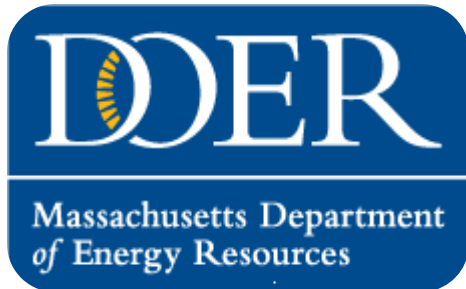


Creating a Clean, Affordable and Resilient Energy Future for the Commonwealth



Communications Strategy: **Commonwealth Energy Tool for Savings** **(energyCENTS)**

Connecting Energy Incentives with Consumers

Commissioner Judith Judson

Joanne Morin
Steve White

Andrea Hessenius
Zazy Atala

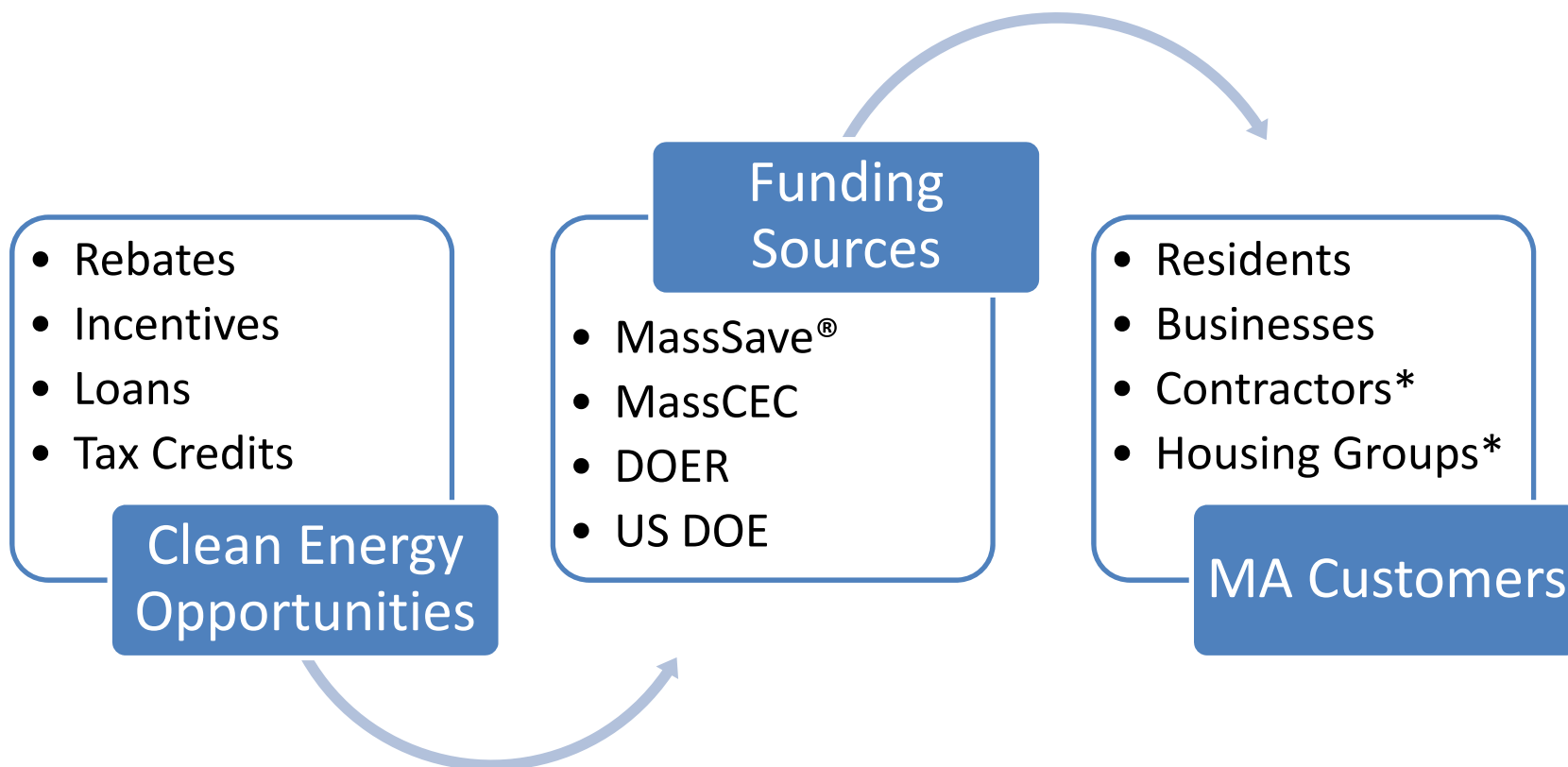
Why are we doing this?

MA has robust rebates and incentives for both EE and RE. Yet, the current incentive infrastructure is:

- Overly complicated
- Lots of information, little guidance
- Requires multiple websites visits before connecting to relevant opportunities
- Silos EE, RE, MLP opportunities


Solution

Create a one stop on-line application that consolidates all clean energy opportunities to consumers




DEMO: energyCENTS

Interactive Application for MA residents



energyCENTS: Commonwealth Energy Tool for Savings
Connecting Energy Incentives with Consumers



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The **Commonwealth Energy Tool for Savings (energyCENTS)** provides a single entry point to all of the energy saving opportunities available to Massachusetts residents, businesses and institutions. You can find rebates, loans and financing for electric vehicles, appliances, home energy assessments, solar electricity and far more and then go directly to the sponsor's website.

What type of utility are you looking for? Electric Natural Gas

Who are you?

- Agriculture Entity
- Business/Institution
- Clean Energy Industry
- Income Eligible Resident
- Resident

What are you looking for?

- Appliances
- Clean Energy Innovation
- Electric Vehicles
- Energy Audit
- Financing
- Heating and Cooling
- Insulation
- Lighting
- New Construction
- Remodeling
- Renewable Power
- Solar Electricity
- Training and Certifications

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Zipcode

Zipcode

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