



# RENEWABLES REPUTATION INDEX

EUROPE

2019

THE HOTTEST EUROPEAN BRANDS  
IN THE **RENEWABLE ENERGY**  
BUSINESS ECOSYSTEM

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Don't see your name on this list?  
Get in touch to find out how to boost your reputation.  
The chances are we've already run the numbers on your  
brand performance in 2019.

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# WELCOME

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**Climate protesters have rarely been off our screens this year. We can't be alone in marvelling at the power of an important message delivered with confidence.**

There is a lesson here for companies in the renewables industry. You can have the best technology and the most compelling business case, but you'll struggle to make yourself heard without confidence. This can make the difference between a winning strategy and not – but, in an era where any wrong step could go viral, it can be hard to come by.

This is one of the trends that the team at Tamarindo Group has seen while putting together this, the second edition of our annual Renewables Reputation Index for the European renewable energy market. This is our definitive ranking of the best-regarded companies in the market and the comparative strength of their brands.

The report aims to be a benchmark for marketers throughout the renewables value chain and a stimulus to build their brands further. And it isn't easy to build a brand. It needs a great deal of time and commitment, and can all be undermined by one bad tweet. Ask the NBA in China! That's why we want to celebrate those who get it right.

You can look on the next page to find out how we put together the rankings.

So where does confidence fit into all of this?

One reason we have zeroed in on this theme is that the majority of top-ranked players have recognisable and respected industry figureheads who are happy to give a view about where the industry is going next. Those types of people are catnip for journalists and, as a maturing industry, we can still see a gap for people who can take on this role.

But it isn't just about personality. There are other ways that firms can build that confidence.

First, it's about brand behaviour. It's easier for a company to be confident about its message and place in the sector when it is acting in a way consistent with its beliefs. Firms in this sector are judged on sustainability. Being proactive on it can only help, with LM Wind Power's campaign on net zero one that sticks in my mind.

Second, it's about smart strategy. There may be no shortage of channels that firms can use to spread their message, but the best companies will focus on the ones that let them connect best with target audiences. Focused actions here will pay dividends.

And third, it's about consistency. One of the big hurdles to getting your message out there is having the confidence to take that first leap but, when you do, it gets easier. If you are consistent in sharing your message regularly, it will get through to people. There are ways to get yourself heard like an Ignacio Galan or Francesco Venturini.

Now, without further ado, we hope you enjoy this report. If your company is featured, congratulations. But, whether you are or not, we encourage you to think more about the value of your reputation and how to improve it. And if you need tips, get in touch.



**RICHARD HEAP,**  
**EDITOR-IN-CHIEF,**  
**A WORD ABOUT WIND,**  
**TAMARINDO GROUP**

# HOW WE BUILT THE INDEX

The Tamarindo Group European Renewables Reputation Index scores companies relative to each other.

For each factor in the index one company will receive 100 points as the top performer and its peers receive a score as a percentage of the top company's performance. For example, a business that has 1,000 followers on LinkedIn will receive twice as many points for its reach as a business that has only 500.

Our Index is compiled from 19 separate factors, that sit in four sub-indices looking at company performance in web and digital communications, social media communications, media relations and peer assessment.

Scores from these sub-indices are compiled into a single figure, and companies ranked on their overall score.

Our index, and the factors we chose to include in it, is based on three broad communications and branding principles:

- Get in front of your audience
- Share interesting ideas and content
- Attract your audience to engage with you



In 2019, we have adopted a more ambitious and inclusive approach to assessing businesses in our indexing process. We wanted to give any and all European-headquartered companies working in the renewable energy value chain worldwide the opportunity to make the top 100. Thus we cast our net wide, with each subsequent stage of the research process serving to narrow the field by eliminating the lowest-performing businesses.



Adopting the starting assumption that any business serious about building its reputation in renewable energy would be present online, our search team began by assessing the websites of more than 1,000 companies, across all technology types and at all stages of the value chain. We evaluated factors that support good website visibility among target audiences alongside factors to measure sharing of content, as well as the breadth and depth of the content itself.



More than 500 companies made the cut for the next phase of assessment: social media. This assessment considered activity on three social media channels: LinkedIn, Twitter and Facebook. Our team looked at social media followers, activity and interactivity, with our index rewarding those companies achieving the highest levels of sustained audience engagement.



The 150 best-performing companies were then assessed for their reputational cut-through in the global media between Q4 2018 and Q3 2019. For this stage, we used an independent news search engine to capture media coverage in more than 175,000 titles worldwide. Performance was then measured by both quantity of media coverage and the reach of that coverage among target audiences.



Finally, our top 150 companies were taken through a peer assessment, with executives at each business invited to record anonymous market opinion regarding the reputations of a randomised selection of their peer group. This helped us to reach our final 100.

# INTRODUCING THE TOP 100

The rise of the climate crisis up the global media agenda and public consciousness in the last 12 months will have taken many people in the renewable energy industry by surprise.

For years, people working in renewables were cast as eccentric hobbyists working on expensive 'clean' solutions. Now they are rightly seen as key to addressing the biggest challenges facing the planet, with renewable energy itself seen as both a cost-effective and important part of the energy mix. It's been quite a journey.

This is a good thing for those seeking to grow their reputations. It means the pool of people willing to engage in renewables content has never been bigger, and also that consumer-focused campaigns by the likes of BP, Orsted and Shell are more crucial than ever. But it also means that competition for attention is fierce.

Our research shows how difficult it is for companies to thrive in all of the main types of media: news media, social media, and online. Only two firms are in the top three for all three (Enel Green Power and Siemens Gamesa), and only six are in two. Here are our top ten lists for each brand awareness measure.

## NEWS MEDIA PROFILE TOP 10 COMPANIES

Development activity is often used as a measure for the health of the renewables market. It is natural that utilities and manufacturers are often in the headlines.

The most interesting aspect for us is that even firms little known in the mainstream press – SMA Solar and Scatec Solar – can comfortably sit next to global brands as a result of deep expertise.

It is also interesting to note the power of thought leadership in generating coverage: BP and Wood Mackenzie are among those producing industry-leading insights.

1	Enel Green Power
2	SMA Solar
3	Siemens Gamesa
4	BP
5	EDF
6	Shell
7	Wood Mackenzie
8	Engie
9	Scatec Solar
10	Equinor

## SOCIAL MEDIA PROFILE TOP 10 COMPANIES

A growing media focus on the climate crisis has pushed green action up the public agenda. It also means that renewable energy firms can use social media to talk directly to anyone interested in green energy, whether inside or outside the industry.

The top ten here are all major players, but they are using their resources to share a wide range of content. From technology explainers by the likes of Vestas and GE to the 'Love Your Home' campaign that Ørsted is sharing online and in print media.

1	Vestas
2	General Electric
3	Enel Green Power
4	Ørsted
5	Siemens Gamesa
6	Siemens
7	Shell
8	Acciona Energia
9	BP
10	Enercoop

## ONLINE PROFILE TOP 10 COMPANIES

Our online profile research is influenced strongly by the work brands put into search optimisation, which tends to favour firms with big marketing budgets.

This also means that this category is broader than our other two. Utilities, advisors and technology manufacturers are all represented, and with a bias towards players such as Vestas, DNV GL and Enel Green Power, who are seen as leaders in their parts of the market. This is an area where success really does breed success.

1	Enel Green Power
2	Vestas
3	Siemens
4	DNV GL
5	Vattenfall
6	Siemens Gamesa
7	Deloitte
8	Wood Mackenzie
9	Enercoop
10	RES Group

# KEY GEOGRAPHICAL TRENDS

The geographical composition of this top 100 reveals the influence that location can have on brand strength, and how long it can take for businesses to build the reputation of their countries as an investment location. Here are four trends we have seen in this year's research:

## MAJOR MARKETS SUPPORT BRANDS

Seventy-two of our top 100 are headquartered in one of four countries: the UK, Germany, Spain and France. In our view, this shows three things.

First, that being headquartered in a key renewables market is good for brands because it exposes them to a large number of companies in the market, which helps build brand awareness.

Second, it lowers any potential language barriers, and means that stories about these companies gain global attention.

And third, it means they are more likely to have experience in their businesses that puts them at the leading edge of trends in technology and investment, which attracts news coverage.

## STRONG BRANDS CAN WEATHER DOWNTURNS

While the solar or wind market in a particular country can turn negative quickly, our rankings show this doesn't harm reputations immediately.

For example, the German wind market is in a state of crisis as a result of factors including botched auctions introduced two years ago, but manufacturers such as Enercon, Nordex and Siemens Gamesa are all still in the top half of this top 100. You can read this one of two ways.

On one hand, these companies will attract attention whether the market is good or bad because they are a bellwether for activity in the industry. Just because the market takes a hit, it doesn't mean that their reputations will immediately.

However, that can only last so long. The thousands of job cuts we have seen in Germany in recent months must take its toll on the reputations of the companies that make them. To protect their reputations, so much will come down to whether people believe these firms have competent leaders.

## NORDIC ACTIVITY NOT YET TRANSLATING INTO BRAND STRENGTH

Nordic companies have been a big driver of development activity in European renewables in the last couple of years. However, this has not yet translated into strong performance in the European RRI.

Six of our 100 are headquartered in Denmark, which reflects its importance as a technical hub, from giants such as Vestas and LM Wind Power to the likes of Ramboll and Danfoss.

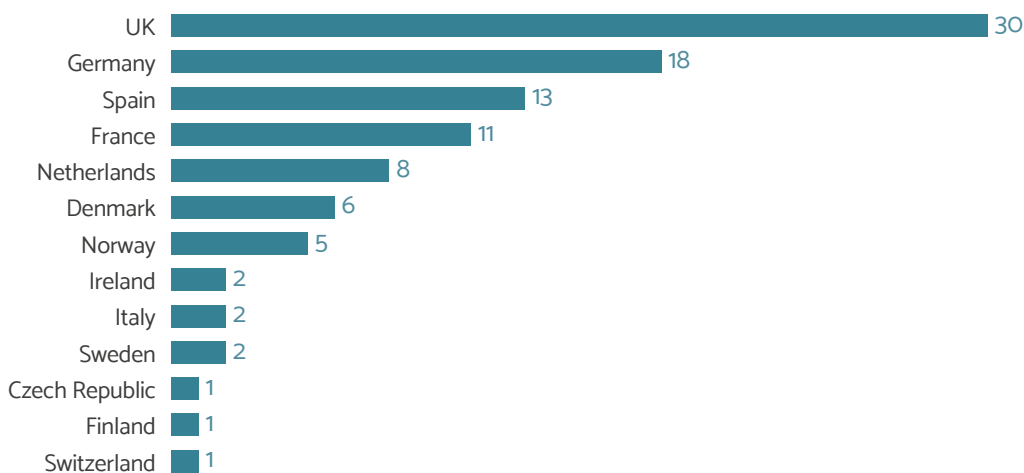
Only eight companies in the 100 are from elsewhere in the region: Norway (5), Sweden (2) and Finland (1). However, if these regions stay strong in the years ahead, this will surely grow.

## UK RENEWABLES IS BETTER TOGETHER

Companies including Scottish Power feature strongly in this table. In total, seven of the companies in this top 100 are headquartered in Scotland.

With growing talk about the potential for another referendum on devolution in Scotland, depending on the outcome of the UK's Brexit negotiations, we feel that it is right to highlight the importance of Scottish firms to perceptions of the UK renewables industry. To coin a slogan, the industry in the UK does appear to be 'better together'.

## Composition of the top 100 by headquarters country



# KEY SECTOR TRENDS

Utilities and advisors are the two big-hitting sectors in this top 100, making up almost half of the list (48) between them – but the rationale for their strong performance is very different. Here are five trends we have seen in this year’s research.

## UTILITIES DO WELL HOWEVER GREEN THEY ARE

The largest group in this year’s top 100 are utilities, which make up one quarter (25) of the firms featured. We can see three main trends.

The first is that these businesses are recognised brands that are known to journalists, and are often working on interesting renewables developments. This means that they find it easier to attract headlines than others in the sector, and it explains why 18 are featured in the top half of the top 100.

The second is we see little correlation between those that have the most renewables in their portfolio and those that get most attention: Ørsted and Scottish Power have made strides to go fully renewables-powered in recent years, but fossil fuel giants Shell and BP still rate above them.

And third, we have seen a rise in the numbers of utilities that are marketing green tariffs directly to consumers, which is set to shift their communications strategies in the coming years towards more consumer-facing campaigns.

## ADVISORIES FEATURE STRONGLY

This is the second-best-represented group in this top 100 with 23 companies – and with good reason. Consultancies and advisories are judged primarily on the quality of their advice, and so have a strong incentive to ensure that they are building their reputations.

DNV GL, UL and Wood are among the top-ranked firms in this group, and the presence of engineers including Atkins and Arup shows how they see renewables as key to growth.

## MANUFACTURERS HOLD UP DESPITE SQUEEZE

The falling cost of solar and wind power helps to make renewables more attractive to consumers and politicians, but it also means that manufacturers have to cope with far slimmer margins.

The inclusion of giants such as Vestas, Siemens Gamesa and General Electric near the top of this table reflects the fact that these firms are frequently seen as bellwethers for the health of the industry. This means they gain attention for a wide range of content, including deals, new tech and financial results.

However, the fact there are only 11 manufacturers in our 100 shows how concentrated that part of the market is becoming, and job cuts may harm their reputations in future years.

## FINANCIAL PLAYERS STRUGGLE FOR AIR...

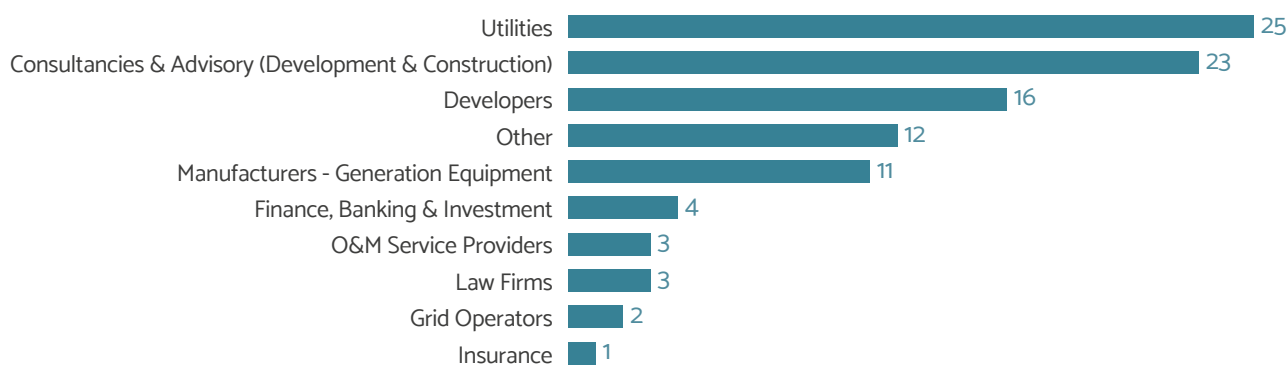
The lack of major financiers and fund managers indicates how tough it is for those companies to get recognition and build a reputation for the vital contribution they make to the growth of the renewables sector. Only four of the 100 are banks or project financiers.

## ...AS DO STORAGE PIONEERS

Our final observation is the lack of energy storage specialists in the 100, despite major interest in storage technologies and their importance to renewables. This shows how tough it will be for firms in this emerging part of the market to build a brand while the technology debate is raging.

One exception is Saft Batteries, which became a subsidiary of French giant Total in 2016 and has the financial clout to make an impact. But we expect others to join them next year.

## Composition of the top 100 by company type





## THE TOP 100

# 100 TO 91

Our list kicks off with a group of specialist advisories who show the power of expert knowledge. Insurance broker GCube, engineer Royal Haskoning, and O&M expert Deutsche Windtechnik aren't huge consumer brands but, when they talk, the industry listens.

### Deutsche Windtechnik



Position	100
News media score	0.22
Social media score	8.09
Online score	17.63
deutsche-windtechnik.com	

### GCube Insurance



Position	95
News media score	0.84
Social media score	3.58
Online score	21.8
gcube-insurance.com	

### Cubico Sustainable Investments



Position	99
News media score	1.09
Social media score	4.75
Online score	20.38
cubicoinvest.com	

### Greenbyte



Position	94
News media score	0.6
Social media score	4.66
Online score	20.47
greenbyte.com	

### DEME Group



Position	98
News media score	0.09
Social media score	9.48
Online score	19.4
deme-group.com	

### Royal Haskoning DHV



Position	93
News media score	0.01
Social media score	2.04
Online score	20.75
royalhaskoningdhv.com	

### Triodos



Position	97
News media score	0.94
Social media score	4.62
Online score	20.04
triodos.co.uk	

### Linklaters



Position	92
News media score	0.23
Social media score	2.44
Online score	26.29
linklaters.com	

### Arcadis



Position	96
News media score	0.09
Social media score	0.89
Online score	21.94
arcadis.com	

### Cepsa



Position	91
News media score	0.89
Social media score	1.62
Online score	20.64
cepsa.com	

# 90 TO 81

As we head up the table we begin to find big-hitting developers including Mainstream Renewable Power and Total Direct Energie. However, less-well-known names can still make a big impact, as demonstrated by Danfoss and Fonroche Energy.

## Fonroche Energy



Position	90
News media score	0.1
Social media score	5.62
Online score	23.38
fonroche-eclairagesolaire.fr	

## Atkins



Position	85
News media score	3.85
Social media score	1.83
Online score	20.14
atkinglobal.com	

## Vandebron



Position	89
News media score	0.07
Social media score	0.57
Online score	20.92
vandebron.nl	

## Danfoss



Position	84
News media score	1.99
Social media score	1.42
Online score	27.8
danfoss.com	

## Total Direct Energie



Position	88
News media score	0.9
Social media score	0.9
Online score	18.21
total.direct-energie.com	

## Mainstream Renewable Power



Position	83
News media score	2.8
Social media score	8.58
Online score	19.94
mainstreamrp.com	

## Arup



Position	87
News media score	0.04
Social media score	2.76
Online score	23.05
arup.com	

## Ingeteam



Position	82
News media score	1.65
Social media score	5.42
Online score	24.42
ingeteam.com	

## ONYX InSight



Position	86
News media score	0.89
Social media score	4.92
Online score	20.87
onyxinsight.com	

## Van Oord



Position	81
News media score	0.89
Social media score	4.52
Online score	19.69
vanoord.com	

# 80 TO 71

One trend in this top 100 is the difficulty for fund managers to get their messages out there. Only one fund manager, Foresight Group, has made it into this table. This tells us that they struggle to cut through and most trade titles should do more on finance.

## Natural Power



Position	80
News media score	2.59
Social media score	2.25
Online score	25.6
naturalpower.com	

## AXPO



Position	75
News media score	0.1
Social media score	4.27
Online score	21.27
axpo.com	

## Saft Batteries



Position	79
News media score	2.19
Social media score	2.75
Online score	20.52
saftbatteries.com	

## Foresight Group



Position	74
News media score	0.59
Social media score	6.25
Online score	17.96
foresightgroup.eu	

## LightSource BP



Position	78
News media score	0.04
Social media score	3.62
Online score	20.99
lightsourcebp.com	

## Eiffage



Position	73
News media score	0.48
Social media score	6.93
Online score	19.3
eiffage.com	

## Phoenix Contact



Position	77
News media score	0.45
Social media score	2.48
Online score	25.4
phoenixcontact.com	

## Ramboll



Position	72
News media score	0.25
Social media score	1.8
Online score	23.9
ramboll.com	

## Bulb



Position	76
News media score	6.23
Social media score	1.32
Online score	22.99
bulb.co.uk	

## StormGeo



Position	71
News media score	0.04
Social media score	16.62
Online score	14.89
stormgeo.com	

## 70 TO 61

We're heading out of the bottom third and hit household names with more regularity. Macquarie's Green Investment Group is another investor whose coverage is linked to its high activity levels. It sits alongside global players Mott MacDonald, Alstom and Wood.

**Ricardo**

Position	70
News media score	0.04
Social media score	0.12
Online score	24.99
ricardo.com	

**Alstom**

Position	65
News media score	2.11
Social media score	0.99
Online score	21.94
alstom.com	

**Covestro**

Position	69
News media score	2.54
Social media score	2.48
Online score	21.52
covestro.com	

**Abengoa**

Position	64
News media score	4.55
Social media score	4.62
Online score	19.74
abengoa.com	

**Intertek**

Position	68
News media score	4.02
Social media score	0.95
Online score	24.29
intertek.com	

**Green Investment Group**

Position	63
News media score	5.23
Social media score	3.34
Online score	21.88
greeninvestmentgroup.com	

**T-solar**

Position	67
News media score	1.66
Social media score	13.6
Online score	18.65
tsolar.com	

**Mott MacDonald**

Position	62
News media score	0.28
Social media score	5.39
Online score	21.68
mottmac.com	

**CEZ Group**

Position	66
News media score	0.18
Social media score	0.02
Online score	24.14
cez.cz	

**Wood**

Position	61
News media score	0.43
Social media score	8.83
Online score	17.8
woodplc.com	

## THE TOP 100

# 60 TO 51

Almost halfway and we see the multinational PwC rubbing shoulders with the focused energy suppliers Haven Power and Naturstrom. It's also worth noting four German firms in this group, which shows that testing domestic market dynamics needn't hold back brand impact on a global stage.

### ESB Power Generation



Position	60
News media score	2.16
Social media score	1.02
Online score	20.64
esb.ie	

### TÜV SÜD



Position	55
News media score	0.61
Social media score	0.93
Online score	29.53
tuev-sued.de	

### Pinsent Masons



Position	59
News media score	0.37
Social media score	0.85
Online score	33.07
pinsentmasons.com	

### Dentons



Position	54
News media score	0.61
Social media score	7.71
Online score	26.18
dentons.comen	

### Haven Power



Position	58
News media score	0.15
Social media score	8.06
Online score	26.05
havenpower.com	

### Naturstrom



Position	53
News media score	0.46
Social media score	1.3
Online score	30.68
naturstrom.de	

### BVG Associates



Position	57
News media score	0.07
Social media score	13.24
Online score	20.69
bvgassociates.com	

### Q Cells



Position	52
News media score	13.12
Social media score	0.82
Online score	25.13
q-cells.com	

### Greenpeace Energy



Position	56
News media score	0.36
Social media score	1.42
Online score	27.91
greenpeace-energy.de	

### PwC



Position	51
News media score	2.77
Social media score	4.74
Online score	24.78
pwc.co.uk	

# 50 TO 41

We're now into the top half and see pioneers in all sectors, including turbine maker MHI Vestas, German bank KfW, and green-minded utilities Ecotricity and Scottish Power. The latter attracted huge attention with its move to 100% wind generation.

## Red Electrica De Espana



Position	50
News media score	0.39
Social media score	3.96
Online score	24.95
ree.es	

## Enercon



Position	45
News media score	3.9
Social media score	3.04
Online score	20.72
enercon.de	

## EMEC



Position	49
News media score	1.97
Social media score	4.04
Online score	25.42
emec.org.uk	

## Scottish Power



Position	44
News media score	4.19
Social media score	0.77
Online score	24.92
scottishpower.co.uk	

## innoEnergy



Position	48
News media score	0.8
Social media score	19.34
Online score	21.51
innoenergy.com	

## IBC Solar



Position	43
News media score	7.22
Social media score	4.6
Online score	23.86
ibc-solar.com	

## KfW



Position	47
News media score	0.56
Social media score	0.32
Online score	30.44
kfw.de	

## Solarcentury



Position	42
News media score	3.72
Social media score	15.81
Online score	16.19
solarcentury.com	

## MHI Vestas



Position	46
News media score	5.36
Social media score	8.8
Online score	22.38
mhivestasoffshore.com	

## Ecotricity



Position	41
News media score	3.23
Social media score	5.9
Online score	23.22
ecotricity.co.uk	

THE TOP 100

# 40 TO 31

A recovery in Spain has no doubt given the Iberian players in this group more to talk about: AES, Endesa, EDP Renewables and Naturgy all feature. This group includes LM Wind Power, which has been forthright about its move to net zero emissions.

## Wartsila



Position	40
News media score	1.05
Social media score	16.14
Online score	22.34
wartsila.com	

## LM Wind Power



Position	35
News media score	14.79
Social media score	14.46
Online score	20.14
lmwindpower.com	

## Endesa



Position	39
News media score	11.76
Social media score	7.44
Online score	21.11
endesaclientes.com	

## AES



Position	34
News media score	13.55
Social media score	10.07
Online score	18.07
aes.com	

## Voltaia



Position	38
News media score	5.65
Social media score	16.63
Online score	21.57
voltaia.com	

## EDPR



Position	33
News media score	9.78
Social media score	14.23
Online score	17.62
edpr.com	

## SKF



Position	37
News media score	0.93
Social media score	10.23
Online score	34.02
skf.com	

## Edison



Position	32
News media score	27.56
Social media score	4.85
Online score	16.79
edison.it	

## Good Energy



Position	36
News media score	3.79
Social media score	7.98
Online score	24.84
goodenergy.co.uk	

## Naturgy



Position	31
News media score	2.74
Social media score	9.21
Online score	27.52
naturgy.com	

## 30 TO 21

As we move towards and into the top quarter we find some of the sector's best-regarded advisors – Deloitte, DNV GL and UL – as well as developers Innogy and RES. In addition we find Nordex, which is weathering storms in Germany better than many of its rivals.

**Deloitte**

Position	30
News media score	4.04
Social media score	9.19
Online score	36.42
deloitte.com	

**Nordex**

Position	25
News media score	13.11
Social media score	10.45
Online score	26.9
nordex-online.com	

**Statkraft**

Position	29
News media score	10.68
Social media score	15.39
Online score	22.28
statkraft.com	

**UL**

Position	24
News media score	8.74
Social media score	22.17
Online score	28.31
aws-dewi.ul.com	

**RES Group**

Position	28
News media score	1.13
Social media score	7.89
Online score	34.07
res-group.com	

**Enercoop**

Position	23
News media score	0.12
Social media score	23.67
Online score	35.54
enercoop.fr	

**Innogy**

Position	27
News media score	10.84
Social media score	0.52
Online score	32.53
iam.innogy.com	

**Scatec Solar**

Position	22
News media score	35.91
Social media score	8.15
Online score	17.33
scatecsolar.com	

**Schneider Electric**

Position	26
News media score	19.14
Social media score	9.88
Online score	19.38
schneider-electric.co.uk	

**DNV GL**

Position	21
News media score	13.38
Social media score	4.33
Online score	46.66
dnvgl.com	



# 20 TO 11

This group includes seven utilities, one technology specialist, one research consultant and one developer, which shows the tough battle for supremacy in the offshore wind market, including the tough battle for people's attention.

## BayWa r.e



Position	20
News media score	19
Social media score	13.44
Online score	22.59
baywa-re.com	

Developer BayWa enjoys a positive reputation due to its broad range of projects, and its partnerships with firms including Austria's WEB. The company has this year completed the largest floating solar farm in the Netherlands.

## ABB



Position	19
News media score	18.01
Social media score	9.54
Online score	32.08
new.abb.com	

Swiss-headquartered multinational ABB performed well in 2019 due to its strong reputation among its peers and high-profile sponsorship deals, including with Formula E. It is taking its technology into sectors including hydrogen, offshore wind and storage.

## Equinor



Position	18
News media score	35.38
Social media score	4.39
Online score	23.73
equinor.com	

Offshore wind has kept Equinor in the news in 2019. It was one of the two big winners in the UK's latest Contracts for Difference tender in September; is set to build the world's largest floating offshore wind farm; and exited the 385MW Arkona. It is also expanding globally.

## Acciona Energia



Position	17
News media score	14.56
Social media score	27.13
Online score	26.72
acciona-energia.com	

Acciona Energia ranked strongly for social media due to its mix of news announcements and its broader educational articles about the importance of clean energy. Its pioneering work in storage, and use of wind farms for grid balancing, has also attracted attention.

## SSE plc



Position	16
News media score	23.07
Social media score	12.67
Online score	32.19
sse.com	

The interventions of SSE chief executive Alistair Phillips-Davies in the UK renewables debate has kept SSE in the headlines, but big contract wins have helped too. The utility won support for 2.2GW of offshore wind in the UK's latest CfD tender in September.

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## Iberdrola



Position	15
News media score	19.91
Social media score	20.67
Online score	32.96
iberdrola.com	

The industry listens when Iberdrola's chairman Ignacio Galan speaks, whether he's picking top emerging markets or warning on industry profits. The Spanish utility's profile is boosted further by frequent news releases and consumer-focused online content.

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## E.On



Position	14
News media score	28.21
Social media score	9.41
Online score	27.14
eonenergy.com	

German utility E.On is respected among its peers due to its long track record in renewables, and has this year commissioned projects including the 385MW Arkona offshore wind farm. It also concluded its high-profile asset swap with rival RWE in September.

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## Ørsted



Position	13
News media score	13.73
Social media score	32.91
Online score	29.2
orsted.com	

Denmark's Ørsted has successfully engaged people outside of renewables this year with its 'Love Your Home' campaign. It is often in the headlines due to its leading status in offshore wind and its expansion into other forms of renewables.

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## Wood Mackenzie



Position	12
News media score	43.44
Social media score	10.69
Online score	35.99
woodmac.com	

Verisk-owned research company and consultancy Wood Mackenzie supports professionals in the renewables sector to make smarter decisions by sharing a wide range of insights. Its most recognisable brands including Greentech Media and Make.

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## Vattenfall



Position	11
News media score	29.12
Social media score	12.58
Online score	39.58
group.vattenfall.com	

Vattenfall ranks high in our research because of the high-quality content on its website and its attractive design. This is supported by the utility's leading work in zero-subsidy offshore wind, and tender wins including the 700MW Borssele 3 and 4.

Our top ten is split between big-hitting utilities at various stages of their green energy journeys and major manufacturers. With big budgets and established brands, it's little surprise that they attract brand attention, but Shell's series of technology-focused acquisitions has been particularly notable in the last year.

### Engie



Position	10
News media score	40.19
Social media score	12.56
Online score	29.37
engie.com	

French utility Engie has attracted the attention of the renewables world with the three-year renewables-focused transformation plan that it brought to a close in 2019. It is now looking to invest €2.5bn in a further 9GW of renewables by 2021.

### General Electric (GE)



Position	9
News media score	20.29
Social media score	45.87
Online score	30.31
ge.com	

General Electric continues to make a big impact on social media as people keep a close eye on the progress of its 12MW Haliade-X wind turbine, as well as new orders.

### EDF



Position	8
News media score	57.86
Social media score	13.14
Online score	24.35
edfenergy.com	

EDF has won plenty of attention for its renewables projects this year. The French utility giant won a 600MW French offshore tender and is progressing with a host of other projects.

### BP



Position	7
News media score	58.14
Social media score	26.39
Online score	30
bp.com	

BP kept itself at the forefront of thought leadership in the renewables sector in February by releasing the 2019 edition of its influential 'Energy Outlook' report. The company has also been steadily building brand profile around a suite of technology commercialisation ventures, including in renewable energy data management and cleaner fuels and operations for the aviation and shipping sectors

### Shell



Position	6
News media score	57.06
Social media score	29
Online score	26.7
shell.com	

Anglo-Dutch oil giant Shell has kept journalists busy in the last 12 months with a series of renewables buyouts – Limejump, Makani, PowerGen and Sonnen – and high-profile project wins, including in the US offshore wind sector.

# SIEMENS

## Siemens

Position	5
News media score	26.68
Social media score	31.28
Online score	52.3

siemens.com

Siemens may have come lower in this index than its associated firm Siemens Gamesa, but it is a testament to the strength of the brand and their respective media operations that both have come in our top five. Indeed, its brand was seen as strongest among its peers.

That is little surprise given the broad range of services that Siemens offers. In renewables, it is active in sectors including wind, solar, hydro, biomass, wave and hydrogen. Its activities in transmission, asset management and smart cities mean that the business should play a vital role as more countries, companies and cities more fully embrace renewables.

Our research also ranked Siemens as very strong for the range and quality of the content on its website, which takes in-depth technological concepts and makes them easily accessible.

However, change is afoot. In May, the company unveiled plans to spin off its power and gas divisions into a separate company, Siemens Gas & Power, that will include the 59% stake it holds in Siemens Gamesa. It is looking at a public listing for the new firm in September 2020.



## SMA Solar

Position	4
News media score	79.25
Social media score	16.41
Online score	25.27

sma.de

German manufacturer SMA Solar operates in 18 countries and has a portfolio that features a wide range of solar photovoltaic systems, and services. SMA inverters totalling 80GW are installed in over 190 countries, and its technology is protected by more than 1,400 patents.

The company scored strongly in our research for the news coverage that has followed from its consistent flow of news releases. Highlight deals in the last year have included the firm's joint venture with Exelon on electric vehicle charging stations; project wins in the emerging energy storage market; and its cryptocurrency rewards scheme with SolarCoin Foundation.

SMA's wide market reach has also drawn plaudits from other sources. For instance, the firm was ranked Germany's best-known inverter maker in the 'EndkundenMonitor 9.0' survey of 2,000 solar professionals and owners, which was carried out by EuPD Research. It reported that SMA inverters are used by nearly half of solar PV system owners in Germany.

This has contributed to the company's strong reputation among market peers, even though annual revenues of €761m in the year to March 2019 put it below other top-ranked firms in the RRI. Leading tech supported by strong comms helps firms punch above their weight.



### Siemens Gamesa

Position	3
News media score	67.6
Social media score	31.3
Online score	38.24

siemensgamesa.com

Siemens Gamesa was formed in 2017 when the wind arm of Siemens merged with Spanish developer Gamesa – and the merged firm is every bit as influential as those two.

Under the leadership of chief executive Markus Tacke, the company retains a leading role in offshore wind globally and has picked up major orders in Asia and the US. Its 10MW turbine platform, unveiled in January, is also a sign that it is still in an arms race with MHI Vestas and General Electric that will continue to grab the industry’s attention.

But it isn’t all about offshore wind. The firm has secured a host of major onshore wind orders in emerging markets and has been making moves in areas including storage and hybrids. That latter deal only reinforces the strength of its brand compared to many of its rivals.

And yet Siemens Gamesa isn’t immune from those challenges. It has had to make cuts and restructure as it seeks to mitigate the impact of squeezed profit margins in the industry.



### Vestas

Position	2
News media score	25.66
Social media score	56.92
Online score	53.05

vestas.com

Danish giant Vestas held onto its status as the world’s largest wind turbine maker in 2019, and that gives it a steady stream of orders on which to base its brand activity.

However, its reputation is based on more than deal stories. It has been a leader in some of wind’s most important trends, including the move to hybrid renewables projects; growth by acquisition in the digital sector; and launched its modular EnVentus platform this year.

The business also welcomed Henrik Andersen as its chief executive from Hempel in August.

But, in an era of squeezed profit margins and job cuts, it isn’t always easy to be a bellwether – and Vestas isn’t immune from those broader industry challenges. Like its rivals, it has had to make cuts while driving R&D in new areas including hybrid projects and artificial intelligence. This shows the sway the firm holds.

Finally, its wind turbines with Lego have been a hit on social media!

# AND THE WINNER IS...



Position	1
News media score	81.29
Social media score	33.38
Online score	67.97

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

There is no shortage of giant oil and gas companies that want to change their strategy to put renewables at the heart of what they do. But it only works when PR messages are backed by high-profile actions, and few utilities have done this as well as Italy's Enel Green Power.

Enel formed renewables spin-off Enel Green Power in 2008 and then, in 2016, reintegrated it back into the main Enel business to be the central pillar of the group's growth plans. The importance of Enel Green Power to Enel is further bolstered by support for green energy in the group's management: Enel chief executive Francesco Starace and Enel X chief executive Francesco Venturini are both frequent commentators in the media and at live events.

The company has a strong reputation as a leading developer in emerging markets, including Africa and South Africa, and is well-established in established markets of Europe and North America. This means that other investors follow its moves with interest as they look to make their own decisions about which regions they want to invest in.

By 2021, the company is looking to grow the proportion of renewables in its total output to 50%, compared with 38% at the end of 2018, and achieve carbon neutrality by 2050.

# THE LIST IN FULL

Here's the full reputation index, from 100 down to 1. Did your business make the list?

100	Deutsche Windtechnik	67	T-solar	34	AES
99	Cubico Sustainable Investments	66	CEZ Group	33	EDPR
98	DEME Group	65	Alstom	32	Edison
97	Triodos	64	Abengoa	31	Naturgy
96	Arcadis	63	Green Investment Group	30	Deloitte
95	GCube Insurance	62	Mott MacDonald	29	Statkraft
94	Greenbyte	61	Wood	28	RES Group
93	Royal Haskoning DHV	60	ESB Power Generation	27	Innogy
92	Linklaters	59	Pinsent Masons	26	Schneider Electric
91	Cepsa	58	Haven Power	25	Nordex
90	Fonroche Energy	57	BVG Associates	24	UL
89	Vandebrom	56	Greenpeace Energy	23	Enercoop
88	Total Direct Energie	55	TÜV SÜD	22	Scatec Solar
87	Arup	54	Dentons	21	DNV GL
86	ONYX InSight	53	Naturstrom	20	BayWa r.e
85	Atkins	52	Q Cells	19	ABB
84	Danfoss	51	PwC	18	Equinor
83	Mainstream Renewable Power	50	Red Electrica De Espana	17	Acciona Energia
82	Ingeteam	49	EMEC	16	SSE plc
81	Van Oord	48	innoEnergy	15	Iberdrola
80	Natural Power	47	KFW	14	E.ON
79	Saft Batteries	46	MHI Vestas	13	Orsted
78	LightSource BP	45	Enercon	12	Wood Mackenzie
77	Phoenix Contact	44	Scottish Power	11	Vattenfall
76	Bulb	43	IBC Solar	10	Engie
75	AXPO	42	Solarcentury	9	General Electric (GE)
74	Foresight Group	41	Ecotricity	8	EDF
73	Eiffage	40	Wartsila	7	BP
72	Ramboll	39	Endesa	6	Shell
71	StormGeo	38	Voltaia	5	Siemens
70	Ricardo	37	SKF	4	SMA Solar
69	Covestro	36	Good Energy	3	Siemens Gamesa
68	Intertek	35	LM Wind Power	2	Vestas
				1	Enel Green Power

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Our aim is to accelerate the global adoption of renewable energy and clean technology through better communications, networks and insight.

We do this through strategic communications advisory services, by hosting global conference and award schemes such as the Financing Wind event series and the Wind Investment Awards, and by providing our communities with market-leading intelligence reports such as Energy Storage Report and A Word About Wind.

We are specialists, working exclusively with renewable energy and clean technology businesses since the early 2000's.

Our network spans the entire sector, from developers, technologies and financiers to service providers and the supply chain. In the last year alone we've helped more than 300 such businesses to grow across six continents.

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The chances are we've already run the numbers on  
your brand performance in 2019.

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