

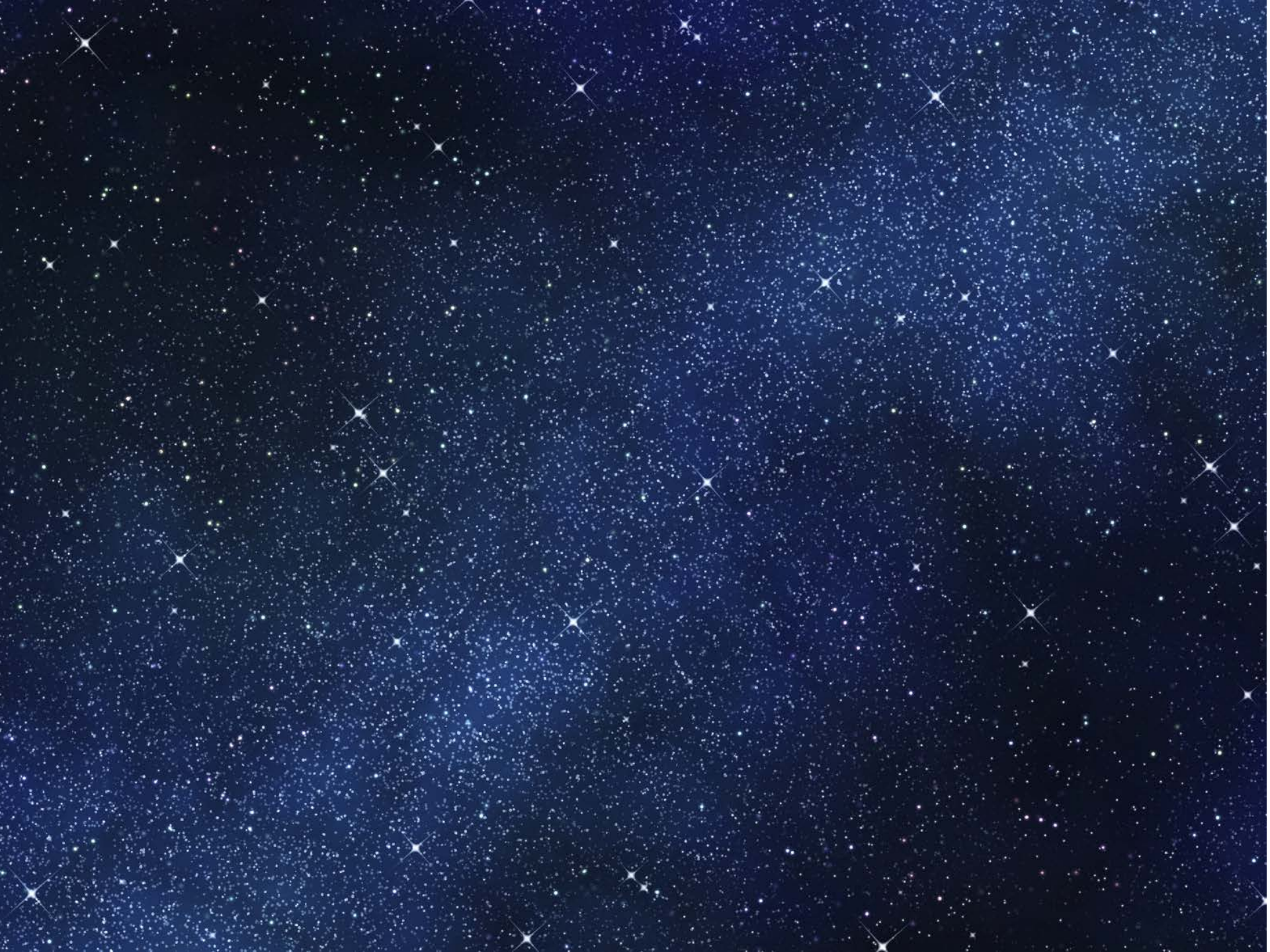
AN INDUSTRY TRANSFORMED

THE IMPACT
OF THE GREEN COMMUNITIES ACT OF 2008
ON THE ENERGY EFFICIENCY INDUSTRY
IN MASSACHUSETTS



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How has the Green Communities Act impacted the **numbers** and **types** of businesses

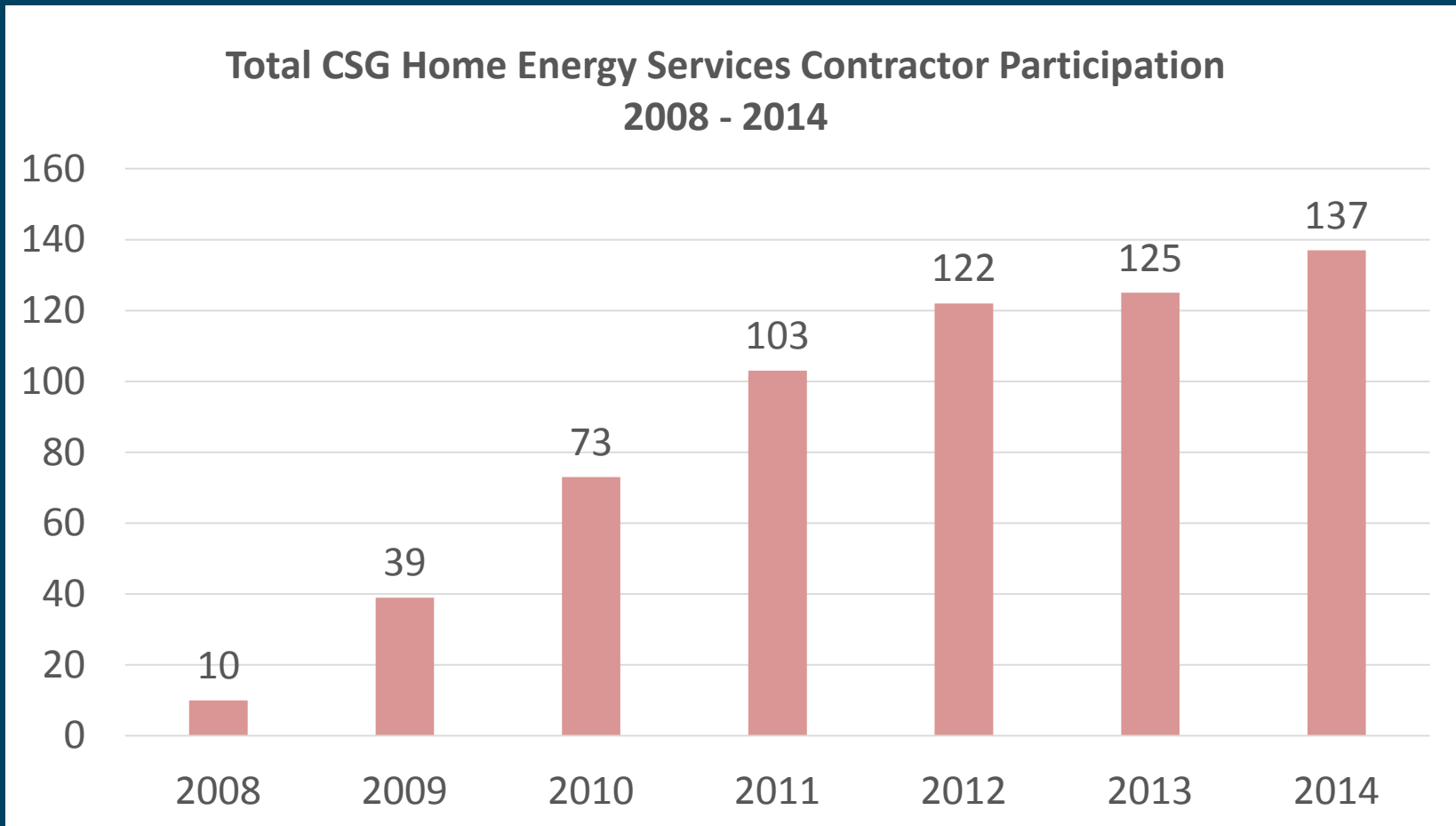
operating in Massachusetts

that offer **energy efficiency-related products & services?**

The Green Communities Act
has **transformed** the energy efficiency
industry in Massachusetts **in five key ways.**

That industry is **larger**
and **more diverse** than we expected.

1. The population of companies offering energy efficiency services has grown



2. Many businesses have grown because of working with Massachusetts programs

“Our subcontractors can invest in hiring additional people because they know the work is going to be there. So can [we].”

- Direct Install vendor

“My success in this program allows me to take care of my employees. I can afford to give them top-of-the-line safety equipment and training.”

– IIC in the Home Energy Services program

3. Non-efficiency businesses are now providing energy efficiency-related products and services

“We really like this program. 83% of the applications that came in were approved. These are high-quality borrowers. We look at this program as an opportunity to have a conversation with people we would never have spoken to if we weren't in the program.”

- HEAT Loan lender

4. Out-of-state businesses are being drawn to the Massachusetts market

“The Massachusetts utilities have a solid national reputation for the level of achievement in their energy efficiency programs. You want to be working with these leaders as it provides instant credibility in the industry... If I want to work in the east, I need to work in Massachusetts.”

- Program Management company

5. A culture of energy efficiency has motivated local innovation

“...it is very important for us to maintain our presence here. Massachusetts has become a hub for energy efficiency and innovation. Here there is a critical mass of talent that we can tap into to help us advance our fledgling enterprise.”

- Technology-based energy efficiency startup

The result is bigger than you might think

More than **7,000 businesses**

Program management & evaluation: **9+**

Energy efficiency service delivery: **6,463+**

Supply chain: **796+**

Most of them are not built with a specific focus on energy efficiency

