



Tracy O'Rourke

Vivid Edge

Vivid Edge was set up by Tracy O'Rourke in 2015 to make energy efficiency compelling for large organisations. The company's 'energy efficiency as a service' model enables large energy users to upgrade their building efficiency beyond their capital budgets, replacing capital expenditure with a simple service fee. The service fee is covered by energy savings that would otherwise be lost forever. Vivid looks after project installation and ongoing maintenance. The businesses enjoy reduced carbon emissions, reduced costs, increased operational resilience and an improved working environment. The service works for building upgrades such as heating, cooling, lighting, control systems and other measures that reduce energy consumption.

Tracy firmly believes the principles underpinning aircraft leasing can be transferred to energy efficiency, a critical and growing growth sector globally (\$300bn+). Tracy has held leadership roles in both multinationals and successful start-ups, including aircraft lessor Milestone Aviation Group. She is a fellow of The Institute of Chartered Accountants and the Institute of Bankers in Ireland.

Vivid Edge's energy efficiency specialism and understanding of risk has helped deliver a simpler model than the traditional ESCo (energy savings company), making it attractive to a wider market. With Vivid Edge businesses can accelerate their plans and deliver a more comprehensive and robust planned programme of change.

Located in NovaUCD's innovation hub, Vivid Edge recognises the economic, technical and ethical sustainability challenge facing this and future generations. It aims to disrupt the way that large scale energy efficiency programmes are delivered and stimulate market activity globally.

www.vividedge.eco

