



TAMARINDO
strategic communications advisory

RENEWABLES REPUTATION INDEX

NORTH AMERICA

2019

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

CONTENTS

Compiling the top 100: The ranking process	4
Introducing the top 100: This year's statistics	5
Profiles: Numbers 100 to 51	7
Why does reputation matter in renewables?	12
Profiles: Numbers 50 to 21	14
The top 20: 20 to 6	18
Top 5: The most influential renewable supply chain brands	22
Top 100 list: The full Renewables Reputation Index	24
And the winner is: The North American number one	26

Don't see your name on this list?
Get in touch to find out how to boost your reputation.

www.tamarindocomms.com/reputation-index
index@tamarindocomms.com

WELCOME

It's always good to break new ground. Do something that's never been done before, create something that's never been created. That was what we did last year with the world's first Renewables Reputation Index. Like many groundbreaking ideas, the concept seems obvious in hindsight.

Managing the reputation of companies in the renewable energy ecosystem is our daily bread at Tamarindo Group. Our success is based on promoting our clients' successes and boosting the visibility of their brands. However, we realized, there was no objective measure of this visibility. So we decided to create one.

Our first Renewables Reputation Index aimed to offer a definitive ranking of the best-regarded names serving the renewable energy industry. It was, however, focused on the European market. And we knew there were many players, and plenty of activity, worthy of note in North America. This Index seeks to redress the balance.

Unlike in our inaugural Renewables Reputation Index, we have included major original equipment manufacturers (OEMs), even though the reputation of these players is already largely given by their sales success and market share. We have also widened the renewable energy ecosystem net to include financial and legal partners.

This report therefore looks at how the major renewable brands measure up to the names of companies that provide services to the sector from within industries such as consultancy, engineering, finance or logistics.

It also aims to serve as a benchmark for North American renewable supply chain marketers, because one of the main questions we got regarding our first Renewable Reputation Index was: "Why isn't my company in it?"

The answer is simple, of course. Building a solid reputation is not easy. It requires investment and dedication. Once achieved, though, a good corporate profile can repay the effort many times over, by creating opportunities, sealing deals and providing insurance against corporate hiccups.

Whether your brand is in this edition or not, we encourage you to think again about the value of your corporate reputation and how to improve it. And if you want some tips, we're happy to help.



ADAM BARBER,
MANAGING DIRECTOR,
THE TAMARINDO GROUP

THE RANKING PROCESS



Establishing an objective measure of reputation is not an easy process.



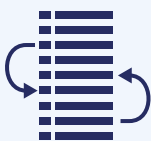
For this report, we surveyed 1,500 companies active in the renewables sector, based on presence at major industry events including EES North America, Energy Storage International, Intersolar North America and Solar Power International.



We took out non-commercial bodies and omitted existing Tamarindo Group clients to avoid conflicts of interest.



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



Within the top 100, we then ranked organizations 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 in the period from March 1 2018 to February 28 2019. We normalized the data by indexing all companies against the top-performing company for each factor.



For each company, we then multiplied the normalized 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.

INTRODUCING THE TOP 100

If you had surveyed awareness of renewable energy's biggest brands 10 years ago, then most of the names on the list would likely have drawn a blank with the average Joe. And those that did break through to the general consciousness sometimes did so for the wrong reasons. Remember Solyndra, for instance?

But a lot has changed in the last decade. Renewable energy has gone from a fringe occupation to a transformational industry that attracts global players. And that's reflected by the power of the top brands in the sector.

Original equipment makers (OEMs) such as GE, developers such as EDPR and suppliers such as Schneider Electric are practically household names. Here's how they square up on each brand awareness measure that we looked at.

NEWS MEDIA PROFILE TOP 10 COMPANIES

The power of these brands is most obvious in their news media profiles. Big firms make headlines every day, whether by accident or design.

What is perhaps most surprising about our news media top 10 ranking are the oil and gas majors at numbers 2 and 3.

But when companies like these start investing in renewables, the media takes note.

1	Invenergy
2	BP America
3	Shell
4	DNV GL
5	EDF
6	Lincoln Clean Energy
7	Ørsted
8	EDPR
9	Siemens Gamesa US
10	Clearway Energy Group

SOCIAL MEDIA PROFILE TOP 10 COMPANIES

Social media is one sphere where smaller companies can gain a reputational edge by leveraging canny content and smart strategies. Hence, it's perhaps no surprise to find lesser-known brands, such as Geronimo or Homer Energy, edging into the top 10 alongside mightier peers such as Siemens Gamesa or GE Renewable Energy.

1	Siemens Gamesa US
2	GE Renewable Energy
3	Vestas American Wind
4	Enel Green Power
5	Apex Clean Energy
6	EDF
7	Geronimo Energy
8	Homer Energy
9	Ørsted
10	3M

ONLINE PROFILE TOP 10 COMPANIES

Our online profile chiefly tracks how brands are doing in terms of search optimization, a metric which favors deep-pocketed companies with a good grasp of digital marketing. Our top scores reveal that financial services players, law firms and manufacturing conglomerates all have their finger on this particular pulse.

1	Wells Fargo
2	Enel Green Power
3	Cleantech Law Partners PC
4	Stoel Rives LLP
5	Blackrock
6	JP Morgan
7	Morgan Stanley
8	Lockheed Martin
9	Parker Hannifin
10	Schneider Electric

THE TOP 100

100 TO 91

Our list kicks off with a bunch of names you may not have heard of... yet. The presence of these often smaller or more specialist companies on our list is testimony to their ability to make noticeable waves in the market. These companies may not be all that famous now, but stay tuned to hear more from them.

Sargent & Lundy LLC



Position	100
News media score	0.0
Social media score	0.0
Online score	0.6
sargentlundy.com	

Luminate



Position	95
News media score	0.0
Social media score	1.2
Online score	3.3
luminatellc.com	

Holland and Hart



Position	99
News media score	0.0
Social media score	1.1
Online score	2.0
hollandhart.com	

TPI Composites Inc



Position	94
News media score	2.7
Social media score	2.1
Online score	2.0
tpicomposites.com	

Arcvera



Position	98
News media score	0.0
Social media score	0.0
Online score	3.3
arcvera.com	

Akin Gump



Position	93
News media score	1.3
Social media score	1.9
Online score	3.7
akingump.com	

Mayer Brown



Position	97
News media score	0.0
Social media score	0.1
Online score	3.7
mayerbrown.com	

PNE



Position	92
News media score	1.7
Social media score	0.9
Online score	4.8
pnewind.com	

APB LLP



Position	96
News media score	0.0
Social media score	0.0
Online score	3.9
apbllp.com	

Northland Power



Position	91
News media score	0
Social media score	0.7
Online score	7.2
northlandpower.com	

THE TOP 100

90 TO 71

The upper reaches of our top 100 are still dominated by lesser-known names in the business, but increasingly their media outreach is having an impact on brand awareness. Companies such as Leeward or Hanergy are building solid market reputations, while Rope Partner is an example of a specialist playing a smart media game.

Fagen Inc



Position	90
News media score	0.0
Social media score	0.0
Online score	9.1
fageninc.com	

Leeward Energy



Position	86
News media score	5.7
Social media score	0.0
Online score	6.5
leewardenergy.com	

WindCom



Position	89
News media score	1.0
Social media score	0.5
Online score	8.6
windcomservices.com	

Moog Inc



Position	85
News media score	0.0
Social media score	0.1
Online score	12.4
moog.com	

Infrastructure and Energy Alternatives LLC



Position	88
News media score	2.4
Social media score	0.6
Online score	8.9
iea.net	

Scout Clean Energy



Position	84
News media score	5.2
Social media score	0.0
Online score	7.4
scoutcleanenergy.com	

MUFG



Position	87
News media score	3.4
Social media score	0.2
Online score	8.5
mufgamericas.com	

Greengate Power



Position	83
News media score	2.4
Social media score	3.8
Online score	6.6
greengatepower.com	

Milbank, Tweed, Hadley & McCloy



Position	82
News media score	0.0
Social media score	0.8
Online score	12.8
milbank.com	

Hanergy America



Position	76
News media score	2.5
Social media score	3.5
Online score	10.7
hanergyamerica.com	

Klüber Lubrication North America LP



Position	81
News media score	0.0
Social media score	0.0
Online score	14.0
klueber.com	

Hannon Armstrong



Position	75
News media score	0.0
Social media score	5.8
Online score	10.7
hannonarmstrong.com	

Marathon Capital



Position	80
News media score	7.9
Social media score	1.1
Online score	5.9
marathoncapital.com	

Longroad Energy



Position	74
News media score	10.0
Social media score	0.2
Online score	6.5
longroadenergy.com	

Primus Power Corp



Position	79
News media score	4.1
Social media score	0.0
Online score	10.9
primuspower.com	

Coronal Energy



Position	73
News media score	5.0
Social media score	0.3
Online score	11.7
coronalenergy.com	

Rope Partner



Position	78
News media score	1.0
Social media score	8.4
Online score	6.1
ropepartner.com	

Terrasmart LLC



Position	72
News media score	2.5
Social media score	5.6
Online score	9.2
terrasmart.com	

Soltage LLC



Position	77
News media score	5.0
Social media score	3.7
Online score	6.8
soltage.com	

Tri Global Energy



Position	71
News media score	4.1
Social media score	5.2
Online score	7.2
triglobalenergy.com	

THE TOP 100

70 TO 51

Well-known industry names make their appearance as we reach the middle of the top 100. Companies such as Lazard, Goldwind and Nordex are regular industry headline grabbers. What is interesting is that lesser-known brands still manage to maintain a presence thanks to intelligent use of online or social media channels.

Skyspecs Inc



Position	70
News media score	6.8
Social media score	0.9
Online score	9.8
skyspecs.com	

AlsoEnergy Inc



Position	66
News media score	6.3
Social media score	0.0
Online score	12.8
alsoenergy.com	

Quantum Energy Partners



Position	69
News media score	8.0
Social media score	0.0
Online score	9.5
quantumep.com	

Energy Acuity



Position	65
News media score	0.0
Social media score	0.9
Online score	18.6
energyacuity.com	

The Timken Company



Position	68
News media score	0.0
Social media score	1.3
Online score	17.5
timken.com	

Dynapower Corporation



Position	64
News media score	2.5
Social media score	8.8
Online score	8.3
dynapower.com	

Lazard



Position	67
News media score	2.7
Social media score	0.6
Online score	15.7
lazard.com	

Envision Energy



Position	63
News media score	1.3
Social media score	2.1
Online score	16.8
envision-group.com	

NRG Systems Inc



Position	62
News media score	3.4
Social media score	3.4
Online score	13.4
nrgsystems.com	

Array technologies



Position	56
News media score	9.1
Social media score	3.4
Online score	9.8
arraytechinc.com	

State Street Bank



Position	61
News media score	0.0
Social media score	1.0
Online score	19.7
statestreet.com	

Bank of America Merrill Lynch



Position	55
News media score	5.7
Social media score	2.1
Online score	14.6
bofaml.com	

Pika Energy



Position	60
News media score	5.0
Social media score	3.1
Online score	12.8
pika-energy.com	

Cohnreznick Capital



Position	54
News media score	9.6
Social media score	3.2
Online score	10.2
cohnreznickcapital.com	

Nord-Lock Group



Position	59
News media score	1.25
Social media score	0.4
Online score	19.4
nord-lock.com	

Principle Power



Position	53
News media score	9.1
Social media score	1.9
Online score	12.3
principlepowerinc.com	

Goldwind Americas



Position	58
News media score	8.4
Social media score	0.7
Online score	12.6
goldwindamericas.com	

Uptake



Position	52
News media score	1.0
Social media score	2.0
Online score	20.7
uptake.com	

Nordex Inc



Position	57
News media score	13.2
Social media score	0.0
Online score	9.0
nordex.com	

TE Connectivity Corporation



Position	51
News media score	1.3
Social media score	0.5
Online score	22.4
te.com	

WHY DOES REPUTATION MATTER IN RENEWABLES?

BY ROLAND GODFREY-DAVIES,
MANAGING DIRECTOR,
TAMARINDO COMMUNICATIONS



Clean energy is generally fortunate in having a socially and environmentally sound image. Unlike traditional energy markets, or other large sectors such as financial services, our success generally correlates with saving the planet. So why try harder? Surely, from a corporate reputation perspective, this is about as good as it gets?

Not necessarily. Sure, today firms in our industry are able to rely on the positive perception of renewables for commercial benefit. But as the sector's importance increases, the halo effect, by which businesses benefit from the industry's reputation, could flip.

Then, as has happened in other sectors, the reputation of renewable energy will come to ride on the reputation of its leading companies. So it is necessary that players promote their strengths and success and attend to their reputations. What does a strong reputation in renewable energy look like, though?

Is it based on a multi-megawatt development pipeline? Is it based on funds placed into the industry and a highly successful commercial track record? Or is it something more nuanced, such as having a clear mission and values?

And assuming we can fully understand what a good reputation looks like, how well do firms in the industry cultivate theirs as part of their wider commercial image? Finally, there is the most important question of all: does a strong reputation make a real difference in winning new work?

Any experienced brand manager will tell you that the answer is 'yes.' And the great thing about reputations is that any business can build one at any time. This index contains many larger companies near the top, but also demonstrates clearly that size isn't essential to a strong reputation.

What is essential is a desire to take the reputation of your business seriously, and to invest in it appropriately. Building a solid reputation isn't overly difficult, but it does require dedication. As a first step, why not call us for a free consultation?

DOS AND DON'TS FOR A GREAT REPUTATION

DO...

- Discuss industry issues and become a 'go-to' source of industry comment
- Generate your own thought leadership through white papers and reports
- Talk about your work, no matter where it sits in the supply chain
- Learn how to work with and engage with the media
- Communicate ideas and content consistent with company values and key messages

DON'T...

- Be unnecessarily secretive around commercial challenges that will appear in the public domain eventually
- Expect to secure an industry-leading position without investing in thought leadership
- Be a closed shop
- Assume you know everything about your stakeholders without asking them
- Exclude parts of your audience by focusing on a narrow set of communications channels

THE TOP 100

50 TO 31

This is where things start to get interesting. As we move from 50 towards 30, familiar names crop up with increasing frequency. And these names don't just belong to diehard renewable energy companies. Also present is a growing number of brands from the wider industry ecosphere, from supply chain to financing.

Senvion



Position	50
News media score	8.6
Social media score	0.4
Online score	15.1
senvion.com	

Sentient Science



Position	46
News media score	8.3
Social media score	2.9
Online score	14.4
sentientscience.com	

UL LLC



Position	49
News media score	2.4
Social media score	1.5
Online score	20.4
ul.com	

Tigo Energy Inc



Position	45
News media score	11.3
Social media score	3.8
Online score	11.6
tigoenergy.com	

Greenberg Traurig



Position	48
News media score	0.0
Social media score	0.1
Online score	25.3
gtlaw.com	

Tradewind Energy



Position	44
News media score	5.9
Social media score	11.3
Online score	10.1
tradewindenergy.com	

Orrick




Position	47
News media score	1.3
Social media score	3.6
Online score	20.7
orrick.com	

Parker Hannifin



Position	43
News media score	0.0
Social media score	2.2
Online score	26.0
parker.com	

Key Bank



Position	42
News media score	3.4
Social media score	0.2
Online score	25.1

key.com

EnerSys



Position	36
News media score	2.5
Social media score	4.6
Online score	23.3

enersys.com

E.ON



Position	41
News media score	6.7
Social media score	12.2
Online score	10.0

eon.com

Mortenson



Position	35
News media score	10.7
Social media score	6.1
Online score	14.6

mortenson.com

Morgan Lewis



Position	40
News media score	7.9
Social media score	1.9
Online score	19.0

morganlewis.com

Greentech Capital Advisors



Position	34
News media score	1.7
Social media score	15.9
Online score	16.3

greentechcapital.com

Engie Insight Services Inc



Position	39
News media score	7.9
Social media score	10.7
Online score	10.3

engieinsight.com


Southern California Edison



Position	33
News media score	13.3
Social media score	11.7
Online score	9.6

sce.com

Ice Energy



Position	38
News media score	12.9
Social media score	3.6
Online score	12.4

ice-energy.com

Solaria



Position	32
News media score	15.0
Social media score	9.8
Online score	12.4

solaria.com

Skyline Renewables



Position	37
News media score	20.5
Social media score	0.5
Online score	8.3

skylinerenewables.com

Blackrock



Position	31
News media score	3.3
Social media score	1.6
Online score	32.5

blackrock.com

THE TOP 100

30 TO 21

As we approach the top 20 it gets harder for smaller brands to stand out. Nevertheless, there is still a good showing from organizations such as JP Morgan or Stoel Rives that belong to the renewable energy ecosystem rather than being power firms or developers in their own right.

Lockheed Martin



Position	30
News media score	5.8
Social media score	2.6
Online score	29.0
lockheedmartin.com	

Schneider Electric



Position	25
News media score	11.5
Social media score	3.5
Online score	25.7
schneider-electric.us	

JP Morgan



Position	29
News media score	2.4
Social media score	3.2
Online score	32.5
jpmorgan.com	

Stoel Rives LLP



Position	24
News media score	3.3
Social media score	5.1
Online score	32.6
stoel.com	

SMA America



Position	28
News media score	7.5
Social media score	5.4
Online score	25.3
sma-america.com	

Cleantech Law Partners PC



Position	23
News media score	0.0
Social media score	4.3
Online score	36.8
cleantechlaw.com	

EnSync



Position	27
News media score	15.8
Social media score	6.0
Online score	16.6
ensync.com	

Clearway Energy Group



Position	22
News media score	28.7
Social media score	6.3
Online score	7.9
clearwayenergygroup.com	

Pattern Energy



Position	26
News media score	11.5
Social media score	15.6
Online score	12.8
patternenergy.com	

Grid Alternatives



Position	21
News media score	13.3
Social media score	10.6
Online score	19.5
gridalternatives.org	

POWER TO RENEWABLES

Tamarindo Communications helps renewable energy businesses with the best technology, products and services to develop beneficial, long-term relationships with political, financial, commercial and public stakeholders, through clear, transparent and informative communications. We believe that when you win trust, you win work.

We understand how clean energy markets operate, and we recognize the interconnected relationships between industry operators.

To maintain this understanding and edge, we encourage our team to continuously learn and work with our clients to develop a detailed understanding of their business and why their customers engage with them and ultimately buy from them.

With a wealth of large-agency experience locked within our senior management team, we are equally at home working with multinational businesses to develop complex global solutions or dynamic founders and senior teams that set out to build a business and change the world.

Whatever the background and whatever the business, at Tamarindo our team brings a directness and responsiveness that represents the very best of the specialist PR agency model. To deliver this kind of service, we continually invest in our team.

We hire passionate and ambitious individuals with a keen interest in renewable energy and a determination to make a difference in this fast-moving market.

We prioritize passion, enthusiasm and clear commercial aptitude and this has resulted in high levels of accountability that generate long-term customer relationships with some of the sector's most influential brands.

Every member of the Tamarindo team has excellent media acumen and a clear sense of how to develop a story that ensures your service offering is clear, compelling and unique.

Each member of the team possesses excellent mainstream media connections and has developed exceptional relationships with key energy trade journalists and many of our industry's leading influencers.

When delivering media campaigns, our teams focus not only on securing media coverage and market profile but also on using the profile created to drive sales-qualified inbound new business leads, establish market-leading reputations and help many of the most ambitious brands thrive.

Tamarindo Communications began life in 2012 on a beach in Costa Rica, a country that has led the way in the global transition to clean energy.

The auspicious location formed the vision for what Tamarindo today continually strives to be: the best communications advisory to the renewable energy market, delivering campaigns and consultancy that enable you to develop, build, refine and protect your profile and reputation within the sector.



TAMARINDO
strategic communications advisory

THE TOP 100

20 TO 11

Believe it or not, there's still room for smaller or niche players in top half of the top 20. Hats off to companies such as Burns & McDonnell or Homer Energy for making enough of a marketing racket to stand out amid big-league names of the stature of Morgan Stanley, EDPR or BayWa.

Burns & McDonnell



Position	20
News media score	4.1
Social media score	20.2
Online score	19.9
burnsmcd.com	

Burns & McDonnell's motto of "making the world a more amazing place, one relationship at a time" is borne out on social media, with more than 11,200 followers on Twitter alone.

Homer Energy



Position	18
News media score	4.6
Social media score	28.0
Online score	14.1
homerenergy.com	

Perhaps sensing that its product offering of microgrid software isn't going to pull in headlines every day, Homer Energy has invested in social and built up major followings on all the main platforms.

Morgan Stanley



Position	19
News media score	9.9
Social media score	4.2
Online score	30.2
morganstanley.com	

In common with many of the other banking names in our list, Morgan Stanley's outside online score reflects the financial services giant's ability to fund laser-sharp search engine optimization techniques.

EDPR



Position	17
News media score	34.0
Social media score	3.7
Online score	9.4
edprnorthamerica.com	

EDP Renewables has been regularly in the trade press headlines over the last year thanks to an important pipeline of North American work, recently for instance inking a media-friendly power-purchase agreement with the tech behemoth Microsoft.

BayWa r.e. Wind LLC



Position	16
News media score	8.1
Social media score	16.3
Online score	23.7
us.baywa-re.com	

BayWa perhaps keeps a lower media profile than one might expect from its stature but has taken a leaf out of the financial services playbook in maximizing opportunities for online promotion.

Geronimo Energy



Position	13
News media score	13.7
Social media score	31.0
Online score	10.2
geronimoenergy.com	

Unusually in the top 100, Minneapolis-based full-service renewable energy development company Geronimo has invested heavily in video to get its message out to key audiences including corporations, utilities and landowners.

Lincoln Clean Energy



Position	15
News media score	38.5
Social media score	0.0
Online score	10.1
lincoln-clean-energy.com	

Few things get business journalists more worked up than a good bit of merger and acquisition activity, and Lincoln Clean Energy certainly kept the gentlemen and women of the press happy last year when it sold out to the Danish power giant Ørsted.

Apex Clean Energy



Position	12
News media score	10.3
Social media score	38.0
Online score	11.5
apexcleanenergy.com	

Apex is one of those developers that keeps its head down and focuses on doing a good job, relying heavily on local talent and building a solid social media footprint in the process.

DNV GL



Position	14
News media score	42.2
Social media score	5.2
Online score	4.2
dnvgl.com	

The certification body DNV GL touches many parts of the renewable energy business and has a highly competent communications team that has helped it achieve an outstanding news media score over the last year.

3M Company

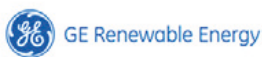


Position	11
News media score	18.0
Social media score	21.8
Online score	24.2
3m.com	

Fortune 500 company 3M can afford to make a lot of noise in the renewable energy sector. It is a major supplier to the industry, serving the solar, wind and energy storage markets and also a major renewable energy purchaser.

It's no surprises as we look at the companies just outside the top five. The companies here are all major names with big marketing budgets to play with. What perhaps stands out most is that two of the five in this section would not claim energy as their first concern – although they clearly have a reputation in the industry.

GE Renewable Energy



Position	10
News media score	14.3
Social media score	41.5
Online score	14.2
gerenewableenergy.com	

GE Renewable Energy benefits massively from the GE brand, which makes it one of the energy sector's must-follow companies. On social media, the company is a major influencer, boasting nearly 28,000 followers on Twitter and almost 17,000 on Facebook.

But where GE Renewable Energy really flexes its social media muscles is on the business network LinkedIn, where it has an awe-inspiring 152,000 fans. While the brand's press image is tarnished by financial struggles, on social media it continues to wow audiences with news of innovations such as the world's most powerful wind turbine.

Ørsted



Position	9
News media score	36.5
Social media score	25.4
Online score	18.3
orsted.com	

It says a lot about Ørsted's ability to generate headlines that the brand didn't even exist two years ago. The company, which wisely ditched its former Dong Energy moniker in November 2017, is notable for being Denmark's largest energy firm. To the rest of the world, though, it is the planet's leading offshore wind developer.

That's a big deal in North America as the East Coast of the US prepares to embark on an ambitious offshore wind buildout program. You can barely talk about offshore wind without mentioning Ørsted, and there is plenty of talk about offshore wind in the US at the moment.

Vestas American Wind



Position	8
News media score	26.6
Social media score	38.7
Online score	22.1

vestas.com

Marketers at the Danish turbine manufacturer Vestas clearly realized early on that the majestic machines they were selling were great eye candy for social platforms. And they've used that knowledge to amass a truly eye-popping social media following.

With roughly 305,000 followers on LinkedIn, 103,000 on Facebook, 40,000 on Twitter and 26,000 on Instagram, Vestas's social media figures speak for themselves. And the company doesn't do badly in traditional media coverage, either, thanks to a steady pipeline of deals and regular mentions in analyst research.

Wells Fargo



Position	7
News media score	22.9
Social media score	3.3
Online score	65.0

wellsfargo.com

A bank at number 7? Well, why not. The financial services sector has shed its dusty bricks-and-mortar image and embraced digital technology with a vengeance, spending lavishly to acquire a significant online clout.

In the traditional media, meanwhile, banks including Wells Fargo have taken flak for an equivocal stance towards fossil fuels. Wells Fargo has been on the receiving end of direct action in the form of big protests, which have forced the bank to pledge a USD \$200 billion clean energy financing commitment through to 2030.

Enel Green Power



Position	6
News media score	18.4
Social media score	38.7
Online score	38.3

enelgreenpower.com

Enel Green Power calls itself the leader in renewables, and its reputation does not disappoint. A strong social media presence sees it claim more than 432,000 followers across all platforms, while its website drew almost 60,000 visits in February 2019, according to data from SimilarWeb.com, mainly from the US and Enel's home market of Italy.

Media outreach is tightly controlled by a small yet responsive team in Italy, and press activity tends to be restrained. However, the sheer level of corporate activity at the company means it is rarely out of the news, with recent US activity including the acquisition of development partner Tradewind Energy.

THE TOP 100

5 TO 2

There are no banks in the top 5. But not all the companies here are renewable energy firms, either. What these brands all share is an immense reputation in the energy sector, bolstered by high scores across all three measures we are tracking in the list: news, social media and online.



Siemens Gamesa US

Position	5
News media score	33.1
Social media score	45.1
Online score	18.2

siemensgamesa.com

Like Vestas, the wind turbine manufacturer Siemens Gamesa uses the visual grandeur of its machines to good effect on social media. The company has more than 209,000 followers on LinkedIn and almost 18,000 on Facebook, with a further 15,000 or so on Twitter.

As befits a business born of two high-profile industrial players, Siemens Gamesa also has a sizeable, proactive press team. The company's leading position in the wind turbine market means it benefits from regular press coverage on bids and deals, not just in North America but right around the world.

The Siemens Gamesa website pulled in an estimated 115,000-plus visitors in February 2019, with more than 54% coming via organic search. Perhaps unsurprisingly for a global leader in offshore wind turbine technology, nearly 30% of traffic came from European offshore wind sector hubs Denmark, UK and Germany.



BP America

Position	4
News media score	54.3
Social media score	17.8
Online score	24.8

bp.com

BP is one of the best-known names in energy, giving the brand an automatic advantage in any ranking. But the oil and gas major's exploits in renewable energy are worthy of note in their own right. Recently, for example, the company named its former upstream business chief, Al Vickers, as the new head of wind energy.

The high-profile appointment follows investments in companies such as the electric vehicle charging technology developer FreeWire, showing that BP is keen to diversify its energy portfolio and put money into ventures that might pave the way to a low-carbon future. And where BP invests, headlines follow.

A strong wind portfolio of close to 2GW shows the business is serious about renewable energy in the US market, and intends to be in the sector for the long term.



EDF

Position	3
News media score	41.7
Social media score	35.4
Online score	21.7

edf-re.com

EDF is one of the world's biggest utilities, wielding immense influence in its home market of France and also increasingly engaged in projects around the globe. It plays in all energy fields, from distributed generation to nuclear power, giving it a vast reach in terms of traditional news coverage.

This extends to its social media footprint, where the company benefits from the activities of its local brands around the world. EDF isn't perhaps the hardest-working brand on social media, but it doesn't need to be – the company gets regular mentions just for being what it is. And it creates good engagement with followers.

EDF, like several other large European utilities, is in the process of pivoting away from fossil fuels and towards renewable energy. On that basis, expect to see it retaining a strong reputation in the sector in years to come.



Shell

Position	2
News media score	51.9
Social media score	21.1
Online score	25.5

shell.us

Does an oil and gas company deserve to have the second-highest reputation among North American renewable energy players? That's for you to judge. But what we can say is that Shell's brand recognition is impressive by any standards – and there is no doubt the company has been wielding its influence in renewables over the past year.

Shell's New Energies division has been on the acquisition trail, recently snapping up a German residential battery maker called Sonnen and investing in an airborne wind energy system maker called Makani, which had just hopped out of Alphabet's notorious X incubator arm.

Shell has also recently bought Greenlots, a leading US electric vehicle charging company, perhaps pointing towards where the company wants to be when interest in oil and gas finally wanes. Until then, there will likely be more acquisitions by Shell New Energies – and a continuing high profile for the oil and gas brand.

THE LIST IN FULL

Here's the full reputation index so far, from 100 down to 2.
Did your business make the list?

POSITION	BRAND	POSITION	BRAND
100	Sargent & Lundy LLC	76	Hanergy America
99	Holland and Hart	75	Hannon Armstrong
98	Arcvera	74	Longroad Energy
97	Mayer Brown	73	Coronal Energy
96	APB LLP	72	Terrasmart LLC
95	Luminate	71	Tri Global Energy
94	TPI Composites Inc	70	Skyspecs Inc
93	Akin Gump	69	Quantum Energy Partners
92	PNE	68	The Timken Company
91	Northland Power	67	Lazard
90	Fagen Inc	66	AlsoEnergy Inc
89	WindCom	65	Energy Acuity
88	Infrastructure and Energy Alternatives LLC	64	Dynapower Corporation
87	MUFG	63	Envision Energy
86	Leeward Energy	62	NRG Systems Inc
85	Moog Inc	61	State Street Bank
84	Scout Clean Energy	60	Pika Energy
83	Greengate Power	59	Nord-Lock Group
82	Milbank, Tweed, Hadley & McCloy	58	Goldwind Americas
81	Klüber Lubrication North America LP	57	Nordex Inc
80	Marathon Capital	56	Array Technologies
79	Primus Power Corp	55	Bank of America Merrill Lynch
78	Rope Partner	54	Cohnreznick Capital
77	Soltage LLC	53	Principle Power
		52	Uptake

POSITION	BRAND
51	TE Connectivity Corporation
50	Senvion
49	UL LLC
48	Greenberg Traurig
47	Orrick
46	Sentient Science
45	Tigo Energy Inc
44	Tradewind Energy
43	Parker Hannifin
42	Key Bank
41	E.ON
40	Morgan Lewis
39	Engie Insight Services Inc
38	Ice Energy
37	Skyline Renewables
36	EnerSys
35	Mortenson
34	Greentech Capital Advisors
33	Southern California Edison
32	Solaria
31	Blackrock
30	Lockheed Martin
29	JP Morgan
28	SMA America
27	EnSync

POSITION	BRAND
26	Pattern Energy
25	Schneider Electric
24	Stoel Rives LLP
23	Cleantech Law Partners PC
22	Clearway Energy Group
21	Grid Alternatives
20	Burns & McDonnell
19	Morgan Stanley
18	HOMER Energy
17	EDPR
16	BayWa r.e. Wind LLC
15	Lincoln Clean Energy
14	DNV GL
13	Geronimo Energy
12	Apex Clean Energy
11	3M Company
10	GE Renewable Energy
9	Ørsted
8	Vestas American Wind
7	Wells Fargo
6	Enel Green Power
5	Siemens Gamesa US
4	BP America
3	EDF
2	Shell

AND THE WINNER IS...

Invenergy

Position	1
News media score	68.2
Social media score	15.0
Online score	18.8

invenergyllc.com

One thing that's striking about the top 5 so far is that it doesn't include a single North American company. So it's perhaps something of a relief to find that the top spot in this North America edition of the Renewables Reputation Index goes to a company that is as American as apple pie.

Like EDPR, as a developer Invenergy has benefitted significantly from tying up high-profile power-purchase agreements with big-name customers. In March this year, for example, the company inked a deal to provide 74 MW of solar power to Microsoft.

The company also took the American Wind Energy Association's 2019 Excellence in Operations Award and gave specialist renewable energy journalists of all stripes plenty to write about by pursuing a fair mix of wind, solar and energy storage projects.

This high media profile has helped the company rise to the top spot on our chart despite perhaps not having the strongest online or social media showing. There's an important lesson there for renewable energy marketers in North America: what other people say about you counts for more than what you say about yourself.

COMING SOON



ANNOUNCING THE
**NORTH AMERICAN WIND
INVESTMENT AWARDS**

14 MAY 2020, NEW YORK

New for 2020, the **North American Wind Investment Awards** will celebrate best practice in the North American wind industry and help it to thrive in the coming years, while enabling top industry players to forge strong business connections.

Hosted by industry experts **A Word About Wind**, the awards will bring together the industry's top decision makers at a black-tie dinner where they can meet, connect with and celebrate the best people and companies working in wind.

REGISTER YOUR INTEREST

windawards.com/northamerica

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, a 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.

For US enquiries, email
advice@tamarindocomms.com

Tamarindo Communications
Hogrefe House
Albion Place
Oxford OX1 1QZ
United Kingdom

Tel: +44 20 7100 5134

www.tamarindocomms.com

Don't see your name on this list?
Get in touch to find out how to boost your reputation.

www.tamarindocomms.com/reputation-index

index@tamarindocomms.com



TAMARINDO
strategic communications advisory