



TAMARINDO
strategic communications advisory

RENEWABLES REPUTATION INDEX

YOUR EXCLUSIVE GUIDE TO THE HOTTEST BRANDS
IN THE **RENEWABLE ENERGY** BUSINESS ECOSYSTEM

- **FEATURING** INTERVIEWS WITH MAINSTREAM RENEWABLE POWER AND BVG ASSOCIATES

CONTENTS



Compiling the top 100: The ranking process	4
Guest column: The importance of brand awareness	5
Analysing the top 100: This year's statistics	8
Top 100 profiles	10-25
Interview: Emmet Curley, Mainstream Renewable Power	12-13
Interview: Stephen Mills, BVG Associates	15-17
Top five: The most influential brands in renewable energy	25
The Renewables Reputation Index: Top 100	27
And the winner is: This year's number one	28

WELCOME



How important is your reputation? Perceptions of brand strength are not easy to quantify financially, but we all know that having a solid name in any industry is worth its weight in gold.

And in a sector such as wind, a rapidly growing global business where there is often little time for project partners to get to know each other, reputation really is everything.

That is why at Tamarindo, a communications agency dedicated to improving the reputations of renewable energy companies worldwide, we thought it was time to take a deeper look at the subject.

What's more, we purposefully opted to steer clear of major original equipment manufacturers (OEMs), because when it comes to players such as Siemens Gamesa or Vestas then sales success is often a good proxy for reputation.

What interested us was the next tier of the industry: the companies that provide invaluable services to the renewable energy sector but would probably claim to be from other industries, be it consultancy, engineering, finance or maritime. It is here that the question of brand strength is particularly important.

A good consultancy or engineering, procurement and construction (EPC) contractor can make or break a project, yet these companies rarely have the opportunity to shine. Their achievements are all too often obscured by headlines around turbine supply deals or financing. So they have to work hard at establishing trust.

The extent to which they succeed is the subject of this report. Using a unique and rigorous methodology, we have sought to provide an objective measure of brand strength to names across the sector for the first time.

This report aims to serve as a benchmark to renewable supply chain marketers and a stimulus for companies to build their brands further. We intend to publish it on an annual basis and remain at your service to help improve perceptions of your brand in the future.

We hope you find these pages of interest... and look forward to hearing from you.



By Adam Barber

Managing Director,
The Tamarindo Group



THE RANKING PROCESS



Establishing an objective measure of reputation is not an easy process. For this report, we surveyed

3,000

companies active in the renewables industry, based on membership of industry associations such as the American Wind Energy Association and WindEurope.



NGO



OEM



BANKS



GOV



CLIENTS

We took out non-commercial bodies from the list and also omitted existing Tamarindo Group clients, to avoid conflicts of interest.



SOCIAL MEDIA, NEWS MEDIA, ONLINE & SEO

This list was then narrowed down to a top 100 based on an exhaustive review of their mainstream and social media profiles, online presence and search engine rankings.



TOP 100



Within the top 100, we then ranked organisations based on three indices:

- Online and search engine profile.
- News media profile.
- Social media profile.

Each index was weighted to provide a realistic reflection of reputation, so that for example an extended profile in the mainstream media would be worth more than a press release reprint on a low-circulation website. The weights of the factors in each index section were set to add up to 100.

For each factor we then collected raw data for every company and ranked the companies to find the top-performing company within each factor. We normalised the data by indexing all companies against the top-performing company for each factor.

For each company, we then multiplied the normalised scores by the corresponding factor weight and summed the results to get an overall score for the index section. We summed the index section scores to get an overall index score for each company and ranked the companies in the index based on that score. In the final overall index score, each index section was equally weighted.



TOP 30



Finally, we subjected our top 30 names to a process of peer validation, working with a group of industry experts in the A Word About Wind network to sense-check the reputations of the highest-ranking brands on our list. Our ranking includes each company's website and number of employees as shown on LinkedIn, which may differ from actual employment numbers.

HOW CAN A GOOD REPUTATION HELP GRAB A JOURNALIST'S ATTENTION?

...

“

They've got things called cameras and microphones and mobile phones and hangovers and bad breath.

”

This is how Malcolm Tucker, the foul-mouthed spin doctor in UK political satire 'The Thick of It', described journalists in one of his epic rants. On that basis, I can see the irony in a journalist writing about the need for you to develop a good reputation.

But in this article, I will share some thoughts on how you can develop a good reputation with journalists; and why this matters for you, your company and the whole industry. This should give you some starting points on becoming a go-to expert in your field.



By Richard Heap

Editor-in-Chief,
A Word About Wind



Developing a reputation

The central point is there are simple steps you can take to build a strong reputation with journalists. None of them are magic, but they are very often done wrong.

Firstly, remember that journalists need stories that are relevant for their readers. Your technological innovation may be great for the industry, but you'll need to explain why it's of interest to the publication's readers. Will it help them to make more money or make better investment decisions? Explain why it's relevant.

The second step to a good reputation is knowing when a journalist's deadlines are and being aware of them. You don't want to be known as the person who sucks up time as deadlines loom.

The third point is simple: quality over quantity. Most journalists I know would want a handful of great stories in a year rather than 100 average ones. Pumping out press releases that aren't relevant is one way to develop a bad reputation. On the flipside, I'll prioritise companies and individuals that offer good stories on a regular basis.

This is where your online profile is important. If your story is interesting, then I'd usually have a quick look online to see whether you've got a good reputation in the industry and have worked on recent deals. Journalists want to make sure they quote relevant people, and so a good online profile can help them make that decision.

If the online profile looks good, then the journalist might want to interview you. This can be tough for some people, but the best advice I can share is that you need to agree the basics first: is it on the record or off the record? However, after that, journalists want people who can talk as openly and honestly as possible, not just parrot pre-prepared lines.

There are two reasons parroting can damage your reputation. You're wasting our time if you just repeat the press release and if you can't offer interesting quotes or new insights, we won't want to talk to you again. If a journalist enjoys the call then it means they're more likely to go back to you in future, and this can take you from someone who talks about your products to a go-to market expert.



There is a risk of being misquoted, of course. However, in the B2B world, you should remember that reputation goes both ways. If a journalist gets a reputation for sharp practice, then they'll find it harder to get stories and put their publication at more risk of being sued. In the B2B world, we all have to deal with each other regularly.

Why does reputation matter?

If you can become a go-to industry expert in renewables, then there is a good chance you can build a strong reputation. The wind industry is only a few decades old and has few big characters that are willing to give an outspoken view on its pros and cons, or set themselves up for criticism among those mainstream newspapers that despise renewables. If you're happy to take on this role then you'll have journalists knocking at your door.

This would help you build a reputation for yourself and your company in the industry and would also serve the reputation of the renewable energy. In broad terms, we would argue that the wind sector still has a reputation as being worthy.

However, few people know there's a strong economic case for renewables too, and without subsidies. People who are happy to make reasoned and well-researched arguments about the benefits of wind farms to the economy, and the planet as a whole, could do a great service for wind and help the continued growth of renewables worldwide.

That is the power of reputation. If journalists know you can explain a complex issue simply and in interesting terms, it makes their job a lot easier. They get a story they are happy to write, and you get publicity from a story you want written.

Done right, this can be a virtuous circle and people like Tucker won't have to express their animosity.

INTRODUCING THE TOP 100

• • •

If our top 100 reputation index proves one thing, it is that small companies can make a big noise. Although our list includes a few global groups, such as the operations and maintenance specialist Ingeteam or the logistics giant Fred. Olsen Renewables, most of the companies we have evaluated are relatively small.

Where the impact of size shows most is in mainstream media mentions. Here, the ability to drive deals and make investments is what produces headlines, so it is perhaps no surprise that the highest-ranking companies in terms of media mentions are ones that are relatively well-established players.

NEWS MEDIA PROFILE:

TOP 10 COMPANIES

- 1 Copenhagen Infrastructure Partners
- 2 TerraForm Power
- 3 Mainstream Renewable Power
- 4 MAKE (now Wood Mackenzie)
- 5 Apex Clean Energy
- 6 Ideol
- 7 AES
- 8 Fluence
- 9 BVG Associates
- 10 EEW OSB



When it comes to social media, though, smaller companies have more room to manoeuvre. Here our top 10, while including leaders in their fields, also has names unlikely to have access to extensive marketing resource. Typically, marketing will be up to a small team or even a single person, often supported by two or three specialist agencies.

It's a similar story with online profiles. Marketing bosses can supersize their online footprint with canny use of search engine optimisation and content, potentially upstaging much larger competitors.

SOCIAL MEDIA PROFILE:

TOP 10 COMPANIES

- | | |
|----|------------------------------------|
| 1 | Ecofys (part of Navigant) |
| 2 | Jumbo Offshore |
| 3 | StormGeo |
| 4 | HR Wallingford |
| 5 | Fluence |
| 6 | Seajacks UK |
| 7 | Apex Clean Energy |
| 8 | Mainstream Renewable Power |
| 9 | The Renewables Consulting Group |
| 10 | Copenhagen Infrastructure Partners |

ONLINE PROFILE:

TOP 10 COMPANIES

- | | |
|----|---------------------------|
| 1 | Campbell Scientific |
| 2 | James Fisher |
| 3 | Roxtec International |
| 4 | Fluence |
| 5 | Bachmann electronic |
| 6 | Ecofys (part of Navigant) |
| 7 | Port of Esbjerg |
| 8 | European Energy Exchange |
| 9 | AES |
| 10 | Apex Clean Energy |

THE TOP 100 / 100 TO 81



Recognise any of these names? The lower reaches of our top 100 are populated by brands that often belong to small or specialist companies. They all get marks for standing out in a crowded renewable energy supply chain ecosystem.



ZAF Energy Systems Inc.
Position: 100
News media score: 0.0
Social media score: 0.1
Online score: 12.3
Nr. of employees (LinkedIn): 28
Website: zafsys.com



EWC Weather Consult (Rebranded UBIMET)
Position: 99
News media score: 1.0
Social media score: 8.3
Online score: 13.1
Nr. of employees (LinkedIn): 90
Website: weather-consult.com



Ox2 Wind
Position: 98
News media score: 7.5
Social media score: 9.2
Online score: 10.7
Nr. of employees (LinkedIn): 106
Website: ox2.com



Polenergia
Position: 97
News media score: 16.7
Social media score: 0.1
Online score: 11.0
Nr. of employees (LinkedIn): 49
Website: polenergia.pl



Green Giraffe
Position: 96
News media score: 7.8
Social media score: 4.2
Online score: 17.2
Nr. of employees (LinkedIn): 75
Website: green-giraffe.eu



Bladefence
Position: 95
News media score: 0.0
Social media score: 1.6
Online score: 31.6
Nr. of employees (LinkedIn): 24
Website: bladefence.com



Wind1000
Position: 94
News media score: 0.0
Social media score: 11.4
Online score: 22.3
Nr. of employees (LinkedIn): 75
Website: wind1000.com



OutSmart
Position: 93
News media score: 0.7
Social media score: 2.8
Online score: 30.4
Number of employees (LinkedIn): 37
Website: out-smart.eu



Wilton Engineering
 Position: 92
 News media score: 4.4
 Social media score: 2.5
 Online score: 27.2
 Nr. of employees (LinkedIn): 125
 Website: wiltonengineering.co.uk



KCI The Engineers
 Position: 91
 News media score: 0.2
 Social media score: 9.0
 Online score: 26.5
 Nr. of employees (LinkedIn): 92
 Website: kci.nl



Venathec
 Position: 90
 News media score: 0.0
 Social media score: 8.7
 Online score: 27.1
 Nr. of employees (LinkedIn): 53
 Website: venathec.com



ViZn Energy Systems
 Position: 89
 News media score: 0.7
 Social media score: 1.7
 Online score: 34.7
 Nr. of employees (LinkedIn): 48
 Website: viznenergy.com



Ventient Energy
 Position: 88
 News media score: 2.3
 Social media score: 6.5
 Online score: 28.6
 Nr. of employees (LinkedIn): 36
 Website: ventientenergy.com



A&M Industrial
 Position: 87
 News media score: 0.0
 Social media score: 1.7
 Online score: 35.8
 Nr. of employees (LinkedIn): 89
 Website: am-ind.com



Zeeland Seaports
 Position: 86
 News media score: 3.4
 Social media score: 22.8
 Online score: 11.4
 Nr. of employees (LinkedIn): 68
 Website: zeelandseaports.nl



8.2 Consulting
 Position: 85
 News media score: 2.2
 Social media score: 3.1
 Online score: 32.6
 Nr. of employees (LinkedIn): 55
 Website: 8p2.de



GustoMSC
 Position: 84
 News media score: 5.2
 Social media score: 15.7
 Online score: 17.4
 Nr. of employees (LinkedIn): 203
 Website: gustomsc.com



Spectro | Jet-Care
 Position: 83
 News media score: 0.0
 Social media score: 2.2
 Online score: 36.6
 Nr. of employees (LinkedIn): 54
 Website: spectro-oil.com



Tekmar Energy
 Position: 82
 News media score: 5.7
 Social media score: 5.1
 Online score: 28.6
 Nr. of employees (LinkedIn): 63
 Website: tekmar.co.uk



Nord-Lock
 Position: 81
 News media score: 0.0
 Social media score: 16.7
 Online score: 22.8
 Nr. of employees (LinkedIn): 234
 Website: nord-lock.com

MAINSTREAM REPUTATION:

Q&A WITH EMMET CURLEY OF MAINSTREAM RENEWABLE POWER

• • •

Mainstream Renewable Power are a Dublin-based wind energy developer with a focus on growth markets in Asia, Latin America and Africa. The business recently divested one of its larger UK projects to help drive this strategy forwards.

Emmet Curley, Head of Corporate Communications, has been involved with the business since it was established by Eddie O'Connor in 2008. He talks about working in a business where the value of communications is recognised from top to bottom.

Why does Mainstream value external communications so highly?

Eddie is a great believer in the power of communications, which is why he brought me in at the very beginning to set up the brand and launch it in June of 2008. It's great to be part of an organisation that places such an emphasis on the importance of communications and reputation: I've never had to convince anyone internally about the importance of the job.

As a global developer we need to effectively communicate to a wide range of audiences the relevance of Mainstream Renewable Power to their respective objectives, and we have a lot of different audiences: from investors to communities to governments at all levels.

The fundamental reason that we enjoy a positive reputation is our culture and values. When we set up the company in 2008 we spent a long time working on our values. We take them seriously; it's not about putting them on our website - we take them into consideration as we go about our day-to-day activities.

What are the strengths of Mainstream's communications team?

We're a relatively small, private company achieving big things. It's embedded in our culture that we focus on the most important things to achieve our objectives.

We believe development work is always local and the same goes for marketing and communications: the global experience you bring can help with 60-70% of the work, but there are always local variations and every audience is different. This means, particularly in large markets, that we have small local teams focused on Corporate Affairs and we also work with local agencies for additional support.

What has Mainstream been trying to communicate in the past year?

Over the past year, we've been trying to tailor our messages as much as possible to the intended audience. Our core message has always been based around our track record in international project development and our experienced team. Past that, at a local and regional level, we've always had to tailor a message to the specific purpose, while remaining aligned with the core message.



In terms of messaging, our audience is always our starting point. One of the biggest mistakes businesses make is being too inward focused, using language created for internal use. We think in-house jargon can lose an audience quite quickly.

We try to meet directly with our audiences, to understand what their objectives are and never make assumptions. We make sure to have people on the ground who are close to our audience and know what they want. If our communications don't help our audiences achieve their goals, their effect is questionable.

Can you give an example of how you've applied this approach?

About a year ago, we worked on an offshore project in Scotland that was involved in a legal process. We worked with businesses in the local supply chain on a nine-month campaign to highlight the social and economic benefits of the project to Scotland. The integrated campaign, with lots of social and video, aimed to communicate the project's benefits to the general public. It was a successful campaign in that the message wasn't coming from the project developer, it came from the local businesses who were set to benefit from the project.

We used a lot of video testimonials, which bring out the emotive side of things and is a very powerful platform. Another great thing about video content is that it allows you to get your message to a very wide audience in quite a consistent and controlled manner.

What do successful communications look like for Mainstream and how do you measure them?

For the past few years we've been auditing our reputation across all our markets, working with a reputation management company in Dublin. We've been using qualitative and quantitative measurements. Both are essential, but we learn a lot from qualitative interactions with our external stakeholders, who take the time to give

us well-considered and helpful feedback on what we can do better.

When we carry out this research, it's about focusing on making the improvements suggested, and not letting the report gather dust. Success means the issues from previous audits stop being issues, even if new ones crop up occasionally.



We think in-house jargon can lose an audience quite quickly.



What has been your highlight in the business over the past year?

We are a privately-owned developer looking to do big things in lots of different markets and up to now cash has been a constraining factor in terms of achieving real growth globally. But we reached a turning point this year when we sold the Neart na Gaoithe project. It has had a fundamental impact on our business and allowed us to focus much more on how we can shape our future strategy.

What are your communications plans for the future?

The fundamentals of communication won't change, but the platforms we use will always continue to change. Social media will continue to evolve, and will need to stay ahead of the curve.

In our community relations we bring people together physically, and these fundamentals will never change. But we will definitely continue to evolve digitally.

THE TOP 100 / 80 TO 71

As we work down the upper reaches of the top 100 the list is still dominated by smaller, specialist players but we also start to see the appearance of larger companies diversifying into renewable energy, such as Fred. Olsen Renewables.



Longroad Energy
 Position: 80
 News media score: 5.8
 Social media score: 1.5
 Online score: 32.9
 Nr. of employees (LinkedIn): 46
 Website: longroadenergy.com



Evolution Markets Inc.
 Position: 79
 News media score: 3.5
 Social media score: 1.0
 Online score: 35.9
 Nr. of employees (LinkedIn): 73
 Website: evomarkets.com



ELA Container Offshore
 Position: 78
 News media score: 0.0
 Social media score: 5.6
 Online score: 34.9
 Nr. of employees (LinkedIn): 22
 Website: ela-offshore.com



Fred. Olsen Renewables
 Position: 77
 News media score: 9.6
 Social media score: 0.8
 Online score: 30.7
 Nr. of employees (LinkedIn): 57
 Website: fredolsenrenewables.com



Leeward Renewable Energy, LLC
 Position: 76
 News media score: 9.5
 Social media score: 1.1
 Online score: 30.8
 Nr. of employees (LinkedIn): 56
 Website: leewardenergy.com



Osprey Consulting Services
 Position: 75
 News media score: 0.0
 Social media score: 10.1
 Online score: 31.3
 Nr. of employees (LinkedIn): 32
 Website: ospreycls.co.uk



ASM Industries
 Position: 74
 News media score: 0.6
 Social media score: 12.8
 Online score: 28.3
 Nr. of employees (LinkedIn): 81
 Website: asm-industries.com



IHC IQIP
 Position: 73
 News media score: 0.4
 Social media score: 11.8
 Online score: 29.9
 Nr. of employees (LinkedIn): 212
 Website: ihciqip.com



Smart Wires Inc
 Position: 72
 News media score: 0.0
 Social media score: 8.4
 Online score: 35.3
 Nr. of employees (LinkedIn): 91
 Website: smartwires.com



Fiberline Composites
 Position: 71
 News media score: 0.0
 Social media score: 10.6
 Online score: 33.2
 Nr. of employees (LinkedIn): 136
 Website: fiberline.com

INDUSTRY CHAMPIONS:

Q&A WITH STEPHEN MILLS



BVG Associates provides strategy consulting, advising on business, economic and technology strategy for clients in the renewables. As a champion of the renewable energy industry, the business also researches and develops technical and market reports for government agencies.

Stephen Mills, a Head of Marketing and Comms who has been with BVGA for three years, talks about BVGA's approach to communications in the past 12 months and what the business wants to achieve with its activity.

Why does BVGA invest in external communications?

BVGA has been involved in offshore wind from its earliest days as an industry, but we recognised that it was maturing and moving from pilot schemes into a full commercial business. We wanted to support this expansion, to help the industry grow in the right way and avoid repeating mistakes from the past. We've worked to change our message and positioning this to meet growth.

I joined the business three years ago to move this change forwards.

What role does communications play in building the reputation of BVG Associates?

Reputation is a key part of brand equity. We see communications as a brand issue. We need to let our global audiences know what our brand stands for. It's about expanding our network, so people know not just what we do, but why we do it and what we are interested in.

We don't want to be "the guys who do the reports". That's a relatively small part of our business. We do far more confidential, deep-dive commercial work for clients. Reports might help us make new contacts, but most of our work is strategic, technical, economic and confidential, for our commercial clients in the sector.



Reputation is a key part of brand equity. We see communications as a brand issue.



What sort of audiences have you been targeting?

We aim to appeal to multiple audiences with our communications. Our target audiences stretch from engineers with innovative technologies to businesspeople involved in the more financial and commercial side of things.

With the benefits of the industry in mind, there are also all sorts of organisations—government departments, enablers, and country-level organisations—looking to accelerate the adoption of offshore wind. It's an innovative community, from major OEMs all the way down to the guys in sheds. At some level we are talking to them all.

How do you reach these audiences?

We use all channels available: Twitter, LinkedIn, blogs, mainstream media, as well as



relationships with the trade press. When it isn't a commercially sensitive report, these are great channels for sharing our ideas and getting them in front of our target audiences.

We are also at a number of events as they help our people to stay well-networked. It's important to support them and make sure they can confidently share our key messages. Speaking opportunities are a very valuable tool as they boost the visibility of the company and aid business development. Not only that but they offer good external endorsement of our expertise.

How do you balance your communications across different channels, and what are your priorities when choosing them?

All our work is B2B, so we do have some focus on trade media and direct communication with individuals and key influencers. But it's a bit of a fallacy to say we focus on a particular channel ahead of others.

You don't know where people are going to get their information from, so your messaging has to be consistent in content and volume across all appropriate channels. Our clients aren't thinking about which channel they hear our message on: they just see the information. It's up to us as comms professionals to adapt to this.

What does success in communications look like for you and the business?

Considering our goals—we are a champion of the industry as much as anything—success is renewable energy securing a bigger share of the energy mix globally.

Through communications we aim to engage more clients, getting them to do new stuff and challenge the status quo. It is a success when they overcome barriers faced and become more successful. We recognise that this will then help us too, to drive the bottom line.



Speaking opportunities are a very valuable tool as they boost the visibility of the company and aid business development.



What has been your stand-out moment at the business over the past year or so, and why?

We've had a lot of highs. So far, we've had a lot of publicity from our report 'The Power of Onshore Wind', which looked at the overall benefits of onshore wind to UK plc, including consumer bills. The report demonstrated that awarding contracts for 5GW of new onshore wind power between 2019 and 2025 could deliver a net payback to UK consumers of £1.6 billion. Backed by a number of large companies, the report got a lot of interest and really influenced behaviour.

What are your communications plans for the future?

Our general approach to communications won't change. We're very pragmatic: we know what works, and will take account of where our clients go for help and where they get their information from before they contact us. It's a noisy world out there, and we have to keep our eyes and ears open.



That said, while it's hard to see what might be, we can be sure that channels will change in the future. Maybe some we don't currently think of as B2B might grow into business channels, and new publications and events will pop up.

What challenges do you see for BVG Associates in the future?

I think there are three big communications challenges.

Firstly, as the industry matures, there are new tough strategic questions that need to be addressed. Of course, we have to reduce carbon, but we also need to convince people that it's the right thing to do commercially.

Secondly, we're all faced with a lot of information and it's important that we continue to be a trusted source of information and value. With so many messages being shouted out so much of the time, we need to make sure our communications use the channels at the right time, so our audiences can get our messages in the best way for them.

Finally, from an internal perspective, we face a challenge in helping the experts in our agency, who are otherwise very busy with client work, to develop content that can be shared widely and move the industry forwards, without interrupting their day jobs.

THE TOP 100 / 70 TO 61

As we approach the top 50 we come across a group of smaller, specialist companies that have been canny in their use of web search, social media and PR techniques, allowing them to punch above their weight in terms of exposure.



Offshore Marine Management
 Position: 70
 News media score: 17
 Social media score: 10.6
 Online score: 32.1
 Nr. of employees (LinkedIn): 94
 Website: offshoremm.com



Greensolver
 Position: 69
 News media score: 2.8
 Social media score: 8.0
 Online score: 33.8
 Nr. of employees (LinkedIn): 44
 Website: greensolver.net



EnerNex
 Position: 68
 News media score: 0.0
 Social media score: 9.1
 Online score: 35.6
 Nr. of employees (LinkedIn): 41
 Website: enernex.com



Vryhof
 Position: 67
 News media score: 1.5
 Social media score: 7.1
 Online score: 36.2
 Nr. of employees (LinkedIn): 34
 Website: vryhof.com



Otary
 Position: 66
 News media score: 8.7
 Social media score: 5.9
 Online score: 30.6
 Nr. of employees (LinkedIn): 26
 Website: otary.be



Specialist Marine Consultants
 Position: 65
 News media score: 11
 Social media score: 12.9
 Online score: 31.1
 Nr. of employees (LinkedIn): 43
 Website: smchse.com



Vortex Factoria de Calculs
 Position: 64
 News media score: 0.7
 Social media score: 7.8
 Online score: 37.2
 Nr. of employees (LinkedIn): 113
 Website: vortexfdc.com



Landmark Dividend LLC
 Position: 63
 News media score: 0.0
 Social media score: 8.4
 Online score: 37.3
 Nr. of employees (LinkedIn): 150
 Website: landmarkdividend.com



WPO
 Position: 62
 News media score: 0.4
 Social media score: 14.3
 Online score: 31.2
 Nr. of employees (LinkedIn): 117
 Website: wpo.eu



Northern Offshore Services
 Position: 61
 News media score: 0.4
 Social media score: 15.5
 Online score: 30.6
 Number of employees (LinkedIn): 108
 Website: n-o-s.eu

THE TOP 100 / 60 TO 41

As we progress through the middle of our list we start to see the increasing presence of industry supply chain heavyweights such as Italy-listed Falck Renewables or New York Stock Exchange-traded Sempra Renewables. But smaller organisations, such as Red7Marine or Skylotec, continue to make their voices heard.



EverPower Wind Holdings. Inc
(now part of Innogy)
Position: 60
News media score: 12.4
Social media score: 0.5
Online score: 34.0
Nr. of employees (LinkedIn): 41
Website: everpower.com



SeaZip Offshore Service
Position: 59
News media score: 0.2
Social media score: 15.2
Online score: 31.5
Nr. of employees (LinkedIn): 24
Website: seazip.com



Peikko Group Corporation
Position: 58
News media score: 1.9
Social media score: 13.3
Online score: 34.4
Nr. of employees (LinkedIn): 222
Website: peikko.com



Broadwind Energy
Position: 57
News media score: 7.7
Social media score: 5.9
Online score: 34.2
Nr. of employees (LinkedIn): 98
Website: bwen.com



Falck Renewables
Position: 56
News media score: 3.2
Social media score: 13.0
Online score: 31.6
Nr. of employees (LinkedIn): 131
Website: falckrenewables.eu



Eolfi
Position: 55
News media score: 9.2
Social media score: 7.7
Online score: 31.3
Nr. of employees (LinkedIn): 50
Website: eolfi.com



Sempra Renewables
Position: 54
News media score: 9.7
Social media score: 4.1
Online score: 35.1
Nr. of employees (LinkedIn): 163
Website: semprarenewables.com



Leosphere
Position: 53
News media score: 6.7
Social media score: 6.3
Online score: 36.4
Nr. of employees (LinkedIn): 107
Website: leosphere.com



Siem Offshore Contractors UK
 Position: 52
 News media score: 3.4
 Social media score: 25.3
 Online score: 21.6
 Nr. of employees (LinkedIn): 159
 Website: seawayoffshorecables.com



NEC Energy Solutions
 Position: 51
 News media score: 6.5
 Social media score: 9.6
 Online score: 34.2
 Nr. of employees (LinkedIn): 152
 Website: neces.com



Isotrol
 Position: 50
 News media score: 0.7
 Social media score: 3.6
 Online score: 40.5
 Nr. of employees (LinkedIn): 280
 Website: isotrol.com



Cathie Associates
 Position: 49
 News media score: 1.4
 Social media score: 14.3
 Online score: 35.4
 Nr. of employees (LinkedIn): 52
 Website: cathie-associates.com



3E
 Position: 48
 News media score: 0.0
 Social media score: 9.6
 Online score: 42.2
 Nr. of employees (LinkedIn): 174
 Website: 3e.eu



Tri Global Energy
 Position: 47
 News media score: 12.0
 Social media score: 4.2
 Online score: 36.0
 Nr. of employees (LinkedIn): 27
 Website: triglobalenergy.com



Briggs Marine
 Position: 46
 News media score: 0.0
 Social media score: 18.0
 Online score: 34.5
 Nr. of employees (LinkedIn): 266
 Website: briggsmarine.com



Swire Blue Ocean
 Position: 45
 News media score: 6.1
 Social media score: 13.2
 Online score: 33.7
 Nr. of employees (LinkedIn): 144
 Website: swireblueocean.com



Skylotec
 Position: 44
 News media score: 0.0
 Social media score: 15.9
 Online score: 37.4
 Nr. of employees (LinkedIn): 76
 Website: skylotec.com



NSSLGlobal
 Position: 43
 News media score: 0.0
 Social media score: 16.8
 Online score: 36.7
 Nr. of employees (LinkedIn): 129
 Website: nsslglobal.com



Red7Marine
 Position: 42
 News media score: 0.7
 Social media score: 23.2
 Online score: 30.2
 Nr. of employees (LinkedIn): 79
 Website: red7marine.co.uk



Parkwind
 Position: 41
 News media score: 14.0
 Social media score: 8.1
 Online score: 32.0
 Nr. of employees (LinkedIn): 84
 Website: press.parkwind.eu

THE TOP 100 / 40 TO 31

Renewable energy power players start to emerge as we head towards the top 20 on our list. Companies such as Principle Power, Element Power and Deutsche Windtechnik are industry stalwarts, having invested significant time and effort in building their brands.



Valorem
 Position: 40
 News media score: 19
 Social media score: 19.2
 Online score: 33.1
 Nr. of employees (LinkedIn): 125
 Website: valorem-energie.com



N-Sea Offshore
 Position: 39
 News media score: 11
 Social media score: 15.6
 Online score: 37.9
 Nr. of employees (LinkedIn): 131
 Website: n-sea.com



NRG Systems
 Position: 38
 News media score: 4.6
 Social media score: 10.5
 Online score: 39.4
 Nr. of employees (LinkedIn): 119
 Website: nrgsystems.com



MAKE Consulting
 (now Wood Mackenzie)
 Position: 37
 News media score: 34.7
 Social media score: 6.5
 Online score: 14.6
 Nr. of employees (LinkedIn): 20
 Website: consultmake.com



Principle Power France
 Position: 36
 News media score: 13.1
 Social media score: 9.4
 Online score: 35.0
 Nr. of employees (LinkedIn): 45
 Website: principlepowerinc.com



Cwind
 Position: 35
 News media score: 8.6
 Social media score: 12.1
 Online score: 37.3
 Nr. of employees (LinkedIn): 252
 Website: cwind.global



Element Power Northern Europe Developments
 Position: 34
 News media score: 5.0
 Social media score: 13.5
 Online score: 39.7
 Nr. of employees (LinkedIn): 60
 Website: elpower.com



Deutsche Windtechnik
 Position: 33
 News media score: 4.6
 Social media score: 12.1
 Online score: 41.5
 Nr. of employees (LinkedIn): 233
 Website: deutsche-windtechnik.com



Sentient Science
 Position: 32
 News media score: 6.2
 Social media score: 10.9
 Online score: 42.1
 Nr. of employees (LinkedIn): 88
 Website: sentientscience.com



HR Wallingford
 Position: 31
 News media score: 2.7
 Social media score: 37.6
 Online score: 20.4
 Nr. of employees (LinkedIn): 225
 Website: hrwallingford.co.uk

THE TOP 100 / 30 TO 21

Our top 30 names were subjected to peer validation, and a group of industry executives were asked their views on the businesses at the top of the index. It is in this section that we are able to examine the relationship between the outputs of the companies and the take outs of their audiences.

Peer validation had a notable effect on the rankings, with a third of the companies moving more than four ranking places as a result of the process.



Baxenergy
 Position: 30
 News media score: 0.0
 Social media score: 14.1
 Online score: 47.5
 Peer validation score: 59.9
 Nr. of employees (LinkedIn): 82
 Website: baxenergy.com



Jumbo Offshore
 Position: 29
 News media score: 1.8
 Social media score: 39.6
 Online score: 34.2
 Peer validation score: 34.2
 Nr. of employees (LinkedIn): 224
 Website: jumbomaritime.nl



Roxtec International
 Position: 28
 News media score: 0.0
 Social media score: 12.6
 Online score: 60.7
 Peer validation score: 58.9
 Nr. of employees (LinkedIn): 431
 Website: roxtec.com



Port of Esbjerg
 Position: 27
 News media score: 6.6
 Social media score: 11.1
 Online score: 51.4
 Peer validation score: 63.2
 Nr. of employees (LinkedIn): 31
 Website: portesbjerg.dk



Greenbyte
 Position: 26
 News media score: 5.4
 Social media score: 9.1
 Online score: 49.4
 Peer validation score: 66.1
 Nr. of employees (LinkedIn): 59
 Website: greenbyte.com



Jones Bros
 Position: 25
 News media score: 2.3
 Social media score: 20.1
 Online score: 44.5
 Peer validation score: 69.1
 Nr. of employees (LinkedIn): 57
 Website: jones-bros.com



Ingeteam Power Technology
 Position: 24
 News media score: 10.5
 Social media score: 8.1
 Online score: 42.4
 Peer validation score: 73.8
 Nr. of employees (LinkedIn): 287
 Website: ingeteam.com



Clean Line Energy Partners
 Position: 23
 News media score: 15.4
 Social media score: 7.6
 Online score: 38.3
 Peer validation score: 75.7
 Nr. of employees (LinkedIn): 41
 Website: cleanlineenergy.com



StormGeo
 Position: 22
 News media score: 1.0
 Social media score: 39.4
 Online score: 47.6
 Peer validation score: 67.4
 Nr. of employees (LinkedIn): 161
 Website: stormgeo.com



EEW OSS
 Position: 21
 News media score: 23.6
 Social media score: 19.0
 Online score: 30.8
 Peer validation score: 72.8
 Nr. of employees (LinkedIn): 83
 Website: eew-group.com

THE TOP 100 / 20 TO 11

Clustered just outside our top 10-ranked renewable energy supply chain brands are a host of names that you will recognise instantly from press coverage and social media activity. Companies such as K2 Management and BVG Associates work hard at positioning their brands, and it shows.



The Renewables Consulting Group

Position: 20
News media score: 4.0
Social media score: 28.4
Online score: 35.3
Peer validation score: 75.1
Nr. of employees (LinkedIn): 33
Website: thinkrcg.com



James Fisher

Position: 19
News media score: 12.1
Social media score: 14.4
Online score: 60.8
Peer validation score: 68.6
Nr. of employees (LinkedIn): 251
Website: james-fisher.com



Bachmann Electronic

Position: 18
News media score: 3.2
Social media score: 15.5
Online score: 56.9
Peer validation score: 75.1
Nr. of employees (LinkedIn): 154
Website: bachmann.info



ABO Wind

Position: 17
News media score: 7.9
Social media score: 17.1
Online score: 37.3
Peer validation score: 79.9
Nr. of employees (LinkedIn): 237
Website: abo-wind.com



Havenbedrijf Amsterdam

Position: 16
News media score: 1.0
Social media score: 26.4
Online score: 45.2
Peer validation score: 76.9
Nr. of employees (LinkedIn): 225
Website: portofamsterdam.com



Ideol

Position: 15
News media score: 28.5
Social media score: 18.6
Online score: 35.2
Peer validation score: 74.7
Nr. of employees (LinkedIn): 52
Website: ideol-offshore.com



European Energy Exchange

Position: 14
News media score: 18.7
Social media score: 24.0
Online score: 51.1
Peer validation score: 71.0
Nr. of employees (LinkedIn): 133
Website: eex.com



Impax Asset Management

Position: 13
News media score: 19.6
Social media score: 11.7
Online score: 48.0
Peer validation score: 78.5
Nr. of employees (LinkedIn): 105
Website: impaxam.com



Seajacks UK

Position: 12
News media score: 5.1
Social media score: 35.4
Online score: 32.3
Peer validation score: 82.1
Nr. of employees (LinkedIn): 199
Website: seajacks.com



BVG Associates

Position: 11
News media score: 23.6
Social media score: 25.8
Online score: 36.2
Peer validation score: 78.2
Nr. of employees (LinkedIn): 33
Website: bvgassociates.com

THE TOP 100 / 10 TO 6



Who's in our top 10? Here's a closer look at the companies just outside the top five.



Management

K2 Management

Position: 10
News media score: 18.2
Social media score: 18.3
Online score: 39.7
Peer validation score: 81.4
Nr. of employees (LinkedIn): 187
Website: k2management.com

In one of the toughest spaces in the supply chain to stand out, K2 Management, engineering and technical advisor to owners and lenders, uses its voice to make the top 10.



AES

Position: 9
News media score: 25.0
Social media score: 25.3
Online score: 50.3
Peer validation score: 73.7
Nr. of employees (LinkedIn): 255
Website: aestiete.com.br

AES's appearance in the top 10 is testimony to growing interest in the vibrant Brazilian wind market.



Campbell Scientific

Position: 8
News media score: 0.7
Social media score: 23.6
Online score: 63.7
Peer validation score: 79.1
Nr. of employees (LinkedIn): 46
Website: campbellsci.com

Anemometer vendor Campbell Scientific offers essential technologies for the wind industry and has also secured an enviable brand position thanks to exposure in online media and scientific journals.



Fred. Olsen Windcarrier

Position: 7
News media score: 13.8
Social media score: 22.3
Online score: 39.5
Peer validation score: 84.6
Nr. of employees (LinkedIn): 145
Website: windcarrier.com

Fred. Olsen Windcarrier is perhaps one of the most recognisable names in the offshore wind sector's supply chain. That visibility brings a strong validation score which helps the installation vessel provider to a top 10 place.



A Navigant Company

Ecofys

Position: 6
News media score: 5.9
Social media score: 45.4
Online score: 51.4
Peer validation score: 78.7
Nr. of employees (LinkedIn): 184
Website: ecofys.com

Ecofys was already one of the most well-known consultancies in the cleantech space before it was bought by Navigant in 2016. Strong social and digital communications by the business secure it a place in the top 10.

THE TOP 100 / 5 TO 2



No top 5 would be complete without a surprise entry. While the rest of our top five is made up of businesses with a significant heritage and profile in the industry, our number four is a company that didn't even exist two years ago.



FLUENCE

TerraForm Power

Position: 5
News media score: 45.1
Social media score: 4.3
Online score: 49.2
Peer validation score: 81.8
Nr. of employees (LinkedIn): 139
Website: terraform.com

Fluence

Position: 4
News media score: 24.4
Social media score: 35.4
Online score: 59.0
Peer validation score: 77.8
Nr. of employees (LinkedIn): 72
Website: fluenceenergy.com

From its headquarters in New York city, Terraform Power owns and operates more than 3.5GW of solar and wind energy in the Americas and Europe. With more than a third of its portfolio held in Spain, Portugal and the UK, the business is growing its reputation on both sides of the Atlantic.

As a listed subsidiary of Brookfield Renewable Partners, TerraForm Power enjoys a high profile thanks to regular deals and a vocal investor community.

The battery project developer Fluence is the child prodigy of our list. Born of famous parents, in the form of industrial giant Siemens and Fortune 500 power company AES, the Fluence joint venture officially launched in 2018 as a ready-made leader in energy storage, with 513MW of capacity spread across 68 projects in 16 countries.

As if such an auspicious birth were not enough to secure a high industry profile, Fluence operates in one of the most talked-about spheres in cleantech today. The advent of grid-scale energy storage is arguably one of the most significant trends in renewable generation of recent years, and battery projects are storage's hottest topic.



Apex Clean Energy

Position: 3
News media score: 30.2
Social media score: 35.4
Online score: 49.9
Peer validation score: 84.7
Nr. of employees (LinkedIn): 237
Website: apexcleanenergy.com

Charlottesville, USA-based Apex Clean Energy is not only a major North American wind and solar player, more than 2.2GW of projects in operation and 1.2GW-plus under management, but is one of the industry's most respected players, frequently winning accolades such as *Environmental Finance's* Weather Risk 2017 prize.

A regular flow of deals across North America gives the company plenty of exposure online and across the industry press and financial broadsheets, earning it a well-deserved spot in our top five despite having a relatively muted profile in social media.



Mainstream Renewable Power

Position: 2
News media score: 42.0
Social media score: 29.0
Online score: 44.5
Peer validation score: 92.8
Nr. of employees (LinkedIn): 180
Website: mainstreamrp.com

Mainstream, which claims to be the world's leading pure-play renewable energy developer, has everything it takes to be a cleantech superstar. Founded in 2008 by the effervescent energy entrepreneur Dr Eddie O'Connor, the company has focused on building plants in some of the most noteworthy markets on the planet.

The sale of Neart na Gaoithe (see page 12) and global interest in key Mainstream markets, such as Chile and South Africa, has helped push the company to the top of cleantech and traditional news agendas. And Mainstream has started to live up to its name on social media, garnering more than 18,500 followers in LinkedIn.

THE LIST IN FULL

And so here it is: the first-ever wind supply chain reputation index, from 100 down to 2. Did your business make the list?

Position	Brand	Position	Brand
100	ZAF Energy Systems Inc.	50	Isotrol
99	EWC Weather Consult (Rebranded UBIMET)	49	Cathie Associates
98	OX2 Wind	48	3E
97	Polenergia	47	Tri Global Energy
96	Green Giraffe	46	Briggs Marine
95	Bladefence	45	Swire Blue Ocean
94	Wind1000	44	Skylotec
93	OutSmart	43	NSSLGlobal
92	Wilton Engineering	42	Red7 Marine
91	KCI The Engineers	41	Parkwind
90	Venathec	40	Valorem
89	ViZn Energy Systems	39	N-Sea Offshore
88	Ventient Energy	38	NRG Systems
87	A&M Industrial	37	MAKE
86	Zeeland Seaports	36	Principle Power France
85	8.2 Consulting	35	CWind
84	GustoMSC	34	Element Power Northern Europe Developments
83	Spectro Jet-Care	33	Deutsche Windtechnik
82	Tekmar Energy	32	Sentient Science
81	Nord-Lock	31	HR Wallingford
80	Longroad Energy	30	Baxenergy
79	Evolution Markets Inc.	29	Jumbo Offshore
78	ELA Container Offshore	28	Roxtec International
77	Fred. Olsen Renewables	27	Port of Esbjerg
76	Leeward Renewable Energy LLC	26	Greenbyte
75	Osprey Consulting Services	25	Jones Bros
74	ASM Industries	24	Ingeteam
73	IHC IQIP	23	Clean Line Energy Partners
72	Smart Wires Inc	22	StormGeo
71	Fiberline Composites	21	EEW OSS
70	Offshore Marine Management	20	The Renewables Consulting Group
69	Greensolver	19	James Fisher
68	EnerNex	18	Bachmann electronic
67	Vryhof	17	ABO Wind
66	Otary	16	Havenbedrijf Amsterdam
65	Specialist Marine Consultants	15	Ideol
64	Vortex Factoria de Calculs	14	European Energy Exchange
63	Landmark Dividend LLC	13	Impax Asset Management
62	WPO	12	Seajacks UK
61	Northern Offshore Services	11	BVG Associates
60	EverPower Wind Holdings Inc	10	K2 Management
59	SeaZip Offshore Service	9	AES
58	Peikko Group Corporation	8	Campbell Scientific
57	Broadwind Energy	7	Fred. Olsen Windcarrier
56	Falck Renewables	6	Ecofys Investments
55	Eolfi	5	TerraForm Power
54	Semprea Renewables	4	Fluence
53	Leosphere	3	Apex Clean Energy
52	Siem Offshore Contractors UK	2	Mainstream Renewable Power
51	NEC Energy Solutions		

AND THE WINNER IS...

...

CIP

COPENHAGEN INFRASTRUCTURE PARTNERS

Copenhagen Infrastructure Partners

News media score: 78.7

Social media score: 27.1

Online score: 41.6

Peer validation score: 92.1

Nr. of employees (LinkedIn): 89

Website: cipartners.dk

It's been a busy year for Copenhagen Infrastructure Partners, the Danish fund management company that was only founded in 2012 but already has more than €5 billion under management. In April, the company closed its latest fund, Copenhagen Infrastructure III, with €3.5 billion.

Later that same month, it announced plans to take on a major role in the hotly-tipped Taiwanese market. In May, it won its first large-scale tender for offshore wind in the US, alongside moves to expand its stateside footprint onshore. And in July its Beatrice project, Scotland's largest offshore wind farm, started exporting power to the grid.

Such announcements are routine for what is probably the most active investor in offshore wind and without doubt the highest-profile name in the industry ecosystem today. Its major deals in top-of-mind markets means it dominates the wind supply chain news agenda, to the extent that it barely needs to worry about selling itself.

The company has 4,500 followers on LinkedIn but does not have its own Twitter account. Nor does it list any marketing staff in its administrative team. Clearly, if you have €5 billion to invest in the wind business then your reputation precedes you. The question is: will it still be top of the list next year?

AND WHAT ABOUT YOUR CORPORATE REPUTATION?



Tamarindo Communications helps renewable energy businesses to develop beneficial, longterm relationships with political, financial and commercial stakeholders.

We do this through clear, transparent and informative communications. We believe that when you win trust, you win work.

Whether your brand appears in the preceding pages or not, the chances are it wouldn't hurt to boost your profile. Being respected in the industry is your passport to bigger, better and more frequent deals. Reputation building is an investment that can pay off many times over.

Gaining the kind of reputations that our top 100 index leaders have earned is not easy, but it can be done... and you could start today. No matter how big or small your team or your budget, there are tools and services you can use to build a better profile in the renewables industry.

At Tamarindo Communications, we're committed to helping you make that transition. With this index we are offering a free reputation audit and indexing, to help you identify the strengths and weaknesses of your communications programme and brand building, in traditional and social media and online when set against your peer group.

To take advantage, simply make sure you sign up at:

www.tamarindocomms.com/reputation-index

And if you want to go a step further, get in touch for a free consultation with one of our reputation experts.

Contact us now at **index@tamarindocomms.com** or by phone on **+44 20 7100 5134** (Asia and Europe) or **+1 292 0938 3093** (Americas).



This report is published by Tamarindo Communications, the specialist renewable energy PR, marketing and communications agency, which is a part of The Tamarindo Group.

The Tamarindo Group also owns and operates A Word About Wind, an global membership community for developers, investors, financiers, owners, operators and companies working throughout the renewable energy supply chain.

The information in this report has been compiled exclusively from publicly available information. It has been designed solely to illustrate trends in the reputational performance of a representative sample of companies in the renewable energy services sector.

Tamarindo Communications has not carried out any verification work on the information in this report and makes no claims, promises or guarantees about the accuracy, completeness or adequacy of the contents of this report.

No reliance should be placed on the information contained in this report and, to the fullest extent permitted by law, Tamarindo Communications does not accept or assume any responsibility to anyone for the information contained in this report.

Tamarindo Communications has made a number of judgements in aggregating the information into a consistent format. Tamarindo Communications does not, and cannot, warrant the completeness or accuracy of the adjustments made during the aggregation.

Tamarindo Communications,
Hogrefe House, Albion Place,
Oxford OX1 1QZ, UK



TAMARINDO
strategic communications advisory