX<GO>

## German take-aways from CREX 2012

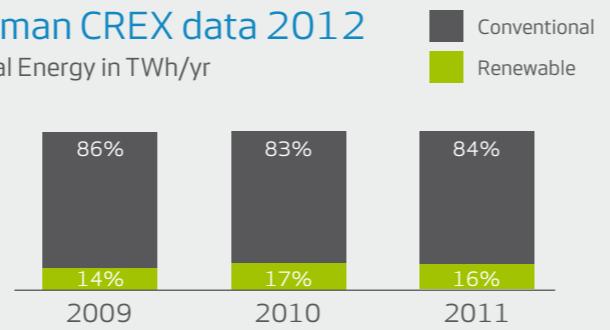
German CREX companies choose renewable energy to walk the talk, accommodate customer demand and increase employee motivation

### Key reasons for procuring renewable energy

- 20% of the German CREX companies stated that they procure renewable energy in order to be in line with CEO / board visions and the company's core business strategy. This reason is given by a range of companies such as Deutsche Bank, Puma, and Allianz.

### German CREX data 2012

Global Energy in TWh/yr



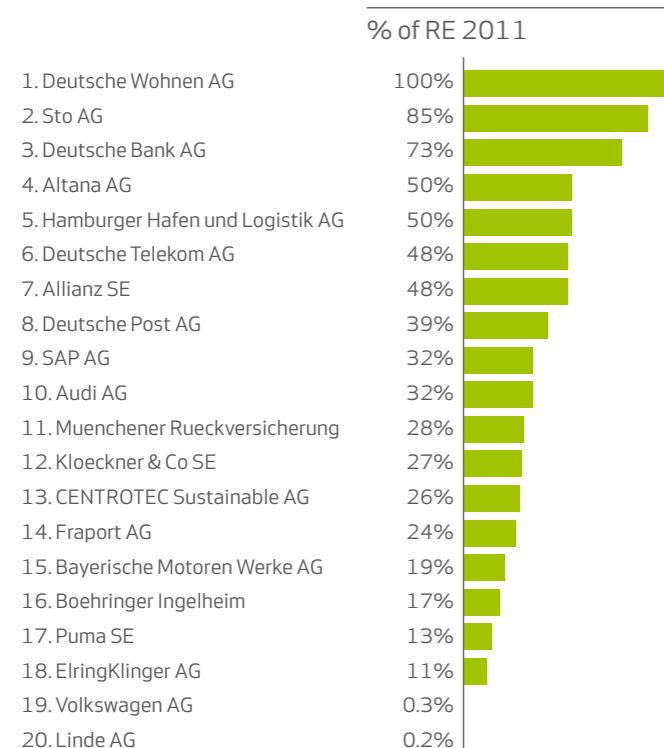
### Procurement regimes



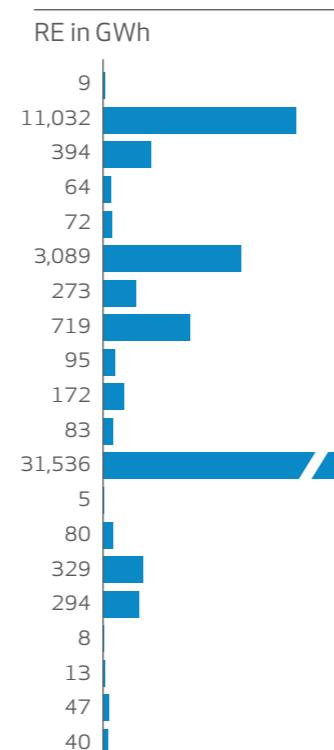
The most common procurement method among German CREX companies is to buy renewable energy certificates (RECs), chosen due to low cost and ease of implementation

The second most common procurement method is Green pricing. Power purchasing agreements (PPAs) from independent power producers (IPPs) only plays a limited role.

### Regional CREX rankings



### RE in GWh



### Main source(s) of RE

Main source(s) of RE
Hydro
N/A
Hydro and wind
N/A
Hydro
Hydro, wind and biomass
Hydro, solar and wind
N/A
Hydro and wind
N/A
Blend
N/A
Waste, hydro, solar and wind
Blend
Waste
N/A
Hydro and solar
Blend
N/A
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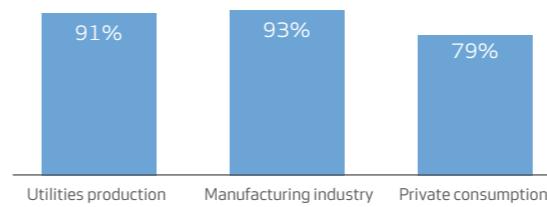
Source: CREX 2012

## German take-aways from GCWS 2012

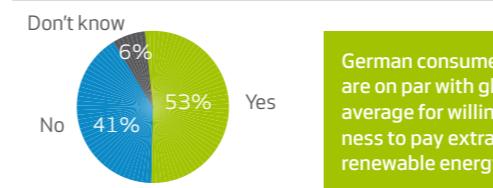
German consumers demand more renewable energy, creating a business opportunity for corporations using them

### How can renewable energy help increase the profitability of companies?

To what degree do you believe that the following areas cause human action induced climate changes?



Would you be willing to pay extra for products that are manufactured using renewable energy?



### German consumers are more willing to promote climate-friendly brands



However, 3 out of 4 German consumers feel they are inadequately informed about the energy consumption of the surveyed brands. Increasing transparency is the first step towards capturing value from these consumers.

Source: Global Consumer Wind Study 2012

### What German consumers think



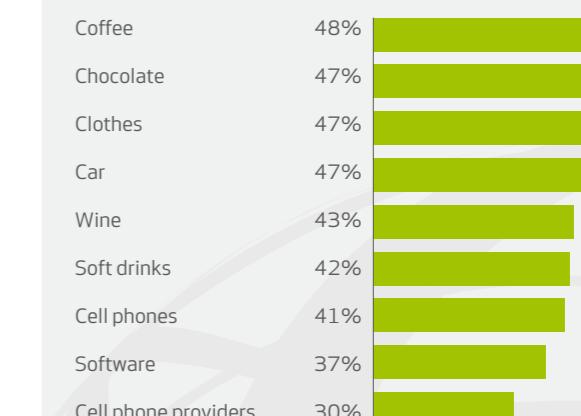
**8 out of 10** prefer renewable energy over conventional. This might be linked to the fact that **87%** believed that renewable energy is a good solution to climate change, and **66%** are concerned about the country's dependency on imported fossil fuels



**1 out of 3** want wind energy to become the dominant source of renewable energy in the future. **69%** would get a more positive perception of a brand if its primary source of energy was wind and **65%** state that they would be willing to pay a premium for products with the WindMade label

Source: Global Consumer Wind Study 2012

### German consumers' willingness to pay a premium for products produced using renewable energy, by class



What other preferences do consumers have?