



HELEN

ENGLISH NEWSLETTER **01/2016**

WICKSTRÖM
STILL MAKES
US LAUGH

MORE SOLAR POWER PLANTS **3**
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JAAKKO MARTIKAINEN

ENVOY OF HUMOUR

The old-timer of comedy has been climbing onto the stages of laughter for a couple of decades. André Wickström's stand-up skills and acting talents are bringing him praise also in the wider world. Text Tarja Västilä

The noble art of making people laugh is a subject that has always fascinated **André Wickström**.

"I have always been interested in the absurd world. It's harder to make people laugh than cry – when the audience is engaged and one is a success, the feeling is incredible."

Wickström was already making stand-up known at home while he was a student, so that last autumn the man was able to celebrate his 20-year career in an all-night show. Wickström was the first in Finland to earn his living from stand-up comedy.

"I've been fortunate to get to make comedy for different media. It's important to be creative and write humour in many different fields. One





must develop all the time. When there are many irons in the fire, it also gives you stamina.”

Wickström has appeared in many TV programmes both in Finland and Sweden, as well as acting in movies and voice-acting in animations. He has also written a book on stand-up comedy and published two stand-up DVDs of his own.

OVER THE SEA

The Swedish-speaking Finn has also found it easy to perform in the Nordic countries.

“We Nordic people know a lot about each other, we have cooperated well for a long time. And the Swedes like it when some outsider comes there to stir things up. Is Sweden even a foreign country? You can fly there as quickly as to Kuopio.”

It’s harder to make people laugh than cry.

And flown he has: André’s character, Ludde, popped in and out of the Swedish hit serial Solsidan in all five production seasons.

“It was fun! The serial was also a good calling card and has helped in getting work in Sweden. If the serial hadn’t become so popular, I would have produced a Finnish version of it. The same humour would work in Westend or Kauniainen, where there are rich people and also those who are less rich.”

Wickström believes that humour is an international language and unites peoples everywhere.

WHO?

André Wickström, 40, is a stand-up comedian and actor. He was born in Sipoo, graduated in 1999 from the Theatre Academy, and lives in Lauttasaari. His family consists of a partner and a son, 4½, and daughter, 2½.

“When I did a gig in New York, I translated some of the material from my club gig, and the reception was good. Audiences are similar elsewhere, too: if I tell stories about fatherhood, there are people in North America in the same situation.”

LEARNING THE HARD WAY

As a stand-up comedian, Wickström has passed through various stages during his career.

“In the beginning, everything was made up, then I discovered how difficult it was to write short gags for a mere stage character. The current stage is the most exciting: the topics spring from my own life, relationships with my partner and children.”

It takes years to find one’s own voice, André believes. Making people laugh is hard work, which demands persistence and honesty. You learn comedy the hard way, through experience and in front of the audience. As well as exposing his own life, Wickström finds topics from the world around him, incidents and events.

Wickström is busy in the spring: he is in the 12-part Saturday Night Live entertainment show. On top come the stand-up gigs, and Sweden also calls three times.

As for energy issues, André admits to turning off lights constantly, as in an apartment block there are no other ways of making a difference. Nevertheless, he found it easy to step into his role as Yrjö Uusivirta, engineer: the good news of solar energy on the YouTube videos is admired as far as America.

“Someone commented that they wanted to move to Finland, where an energy company has the guts to produce such an advert.”

Aiming high

In the winter a year ago we were all pretty excited. Then the hundred-year-old, familiar and safe Helsingin Energia became Helen and went public for the first time with its new name and image.

Research data had told us that few people are interested in the energy sector and especially energy companies. An often repeated comment was also ‘you are a much better firm than I thought’. As Helen, we wanted to take our own place in the front row of the energy sector, to jump out of the grey masses and, in the words of Yrjö Uusivirta, engineer, be ‘hip and cool’ – and not to take ourselves too seriously.

The principal foundations of the new Helen brand were the reality, our energy solutions that had won prizes for being the most efficient in the world, and our desire to create positive energy for our customers and the entire society. At the same time, we set the bar higher than before: we want to develop ever better services and produce ever cleaner energy. These things we implement in close cooperation with our customers.

During last year, we commissioned the biggest solar power plant in Finland and started building another, still bigger solar plant in Kivikko. Thanks to the dedicated panel service we created, everybody now has the opportunity of becoming a solar energy producer, regardless of their housing type. We were the first to bring into the market the renewable district heating service, designed also for residents in apartment blocks. We began burning pellets in our power plants, and are currently making preparations for some of the biggest environmental investments in Finland, based on the policies of our owner.

Based on the feedback we have received and the results we have achieved, we can be pleased with a successful reform. Best of all, we have also managed to shake up the energy sector, seen as conservative, a little bit at the same time. Some of the thanks are due to **André Wickström**’s creation, Yrjö Uusivirta, whose antics have been followed by more than 2 million people around the world. Perhaps it crystallises the deepest essence of a (Helen) engineer?

We promise to continue on the same lines this year, too.

Wishing you the best current year in the world!

Sanna Jääskeläinen

Unit Manager, Communications and Branding

MINNA KURJENLUOMA



O SOLE MIO

CURRENTLY, FINNISH SOLAR POWER PLANTS, ABOUT 8 MWP, PRODUCE ENERGY TO THE TUNE OF 6,400 – 7,200 MWH A YEAR, DEPENDING ON THE SUNSHINE. MORE POWER PLANTS ARE BEING BUILT ALL THE TIME.

13 %

OF FINLAND’S SOLAR ELECTRICITY

Helen’s solar power plants in Kivikko and SuviLahti have 4,186 panels in total. Their annual production is about 1,000 MWh and output 1.19 MWp.

10 %

MORE SOLAR POWER OUTPUT

The Kivikko solar power plant will increase Finland’s solar power output by 10 per cent and will be the largest in Finland on completion.

THE ANNUAL PRODUCTION (KWH) OF A SINGLE SOLAR PANEL IS 230 KWH.



KIVIKKO

Panels: **2992**

Annual production (MWh): **700**

Equivalent to the annual consumption of **350** one-bedroom flats (à 2,000 kWh)



SUVILAHTI

Panels: **1194**

Annual production (MWh): **275**

Equivalent to the annual consumption of **137** one-bedroom flats (à 2,000 kWh)

A PANEL PRODUCES 230 KWH:

- Makes almost **1,200** jugs of coffee
- Watches TV for **2,300** hours (100 W)
- Does about **300** machine loads of laundry (à 0.8 kWh).
- An ordinary 5 W LED spotlight burns **46,000** hours, or roughly five years and three months, on the annual production of a single solar panel.

MORE RENEWABLE ENERGY

RAMI HANAFI/VISIT HELSINKI



INVESTMENTS IN THE FUTURE

Helen is working towards making its operation ever lower in emissions. Over the coming years, the company will invest particularly in distributed heat production making use of biofuels.

HELSINKI CITY COUNCIL has decided that the city's carbon emissions are to be reduced by 2020 by 20 per cent compared to the starting level of the 1990 values. At the same time, the share of renewable energy will be raised to 20 per cent.

Pekka Manninen, CEO, says that Helen investigated the various alternatives for reaching the targets. The company has now chosen a model based on distributed heat production.

The first significant investment project is the planned pellet-burning heating plant in the Salmisaari power plant area, to replace the oil-fired heating plant. Towards the end of the decade, the building of a large 250-megawatt heating plant running on biofuels, mainly forest chips,

will get underway in Vuosaari. An alternative is to build a smaller plant in Vuosaari and, in addition, a heating plant on another plant site in Helsinki.

"Once all the planned power plants are completed, we will be able to give up using the Hanasaari coal-fired power station, and the site will be vacated for other urban construction. This will take place in 2024", Manninen comments.

Helen's model also takes into account the development of new technologies.

"The model is flexible; it can accommodate new technologies currently still under development, such as geothermal heat production. Various solutions utilising heat pumps and solar heat may also become

part of the system. These may be implemented both by Helen and, for example, property owners."

Helen's ultimate goal is to achieve completely carbon-neutral energy production by the year 2050.

Present system top class in terms of energy efficiency

Manninen emphasises that Helen has exceptionally good starting positions for developing its operation in the direction of lower emissions. "Energy efficiency is the best way of influencing climate change. We are already producing the most energy-efficient city energy in the world in our power, heat and cooling cogeneration. In it, we make a lot of use of e.g. heat wastes, which would otherwise remain unused."

The new model complements the old foundation with new elements and technologies.

An indicator of the energy efficiency of Helen's system is that the carbon emissions from energy generation have remained almost at the same level from 1990, regardless of the fact that production volumes have grown by 45 per cent.

Sun, water and wind well represented
Manninen remarks that the company is a forerunner also in utilising renewable energies.

"Helen has holdings in Norwegian and Swedish hydropower. The company is also one of the founding members of Suomen Hyötytuuli Oy, which is currently building a large marine wind farm project outside Tahkoluoto in Pori."

Helen has also been a player in the solar economy for a long time:

"The properties in our district cooling network act as solar heat collectors. The heat produced by the properties is transferred to the district heating system. In the summer months, up to half of Helsinki's domestic hot water can be heated like this."

Finland's largest solar power producer is also continuing its solar electricity programme: "The Suvilahti solar power plant has got off to a good start, and the next plant will be completed in Kivikko this spring."

As well as the sun, there is also much talk in the energy sector today about storing electricity.

"We are building the largest electricity storage facility in the Nordic countries in the Kalasatama area. We are also keeping a close watch on developments in the sector."



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