

# Ripple effects of GreenScale Tonstad

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## 1.1 Potential for growth in Sirdal and the region

In Norway, the population has increased by 25 percent over the past 25 years. During the same period, Sirdal's population has grown by around 10 percent. The working-age population, those aged 20–66, has accounted for most of the growth in this period for Sirdal. However, this is changing. In recent years, growth has been strongest among those over the age of 67. The younger part of the population has remained stable, while the number of children under five has declined from 119 in 2015 to 76 in 2025. Nationally, there is a clear trend of people moving toward more central areas, especially in and around the largest cities. As in many other municipalities, Sirdal may therefore face an ageing population in the years ahead.

This development can be changed. Sirdal has beautiful natural surroundings, strong opportunities for children and young people to participate in sports and cultural activities, and a municipality that provides high-quality public services. An important additional requirement is access to relevant job opportunities. The establishment of a new data center represents an opportunity for a major new employer in the municipality – one that, by providing access to many exciting jobs, can influence population development in Sirdal and the wider region, including both Agder and Rogaland.

Fully realizing the potential of the data center investment will require effort from both the municipality and GreenScale. It will also require cooperation with regional actors on relevant education programs, identifying suitable suppliers, and attracting labor to Sirdal.

Figure A Population composition in Sirdal, by age groups, 2000–2025.

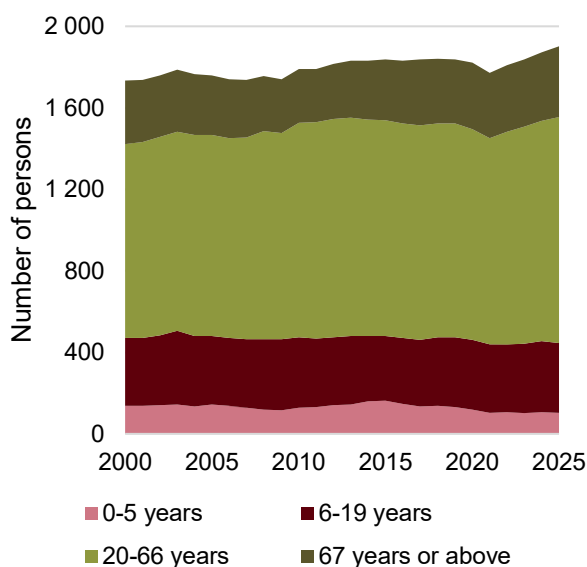
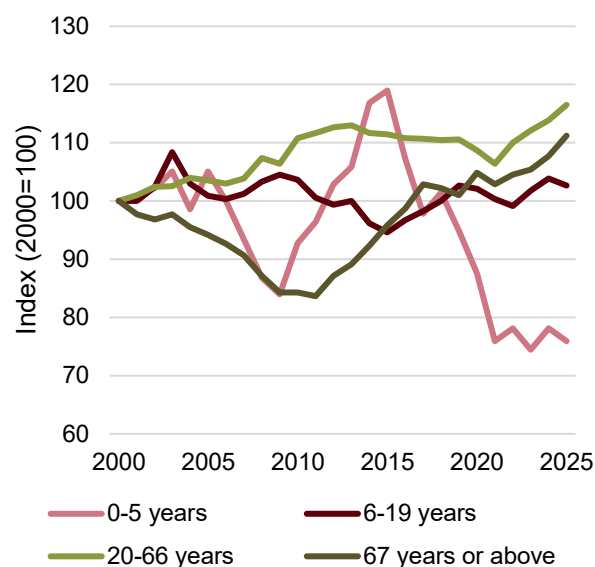


Figure B Population composition in Sirdal, by age groups, 2000–2025. Index (2000=100).



Source: Statistics Norway (SSB).

## 1.2 One of the largest investments in the region and Sirdal

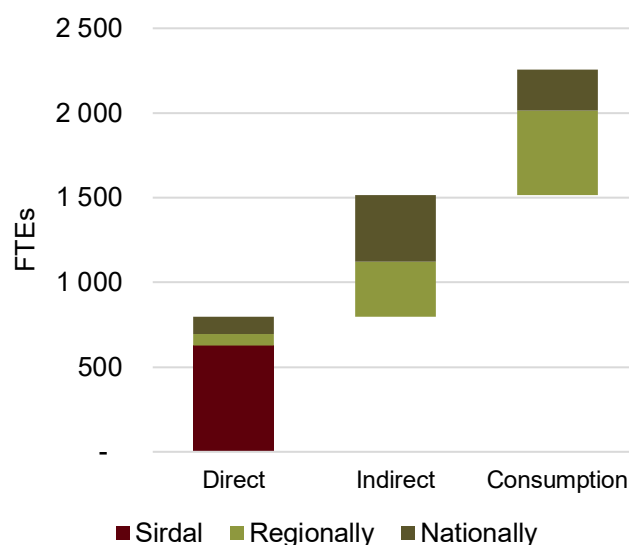
GreenScale has purchased an area of 420,000 square meters near the Ertsmyra power station. On approximately 160,000 square meters of this area, GreenScale will, over the next five years, establish data centers in four buildings and utilize the 300 MW of grid capacity reserved for them by Statnett in November 2025.

The company's investment exceeds NOK 30 billion, of which approximately NOK 13 billion will be spent on the procurement of construction works and installations in Sirdal, Agder, and elsewhere in Norway. The remaining investment relates to specialised technical equipment supplied by international vendors. This work establishing the datacenter will generate around 630 full-time equivalents in Sirdal, and approximately 170 full-time equivalents in project management, engineering, and administrative support in the region and other parts of Norway. This reflects only the direct effects of the investments and does not include any wider ripple effects.

Those who build the facilities, along with their employees, rely on goods and services from others. These are ripple effects linked to direct investments and the full-time equivalents required for constructing the data center. During the construction phase, the total effects—both direct and indirect – will amount to 2,250 full-time equivalents and NOK 2.7 billion in annual value creation.

During both the construction period and the operation of the data center, GreenScale will depend on suppliers and skilled people, such as those who have contributed to cabin construction and to establishing Sirdal and the region as an attractive holiday destination. With the decline in cabin construction in the region and in Sirdal, the demand from the data center for these types of skills can contribute very positively to an important regional industry.

**Figure C Construction phase: ripple effects per year and per region, full-time equivalents (FTEs).**



Source: SØA

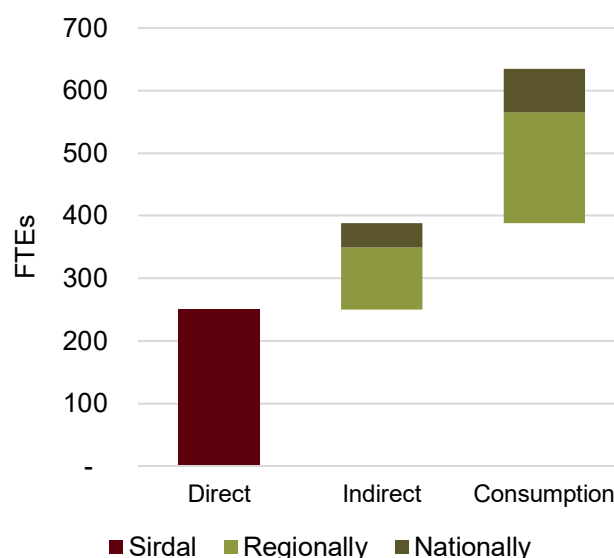
### 1.3 A major workplace with significant ripple effects

Once fully operational, GreenScale will be the largest private-sector employer in Sirdal. The data center will have approximately 250 full-time equivalents, including engineers, technicians, operations staff, cleaning personnel, and security staff. These 250 operational FTEs also include staff employed by GreenScale's end customers. All employees will work at the data center campus and will therefore live in Sirdal or within commuting distance. GreenScale will also be one of the largest private employers in all of Agder – smaller than Glencore that has + 500 employees but only slightly smaller in terms of employment than Henning-Olsen (330), Asko Agder (310), and the Kristiansand Zoo (310), and larger than, for example, Norsk Stål (230), Aludyne (210), Huntonit (180) and Sira-Kvina Kraftselskap (133).

GreenScale will depend on collaboration with many suppliers delivering goods and services to support the center's operations. In addition, the company will rely on a well-functioning local community capable of providing a good everyday life for employees in Sirdal and the wider region. Goods and services range from hairdressers and grocery stores to schools and health and welfare services for employees and their families. This means that operating the data center with approximately 250 full-time equivalents will generate value creation and employment far beyond those directly employed at the facility. In total, the data center will therefore generate 640 full-time equivalents and NOK 1 billion in annual value creation per year, see Figure B.

The data center will be a long-term, location-bound, and therefore stable workplace for Sirdal and the region. This will provide a foundation for population growth. Some employees will commute from within the region to Sirdal, others from outside the region. Some will relocate to Sirdal or the surrounding areas. Some of these newcomers will bring partners and children. How many choose Sirdal will depend not only on GreenScale but also on how well Sirdal and the region succeed in making themselves attractive to new residents.

Figure E Operational phase: ripple effects per year and per region, **full-time equivalents (FTEs)**.



Source: SØA

