

PROJECT SUMMARY/ABSTRACT

Applicant: Connecticut Clean Energy Fund, administered by Connecticut Innovations, Inc., a quasi-governmental organization

Project Directors: Bob Wall, Director of Energy Market Initiatives for the Connecticut Clean Energy Fund and Kerry O’Neill, President and CEO of Earth Markets, LLC

Project Title: Neighbor to Neighbor Energy Challenge – A Community Energy Savings Project

Objectives of the Project

The objectives of the Project are to:

1. Get residents on a “*food chain of sustainable energy usage*” by increasing their levels of household energy savings and clean energy usage through a comprehensive portfolio of actions that are supported by community-based social marketing, a personalized online platform, performance-based rewards and incentives, and consumer financing;
2. Demonstrate the value of aggregated residential energy savings and clean energy usage in energy and environmental markets (e.g. energy efficiency and renewable portfolio standards and carbon markets) with the intent of attracting potential investors into the residential sector by measuring and verifying program impacts and then valuing those impacts; and
3. Develop a replicable and scalable model by continuously analyzing the efficacy and economics of each element of the program model at various phases of implementation.

Description of the Project

The Project brings together a consortium of 14 leading rural, suburban, and low income communities throughout Connecticut¹ with an original team of nine public, private, academic and non-profit organizations.² The Project will target participation of 10 percent of households to set specific, measurable stretch goals of 20 percent for energy savings and clean energy usage, and provides support to assist them in achieving these goals. The Project will build on a national DOE and EPA award-winning Connecticut Clean Energy Communities Program by incorporating a unique set of energy efficiency programs that include an innovative online platform with a Personal Energy Advisor for households and leader boards for communities; an on-the-ground Clean Energy Community Corps; financing for homeowners to undertake simple to more complex cost-effective energy efficiency measures and clean energy installations; performance-based incentives to reward communities for meeting targets; and a first-class measurement and verification program to support continuous program improvement, best practice identification and aggregation of household energy savings and clean energy production for monetization in state energy trading markets, where possible.

Over the first three years of the Project it will create and **retain over 250 jobs** (nearly 400 jobs over the lifetime), **reduce over 50,000 MTCO₂ emissions** (nearly 250,000 MTCO₂ over the lifetime), and **save households over \$12 million in avoided energy costs** (nearly \$150 million over the lifetime) while providing a **leverage of \$4.70 for every \$1.00 invested** from the EECBG’s General Innovation Fund.

¹ Consortium of Towns includes Bethany, Cheshire, East Haddam, East Hampton, Glastonbury, Lebanon, Mansfield, Portland, Ridgefield, Weston, Westport, Wethersfield, Wilton and Windham.

² Key Partners for the Project include AFC First Financial, Clean Water Fund, Connecticut Clean Energy Fund, Connecticut Energy Efficiency Fund, Earth Markets, Efficiency 2.0, MIT Field Intelligence Lab/EMpower Devices, SmartPower, and the Student Conservation Association.