

CASE STUDY



Iceland

Iceland Foods Limited, one of the UK's fastest growing food retailers with close to 1000 stores nationwide, sought to reduce operational costs and improve its environmental footprint across multiple sites within its retail portfolio – including The Food Warehouse, its larger store concept with 200 locations. As part of its ongoing commitment to sustainability, Iceland identified multiple sites for a rooftop solar system rollout. The initiative is designed to secure long-term savings, support its corporate social responsibility (CSR) goals, and provide greater resilience against fluctuating energy prices.

CHALLENGE

Delivering a large-scale rooftop solar rollout across multiple Iceland sites posed a complex logistical and operational challenge – with each site's structural differences and energy demands needing to be considered.

Maintaining uninterrupted retail operations during installation was critical, with tight timelines and the need to avoid customer disruption adding further complexity.

As the first food retailer globally to sign up to the Amazon Climate Pledge – a commitment to be net-zero by 2040, a decade ahead of the Paris Agreement's 2050 target – Iceland needed a delivery partner that could match its ambitious sustainability targets with technical precision and speed. The business needed a large-scale solar energy solution that was both cost-effective and tailored to the specific needs of each location.

SOLUTION

Following a competitive tender process, Iceland appointed Shawton Energy to deliver rooftop solar installations across its retail portfolio.

Shawton Energy was selected due to its professional presentation, proven track record with multi-site installations, and ability to deliver a fully integrated, turnkey solution.

The first installation took place at the pilot site – Iceland Penny Lane in Wavertree, Liverpool. The 88kW system is estimated to save the retailer over 17,500 kg of CO₂ annually.

With this successful deployment at Penny Lane complete, the remaining installations will be delivered in three structured phases to ensure consistency, efficiency, and minimal disruption to store operations:

KEY FACTS

*of Penny Lane site



System
Size:

88 kW



Total Carbon
Saved Annually:

17,552 kg



Approx. Annual
Energy Generation

82,842
kWh



Installation
time:

2 weeks

1) Comprehensive Site Audits: Shawton Energy will conduct detailed audits of all locations, assessing factors such as roof integrity, energy consumption patterns, and local grid connectivity. This data-driven approach will enable Shawton to design bespoke solar solutions for each site, maximising both commercial return and renewable energy output.

2) Customised Solar Installation: Tailored solar PV systems will then be installed across all sites, with the combined energy output of the multiple installations approximately 10MWp, depending on the size and energy demands of each location. Shawton Energy's modular installation approach allows for swift deployment with minimal disruption to Iceland's operations.

3) Ongoing Monitoring and Maintenance: Post-installation, Shawton Energy will implement an advanced monitoring system to track the performance of each solar installation in real time. This proactive approach enables swift issue resolution and sustained energy savings across the portfolio.



FULL PROJECT FACTS



Total Carbon
Saved:

2,500 tonnes



Average
Installation Time
Per Site:

2-3 weeks



Total Project Size
Across All Developed
Sites:

10MWp

"Sustainability is a core priority for our business, and this rooftop solar project marks a major step forward in reducing our carbon footprint across the Iceland estate."

"In 2021, we became the world's first retailer to commit to be Net Zero carbon, and by generating clean, renewable energy on site, we're taking a major step toward meeting our environmental goals."

"This partnership with Shawton Energy is an exciting step in our journey towards achieving net zero by 2040. Generating renewable energy to power our sites will continue to be a priority for us in the coming years, as we continue to identify solutions to optimise sustainability across the business."

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