

Supplier Highlight:

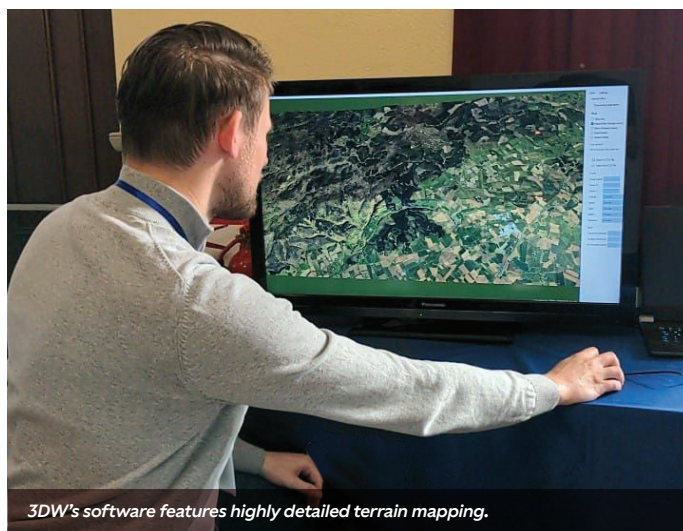
3DW

Helping Visualise Britain's Clean Energy Future

Located in Altrincham, south of Manchester, 3DW has grown to become a thriving business, due to the service it provides to renewable energy companies such as Statkraft, and because of Great Britain's broader transition to renewable power.

The UK Government expects that the transition to clean energy will bring 400,000 extra jobs by 2030, doubling employment in this industry. In 1997, 3DW was founded by a small group of friends. Since then, the company has taken advantage of the exciting new opportunities provided by the growth of the renewable sector, and expanded its business, developing into a team of 15.

The company's interactive visualisations help demystify new energy developments for members of the public and other project stakeholders, turning plans on the page into accessible, immersive experiences.



Visualisation of Swansea Greener Grid Park, rendered by 3DW

Bringing Renewable Energy Projects to Life

Originally, 3DW's core business was building digital models for local infrastructure projects.

"We started out very small scale, building 3D models of wind farm developments covering just a few square kilometres. But as Great Britain's commitment to renewables accelerated, so did the complexity and ambition of the projects entrusted to 3DW" – Kieran Ledger, Senior Developer and Head of Marketing

3DW's expertise lies in translating planners', architects' and engineers' blueprints into virtual environments. These models are showcased at public exhibitions and online, allowing local residents to see how new projects will look from different vantage points. "Our 3D models help reduce the ambiguity of development plans by creating a more accessible visual," Kieran explains. "If someone comes into a public exhibition, we can show them this virtual 3D space that represents how the project will look from locations relevant to them."

 Located	Altrincham, Greater Manchester
 Founded	1997
 Role	Developers of interactive 3D visualisations
 Employees	15
 Website	www.3dwtech.co.uk

Working with Statkraft: Innovation and Growth for a Greener Future

A pivotal moment for 3DW has been its partnership with Statkraft, Europe's largest generator of renewable energy, with the company commissioned to produce visualisations for their Greener Grid Park developments including Statkraft's Swansea Greener Grid Park. 3DW delivered a comprehensive suite of visual tools, including interactive models, flythroughs, exhibition materials, and high-resolution photomontages.

*“Our developers collaborated with Statkraft to create the models and in the process there was a lot of learning on the importance of this technology in providing stability to the grid” – Kieran Ledger,
Senior Developer and Head of Marketing*

3DW's work with Statkraft and in the wider renewables industry has resulted in business growth and also driven innovation within the company. The business has expanded its skillset, bringing together coders, designers, project managers, and marketers to tackle ever-larger and more complex assignments. “We've seen the complexity and scale of the renewable energy projects change, driving the need for in-house innovative solutions” says Kieran Ledger.

Although 3DW's portfolio once included transport and other sectors, the firm has pivoted mainly toward renewables, drawn by the sector's rapid expansion and the unique value its models can offer. “The models are very interactive and can help simplify and bring to life renewable energy projects and technologies which many local residents may not be familiar with,” Kieran observes.

Local Roots, National Impact

3DW's story is testament to how different firms can get involved to make a national impact on Great Britain's energy transition, even if they have not worked on renewable energy projects in the past. Its partnership with Statkraft has been instrumental, enabling the company to work on cutting-edge technology and continually refine its services.



About Greener Grid Parks:



Contain zero carbon technology which stabilise the electricity grid



Annual Community Benefit Fund of
£20,000 per project



Working with local suppliers helps projects support valuable investment in the local area.



Scan the QR code to register your local business.

Contact us for more information:



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