

Motivated By Change

New business venture founded by Hexagon sets out to change the world

Below is a translated version of the original [article](#) first published in Dagens Industri on the 15th of February.

Hexagon invests a billion on the sun

“If there’s no change, it will all be a disaster by 2050”. Hexagon is investing one billion SEK in a new subsidiary, R-evolution, with the purpose of solving sustainability challenges. “If we continue like we always have, it won’t end well” says Hexagon’s CEO Ola Rollén.

Hexagon has founded a company focused on sustainable energy solutions. The technology company R-evolution will use Hexagon’s technology to streamline the production of renewable energy.

“When you start digging into environmental issues, you pretty quickly realise that if the earth’s entire population continues to live in the same way as we do today, it will all be a disaster by 2050. There’s not much time left, only 29 years from now. If we continue like this, it won’t end well,” says Ola Rollén, CEO of Hexagon.

Hexagon develops sensors and software for the manufacturing, security and mobility industries, to name a few. The technology will now be used in the new subsidiary.

“We will for example gain efficiencies by using measuring instruments to measure the angle of the sunrays or to make sure that wind turbines always have an optimal angle. This can increase efficiency by up to 40 percent,” says Ola Rollén.

As a first step, R-evolution will apply Hexagon’s technology to streamline the processes in solar parks.

“We will own and operate the solar parks. We will reinvest the return and cash flow and use the experience gained from the first project in the next project,” says Erik Josefsson, CEO of R-evolution.

Hexagon has founded a company focused on sustainable energy solutions. The technology company R-evolution will use Hexagon's technology to streamline the production of renewable energy.

"When you start digging into environmental issues, you pretty quickly realise that if the earth's entire population continues to live in the same way as we do today, it will all be a disaster by 2050. There's not much time left, only 29 years from now. If we continue like this, it won't end well," says Ola Rollén, CEO of Hexagon.

Hexagon develops sensors and software for the manufacturing, security and mobility industries, to name a few. The technology will now be used in the new subsidiary.

"We will for example gain efficiencies by using measuring instruments to measure the angle of the sunrays or to make sure that wind turbines always have an optimal angle. This can increase efficiency by up to 40 percent," says Ola Rollén.

As a first step, R-evolution will apply Hexagon's technology to streamline the processes in solar parks.

"We will own and operate the solar parks. We will reinvest the return and cash flow and use the experience gained from the first project in the next project," says Erik Josefsson, CEO of R-evolution.

Erik Josefsson is a former executive for advanced industries at Ericsson and now takes over as CEO of R-evolution. Erik Josefsson believes that his previous experience can be used in his new assignment.

"I have a great interest in technology and business development. During my time at Ericsson, I introduced IoT solutions, closed large business deals in the US, launched software solutions in Southeast Asia and for the past five years led Ericsson's investment in Industry 4.0 with new 5G products and business models."

"We will embark on a similar journey with Hexagon and R-evolution. We will build a company within the company and motivate our employees and partners to take on the sustainability challenge and seize the business opportunity."

Hexagon invests SEK 250 million in equity in R-evolution and an additional SEK 750 million in debt.

"We are investing SEK 1 billion for a long-term return on equity of approximately 30 percent before taxes" says Ola Rollén.

People sometimes talk about an ESG bubble, to which R-evolution now belongs. Do you think there is a risk that it may burst?

"I think so and that is why you should not talk about ESG. It doesn't matter what you call it. The truth is that we must change our consumption patterns – otherwise there will be no planet. Or rather, it is actually not the earth that is in a bad situation, but mankind," says Ola Rollén.

Do you think it is possible to save mankind then?

"I am absolutely convinced that we can. But it must be done in the right way. The solution is not to go back and live in caves again, but to use modern technology to quickly change our consumption pattern."