

# Winning offshore wind auctions



Auction support

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# The BVGA impact

## We don't just support auctions, we deliver results

BVGA have transformed auction challenges into winning opportunities across the globe. We enable our clients to be one step ahead in competitive bidding environments. Our past projects speak volumes about what we can achieve together.

We have worked with governments developing auction frameworks and local content rules. This gives us a unique insight into what makes a bid successful.

Since 2006, we have helped many clients win auctions across the globe.

We have a network of trusted local partners to complement BVGA's global experience and insight.

Whether you need flexible expert resources, challenges to herd thinking, or competitor intelligence, we can deliver proven value to your bid.

**From optimising bids to navigating complex auction processes and providing supporting analysis for price and non-price factors, we help our clients succeed.**



# Dynamic auction modelling and strategic support

We develop advanced pipeline concept models to predict competitor activity in allocation rounds. This enables clients to assess strategies, competitiveness, opportunities and threats. We support clients in understanding reference prices, budgets and market dynamics, ensuring informed, data-driven bidding strategies. We:

- Increase the likelihood of profitable auction wins
- Develop robust business cases, including non-price factors
- Understand competitor strategy
- Draw on our cost and financial modelling expertise
- Understand cost drivers across project life cycles and supply chain elements to optimise returns, and
- Provide independent and informed challenge

## Case study: Optimising Auction Success: BOEM Auction, California USA

**Challenge:** Navigating the high-pressure environment of BOEM offshore wind auctions to secure capacity in a fiercely competitive market.

**Our solution:** We provided real-time auction support, using dynamic modelling, bid tracking tools and hands-on advisory during the war room process.

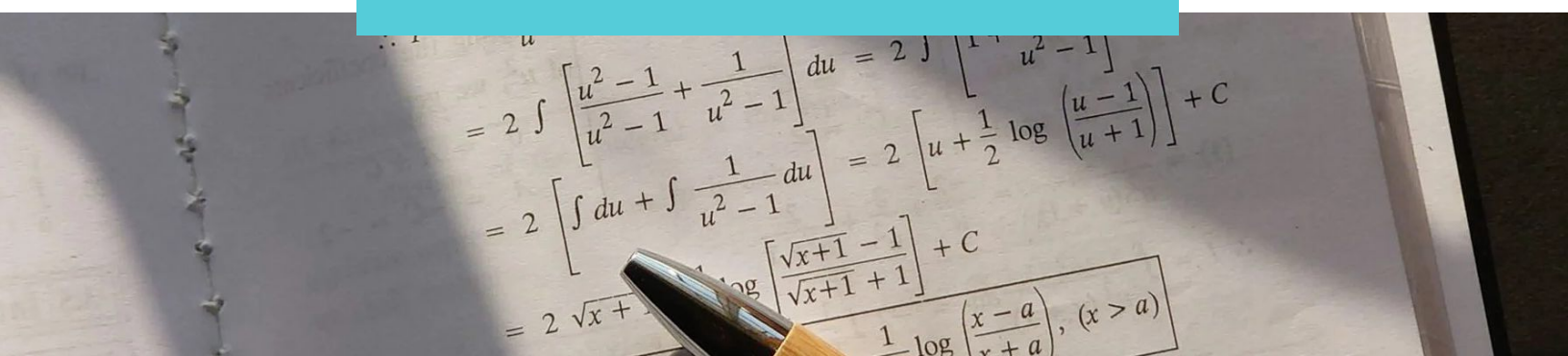
**Impact:** Our client secured its desired capacity reinforcing their position as a market leader.

## Case study: Auction development excellence program

**Challenge:** A major global offshore wind developer needed to future-proof its approach to auction bidding.

**Our solution:** We identified key influencing factors for the future of the wind industry and used these to identify key capability shifts that underpin our client's auction strategy.

**Impact:** The client made significant changes to auctions strategy and increased their success rate.



# Bid drafting and documentation

We deliver high-quality bid documents, optimised for non-price factors. We develop and improve:

- Supply chain plans
- Environmental statements, and
- Workforce development strategies

We achieve success in multi-stage auctions by aligning technical reports with clients' objectives and auction requirements. We understand the auction rules and how they have been informed by government policy.

## Case study: Driving Competitive Advantage: The Sørilige Nordsjø II Auction, Norway

**Challenge:** A prospective bidder needed to optimise their strategy for Norway's SM2 auction, balancing cost and competitiveness in an evolving market.

**Our solution:** We delivered detailed cost modelling, bid strategy workshops and comprehensive bid documentation reviews to align with auction rules and client objectives.

**Impact:** Our guidance ensured the client's bid was fully optimised, achieving a highly competitive position.

## Case study: ScotWind bid support

**Challenge:** Our client needed insight to support bid document creation and maximise the chances of success in the ScotWind auction.

**Our solution:** We project managed the bid including holding workshops and ad-hoc deep-dives to refine key messages, review documents and develop compelling visuals. We also mock-assessed documents to ensure they fully met bid requirements and made recommendations to maximise scores.

**Impact:** The bid was successful.





# Non-price factors

In designing an offshore wind auction, governments have goals in mind. In some cases, it is the lowest power prices for consumers or the best return for the exchequer. In others, governments use the auction to achieve socioeconomic or environmental objectives.

We wrote the world's first industry standard way of measuring local content back in 2015. We continue to advise governments and developers on the best way to deliver local benefit.

We quantify regional benefits through detailed in-house modelling, showcasing tangible impacts on jobs, investment and community benefits. Our insights into supply chain and workforce dynamics and development potential strengthen your bid. Governments increasingly use auctions to target disadvantaged communities, so we analyse social data sets and understand how to target strategies.

## Case study: Strengthening Local Content Compliance: ScotWind Supply Chain Plans

**Challenge:** Meeting the strict obligations for supply chain plans (SCP) while maximising local economic benefits.

**Our solution:** We analysed the available supply chain and infrastructure, and drafting SCPs for six ScotWind bidders.

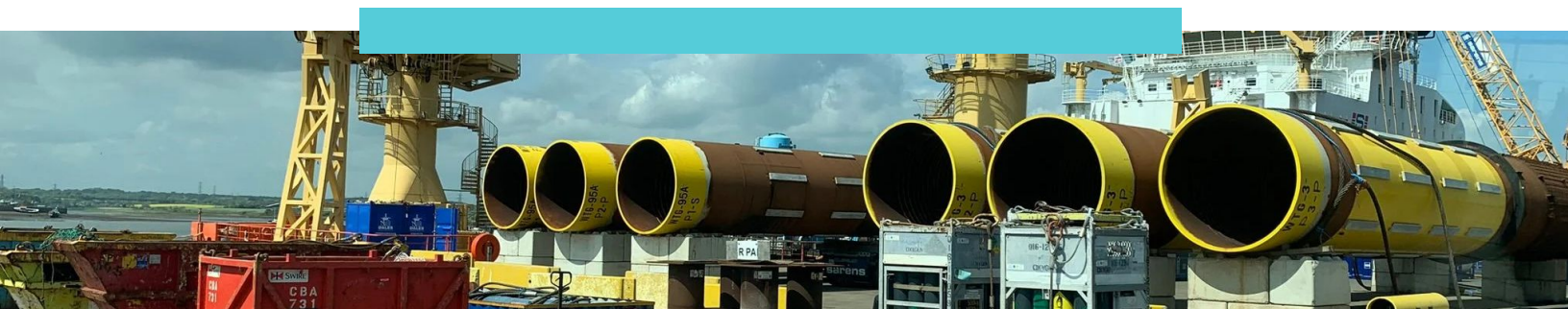
**Impact:** Clients valued our understanding of the Scottish supply chain and infrastructure, our approach to analysing local supply chains, and our insights into Crown Estate Scotland. We ensured their SCPs met all requirements with less risk.

## Case study: Massachusetts Offshore Wind Auction

**Challenge:** Developing a compelling bid highlighting the project's local economic benefits in a multi-state offshore wind auction with a joint target of up to 6 GW.

**Our solution:** We conducted detailed economic modelling to quantify job creation, supply chain impacts and workforce development potential.

**Impact:** The client's bid stood out for its robust demonstration of local benefits, securing capacity in a competitive solicitation.



# Our story

Bruce Valpy founded BVGA in 2006 to make the decarbonisation of energy bigger, quicker and smarter.

We have grown into a team that combines technological know-how, economic analysis and commercial strategy of wind energy to find new ways to influence global change.

We all care about making a difference, together. All our team get involved in client projects, each playing to their strengths and supporting each other's delivery, learning and growth.

The founding vision remains, and we continue to look to make quicker and smarter difference to clients, the team and the environment.



- ✓ Solutions tailored to clients' specific needs
- ✓ Direct access to our senior team of experts
- ✓ Learning and creativity culture
- ✓ Wind specialised knowledge and skills honed through hands-on experience
- ✓ Extensive industry network giving us the latest thinking, technologies and best practices

# Our values

We improve by challenging and supporting each other

We achieve change through in realism not idealism

Our work will always have rigour, value and honesty



BVGA team have a combined **250 years** of experience in renewable energy

# Contacts



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