



THE IMPACT OF THE GREEN COMMUNITIES ACT 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

**Total CSG Home Energy Services Contractor Participation
2008 - 2014**



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 heating & cooling businesses

Energy efficiency service delivery companies



