

Visiting Svea Solar was a wonderful and enlightening view into the world of a successfully prospering start up. Since its founding in 2013 by Erik Martinson, the startup has exponentially grown in manpower and reduction in carbon emissions from their solar panel full-service platform, where in the past two years, they have tripled their staff. Their catchphrase “catch and share the sun” embodies the joy they all bring to renewable energy challenges, and the “fun theory” reveals their culture and work ethic, where adoption is more likely when an activity is fun.

They are penetrating the solar market with a keen sense of vision, purpose, winning aspirations, and creating an ecosystem around production, which is a fresh sentiment as compared to the US solar market. What they have been able to accomplish thus far has truly been remarkable. Since their founding, they have installed 389 MWh of solar energy by serving over 35,000 customers. On average, they have been able to save their customer base between 2000 - 3000 EUR annually. Marcus Brosjö, their Global Head of Culture and Communications, went into detail about their philosophy of “Own It” which illustrates their attitudes of owning up to both successes and failures.

They want to move forward together as a company with clear priorities to prevent chaotic, short-lived growth. By 2026, Svea Solar wants to be the largest solar producer in Europe. Currently located in Sweden, Spain, Germany, Belgium, and the Netherlands, they plan to expand throughout western Europe in the future.

Like other Swedish companies focused on sustainability, Svea Solar highlights the need for circularity of the value stream. They prepare to recycle and reuse the panels at the end of their life and counteract the emissions impact from making the panels after two to three years of product use.

Thank you to Erik, Marcus, Olivia, Charlotte, and Malin for hosting our group with a warm and gracious welcome with treats and coffee to power through the afternoon. Our group asked countless questions which you all answered earnestly to help our understanding of your mission.