



CASE STUDY

APRIL 2014

THE OUTLOOK IS SUNNY FOR YINGLI'S RENEWABLE ENERGY TARGET

As a renewable energy leader, Yingli's activities surpass just the reduction of its own Scope 2 emissions; it also plays a role in catalysing other companies to make an investment in renewable energy

THE COMPANY

Yingli Solar was established in 1997 and has become one of the largest PV module manufacturers in the world, growing from a production capacity of 3 megawatts (MW) in 2003, to 2,450 MW in 2012. Yingli is the first Chinese company and the first photovoltaic (PV) manufacturer to join the WWF's Climate Savers program.

WHAT MAKES YINGLI A RENEWABLE ENERGY LEADER?

As the world's foremost PV module manufacturer, Yingli is leading the PV industry in low-carbon transformation through renewable energy use. It is the first Chinese company able to set its renewable energy goal to increase its percentage of renewable energy consumption, and has made a public commitment to set more radical goals for its application.

THE CASE

Because of the recent Chinese Government regulatory change to promote the Smart Grid Distribution System, and its 21-GW installed capacity target for solar PV power by 2015, for the first time Yingli is able to build its own Solar PV power plants in China, and establish its own renewable electricity portfolio.



Yingli aims to increase its share of renewable energy consumption to at least 4% by 2015 (with an optimum target of 8%). While this target may seem modest, it represents a huge step forward in China's commercial renewable energy use.

China's solar market was in its infancy until the end of 2008*, with little installed capacity of 140 MW. The change came about when, early in 2007, Yingli designed and built the first five-star hotel with building integrated photovoltaic (BIPV) application. The Power International Hotel had more 3,800 pieces of

CHALLENGES FACED

- Is the first Chinese company and the first photovoltaic (PV) manufacturer to join the WWF's Climate Savers program.
- is the first Chinese company to be able to pledge its own renewable electricity target.
- Promotes building integrated photovoltaic (BIPV) applications across the industry.
- Communicates with related governmental agencies on the importance and prospect of BIPV buildings.
- Will launch a Global Green Solar PV Manufacturing Standard to increase the use of renewable energy and reducing GHG emissions.

PV modules installed, producing more than 200,000 kWh of electricity and reducing CO₂ emissions in excess of 400 tons per year.

Yingli communicated with related governmental agencies on the importance and prospect of the BIPV building. As a result of this leading design concept, PV application expanded from industrial buildings to commercial buildings, and helped to create and promote the Chinese government's new policy for BIPV application.

Yingli has made a public commitment to set more radical goals for the application of renewable energy.



THE IMPACT

- Partly as a result of communication between Yingli and related governmental agencies on the importance and prospect of the BIPV building, the Chinese Ministry of Housing and Urban-Rural Development (MHURD) and the Ministry of Finance jointly launched a subsidy policy to support BIPV applications in 2009.
- In 2011, MHURD also introduced the first industry standard of the BIPV application.
- Between 2011 and 2015, Yingli will install a 29.2 MW PV power plant in China, leading to a reduction of 37,789 tCO₂e for the same period.
- With the support of WWF, Yingli will launch a Global Green Solar PV Manufacturing Standard. The Standard aims to promote energy consumption reduction in the PV industry, increasing the use of renewable energy and reducing GHG emissions. The aim is that by end of 2015 the Standard is fully established; and by 2020, 50% of global solar PV producers will have adopted it.

YINGLI IS THE FIRST EVER COMPANY IN THE COUNTRY TO COMMIT TO PRODUCING ITS OWN RENEWABLE ELECTRICITY.

HIGHLIGHTS

- Initially, Yingli had no experience in the area of BIPV, and there were no exact industry standards for BIPV buildings. By virtue of its technical strength and brand influence, Yingli was able to negotiate and work closely with the Chinese government to gain policy support for BIPV.

*European Photovoltaic Industry Association

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