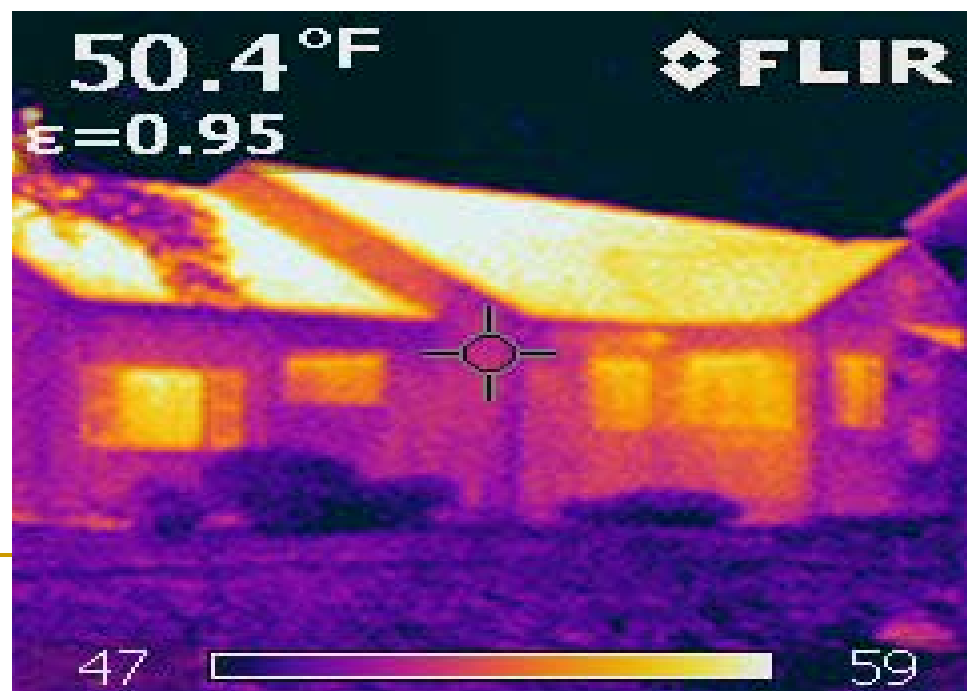
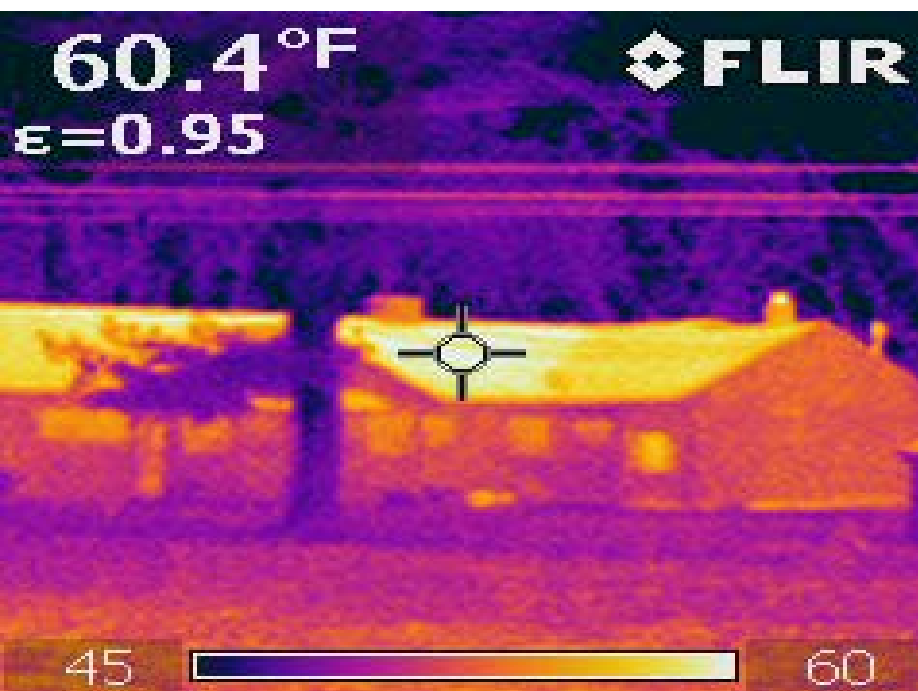
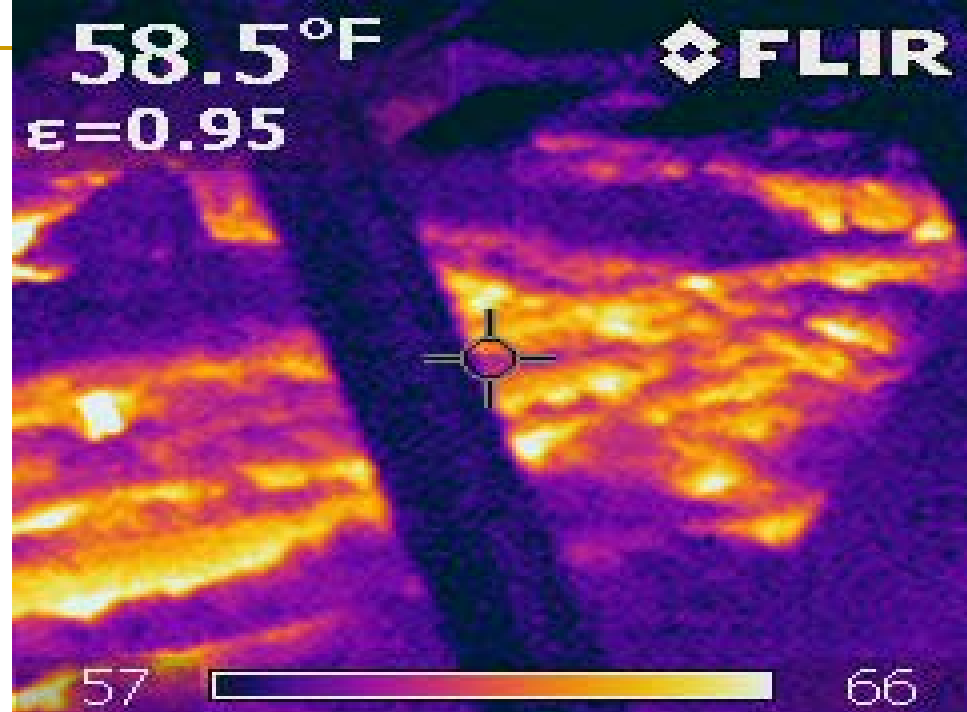
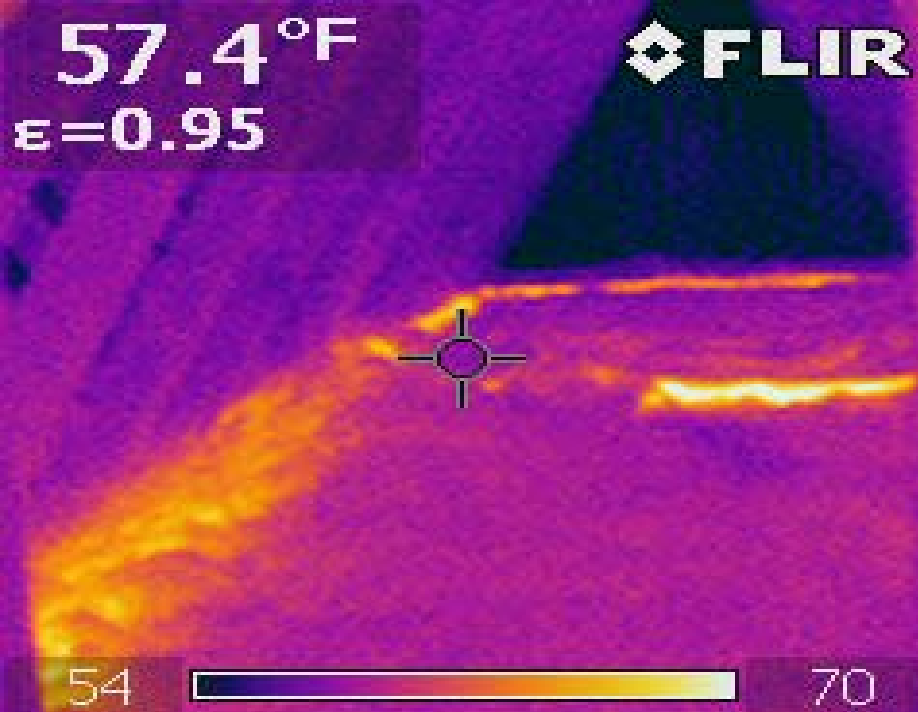




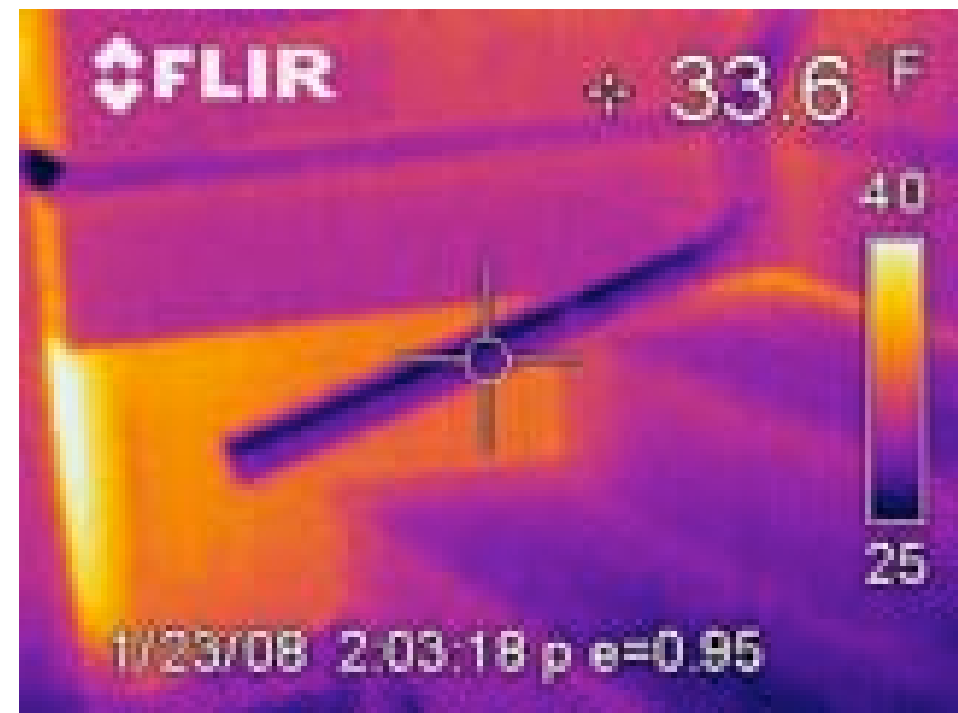
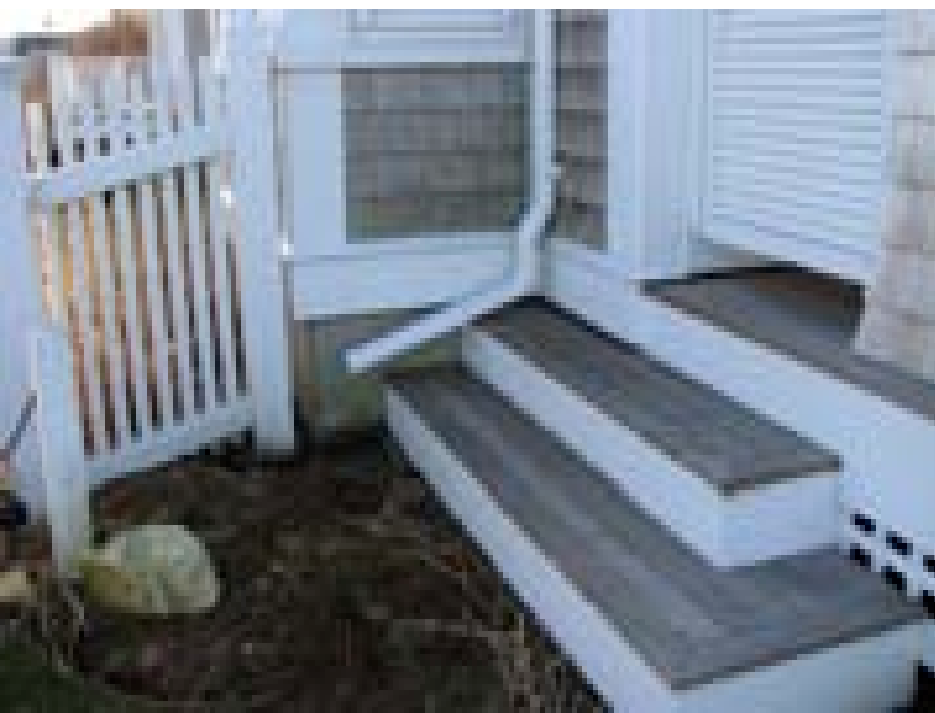
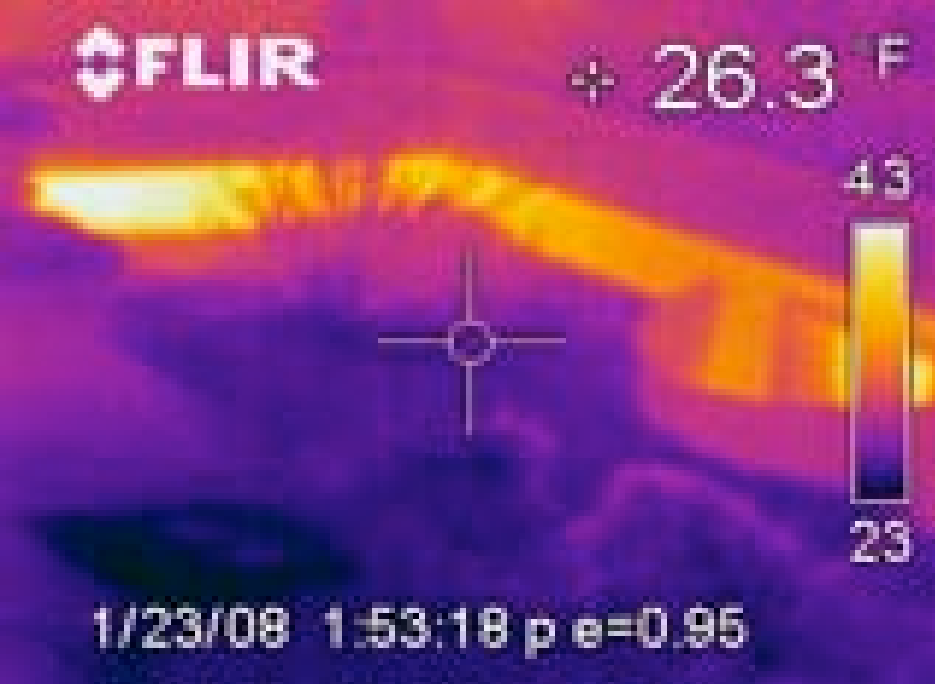
**Leaders in  
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**EASTHAMPTON MA 413.529.0544 [beyondgreen.biz](http://beyondgreen.biz)**















































# Barriers to Growth

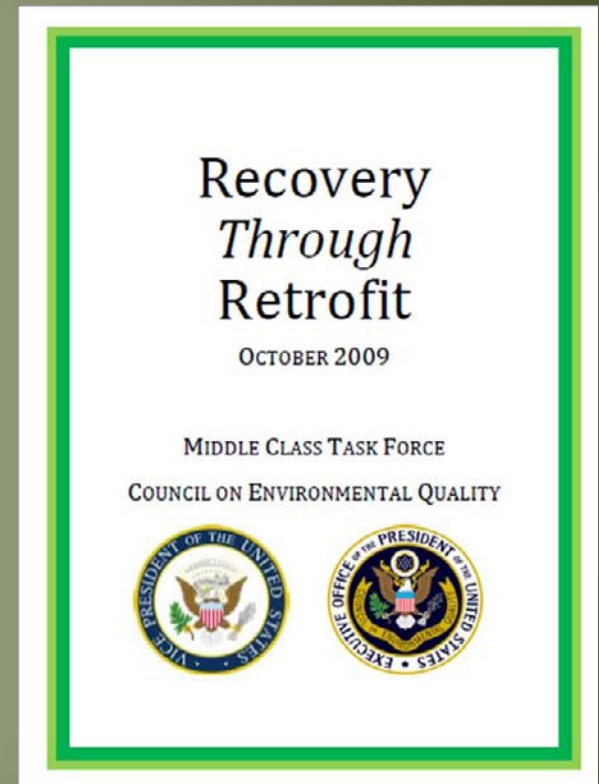
- **Consumers need access to reliable information:** The current state of purchasing information for consumers is not consistent, reliable or readily available.
- **Lack of Financing options:** We currently have no mortgages that can assist in a large upfront expense for energy efficiency on a DER level.
- **Home Inflation and Appraise-ability:** A good % of our homes are inflated above the market value and banks do not have appraisal formulas for homes that are exceptionally energy efficient.
- **Lack of Trained Workforce :** we need advanced training for trades people, sales marketing and office personnel.





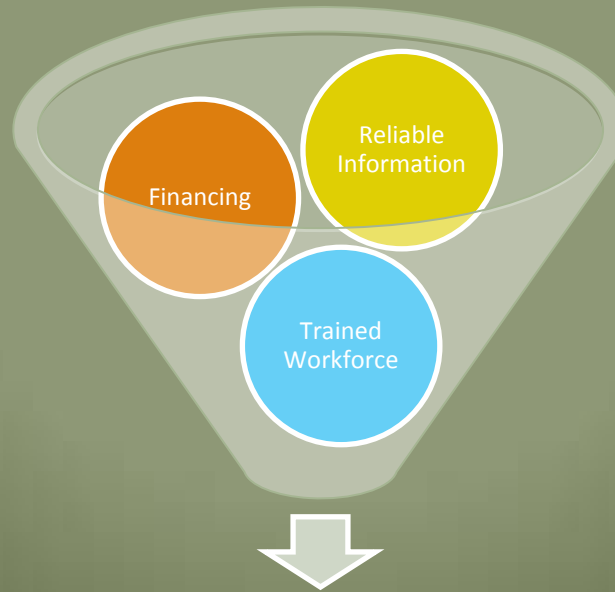
# Barriers to a National Retrofit Market

- 1. Access to Information
  - » Consumers and Trades
- 2. Access to Financing
  - » High up-front costs
- 3. Access to Skilled Workers
  - » Need knowledge and training





# Green Economy Formula



SUPPLY and DEMAND



What are the next steps??

- Share Information
- Generate Interest
- Create Demand

*“GREEN MENTORS”*



# A Systematic Approach

## The Managed Change<sup>®</sup> Process

### Identify the Change

*Determine the major issues in each stage of change.*

Current

Desired

Delta

### Prepare to Change

*Identify and assess the key stakeholders.*

Sponsors

Change Agents

Targets

*Determine the degree of risk and the cost of the change*

Culture

History

Resistance

### Plan the Change

*Design the change systems.*

Communication  
System

Learning  
System

Reward  
System

### Implement the Change

*Build the change strategies and tactics  
into an overall change plan.*

### Monitor the Change

*Watch, measure, and adapt as the change is changing.*





Who?

What?

How?

**“Green Mentor  
Program” (GMP)**



# How do we provide information to the diverse community?

Info for Municipalities

Info for Businesses

Info for Home Owners

Info for Trades People



# What are the next steps??

- Outreach for monthly “Green Night” meetings
- Attend Bi-Annual Project Retrofit events
- Build a diverse Board of Directors for WMGC
- Strategic Planning for GMP- Richard Boucher has used proven models for organized change.. More on that at our next PRF event!!

# Western Mass Green Consortium



Join us the 2<sup>nd</sup> Wednesday of each month 4:30pm  
for “Green Night” @ the Northampton Brewery



# Thank you for your time! Questions?

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- [www.WesternMassGreenConsortium.org](http://www.WesternMassGreenConsortium.org)

