

AN EVEN BETTER PLACE TO WORK LTD (bp2w®)

FORMAL OBSERVATION — AN COIMISIÚN PLEANÁLA

Case Reference: PAX16.324387

Proposed Development: Muingmore Wind Farm — 13 Wind Turbines, 180m Tip Height, County Mayo

Applicant: RWE Renewables Ireland Limited

Observer: An Even Better Place to Work Ltd (bp2w®), Geesala, Co. Mayo

Submitted by: Brian Bakeberg, CEO

Submission Deadline: 7 August 2026

About This Business

An Even Better Place to Work Ltd (bp2w®) is an Irish organisational development and employee engagement SaaS company, 100% Irish-owned, headquartered in Geesala, County Mayo. We are an Enterprise Ireland HPSU-supported company with PSSF funding. We operate in 16 countries, serve more than 50 enterprise clients including Yorkshire Water, Siemens Energy, Emirates, and NHS trusts, and have grown from €10,000 turnover in 2023 to €220,600 in 2025.

We are not a local business that happens to use software. We are a global technology company that has chosen to base its headquarters in rural north Mayo. That choice was deliberate, considered, and consequential. It is the choice this observation is about.

Why We Chose Geesala

When we decided to establish the headquarters of bp2w® outside Dublin, we had options. We chose Geesala for a specific set of reasons that are directly relevant to this planning application.

The quality of life in Geesala is not merely pleasant — it is a business asset. Our product is about creating better workplaces. The environment in which we ourselves work matters deeply to us and

to our clients. When we bring senior decision-makers from Yorkshire Water, from Siemens Energy, from NHS trusts, to visit our operation in Geesala, the landscape they find themselves in makes a point that no presentation could make. That this way of working — connected, calm, high-performing, rooted in a real place — is possible. That Ireland is not just Dublin. That the knowledge economy does not require a city.

We have been featured in the Connaught Telegraph for precisely this reason. A global SaaS company basing itself in Geesala is news because it is unusual. It is unusual because the proposition has not been made credibly enough, often enough. We are part of making that proposition.

What the Landscape Means to This Business

bp2w® sells workplace wellbeing. Our entire proposition rests on the idea that the environment in which people work profoundly affects how they perform, how they engage, and how they feel. We cannot make that argument credibly while operating from an environment that has been industrialised against the wishes of its community.

The landscape of Erris — the Atlantic coastline, the open bog, the dark skies, the silence — is not scenery for us. It is part of our product. It is part of what we demonstrate when clients visit. It is part of what we mean when we say that there is a better way to work. Thirteen turbines at 180 metres tip height, with mandatory aviation warning lights visible throughout the night, flashing across the landscape our clients come to see, would materially damage that proposition.

We also think about the signal this sends to other businesses considering similar decisions. Ireland's economic development agencies — Enterprise Ireland, IDA Ireland — have invested significantly in making the case for regional Ireland as a location for serious enterprise. That case rests on quality of life, landscape, and community as genuine competitive advantages. Every industrial project that degrades those qualities makes the case harder to make. Not impossible — but harder. And harder is enough.

The Practical Impact on Our Operations

Our team works from Geesala. Client visits are a core part of how we develop enterprise relationships at the scale we are targeting. The environment into which we bring those clients — the drive from the airport, the landscape, the experience of a working day in north Mayo — is part of the pitch. That is not sentiment. It is commercial strategy.

We also recruit to this location. Attracting talent to base themselves in Geesala requires making an honest case that this is a genuinely good place to live and work. That case is easier to make when the landscape is intact. It becomes more difficult — not impossible, but more difficult — when the honest answer to "what does it look like?" includes thirteen 180-metre turbines on the horizon.

Formal Request

An Even Better Place to Work Ltd formally requests that An Coimisiún Pleanála refuse permission for the proposed Muingmore Wind Farm. We do so not as opponents of renewable energy — we are not — but as a business that has made a genuine, consequential, and public commitment to rural north Mayo, and that has a direct commercial interest in the landscape and quality of life that makes that commitment viable.

We ask the Board to consider what it would mean for rural Ireland's economic future if developments like this proceed over the objection of the communities and businesses that chose to be here.

Mise le meas,

Brian Bakeberg

CEO, An Even Better Place to Work Ltd (bp2w®)

Geesala, Co. Mayo

brian@bp2w.ie