



Recharge joins WindMade, obtains company label

Brussels/London, 8 November 2012. Recharge, one of the leading news services focusing on renewable energy, has been awarded the WindMade label for covering 100% of the power consumption in its UK headquarters with wind power.

The WindMade label, which is backed by the UN Global Compact, WWF, Vestas and the Global Wind Energy Council, requires participating companies to obtain at least 25% of their electricity from wind power. Recharge, however, procured all of its electricity needs from wind energy.

"WindMade is set to play a key role in making sure that public support for wind energy translates into growing industry momentum, as more and more corporations see the benefits of using wind as their main energy source," said Recharge Editor-in-Chief Ben Backwell.

"As a high profile media company, it is vital that we practice what we preach, and WindMade makes both commercial sense and fits in with our core values," he added.

The WindMade label was created to allow companies to communicate their commitment to renewable energy while providing consumers with the choice to favour companies and products using wind power.

"Recharge is one of the most authoritative publications in the renewable energy sector, but the company's commitment to renewables extends beyond journalism. We are proud to be awarding the WindMade label to Recharge's UK operations, and look forward to a constructive partnership with this new member," said Henrik Kuffner, WindMade's CEO.

Recharge was founded in 2008 and now employs 22 people, 12 of which are based in its London headquarters. The publication has made itself a name for its independent and exclusive reporting on business, technology, policy and the key players across the wind and solar sectors. Recharge is owned by Norway's NHST Media Group.

About WindMade

WindMade™ is the world's first global consumer label for companies, events and products using wind power. The label is managed by the WindMade non-profit organisation, dedicated to accelerating the adoption of renewable energy by improving companies' ability to communicate their wind energy investments to their stakeholders.

WindMade™ will strive to achieve this by increasing transparency of corporate investments in wind energy, by educating citizens on the implications of using different energy sources, and by empowering consumers to favour corporations who make a real contribution to delivering new wind energy.

See www.windmade.org for more information.

About Recharge

Recharge is a global news source for the renewable energy industry. It provides exclusive and breaking business intelligence news, combined with proprietary analysis from our correspondents around the world. It has offices in London, Stavanger, Oslo, Beijing, Houston and Rio de Janeiro.

For more information, please visit www.rechargenews.com.

Contact:

Ben Backwell
Editor-in-Chief
Recharge
ben.backwell@rechargenews.com
+44 20 7029 5754
+44 7718 189697

Angelika Pullen
Communications Director
WindMade
angelika.pullen@windmade.org
+32 473 947 966