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# OUR FRIENDS ELECTRIC: POWERING IRELAND'S FAVOURITE ATTRACTIONS WITH RENEWABLE ENERGY

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**Multi-year energy partnerships with Electric Picnic and Emerald Park show how Flogas is offering step-change solutions. John Rooney, managing director of Flogas Ireland, tells more**

When Flogas, a DCC business, was invited to partner with **Electric Picnic** – often referred to as Ireland's Glastonbury – John Rooney, Flogas Ireland MD, saw it as a great opportunity to showcase what's possible.

**"We're powering the main stage not just through electricity, but renewable electricity,"** says John. "We've matched the festival with the Jaroma Wind Farm just down the road in Tipperary through a **power purchase agreement (PPA)**, a way of buying fully traceable, 100 per cent renewable electricity that's of great interest to many companies these days."

Like Glastonbury, Electric Picnic has a strong, evolving sustainability focus, particularly since its 20th anniversary last year. "In addition to the **two-year agreement** to power the main stage, we'll supply food trucks that would typically cook on gas with biopropane, which is a renewable, **drop-in alternative** to traditional liquid gas," John says.

The focus is on new and ingenious ways to integrate renewable energy into the festival experience.



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**John Rooney**  
Managing Director, Flogas Ireland

## "The gas part" about Flogas

The partnership is a great fit, as Electric Picnic's 80,000-strong audience is what John calls "our core target market for residential electricity."

With a current share of the residential electricity market of around two per cent, Flogas is actively speaking to this audience about its offering beyond gas supply to include electricity, solar, liquid gas and electric vehicle charging.

The brand ran a highly successful 'Gas Man' advertising campaign in autumn 2024, including a **TV ad** that generated significant buzz. Awareness that Flogas does electricity too went from 10 per cent to 30 per cent over the course of the four-month campaign, and **the campaign won best advertising campaign of the year** at the Marketing Institute of Ireland Awards in May this year.

**290**

The number of solar panels Flogas installed at Emerald Park

**80,000**

Potential new customers attending Electric Picnic

**20%**

The instant jump in awareness after 'The Gas Man' campaign



## FLOGAS: HELPING TO SOLVE THE ENERGY TRILEMMA

John emphasises how Flogas links up customers with 'home-grown' power that's secure, affordable and sustainable. "We want to grow market share in all sectors, not just on the basis of the best tariff or great service, but that it's properly renewable electricity, reliable and secure. Indigenous, renewable electricity from Irish wind and solar farms," he says.

"We have a good market share in the small and medium-sized enterprise sector – it's over 10 per cent now. And in the large energy-use sector, we're well into double figures there as well," says John.

## "We're not just a retail seller of electricity. We're an installer of electricity"

A five-year partnership with Emerald Park – a large, popular and well-established theme park in County Meath – shows the ambition at Flogas to supply not just energy but step-change solutions.

"Emerald Park is really serious and very passionate about reducing its carbon emissions," says John. "They also want to reduce their energy costs, and that's where we stepped in."

"First, we did an audit of their energy usage at particular times of day and times of year and matched that off with what could be generated from different solutions, be that solar, battery or wind," he says.

Once a plan was agreed in early 2025, Flogas put in 290 solar panels throughout the park. Emerald Park's busiest season is May to September, the months with the longest daylight hours, so the panels can supply all the power it needs and will **reduce bills by €30,000 annually**, with the potential to save €1 million over the panels' lifespan.

Should the park need to top up what they're generating themselves, it has the option of a PPA for wind power.



As part of Emerald Park's ambition to promote lower-carbon travel options among visitors, Flogas also installed 20 electric vehicle (EV) charging stations, which helps its **EV charging management services** be better known.

The two brands are further leveraging their partnership with a ticket tie-in to expand reach and drive growth. "We offer two free Emerald Park All-Access tickets to Flogas residential customers if they renew their energy plan with us, or if they switch to us from another supplier," John explains. "Redemption levels so far have been very strong," he adds.



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**John Rooney**  
Managing Director, Flogas Ireland

## Flogas listens to customers and brings it all together on their behalf

Both partnerships show how Flogas can tailor multi-energy solutions to customer needs and bring it all together on their behalf.

"In other words, they don't have to go to one company for this, and another company for that; they can come to us and we'll offer the full energy solution," John says.

Flogas listens to find out exactly what customers' challenges are and what they aim to achieve in a certain timeframe before offering solutions.

"Some might require significant capital investment. Others don't require any at all. Some can pay back in two or three years, others might take longer. For others, a financial return on investment may not be necessary as long as it helps them achieve a decarbonisation goal.

"Cleaner energy is possible for everyone, and possible today," John says. "Our mantra at Flogas is that we're the trusted energy solutions provider to make that happen."

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