



**Circular PV  
Alliance**



FOR IMMEDIATE RELEASE: 23/10/2023

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**Towards the Future of Solar Power and Manufacturing in Australia:  
RAINBOW POWER COMPANY JOINS CIRCULAR PV ALLIANCE AS FOUNDING  
MEMBER**

Circular PV Alliance (CPVA) is proud to announce Rainbow Power Company has joined CPVA as a Founding Member. This is a very exciting collaboration that marks an important step towards a sustainable, circular economy for the Australian solar energy sector.

"Having Rainbow Power Company on board as a CPVA Founding Member is a major boost to the solar energy industry's transition into a circular economy," says Megan Jones, Co-Founder and Director at CPVA. "Rainbow's support for the work CPVA is doing will expedite bringing the circular PV economy to life."

This exciting announcement is made on the eve of Australia's largest renewable energy event, All Energy, being hosted in Melbourne this week. Thousands of delegates who attend All Energy will have the opportunity to hear directly from Circular PV Alliance on day 2 in the Circular Economy segment. Representatives from Rainbow Power Company will also be attending All Energy to share enthusiasm for creating a more sustainable solar energy sector.

Rainbow Power Company (Rainbow Power) is a recognised pioneer of the Australian solar and renewable energy sector. Originating in Nimbin in the heartland of Australia's climate and environmental protection movement of the 1980s, Rainbow's founders Peter 'Pedals' van der Wyk, Dave Christmas and Jack Von Hest were early leaders and protagonists for solar energy. With a simple goal to bring affordable renewable energy to the fore, they simultaneously spearheaded Australia's solar energy 'revolution'. Today Rainbow continues to innovate and grow and is proudly the biggest employer in the town of Nimbin. Rainbow Power's reach has expanded internationally with solar energy projects across Papua New Guinea, the Solomon Islands and throughout the Pacific.

Rainbow Power continues to operate at the forefront of solar energy innovation and is committed to ensuring the Australian solar energy sector remains world class. Newly



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appointed Rainbow Power CEO, Zach Rook, sees strong alignment with CPVA's mission (to transition solar energy to a circular economy) and Rainbow's history of leadership in the industry as a natural and critical joining of forces.

"Rainbow Power Company was founded on two guiding principles; firstly to empower people to be independent and secondly to use technology to leave a better planet as our legacy," explains Rook. "Joining CPVA on their mission to move Australia forward to the next economy is vital to us living out that vision. The recent passing of Peter Pedals only highlights to us that we have so much work to do and so many possibilities."

Rook recognises the need to take responsibility for products as they reach the end of their productive life. "As we become increasingly reliant on technologies that require ever more electricity in our homes and working lives, we must find solutions to the negative impacts of our energy use, including stopping critical resources from ending up in landfill," says Rook.

"CPVA's commitment to investigating and developing the circular economy for solar energy is important to making energy equitable and Rainbow Power is excited to partner with CPVA in this mission."

Rainbow Power joins fellow CPVA Founding Member, PV Lab; Australia's highly regarded, independent, specialised PV panel testing laboratory. Rainbow Power will hold a position on the CPVA Technical and Strategic Advisory Board and co-design best practices and voluntary standards to benefit the circular PV economy in Australia and abroad. CPVA and Rainbow Power are looking forward to driving innovation in the circular PV economy.

CPVA is a grassroots not-for-profit organisation, founded by the solar energy industry, for the solar energy industry. CPVA supports a united industry-led approach to enable the self-determination of various stakeholders in this new market paradigm. CPVA partners with industry to undertake research to identify solutions and opportunities for the circular PV economy. Most recently CPVA and The University of Queensland released the [Reclaimed PV Panels Market Assessment Industry Report](#), which received widespread national and international attention and resulted in CPVA being a Finalist in the 2023 Clean Energy Council Awards. CPVA Founding Membership is currently open. For more information please visit [www.circularpv.com.au/members](http://www.circularpv.com.au/members)

For further comment please contact:

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