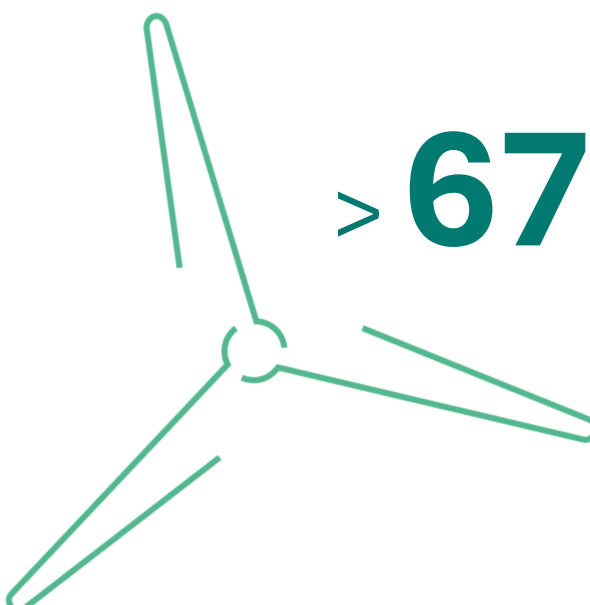




Introduction to ENERCON



ENERCON at a Glance – Global Impact in Wind Energy



> **67** GW

Company Basics

Established: 1984

Headquarter: Aurich, Germany

Ownership: Aloys Wobben Stiftung (Trust)

Global Scale

13,000 Employees

33,900 Turbines

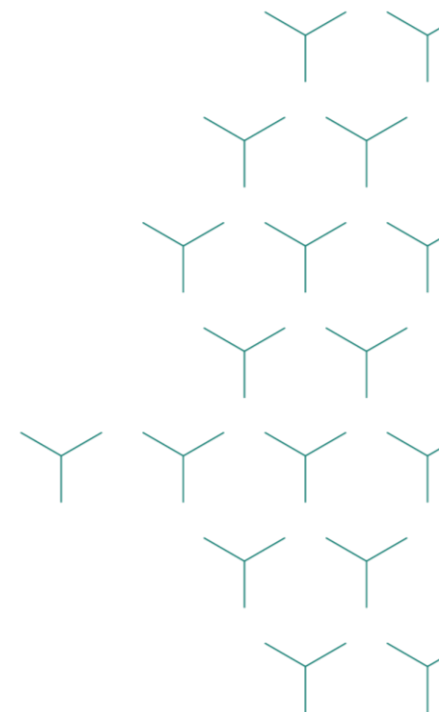
> 67 GW Installed Capacity

Footprint

40 Sales Offices

370 Service Stations

Production in Germany, Türkiye, Portugal, India



Our global focus areas for sustainable impact

Environment

Climate protection
Circular economy



Social

Health & safety
Equal opportunities for all
Responsibility for the value chain



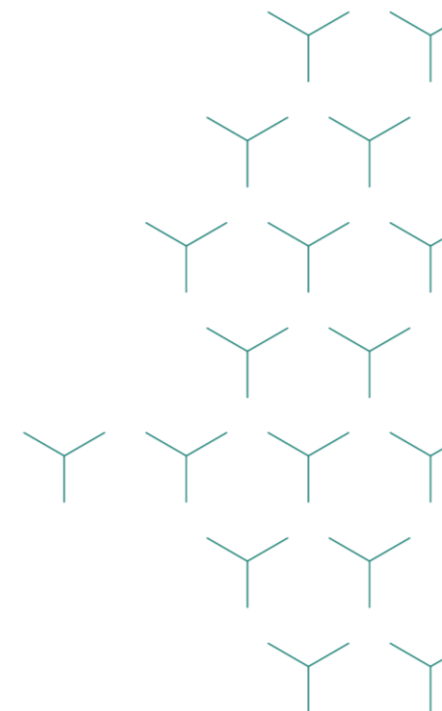
Governance

Responsible business conduct



Sustainability –

our purpose since day one



Speaker Introduction

Silja-Arina Blaschke

- Senior Director, Corporate Management System
- 20 years of experience in quality management
- Industry background spanning automotive, elevator, medical engineering & wind energy
- Economist, Financial Specialist, Human Resource Manager & Auditor
- Cross-industry quality leadership and practical insights from various roles and responsibilities





APQP4Wind Executive Forum 2026

From framework to culture: How to unlock the full potential of APQP4Wind

 **ENERCON**

„We have the framework – so why do we still end up here?“

- Escalations & expert firefighting
- Late issues & fixes
- Last-minute changes
- Rework & extra controls
- Cost & timeline impact



Inspection does not improve the quality, nor guarantee quality.

Inspection is too late.

*The quality, good or bad, is already in the product. **Quality** cannot be inspected into a product or service, it **must be built into** it.*

- W. Edwards Deming -



Framework exists – Execution varies



Framework

- ✓ APQP4Wind standards defined
- ✓ Processes & phases in place
- ✓ Structured deliverables

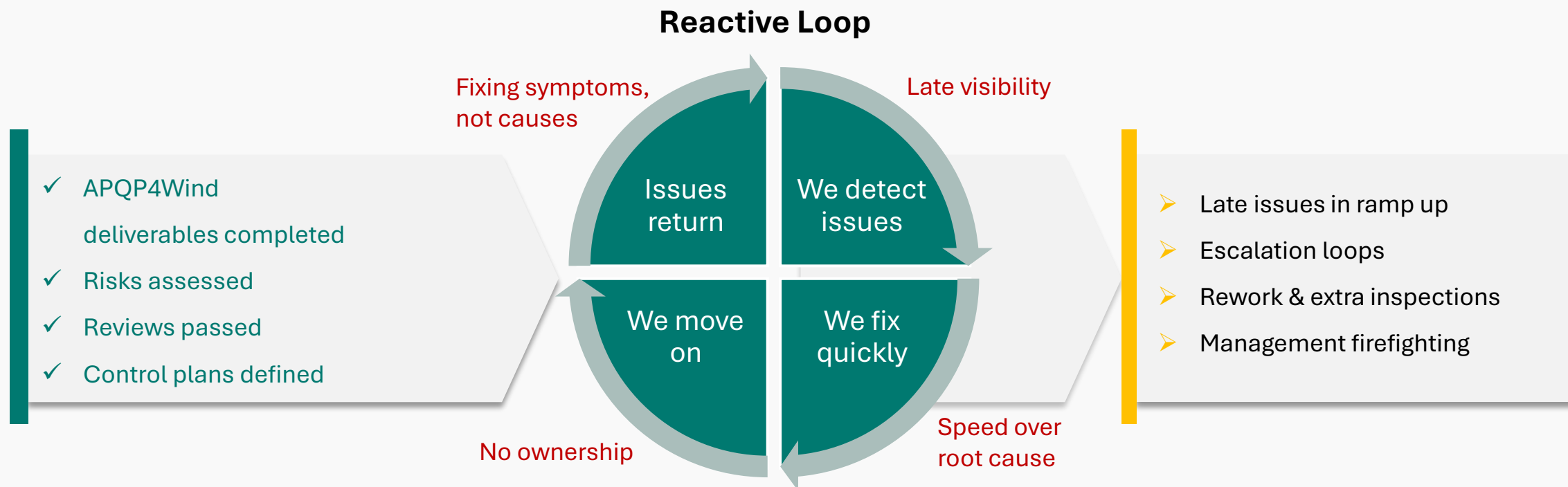


Outcome

- Inconsistent execution
- Varying maturity
- Unpredictable ramp-ups

Same framework but different results –
across organizations and even within the same company.

Good framework. Reactive behavior. Poor outcomes.



We follow the framework – but **operate in a reactive loop**

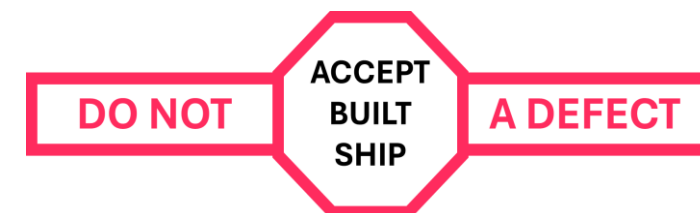
Behavior created the loop – behavior breaks the loop

- Active recognition by leadership
- Actual involvement and act as owners
- Enhance collaboration
- Address risks openly
- Stop problems early

A photograph of a wind farm at sunset. Several white wind turbines with green accents are visible against a sky with orange and blue hues. In the foreground, three workers wearing hard hats and safety vests are looking at a tablet together.

Built-in Quality: From Framework to culture

Behavior created the loop – behavior breaks the loop



Built-in Quality lives in everyday actions

- **Engineers challenge** unclear requirements
- **Production stops** when something is wrong
- **Leaders prioritize** prevention over speed

Requirements

- ✓ **Courage to stop**
- ✓ **Ownership to act**
- ✓ **Discipline to prevent**

NO

- × **More documents**
- × **More gates**
- × **More audits**

Quality is built where people take responsibility — not where processes exist.



+



=



Framework defines:

What **should** happen

Culture defines:

What happens under **pressure**

Built-in Quality ensures

That people take responsibility for Quality

Built-in Quality Culture is key for APQP4Wind to become a Business Enabler



Business performance improves when quality is built into daily behavior.

APQP4Wind delivers its full value when it becomes part of how people think, act, and lead

From...

„APQP4Wind is a process“



To...

“APQP4Wind is how we make decisions”

„Quality is a function “



“Quality is everyone’s responsibility”

„We fix problems fast “



“We prevent problems from happening”





Thank you for listening!
Thoughts, Questions, Ideas?



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