

## Ecofys Press Kit

### **Ecofys – Experts in Energy**

#### **Introduction**

Ecofys, an international energy and climate consultancy company, has been at the forefront of energy and climate thinking for more than 25 years. Its vision is “sustainable energy for everyone”.

Ecofys believes that by 2050 the global energy system can be secure, sustainable, affordable, and based entirely on renewable resources. A road map has been drawn up to reach this goal:

The Energy Report, result of a two-year joint study by Ecofys and the World Wildlife Fund (WWF), demonstrates how the total world demand for energy in 2050 can be met by renewable energies alone.

Press information on Ecofys, including its history, key features, facts and figures, as well as main areas of activity, are brought together in this press kit for your use.

If you do not find what you are looking for or if you need quick support, please contact us directly:

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## The Ecofys Profile

1. Corporate information
2. Facts & figures
3. Areas of expertise:
  - a) Renewable energy
  - b) Energy & Carbon Efficiency
  - c) Energy Systems & Markets
  - d) Energy & Climate Policy
4. The Ecofys Board

## 1. Corporate Information

Ecofys is a leading consultancy in renewable energy, energy & carbon efficiency, energy systems & markets, and energy & climate policies. It draws on the synergies and benefits of interlinking these four specialist areas.

The company was established in 1984 by a group of six young university graduates with the creative spirit and entrepreneurial determination to change the world's energy supply. Fascinated by the massive potential of renewable energy, they founded Ecofys and began to design solutions across the entire spectrum of sustainable energy systems. A paradigm shift in energy thinking had begun.

More than a quarter of a century later, the Ecofys group now serves public and corporate clients all over the world - a reflection of the success of its methods and approach.

Ecofys clients in the public sector include governments & related bodies, NGOs and foundations & institutes.

In the corporate sector, Ecofys assists energy firms, companies involved in chemical sectors, in construction & transport sectors, retailers, the food & beverage industry, producers of electric appliances and renewable energy project developers.

The company has offices in the Netherlands, Germany, United Kingdom, China and the United States. Today, the Ecofys team comprises 250 employees.

## 2. Facts & Figures

Board: Manon Janssen, CEO  
Kees van der Leun, COO

Headquarters: Utrecht, The Netherlands

Offices: Cologne and Berlin, Germany  
London, United Kingdom  
Beijing, China  
Corvallis, Oregon, United States

Founded: 1984

Number of employees: 250

Client groups:

Public services & institutions:

- > Governments & related bodies
- > NGOs
- > Foundations and institutes

Private companies:

- > Energy
- > Chemical, construction & transport
- > Food & beverage, retailers
- > Renewable energy project developers

Areas of expertise:

- > Renewable Energy
- > Energy & Carbon Efficiency
- > Energy Systems & Markets
- > Energy & Climate Policy

Accolades:

Erasmus Innovation Award 2008

In 2008, Ecofys won the Erasmus Innovation Award for the most innovative company in the Netherlands. The selection for the award is based on an annual survey involving 10,000 Dutch companies.

IPCC: Nobel Peace Prize 2007

Eleven Ecofys scientists were amongst some 2,000 scientists from approximately 100 countries comprising the UN Intergovernmental Panel on Climate Change. All of them shared the honour of winning the 2007 Nobel Peace Prize.

### 3. Areas of expertise

Knowledge and innovation are key factors in turning the ideas of today into viable realities of tomorrow. Therefore, Ecofys always strives to be at the cutting edge of climate and energy market developments with innovative and forward thinking solutions.

Thanks to its ongoing strategic research and its regular contributions to local, national and international policy development, Ecofys can apply the latest innovative thinking in its own projects and in developing new products.

Ecofys' expertise and competence covers four main areas:

#### a) Renewable energy

Ecofys advises governments and corporate clients on renewable energy strategies, and offers services to energy companies, project developers and the financial sector for developing or investing in renewable energy projects.

Ecofys has more than 25 years of international experience in wind energy, bio-energy and solar energy. It boosts the boundaries of knowledge for new commercial areas, such as winning energy from algae or ocean waves.

#### b) Energy & Carbon Efficiency

Ecofys leads the expertise needed to identify ways of improving energy efficiency and reducing carbon emissions.

It has in-depth knowledge of the opportunities for energy efficiency in transport, the building sector and industrial processes, including the energy sector, and serves small and large businesses all over the world.

As companies move towards taking responsibility for their carbon emissions throughout the value chain, Ecofys provides support for a full understanding of the emissions and how they can be avoided. This includes evaluating the use of carbon capture and storage to reduce the carbon footprint.

#### c) Energy Systems & Markets

Ecofys has the knowledge to disentangle the complexities of energy systems at various levels: from a city district to a metropolis, from a country to continent, or on a world-wide level. As all energy system elements are closely interrelated, a successful system development requires not only the involvement of key stakeholders, but requires them to make the right investment decisions as well.

Ecofys supports such decision-making processes with professional advice and its expertise in seeking the best possible solution.

Being also well attuned to emerging developments as they pertain to energy markets, both in terms of conventional and new energy technologies, Ecofys operates a suite of modeling tools to help make the right choices in an uncertain world.

d) Energy & Climate Policy

Ecofys has a depth of expertise in designing, evaluating and implementing policies and strategies. It was heavily involved in shaping carbon markets and has a substantial understanding of the climate and energy policy landscape worldwide.

With this knowledge it advises opinion leaders in developing new ideas in designing policies; it supports policy makers in implementing effective policies, and companies to operate profitably in the policy landscape.

## 4. The Ecofys Board

Manon Janssen, Chief Executive Officer



Manon Janssen (1961) graduated from the University of Brussels in 1984 with a Masters Degree in Science. She joined Procter & Gamble and worked in different countries on key global brands for the next 16 years.

In 2000, she became Vice President Marketing & Innovation at Electrolux Europe. She moved on to Philips Lighting in 2005, where she was responsible for worldwide activities as Chief Marketing Officer. Since May 2010, Manon Janssen has been CEO of Ecofys.

Her key areas of expertise include strategy, innovation, branding and positioning, as well as customer management. Manon Janssen also teaches marketing to MBA students at the University of Brussels. She is active in the Belgian Marketing Foundation and was awarded the honorary title of Master Marketer in 2005.

Kees van der Leun, Chief Operating Officer



Kees van der Leun (1960) graduated from Utrecht University in 1986 with an MSc in Physics. He joined Ecofys in 1986 as its third employee and has been involved in the management of the company ever since. In particular, he has led the development of Ecofys' solar energy activities, and has initiated major project and product developments.

Since 2010, Kees van der Leun has been COO of Ecofys, keen to deploy the full value of the wide range of expertise available in the company.

In addition, he was the project director of The Energy Report: a detailed and visionary global scenario, published in 2010, showing how the world can achieve a 100% renewable-based energy supply by 2050.

Source: Ecofys

Caption: Manon Janssen, CEO Ecofys, Kees van der Leun, COO Ecofys