

# Annual Review

24/25



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# Dear Member,



As we reflect on the past year at AREG, I am proud of the progress we have made in advancing our mission to drive the net zero energy transition in the north-east of Scotland.

Through strong member support, strategic advocacy, and a dynamic events programme, we have fostered collaboration and knowledge-sharing to help shape the future of the energy industry.

The past year has seen significant developments, including growing momentum in hydrogen technology, major investment commitments in renewables, and key changes within AREG to enhance our support for members.

Our events, including the Scottish Energy Futures Conference, in partnership with SPE Aberdeen, have provided invaluable opportunities for networking and insight-sharing, and we are pleased to have welcomed over 50 new members to our growing network.

Looking ahead, we remain committed to supporting our members and the wider industry by advocating, connecting, and collaborating across key policy and industry channels. With the energy landscape evolving rapidly, AREG will continue to provide opportunities to share knowledge and drive innovation.

Lastly, I'd like to extend many thanks to the rest of the AREG board, our member companies, network chairs, sponsors and other collaborating institutions for their stellar support, advice and guidance over the last year. I look forward to continuing to work with everyone in our network and ecosystem to further drive our mission and extend the scope of AREG's services.

A handwritten signature in black ink, reading 'J Morrison'.

**Jean S Morrison MBE**  
AREG Chairperson, April 2025





# The AREG Team

Meet the team behind the organisation

## Meet our board of directors

They provide a wealth of experience from leading companies in the renewable energy sector

### Board of Directors Update

In the past year, AREG has made changes to its board of directors, growing its expertise in offshore wind and adding decades of experience:

#### Dell Henrickson

Dell joined the AREG Board in May 2024, replacing Ian Yuill. A councillor for Aberdeen’s George Street Harbour Ward, Dell brings public service experience and a strong technical background. A University of Aberdeen graduate, he served in the RAF for nine years and later spent 20 years with BAE Systems, specialising in mapping technologies. His skills and experience align closely with AREG’s net zero ambitions.

#### Allan MacAskill

Appointed in September 2024 following Jason Hendry’s departure, Allan brings over 40 years of experience in energy. He co-founded Kincardine Offshore Wind Ltd and Flotation Energy, and has been involved in the growth of AREG over the course of this career.

#### Andrew Wilson

Also joining in September 2024, Andrew brings over a decade of experience in energy, including time at Siemens Energy supporting oil and gas operators before transitioning to renewables. His cross-sector experience adds valuable perspective to AREG’s mission.

#### With Thanks

AREG extends sincere thanks to Ian Yuill and Jason Hendry for their service and contributions to the Board. Their leadership has played a key role in advancing AREG’s goals.



Jean Morrison  
AREG Chair



Gordon McIntosh  
AREG Director



Sven van den Bedem  
AREG Director



Nassima Brown  
AREG Director



Rodney Hutchison  
AREG Director



Alfonso Martinez-Felipe  
AREG Director



Cllr Dell Henrickson  
AREG Director



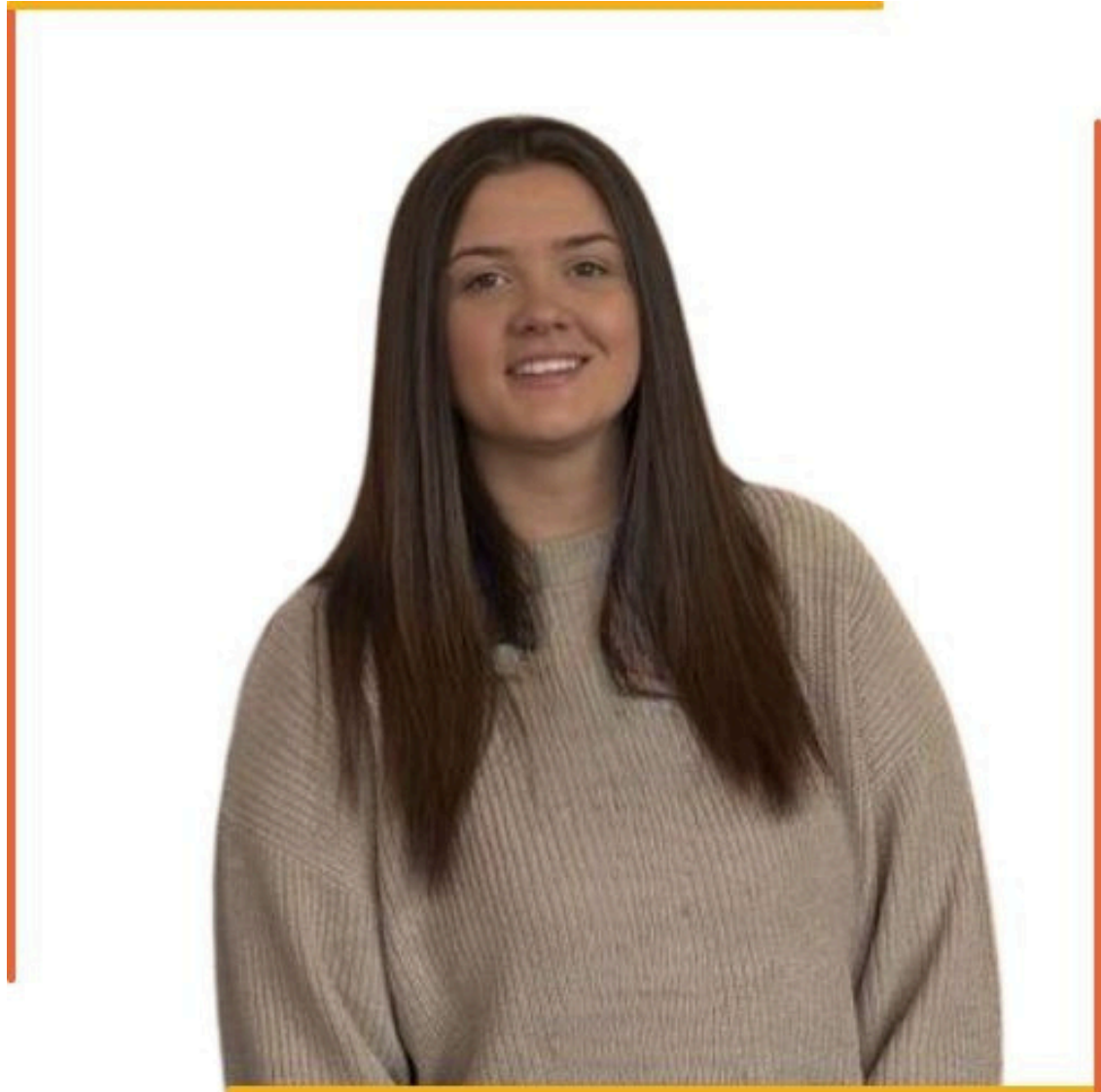
Andrew Wilson  
AREG Director



Allan MacAskill  
AREG Director

## Meet the executive team

Here to help in the day to day running of our operations



### Sarah Wells Business Development Manager

Sarah has moved from Senior Administrator within the last AREG year and has taken on the role of Business Development Manager. As Business Development Manager at AREG, Sarah plays a key role in engaging industry stakeholders, supporting members, and raising AREG’s profile within the renewable energy sector. She thrives on building relationships, fostering collaboration, and creating opportunities that drive industry growth. Holding an MA in Psychology, she brings a strategic and people-focused approach to her work.

### Sam Edgar Business Relations Executive

Sam has joined the team to fine-tune the group’s digital footprint and business relations. Sam is a skilled digital marketing professional with a Master’s degree in Digital Marketing and over two years of hands-on experience in the field. She has successfully collaborated with diverse businesses, driving impactful social media strategies, enhancing website performance, and optimising SEO and user experience. As Business Relations Executive at AREG, Sam leverages her expertise to support the organisation’s mission and champion its services within the renewable energy sector.



### Kelechi Odoemelam Admin assistant and Membership Support

Kelechi joined the team as membership and admin assistant. His role involves maintaining the group’s relationships with its members while also building new connections. Kelechi is a media and communications professional, currently pursuing a master’s in information technology. He brings 6 years of experience in communications, media, marketing and administration across multiple industries.



# Overview of 2024/25

## A look back on the past year

This year, AREG has supported the energy transition by hosting a variety of networking and knowledge-sharing events for our members. These gatherings have provided valuable opportunities for collaboration and insight exchange, driving innovation in the renewable energy sector.

Below is a list of the key events hosted by AREG over the past year.

### Events in 2024

March 21:	Renewable Energy-Young Professionals Networking Evening
April 22:	Energy Futures Digital Innovation – Project Launch
April 25:	Energy Futures Communications Event – “Navigating messaging in the energy transition.”
May 9:	Energy Futures Supply Chain & Technology – “The Art of Project Funding”
June 27:	AREG & ETZ GHTDG – Market Testing Workshop
July 2:	Energy Futures Digital Innovation Event – “Supply chain Connection and Collaboration”
August 30:	Communications & Young Professionals Event – “Breaking into the energy industry and navigating career paths”
September 11:	Digital Innovation Project Event (in partnership with Aberdeen City Council) – SME Technology Showcase
September 19:	Professional Services Network Event – “The Renewable Energy Shift: Leading the change for a sustainable future
November 6:	AREG Policy event: Autumn Budget breakdown – “Shaping the energy transition”
November 13:	Launch of the Energy Futures Free Breakfast Networking Meeting
November 14:	Meet the Developer Webinar – Digital Innovation
November 27:	AREG Young Professionals Event – “Career connections – Exploring Opportunities in the Energy Industry”
December 5	Digital Innovation x Communications Event – “Revolutionizing Communications in Renewables with Digital Technology”
December 19	AREG 2025 Calendar Launch and Festive Christmas Social Event

### Events in 2025

January 21st	Streamlining Supply Chains with Technology and Communications Webinar
February 25th	Young Professionals: Tour of ORE Catapult Floating Wind Innovation Centre (FLOWIC)
February 26th	Meet the Developer Webinar: Flotation Energy
March 4th-5th	The Scottish Energy Futures Conference in collaboration with SPE Aberdeen

### Content Distribution


Through social and web channels, AREG’s activities gained strong digital distribution within the industry and beyond. In the last year AREG published:



50 Weekly Bulletins



11 Monthly Newsletters



13 Press Releases



# Energy Futures Networks

## An update to our networks

Over the course of the last AREG year, we have held a total of 19 physical and virtual events across our networks. AREG has made changes to the structure of its networks for the new year and onward. The purpose of these changes is to see that the network events and activities provide more value to members and a platform for more diverse networking.

Going forward, the Professional Services Network will merge with the Public Policy Network. The Supply Chain & Technology Network has also merged with the Digital Innovation Network.

AREG will now conduct its event calendar via four networks:

### Communications Network

Chaired by **Paul Murphie**, Senior Account Manager at Big Partnership, the Communications Network brings together professionals dedicated to enhancing how the energy sector shares its story. Focused on best practices in messaging, media engagement, and brand reputation, the network promotes clear and positive communication around renewable energy projects and the broader transition to net zero. It also provides updates on public policy developments relevant to the sector, helping members stay informed and responsive. The network serves as a platform for communications professionals to collaborate, learn, and support one another in amplifying the impact of the sector's work.

### Supply Chain & Innovation Network

Formed from the recent merger of the Supply Chain & Technology and Digital Innovation networks, this group is co-chaired by **Neil McIntosh**, Managing Director at Aberdeen International Associates (AIA), and **Sheryl Newman**, CEO & Founder at Appetite for Business. The network gathers professionals, researchers, and innovators passionate about advancing renewable energy through technological development and supply chain excellence. It provides a space to explore emerging solutions, strengthen industry resilience, and drive the innovation needed to support the sector's long-term growth and sustainability.

### Professional Services Network

This professional services network is chaired by **Rod Hutchison**, Partner at Aberdeen Considine. It brings together professionals from legal, financial, environmental, and planning backgrounds to foster collaboration and knowledge sharing. The group offers insight into evolving landscapes, assesses the impact of renewables and net zero initiatives, and supports informed decision-making. It plays a vital role in shaping strategic approaches and accelerating progress across the sector.

### Young Professionals Network

Co-chaired by **Megan McBeath**, Marketing Executive at Glacier Energy, and **Aspen Kissinger**, Product Growth Lead at Fennex, the Young Professionals Network is focused on nurturing the next generation of energy leaders. Through networking events, site tours, and knowledge-sharing opportunities, the group creates a space for young professionals to grow their careers, connect with peers, and gain real-world insight into the renewable energy landscape. It's a vibrant, supportive community committed to professional development and learning.

This new structure was designed to deliver insight to our members, highlight new trends and technologies in renewable energy and promote even more connection and networking. Existing network chairs will collaborate to co-chair the joint networks, bringing together their diverse and valuable expertise on the subject matters to provide deeper and richer event content across all of our network events going forward.





# Member Opportunities

## Maximise your Membership

As a valued member of Aberdeen Renewable Energy Group (AREG), you are part of a well-established and forward-looking network dedicated to supporting the net zero energy transition. Over the past year, we've continued to expand and strengthen our network, bringing together companies, industry practitioners, and energy leaders from the Northeast of Scotland, across the UK, and beyond.

As a reminder, your AREG membership gives you access to a wide range of benefits designed to keep you informed, connected, and well-positioned to seize new opportunities within the renewable energy sector.

### Industry Insights & Knowledge Sharing

- Energy Futures Network events – **Free access** to monthly sessions covering key trends, technologies, and developments across the energy landscape.
- Scottish Energy Futures Conference – Discounted entry to our annual flagship event, providing valuable insights and thought leadership from across the sector.
- Weekly member-only newsletters – Regular updates featuring industry news, policy developments, member spotlights, and upcoming opportunities.

### Business Networking & Introductions

- Direct access to an established and growing network of organisations and individuals active in the energy sector.
- Facilitated introductions and networking support to help you connect with potential collaborators, clients, and suppliers.

### Opportunity Sharing

- Timely alerts and tailored information on relevant tenders, funding calls, events, and industry initiatives.
- Support to help members identify and act on opportunities to grow and innovate in the renewables space.

### Profile Raising & Content Sharing

- Promotion of member news, press releases, and announcements via AREG's digital channels, including our website and newsletters.
- Opportunities to contribute content, speak at events, and showcase your expertise to a targeted industry audience.

## Promotional Opportunities

### Social Media Spotlight

We run a variety of social media campaigns to showcase your companies news, updates, thought leadership pieces, technical equipment and latest innovations.

#### Member Mondays:

On Member Mondays, we highlight a member of the AREG network, providing our online audience with a deeper perspective into the member's mission, their successes, and their general outlook. Member Mondays provide visibility and reach for featured members.

#### Tech Thursdays:

The energy industry is a fast paced, technology-based industry. And as such, new technologies are always emerging. On Tech Thursdays, we share some of the latest tech and the people and companies at the forefront of these innovations.

#### Thought Leadership Thursdays

Not everyone works directly in tech, but leadership and innovation happen across every corner of the energy industry. As an alternative to our Tech Thursdays, Thought Leadership Thursdays will spotlight the bold ideas, strategic thinking, and industry insights from those driving progress in other areas. It's about celebrating vision, influence, and the people leading the way on and off the tech front.

If you would like to be featured on our socials please contact [info@aberdeenrenewables.com](mailto:info@aberdeenrenewables.com)

## Website Features & Case Studies

Beyond social media, the AREG website is a key platform to showcase member achievements. Our Membership News and Industry News pages highlight your press releases, project updates, and milestones, giving your work the visibility it deserves.

Coming soon, our Member Case Studies will share real stories of how AREG membership drives value from new connections and business opportunities to event access and industry insights.

Got a success story? We'd love to feature it!

## Weekly E-Bulletin & Quarterly Newsletter

Another great way to raise your profile is by featuring in our weekly member e-bulletin or quarterly newsletter. The e-bulletin goes directly to our members, keeping them up to date with the latest opportunities, events, and member news.

Our quarterly newsletter has an even wider reach. It is free to sign up for and open to the wider public. It's a fantastic opportunity to get your stories, projects, or insights in front of a broader energy audience.





# Member Stories

Hear from some of our Members

## VATTENFALL

“ Vattenfall has forged a strong working relationship with AREG through the development of the European Offshore Wind Deployment Centre. AREG has worked tirelessly on behalf of the North East, and it can take enormous credit for the growth of sustainable energy in the region and the path it has cleared for the region to capture further investment. ”

## Scottish Enterprise

“ Aberdeen City and Shire are emerging as key locations for renewables by successfully transferring their world-class oil and gas expertise into the sector. AREG has done much to advance this through a broad range of initiatives. It has acted as a catalyst in driving further investment in the local economy by engaging with companies, Government, public bodies and existing projects, and we have been pleased to support their efforts. Scottish Enterprise will continue to engage with AREG as we increase Scotland’s use of renewable energy. ”



“ Aberdeen & Grampian Chamber of Commerce has worked closely with AREG since its formation. The recent progress in the development of offshore wind projects by Equinor and Vattenfall is a result of the group's work over many years. ”

The Northeast is known as the oil and gas capital of Europe. At the Chamber, we believe the region must evolve its position to being recognised as the energy capital. While hydrocarbons will continue to be essential in driving our economy for years to come, the generation of renewable resources will play an increasingly important role in providing cost-effective power, innovative development, and economic growth. ”



“ AREG has played an important role in the growth of Scotland’s renewable energy sector, engaging the supply chain and developing the European Offshore Wind Deployment Centre. ”

However, we are only at the very beginning of the transition that AREG was established to both lead and support, so there are still opportunities for companies to get into the constantly evolving renewables supply chain.

We look forward to continuing our work together as renewables builds on its place as Scotland’s main source of power and as we seek to deliver real change in the crucial areas of heat and transport. ”



“ The enthusiasm and dedication of the early group that would become AREG were fundamental in our choice to launch All-Energy in Aberdeen. ”

The first tiny show was held in 2001, and AREG’s chairman at the time, Jeremy Cresswell, played such an active role that I often describe him in terms such as All-Energy’s ‘midwife’.

All-Energy is now the UK’s largest renewable and low-carbon energy exhibition and conference in terms of number of attendees, space booked, and number of exhibiting companies.

As AREG became firmly established, their presence and support for the event grew spectacularly over the years. We thank them most sincerely for their invaluable input. ”



# ‘Enhancing Offshore Wind Renewables Through Digital Innovation’

Funded by the UK Shared Prosperity Fund

AREG, in partnership with Aberdeen City Council, launched a pioneering digital innovation project in April 2024. Funded by the UK Shared Prosperity Fund, the initiative provides tailored expert advice, leadership support, and networking opportunities to help digital technology SMEs transition seamlessly into the offshore wind sector.

As part of this initiative, AREG introduced a Digital Innovation Network Group to foster connections between digital SMEs and the offshore wind industry. Chaired by Sheryl Newman, CEO of Appetite for Business, the group has hosted a series of targeted networking events, emphasising collaboration across the renewable energy sector to spotlight the critical role of digital technology in advancing offshore wind development.

Collaboration with Opportunity North East (ONE) has been instrumental in connecting with the north east digital tech cluster, to source expertise for speakers, exhibitors, and participants, further enhancing the project’s reach and impact.

Since its launch, the project has successfully hosted a suite of events aimed at supporting SMEs entering the offshore wind supply chain. These events featured 17 industry expert speakers, 15 exhibitors from diverse digital technology SMEs, and attracted over 200 attendees.

The funding from the UK Shared Prosperity Fund ended in March 2025, however AREG is dedicated to continuing the support of the integration of digital technologies into the offshore wind and wider renewable industry and will continue to deliver events and knowledge sharing opportunities to continue the positive work achieved throughout the past year.



Funded by  
UK Government





# Looking ahead:

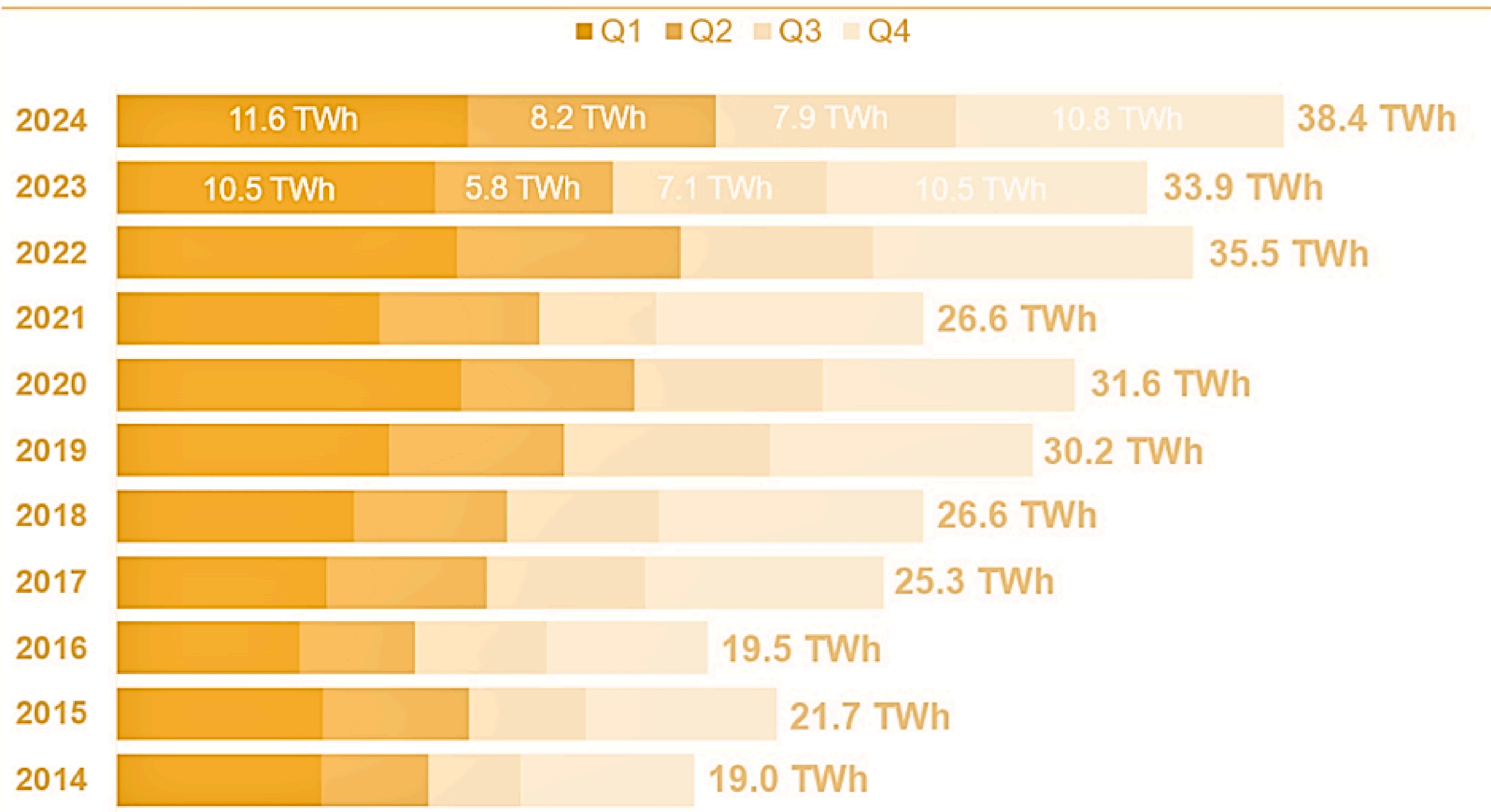
## Opportunities in 2025 for renewable energy players and the North East

As 2025 carries on, the opportunities for the renewable energy industry are expanding, as expected. The industry has continued its steady rise, seeing a remarkable 9000% increase in the number of solar and wind projects alone since 2010, continuing to increase its contribution to the UK's power capacity. As of December 2024, the UK had a solar capacity of 17.844GW, and a wind capacity of 32.3GW. On the government and policy side, 2025 will mark the current UK government's first full year in office. The administration has strongly signalled that it is dedicated to meeting clean energy and net-zero targets. It has announced the establishment of GB Energy, lifted the ban on offshore wind, and approved three solar farms right after coming to power. More recently, GB Energy has announced its first major investment into solar panels for selected schools and NHS centres across the UK, a move which could save up to £400m over 30 years, per the same report.

In Scotland, we have seen a consistent rise in the energy capacity and generation indices of renewables in the last decade. By the end of Q4 2024, electricity generation from renewable sources in Scotland was at 17.4GW, a 14.3% increase compared to 15.4 GW at the end of 2023.

These developments reflect the industry's potential in the UK and government's intention to make good on its word on renewable energy support. But away from overarching environment, what are some of the trends and opportunities that will more concretely shape the 2025 renewable energy year?

Quarterly electricity generation from renewable sources in Scotland  
2014 - 2024

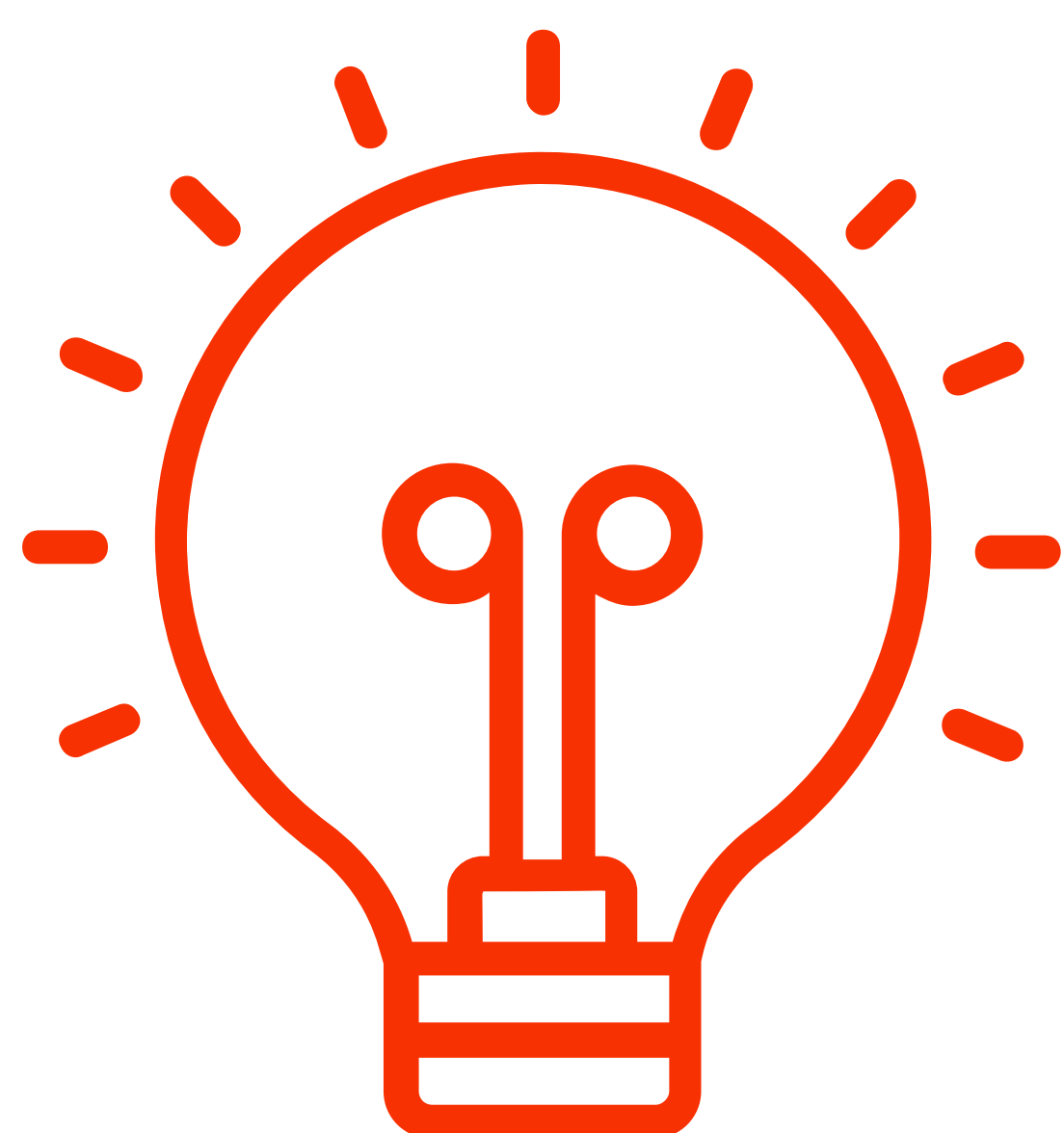


Source: DESNZ

## Opportunities in 2025

### Increase in energy demand

The UK's energy demands are expected to grow significantly in 2025 and beyond, presenting a strong opportunity for continued progress and innovation across the sector—particularly for SMEs. This rising demand, driven in part by the growth of energy-intensive industries such as artificial intelligence, is likely to contribute to higher energy prices alongside increasing production costs. However, this shifting landscape offers a positive environment for companies to expand their role, deliver valuable solutions, and help shape a more resilient and responsive energy system that meets the UK's future needs.



### More expansion in offshore wind

The UK is already a global leader in offshore wind energy generation. Over 20% of all energy generated by wind comes from the UK. In 2025, the government has moved to increase its initial wind energy generation target from 30GW in 2030 to 50GW. There are plans by the UK government to substantially expand its offshore wind capacity over the next decade. There are about 33 proposed offshore wind projects within this decade, which will potentially add about 21GW of offshore wind capacity. As the UK strengthens its global leadership in wind energy, the door is wide open for AREG members to scale, diversify, and form strategic partnerships within a thriving and future-focused sector.

## Growing Trends in Grid Capabilities

### Improved grid integration because of AI

The integration of digital tools and AI into renewable energy is accelerating, creating new opportunities for AREG members—especially tech-focused and digital SMEs. While AI systems are typically energy-intensive, upcoming technologies launching in 2025 will enable real-time, highly accurate energy forecasting. This advancement will significantly improve energy management, support the development of smarter grids, and enhance operational efficiency across offshore projects—opening the door for AREG members to play a vital role in shaping the future of energy.



### Clean Energy Growing Contribution to the Grid

In 2024, the UK achieved a significant milestone as renewable energy sources generated more electricity than fossil fuels for the first time, with renewables accounting for 50.8% of total electricity generation. This shift was driven by increased output from wind, solar, and bioenergy, alongside a decline in fossil fuel generation. Looking ahead, if favorable conditions persist, 2025 is expected to see renewable energy sources comprising close to half of the UK's total electricity capacity, further solidifying the nation's transition towards a cleaner energy future.

The UK has distinguished itself as a leader in renewable energy, and the points in this article are just a drop in the ocean, and despite the leaps and bounds by which the industry has grown since the turn of the century, our outlook is that even more growth is inevitable as technology and energy demand continue to advance. As we kick off a new AREG year, we will keep up to date with all the exciting updates and breakthroughs coming to the industry and continue our commitment to supporting our members by knowledge/tech sharing and policy advocacy to catalyse the net zero energy transition.



# Closing Comments

I'd like to take this opportunity to sincerely thank our entire ecosystem of sponsors, members, and partners. Your collaboration and unwavering support have been instrumental in delivering the many successes we achieved in the past AREG year. Together, we strengthened our team, welcomed new board directors, and delivered a wide range of digital and in-person events, including our flagship Scottish Energy Futures Conference.

As we step into the new AREG year, our focus is firmly on growing and nurturing our membership communities by building on the services and support we provide work that is already well underway. Our ambition is to exceed the expectations of our members while continuing to accelerate our net-zero mission with renewed energy and purpose.

A heartfelt thank you once again to all our sponsors and partners. We look forward to deepening our collaborations and driving AREG's impact even further in the year ahead.

**Jean S Morrison MBE**  
AREG Chairperson

## New Member Spotlight

This year, AREG welcomed 50 new members to our network, reflecting continued growth and increasing engagement across the renewable energy sector. A huge thank you to each of them — we're delighted to have you on board.

















- Esteves José Oliveira Júnior
- Tara Peterson
- EP Communications
- Dean Jenkinson
- Happiness Ejii
- Mokunfayo Ogundana
- Jordan Newlands
- Aida Bahrami
- Wisdom Ugonwokoma

- Ewan Barnfather
- Roberto Bellini
- Nighean Ltd
- Panuwat Booncharoensombut
- Bhartendu Mhir
- Gigih Helma Wijaya
- Shaleen Sharma
- Chiweta Abunike