



REA Strategic Plan

A Strategy for Impact and Growth 2025 – 2029

A summary for REA Members

February 2025

The REA and the Renewable Energy Association are the trading names for the Association for Renewable Energy and Clean Technology.



This
document is for
REA Members
Only

**Trevor
Hutchings**

**Chief
Executive,
REA**



Foreword

Dear REA Member -

Welcome to a summary of the REA's Strategic Plan 2025-2029. This marks a new chapter for the REA, one in which we will strengthen our impact and value to members.

We are the voice into government of the renewable energy and clean technology sector. We work to secure policy changes that support our members grow. We do this through various channels: we publish thought leadership and research papers, host events and awards, and provide training. Our member forums inform policy positions, raise awareness, and debate the latest developments. We host APPGs and other parliamentary events and arrange site visits for ministers and officials. We run a pavilion in the blue zone at the COP climate summits, flying the REA flag at this important international gathering. Our Patron members enjoy exclusive roundtable discussions with top decision-makers in government and from across the renewable energy delivery landscape. Our members value networking with other REA members and knowing that we are representing their views.

We are a strong platform, but we must not rest on our laurels. Our external operating environment is changing and so must we. We must keep ahead of the game and engage effectively with the new government. We exist to drive value for our members and support them building commercially and environmentally sustainable businesses. I am determined that through our new strategy we will be a more visible and impactful REA.

Thank you for your continued support.



PART 1

About the REA



Introduction

The REA is a not-for-profit trade association working on behalf of members with businesses, civil servants, parliamentarians and other organisations to rapidly grow the UK's renewable energy and clean technology sectors.

As the UK's largest trade association for renewable energy and clean technologies, our 500 member organisations range from energy utilities, developers, operators, legal and finance companies through to innovative start-ups and consultancies.

We focus on sector-specific issues and technologies whilst being the UK's only trade association able to provide a holistic approach and a strategic vision to government of what can be achieved across the whole of the renewable energy sector.

The REA operates on a one-member-one vote basis, creating an environment where all member voices are heard, and companies are encouraged to work together to find policy solutions and form positions. We are owned by our members, for our members.

Our legal registered company name is the 'Association for Renewable Energy and Clean Technology' but we trade as the REA - the Renewable Energy Association - which is how we're commonly recognised.



Our Vision, Mission and Values

We are a Purpose and Values driven organisation. Here are our Vision, Mission and Values:

Our Vision

A net zero future built on renewable energy and clean technology

Our Mission

To decarbonise the economy and help our members build commercially and environmentally sustainable businesses

Our Company Values

We have pride in our work

- Deep knowledge and skills in our areas
- Being the go-to person/ organisation
- Attention to detail

We are committed to our stakeholders

- Exceptional service/ customer first mindset
- Attracting new members
- Contributing to our commercial ambitions

We deliver on our promises

- Submitting agreed work in a timely fashion and in line with any service-level agreements
- Maintaining track record of fulfilling commitments

We are passionate and respectful

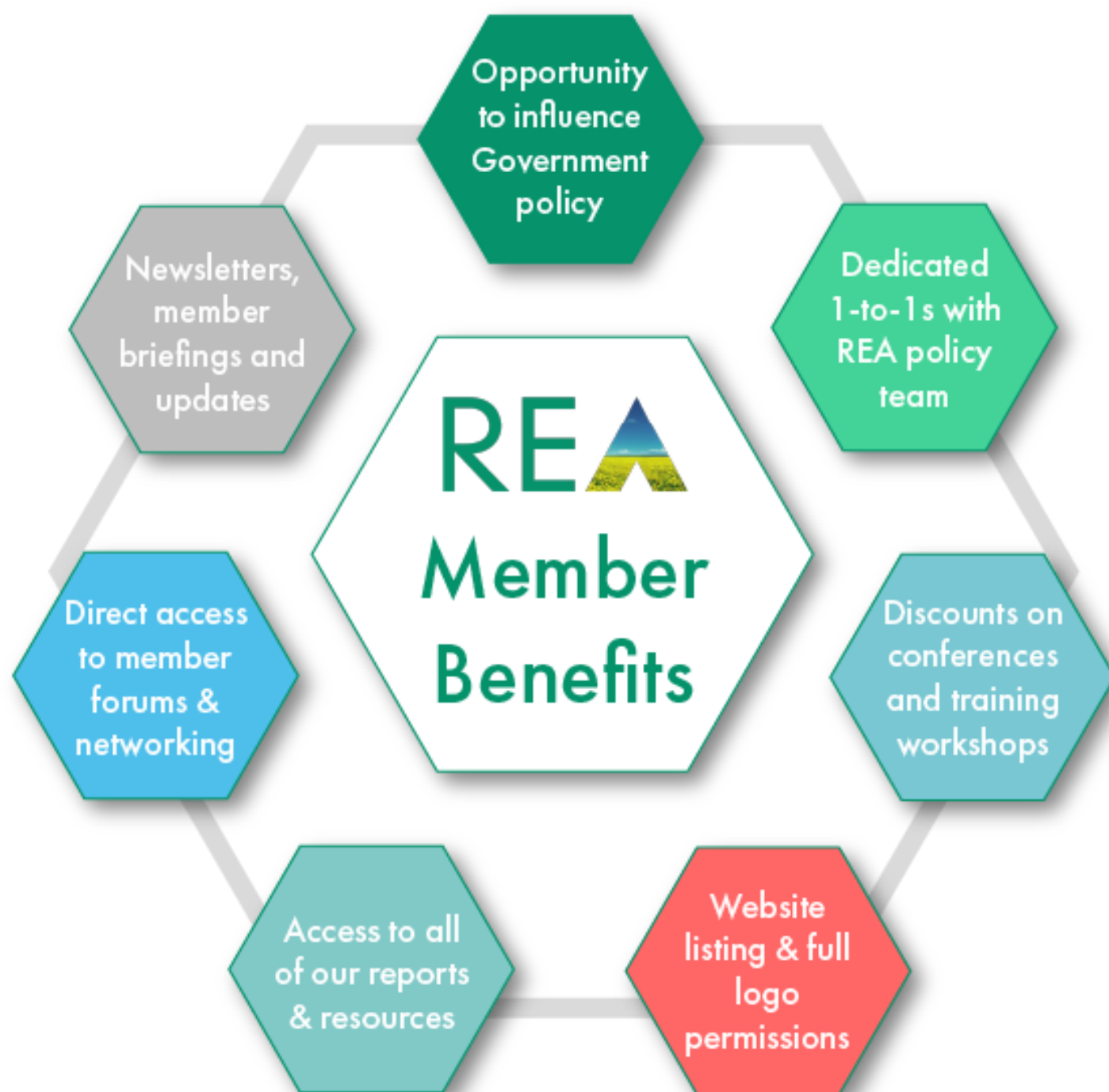
- Display passion for the REA and its vision/ mission
- Contributing to culture of knowledge sharing
- Embrace and adapt to change



REA Members Include:

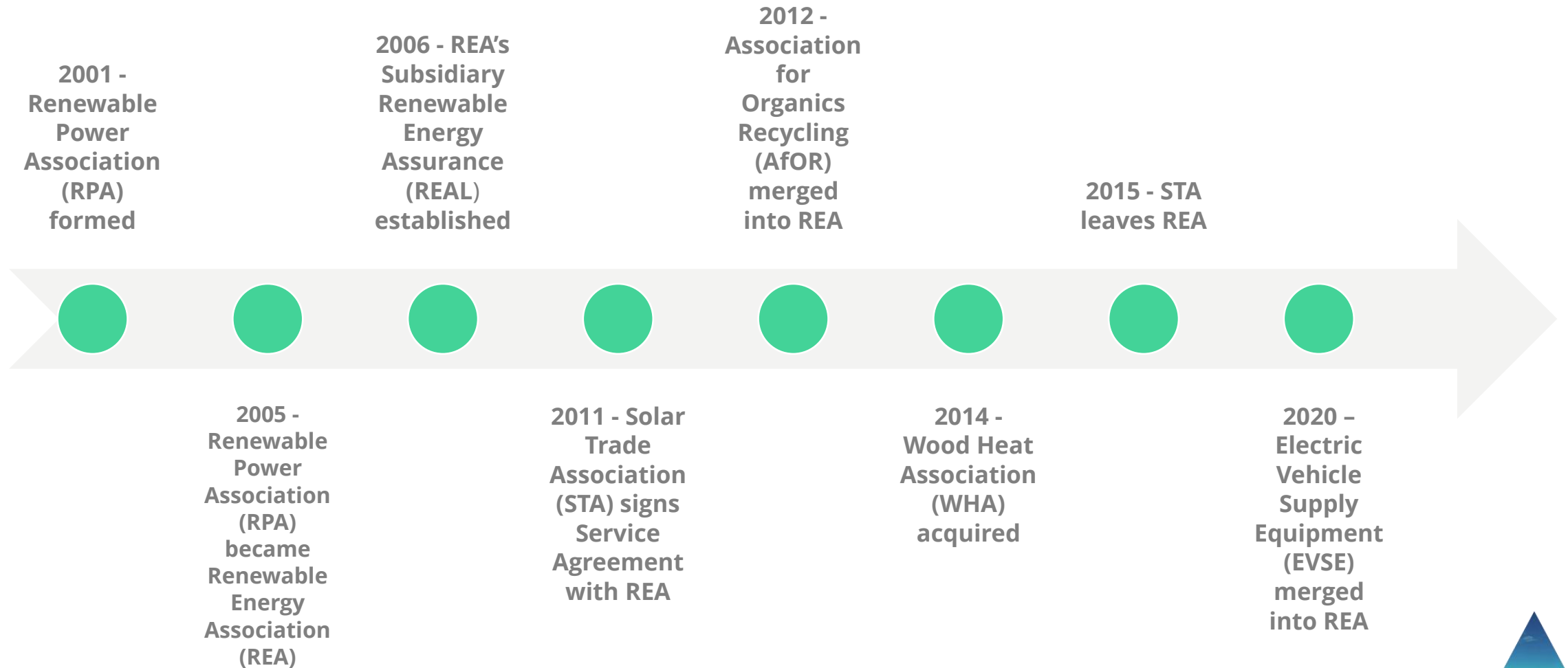


Summary of REA Member Benefits



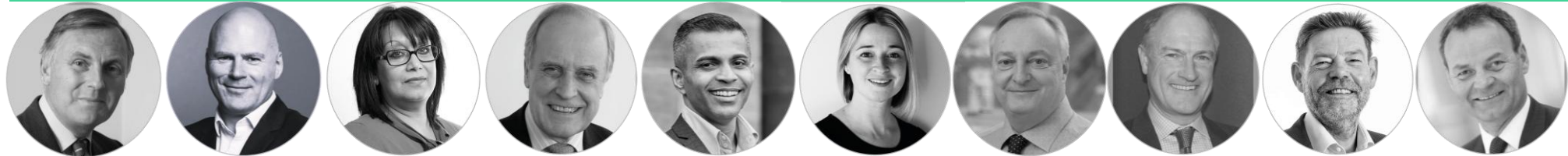
Our Corporate Timeline

Significant mergers and acquisitions that have helped shape the REA.



Our Board of Directors

We are governed by our Board of Directors. This is comprised of Non-Executive Directors who are voted on by our members, and Independent Non-Executive Directors.



- Martin Wright - REA Chair & Gravitricity
- Trevor Hutchings - CEO
- Baroness Verma - Member of the House of Lords
- Duncan Valentine - Almax Partners
- Vijay Shinde - Independent
- Becky Wheeler - Future Biogas
- David Williams - Quinbrook Infrastructure
- Alexander Maddan – REA Policy Board Chair & Agrivert
- Phillip Sellwood CBE - Chair REAL
- Rory Tait – REA Company Secretary



Our Policy Board

Our policy work is overseen by our Policy Board. This comprises the chairs of our Member Forums. The chair of the Policy Board sits on our Board of Directors.



- Alexander Maddan - Agrivert (Policy Board Chair)
- Mark Constable - Trojan Energy (RECharge UK)
- Graeme Kennett - Arthurian (Organics Forum)
- Mark Christensen - Reliagen (EfW Forum)
- Chris Tanner - Foresight Group (Finance Forum)
- Terrence McCracken - Innasol (Wood Heat Forum)
- John Macdonald-Brown - Syzygy (Solar & Storage Forum)
- Max Carcas - Caelulum (Innovation Forum)
- Ian Waller - Inperpetuum (Renewable Transport Fuels Forum)
- Darren Williams - eco2 (BiomassUK)
- Steve Shaw - Veolia (Landfill Gas Forum)
- David Hurren - DHA Consulting (Green Gas Forum inc. the Hydrogen working group)



Our Subsidiary Company, REAL

The REA has a wholly-owned subsidiary, **Renewable Energy Assurance Ltd (REAL)**. This is a company limited by guarantee which was incorporated in 2006. REAL operates a suite of industry schemes and accreditation services to domestic renewable technologies, electric vehicle charging, biogas, composting, biofertiliser and compostable packaging markets.

REAL activities support the transition to net zero and fall under three headings: consumer codes, certification schemes and other schemes as follows:



REA's wholly-owned
Subsidiary
Company

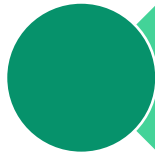


Our External Operating Environment

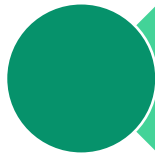
Our external operating environment is changing, and so must we. Here are some of the key risks and opportunities for the REA.



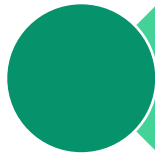
Sector Growth – the renewable energy and adjacent sectors are growing. There is the prospect of engaging a wider membership and other opportunities to grow the REA. Likewise, the REA must help catalyse further sector growth for the benefit of members.



New government – the new government is driving forward a more ambitious agenda presenting opportunities to engage and shape policy for the benefit of our members. The REA must ensure it has a seat at the top table, influencing decision-makers.



International – the UK is one of world's leading economies to decarbonise through renewables deployment. Other countries can learn from the UK experience presenting an opportunity for the REA to do more on the international stage.



Competition – we must demonstrate our value to members, meeting increasing expectations and achieving impact. There are many trade associations vying for members and air-time. We will work constructively with others for the benefit of the sector.



Our People – we want to attract retain and develop the best talent at a time when the skills we require are in high demand. The REA needs to ensure it remains an employer of choice, ensure staff can reach their full potential.



PART 2

Summary of Our Strategic Plan



Our Vision

Our Mission

Our Values

Strategic Objectives

Key Enabling activities

Supporting Services, Structures & Governance

A Net Zero Future Built on Renewable Energy & Clean Technology

To decarbonise the economy and help our members build commercially and environmentally sustainable businesses

Pride in our work | Committed to our stakeholders | Deliver on our promises | Passionate & respectful

A Achieve Impact

A bigger impact in our policy & service areas

- Strengthen our policy capacity & expertise
- Advocacy & PR strategy
- Brand and website refresh
- Campaigns approach
- Targets and KPIs to drive performance
- Demonstrating success
- Market data and insights on sector
- Thought leadership
- High profile members

B Build Growth

Commercial growth to support our mission

- Grow membership
- Expand existing and develop new value propositions
- Support REAL to grow
- International opportunities
- Commercial affiliations and partnerships
- Increase our project work

C Collaborate with Members & Partners

Strong & productive relationships with members & partners

- Closer engagement with members & their involvement in REA governance
- Forge partnerships, inc. with other Trade Associations
- Account management disciplines
- CRM and digital tools to improve member experience

D Develop Our People

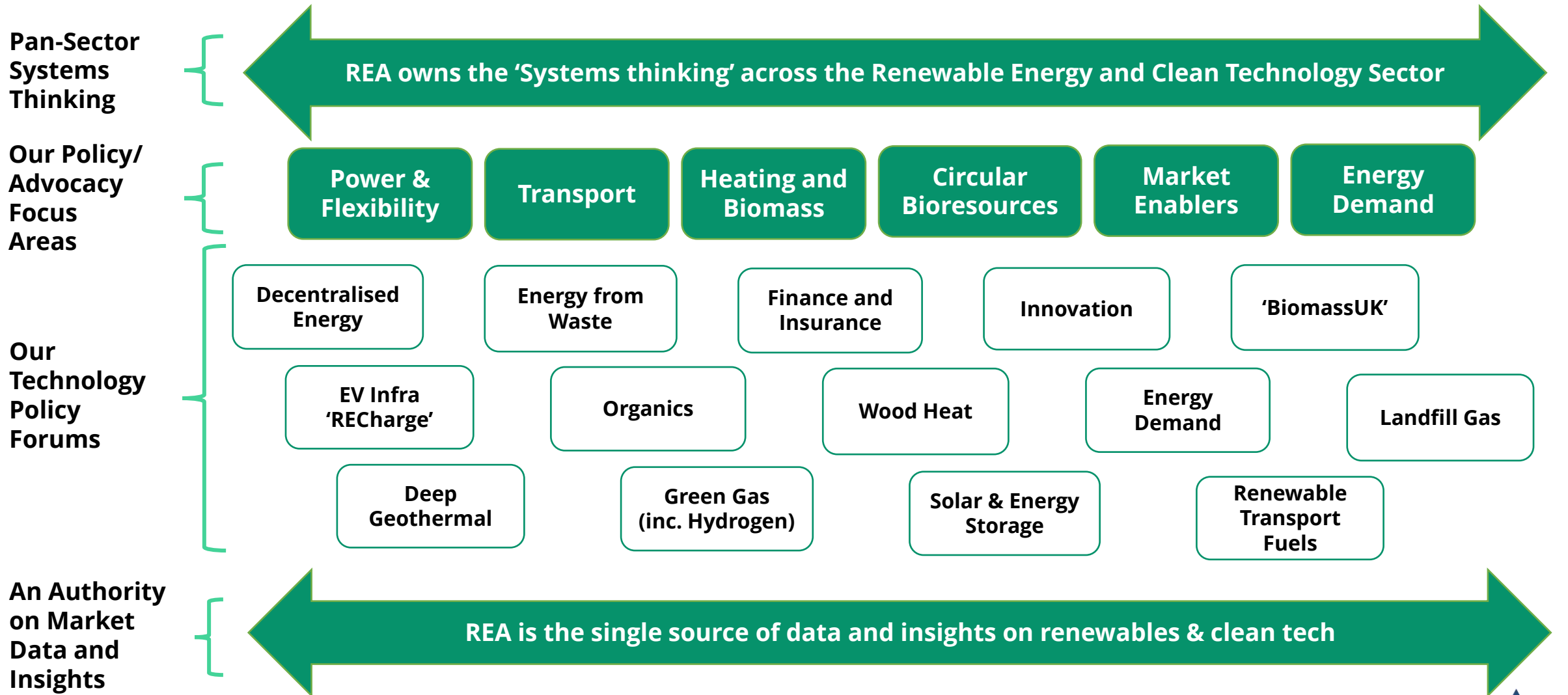
Our people achieve their full potential

- Performance appraisal
- Recruitment
- Training and talent development
- Policies, procedures
- Reward and recognition
- Grading structure and career path
- London Living Wage employer

Structure and governance aligned with strategy
Strengthened supporting services: Finance, HR, Ops, Systems, IT.
Closer alignment with our subsidiary company, REAL

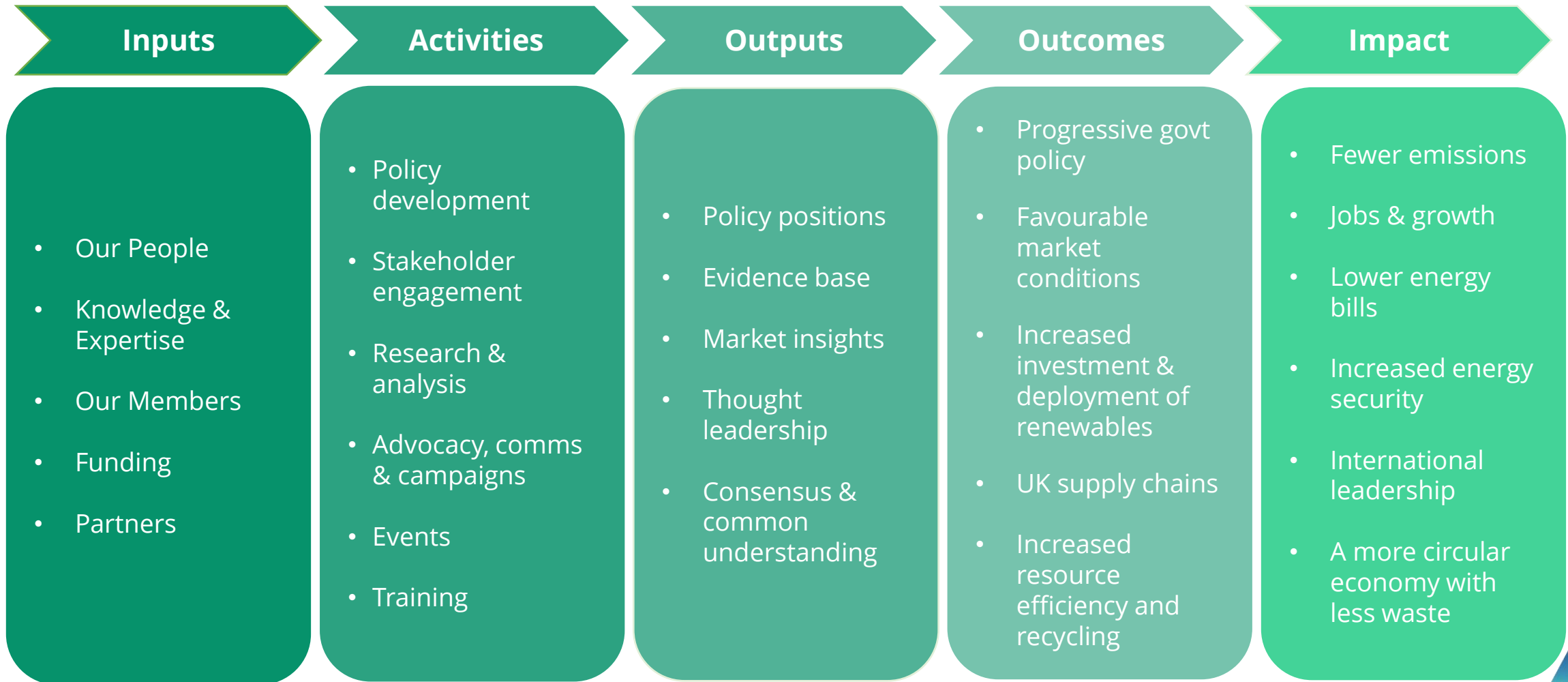


Our Policy/ Advocacy Focus Areas



Achieving Impact: Our Theory of Change

We work towards our vision of *a net zero future built on renewable energy and clean technology*. Here's a summary of how we seek to achieve this. We call this our 'theory of change'.



Contact Us

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