



we make green make senseSM

What We Do

Help people and businesses save energy and
reduce waste



What We Do

Help transform the way we live and work for a better community, economy, and environment



What We Do

- Save money



What We Do

- Save money
- Improve comfort



What We Do

- Save money
- Improve comfort
- Help your business perform better



Who We Are

Non-profit organization with 100 professionals



Who We Are

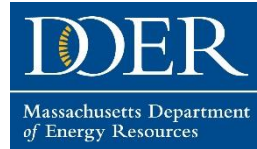
40 years of proven advice and resources



How We Work



nationalgrid



MASSACHUSETTS
CLEAN ENERGY
CENTER

Preserving Resources,
Preventing Waste



MassDEP



EVERSOURCE
ENERGY



THE AMERICAN INSTITUTE
OF ARCHITECTS



Local Communities



Local Contractors

How We Work

We believe that individual actions matter



How We Work

We believe that individual actions matter

- They improve your life
- They add up
- They help create change

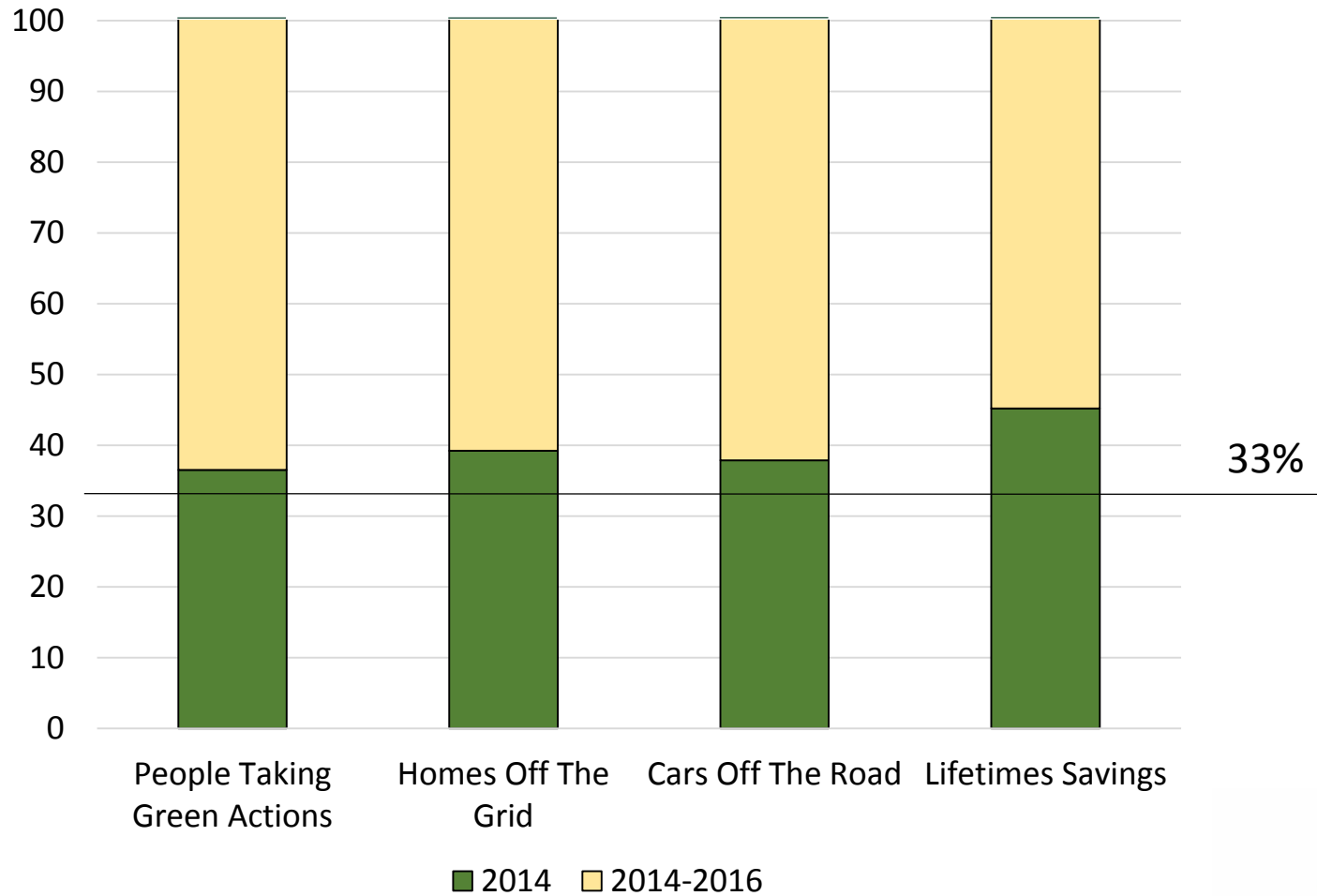


Go Green Campaign

- Help **80,000** people take green actions
- Save enough energy equal to taking **40,000** homes off the grid for a year
- Reduce carbon emissions equal to taking **100,000** cars off the road for a year
- Save **\$100 million** in lifetime savings



On Track After First Year



In one year...

We installed **99,071** energy efficient bulbs



In one year...

We conducted **5,049** home energy assessments



In one year...

We reduced, reused, recycled, and composted **23,657** tons



How We Help

- Greening your home



How We Help

- Greening your home
- Greening your business



How We Help

- Greening your home
- Greening your business
- Partnering in our community



Greening Your Home

- Energy efficiency services



Greening Your Home

- Energy efficiency services
- New England Greenstart renewable electricity



Greening Your Home

- Energy efficiency services
- New England Greenstart renewable electricity
- EcoBuilding Bargains



Greening Your Business

- Energy efficiency



Greening Your Business

- Energy efficiency
- Composting and recycling



Greening Your Business

- Energy efficiency
- Composting and recycling
- Renewable energy



Partnering With Our Community

- EcoFellows



Partnering With Our Community

- EcoFellows
- Outreach and Education



Partnering With Our Community

- EcoFellows
- Outreach and Education
- Community Solar Pilot Program



What Can YOU Do?

The **UCS** is a nonprofit science advocacy organization based in the U.S.

Cooler Smarter lists the top **10 ways** you can help reduce your carbon footprint



Union of
Concerned
Scientists

Citizens and Scientists for Environmental Solutions

www.ucsusa.org



I. Switch your car.

- Upgrading from a 20 mpg car to a 40 mpg car can save you 4,500 gallons of gasoline over the car's life span.
- At today's gas prices, that savings is over \$10,350.



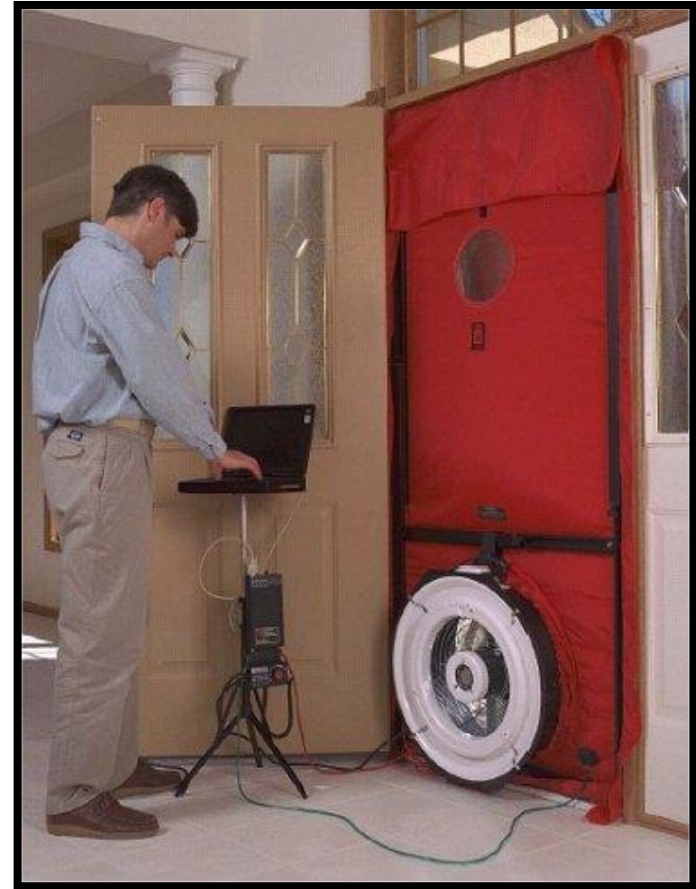
I. Switch your car.

- [US EPA Green Vehicle Guide](#)
- [Greener Cars \(ACEEE\)](#)



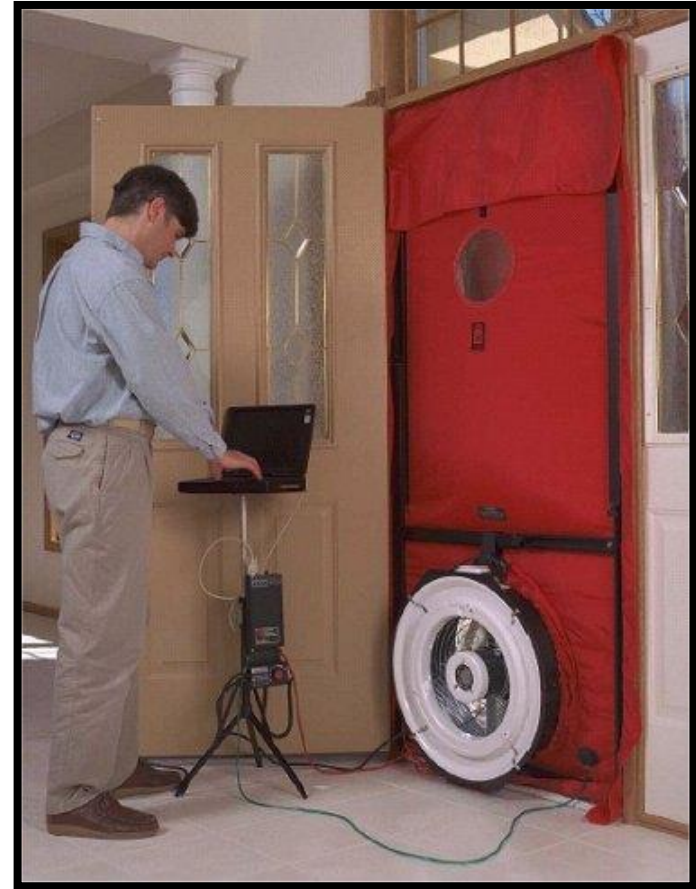
2. Make your house air tight.

- Air leaks may account for 15-25% of the heat loss in winter and heat gain in summer.
- If you pay \$1,100 a year to heat and cool your home, you might be wasting as much as \$275 annually.



2. Make your house air tight.

- Get a no cost energy assessment with Mass Save
- www.masssave.com
- 866-527-SAVE (7283)



3. Use a programmable thermostat.

- Can generate 15% reduction in heating and cooling emissions and save \$180 a year.
- Winter: set at 68 degrees when home, 8 degrees lower when away



3. Use a programmable thermostat.

- Get a no cost energy assessment with Mass Save
- www.masssave.com
- 866-527-SAVE (7283)
- [Energy Star rebates](#)



4. Eat less meat.

- An average family of four that cuts its meat intake in half will avoid roughly three tons of emissions annually.



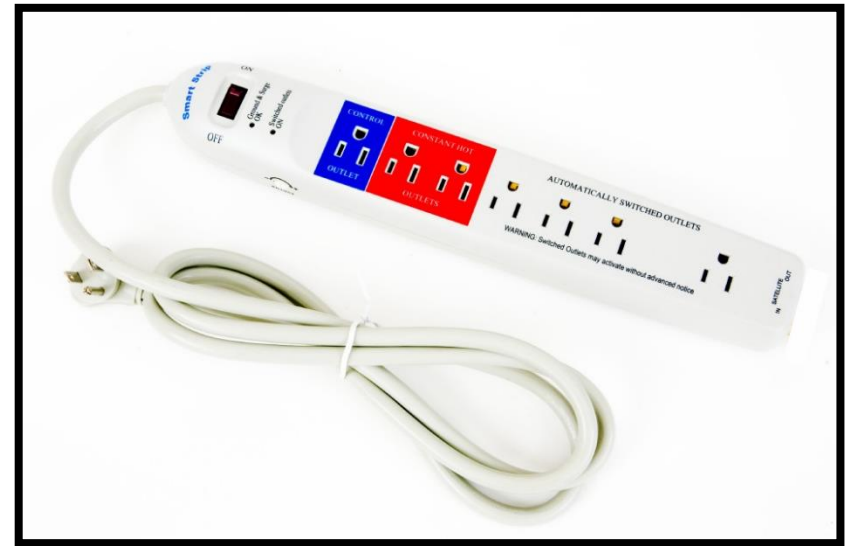
4. Eat less meat.

- [Fine Cooking - 10 ways to eat less meat](#)
- [This Week For Dinner – how to eat less meat](#)
- [The Flexitarian- recipes by course](#)



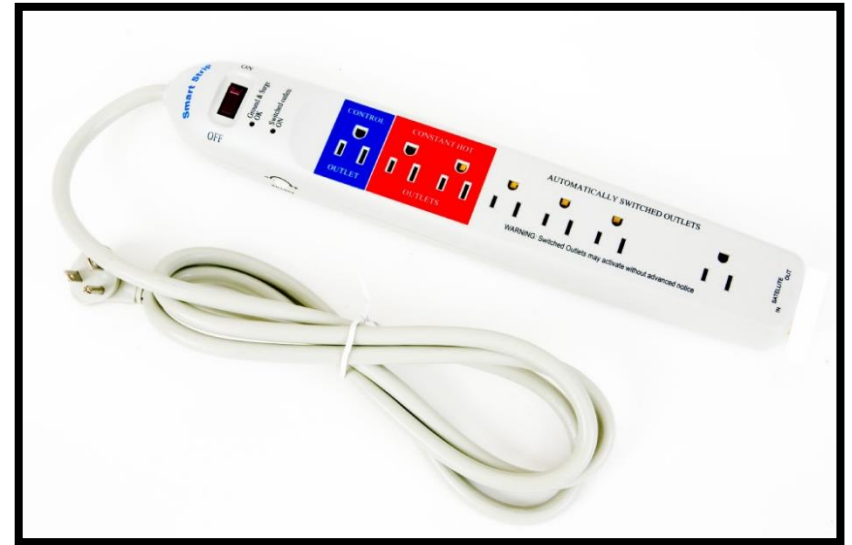
5. Use power strips.

- Help curb “phantom loads”.
- Keeping your laser printer turned on when not in use could be costing you as much as \$130 annually.



5. Use power strips.

- Get a no cost energy assessment with Mass Save
- www.masssave.com
- 866-527-SAVE (7283)
- [Energy Star's recommendation on smart power strips](#)



6. Upgrade your appliances.

- New refrigerators and air conditioners are now twice as efficient than those that are 10-15 years old



6. Upgrade your appliances.

- [Mass Save resources to find rebates](#)



7. Get an electricity monitor.

- Purchase or even borrow from local libraries to see where the energy hogs are in your home



7. Get an electricity monitor.

- [Listing of libraries that rent out monitors](#)
- [Shop your own energy monitor here](#)



8. Change your light bulbs.

- New LED light bulbs can give the same light for 15 percent the electricity



8. Change your light bulbs.

- Get a no cost energy assessment with Mass Save
- www.masssave.com
- 866-527-SAVE (7283)
- Or purchase at local stores



9. Wash your clothes in cold water.

- Hot water washes use five times the energy—and create five times the emissions.
- This switch could save you nearly \$100 a year.



10. Buy less stuff.

- Reduce, re-use, and recycle and lower your emissions to help combat global warming.



10. Buy less stuff.

- Ecobuildingbargains.org
- [The EPA's guide to reuse](#)
- [Pittsfield Repair Cafe](#)
- Local thrift shops, repair shops, Craigslist.org, and freecycle.org



Finally, spread the word.

- Lead by example and encourage your friends and neighbors



I've Done All That, What Now?

- Renewable energy
- Green building
- Greening your business



Renewable Energy

Renewable energy on your roof



Renewable Energy

Resources:

- [Mass Solar Connect through Mass Energy Consumer Alliance](#)
- [Massachusetts Clean Energy Center](#) (including Solarize Mass)



Renewable Energy

Resources:

- [MA Clean Energy Center Solar Thermal](#)
- [MA Clean Energy Center Solar Loan Program](#)



Renewable Energy

GreenUp Your Electricity

- [New England Green Start](#)
- Municipal Aggregation and/or other GreenUp providers



Renewable Energy

Community Solar



Renewable Energy

- A solar PV system that provides benefits to multiple participants
 - Electricity
 - Net metering credits
 - Return on Investment
- Only 25% of households tend to have a good site for solar



Renewable Energy

IN My Backyard (IMBY) Community Shared Solar Pilot Project



Renewable Energy

- Demonstrating
 - A small-medium scale project – for 10 to 20 families
 - Local Ownership - by households via an LLC
 - Affordability – Households purchase shares to offset a portion of their electric usage
- Replicating
 - Creating a toolkit for other communities
 - Conducting presentations in interested communities



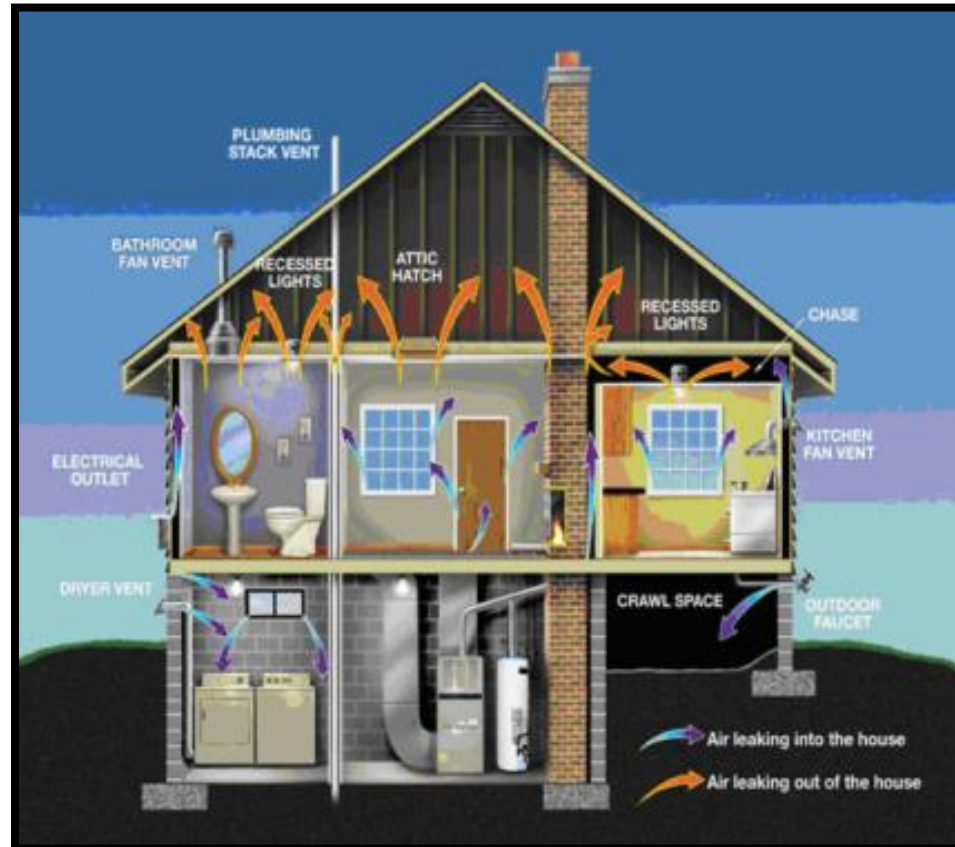
Renewable Energy

MA Department of Energy Resources

- [CSS Recommendation and Guidelines for MA](#)
- [Solar Loan Program that includes CSS](#)
- [Owner's Agents Technical Assistance grants to help municipalities determine viability of CSS](#)



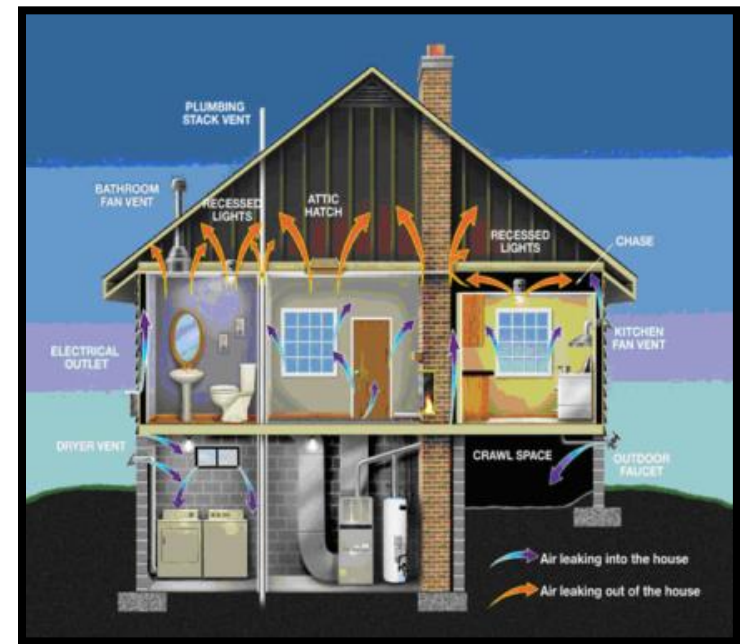
Build a Green Home



CET Green Home Services

Benefits of Building a Green Home:

- Comfort
- Durability
- Health
- Lower operating cost



CET Green Home Services

Aspects of a Green Home:

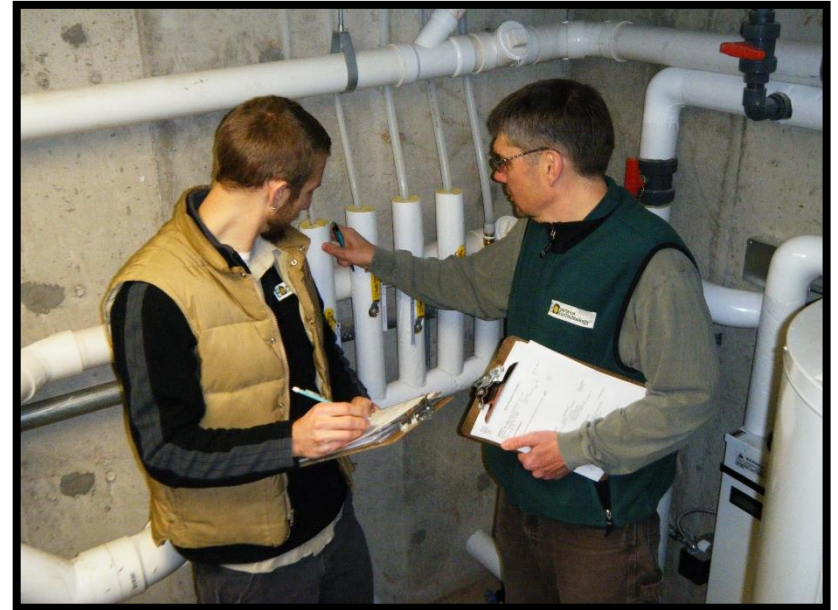
- Energy Star
- LEED
- Passive House
- Deep Energy Retrofits



CET Green Home Services

CET can help you:

- Build a net zero energy or LEED Certified home
- Comply with state energy codes
- Get Energy Star verification for new homes



Build a Green Home

Resources:

- [CET New Construction Services](#)
- [US Green Building Council \(LEED\)](#)
- [Passive House USA](#)
- [RESNET](#)
- [Energy Star Homes](#)



Green Your Business



Green Your Business

Benefits of Greening your Business:

- Cost savings
- Improved performance
- Customer relations
- Compliance
- Opportunity for leadership



Big business is already on board...

intuit.



LEVI STRAUSS & CO.



Sprint

Allstate
You're in good hands.

Bank of America.



DUNKIN' BRANDS
[eatdrinkthink]

nationalgrid

Coca-Cola

DUNKIN' DONUTS Baskin Robbins



DELL

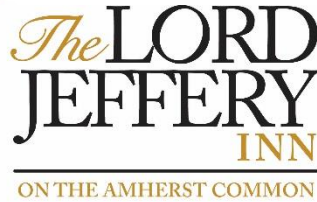
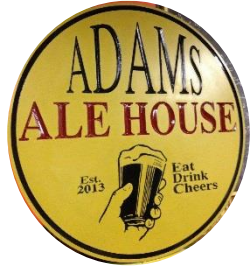
CVS Health

citi



EVERSOURCE

Helping businesses in our community...



Businesses Helped in Berkshire County

- Adams Specialty Printing
- Jayko Dairy
- Berkshire Bank
- Carr Hardware
- Butternut Ski Resort
- Ward's Nursery
- Berkshire Coop Market
- Barrington Brewery
- Price Chopper
- Guido's Fresh Marketplace
- Bradley Farm
- Chez Nous Bistro
- Country Curtains
- Cranwell Resort
- Quality Inn - Lenox
- Shakespeare and Company
- Canyon Ranch
- Berkshire Precision Tool
- Modern Mold and Tool
- Chemex
- Sabic Innovative Plastics
- Allegrone Construction Co.
- Balance Rock Investment Group
- Berkshire Life
- Mountain One Financial
- Maxymillian Technologies, Inc.
- Marland Mold
- Crowne Plaza
- Petricca Construction
- Red Lion Inn



CET Green Business Services

CET works with businesses, farms, non-profits, hospitals, schools, and others to save energy and reduce waste.



CET Green Business Services

- Waste Reduction Programs
- Energy Efficiency
- Food Waste Composting
- General Recycling
- Education



Green Business Case Study

https://www.youtube.com/watch?v=ELQ0xUaN_JU&list=PL2DxSgGxyPjeIgQ3IhourQd_L2YuiNVS3



Green Business Resources

- [CET Green Business Services](#)
- [RecyclingWorks MA](#)
- [Mass Farm Energy Program](#)
- [Environmental Defense Fund Climate Corps Energy Handbook](#)



Putting a Price on Carbon



Putting a Price on Carbon

- Most favored by economists for reducing global-warming emissions
- Charges those who emit carbon dioxide (CO₂)



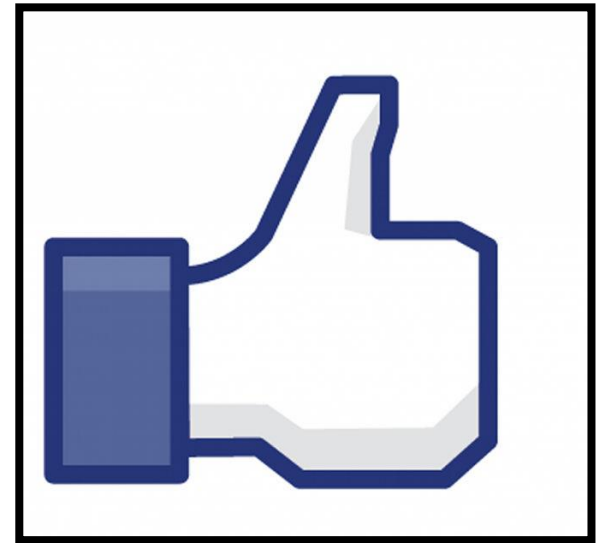
Putting a Price on Carbon

- Can be “revenue neutral” - monies collected can be paid back to all residents as a dividend or tax credit



Putting a Price on Carbon

- Creates incentives to reduce emissions
- Lets marketplace find solutions
- Protect those on bottom end of economic scale
- Protect business competitiveness



Putting a Price on Carbon

- Support putting a price on carbon
- How to talk about it?



Putting a Price on Carbon

- Massachusetts Carbon Pricing Coalition
- [Climate Action Now](#)
- [State study on carbon pricing](#)
- SD 285 Barrett Bill
- SD 1815 Pacheco Bill



Questions?

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