



Renewables done right

The cost of solar and renewable energy has plummeted over the past decade, with the trend looking set to continue. In many countries, the solar industry is already subsidy-free and out-competing traditional fossil fuel sources such as gas and coal. However, success is never without its challenges. Grid constraints and planning remain troublesome, and ecological considerations appear vulnerable to unchecked development. The question today isn't 'how do we do renewable energy?', it's 'how do we do renewable energy right?'

An incomplete model

There is no time like the present for those looking to invest in renewable energy, with the financial and technical models meeting to offer an attractive and reliable ROI. However,

expertise is often spread thin across the industry, forcing investors to rely on multiple contractors for even simple projects.

Some installations could involve a dozen or more stakeholders all working in isolation

and with competing interests. This can result in inflated costs, unclear liabilities, and shifting deadlines.

When Ethical Power started out in the renewable energy industry, they often found



taking you from planning all the way to asset management. Clients aren't locked into using all of its services, however, and can take advantage of their expertise at any stage of the project.

But beyond offering comprehensive services, they also push the boundaries of what is possible. The company promotes innovation at every level, finding novel and efficient ways to meet the industry's needs and constraints.

'Being fully vertically integrated allows for a smooth handover between project development and construction. That allows us to be much more innovative in what we do, because we see it through from beginning to end,' adds Spencer Jansen, Ethical Power's Chief Technology Officer.

Having sat at the forefront of technical innovation for many years, Jansen continues to lead on cutting-edge solutions, from using state-of-the-art technological applications in planning to skilful grid connection setups integrating solar and battery energy storage in remote locations.

People and partnerships

The driving factor behind the company's revolutionary approach to renewables is maximising the potential of capturing and using green energy for all stakeholders, without compromising on the ethical and ecological aspects of development.

Another bottleneck many entrants into the renewables market face is the lack of qualified engineers. The industry's growth is not yet matched by the level of training in the relevant fields. For many, the only way around this is to rely on subcontractors. While this can be a great way to bolster capacity temporarily, it can result in the introduction of unknown quantities into complex projects.

The business extends its commitment to excellence by developing longstanding

that sites were overcrowded with competing stakeholders and subcontractors working without a common aim.

Construction times and project complexity frequently grew due to communication breakdowns or hazy interface issues. This would often lead to poorer build quality, reduced output over time, and greater maintenance costs. The project lifetime itself could also be compromised.

An industry based on the sustainable use of natural resources shouldn't waste so many of its own resources in the process. A new model for renewable development was needed, one which would focus on efficiency and quality above all else. This is how the Ethical Power vision was born; to build the UK's first vertically integrated renewable energy provider.

Taking control, doing it right

With more than a decade of experience in developing and operating renewable assets, Tom Kneen, CEO and Founder of Ethical Power, could see the same problems over and over again.

The solution was obvious, bring together everything needed under one umbrella to save time and resources for those looking to invest in renewables. A one-stop-shop that could turn an idea for a renewable energy project into reality and keep it working soundly for as long as needed.

'Using separate providers for every service leads to project bloat, eating away at investors' bottom line and, therefore, their enthusiasm for renewable projects,' he says, explaining the rationale behind expanding its offering from EPC-only to the full suite of services.

'When we identify an area for improvement, we look to take control of it. We bring everything in-house because we seek perfection. Today, we do everything from preparing the land and installing panels to asset management and negotiating PPAs. In this way, we are completely in control of our project, start to finish,' continues Kneen.

Many other companies claim to be integrated but limit themselves to just EPC and O&M. Ethical Power delivers the advantages of true vertical integration,



Tom Kneen



partnerships with other contractors. These partnerships are based on trust and experience, often going back many years. All subcontractors go through a strict vetting process, ensuring only the cream of the crop is brought in when capacity is at its limit.

In addition, by investing heavily in training and CPD, it not only improves its capacity to deliver but also ensures that clients receive the highest quality service. Commitment to

excellence is the very first of its core values for a good reason.

The company has built in-house teams that all operate under the same guiding principles. The capacity to design and deliver turnkey solar and battery assets under a single umbrella makes for streamlined project management.

All this ultimately translates to ease of service, peace of mind, and tangible benefits for clients at every stage of the process.

A one-stop-shop for renewable growth

Ethical Power's vision doesn't stop at developing an end-to-end service for its clients.

On its journey to becoming the go-to independent power producer (IPP), it recently signed its first corporate power purchase agreement (CPPA) with a UK-based FTSE100 company, on a 15-year contract. With further PPAs also in negotiation, this marks a major milestone.

At the end of April, Ethical Power brought in significant expertise to help drive forward global growth, hiring a renewables pro, Rachel Ruffle, as the new Chief Operations Officer (COO). With 25 years of experience in the renewable energy industry, notably as CEO of EMEA as well as sitting on the board of RES, Ruffle will help shape the future of Ethical Power and drive us closer to zero carbon energy generation.

The goal of developing a one-stop shop for renewable development was also behind the acquisition of Gunning Transmission and Distribution Services Limited (GTDS). This adds a wealth of expertise in high-voltage transmission that will help deliver value to customers.

The commitment to excellence from day one has enabled Ethical Power to move into Italy, Greece, Spain, Poland, and New Zealand. The service-by-service growth roadmap will be rolled out in each territory, which will help them achieve their target of developing 200 MW of capacity per territory per annum. With all this and more in the pipeline, you can expect to hear more about the company soon.

Putting the ethical in Ethical Power

Despite the pressing need to help meet net zero 2050 targets, the growth of renewables can't come at the cost of our local habitats and wildlife. Paying lip service to conservation is not enough, nor is merely avoiding harm. Instead, the growth of renewables gives us an opportunity to help our environment recover and flourish.

Where a lot of projects stumble is at the planning stage. A solid design may raise concerns amongst the local community due to ecological concerns, aesthetics, or other community impacts. The cry of 'not in my backyard' is the bane of many worthwhile projects.

However, rather than treat this 'nimbyism' as an obstacle to development, there is another way. Through proactive community engagement, Ethical Power draws out vital local knowledge and incorporates it into designs. By taking the front foot, it turns the local community into a vital

part of the project that helps improve outcomes and create sustainable, attractive projects that shoot past the statutory biodiversity net gain targets.

Seemingly small efforts such as providing nesting sites for local birds and bats or building 'bug hotels' can make a real impact, as can the inclusion of badger gates, which allow our furry friends to maintain their territories.

Agrivoltaics is no longer a buzzword, but a fundamental aspect of the design and development process for solar and battery projects. Ethical Power works with local landowners to provide grazing land for sheep and support crop pollination by planting wildflower meadows around solar and battery assets. Rewilding land that is no longer viable for crop production not only helps improve the ecological health of the land but maintains the 'natural' look for the local community.

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