Leaders in Energy Efficiency

EASTHAMPTON MA  413.529.0544  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

Info + Finance + Workers = Green Economy

SUPPLY and DEMAND

- Financing
- Reliable Information
- Trained Workforce
What are the next steps??

• Share Information
• Generate Interest
• Create Demand

“GREEN MENTORS”
A Systematic Approach

The Managed Change® 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.

LaMarsh & Associates, Inc.
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 2nd Wednesday of each month 4:30pm for “Green Night” @ the Northampton Brewery
Thank you for your time! Questions?

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