

# Marketing Renewable Thermal Technologies to Commercial-Scale Customers

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# MassCEC RT Program History

2012

- Solar Hot Water (Res & Com)

2013

- Com Pilot: GSHP, Biomass, District Energy

2014

- Res Pilots: ASHP, GSHP, Biomass
- Res Programs: ASHP, GSHP, Biomass

2015

- **Five-year, \$30 million commitment to RT**

2016

- Com GSHP, Biomass, ASHP (Mini-Splits only)

2017

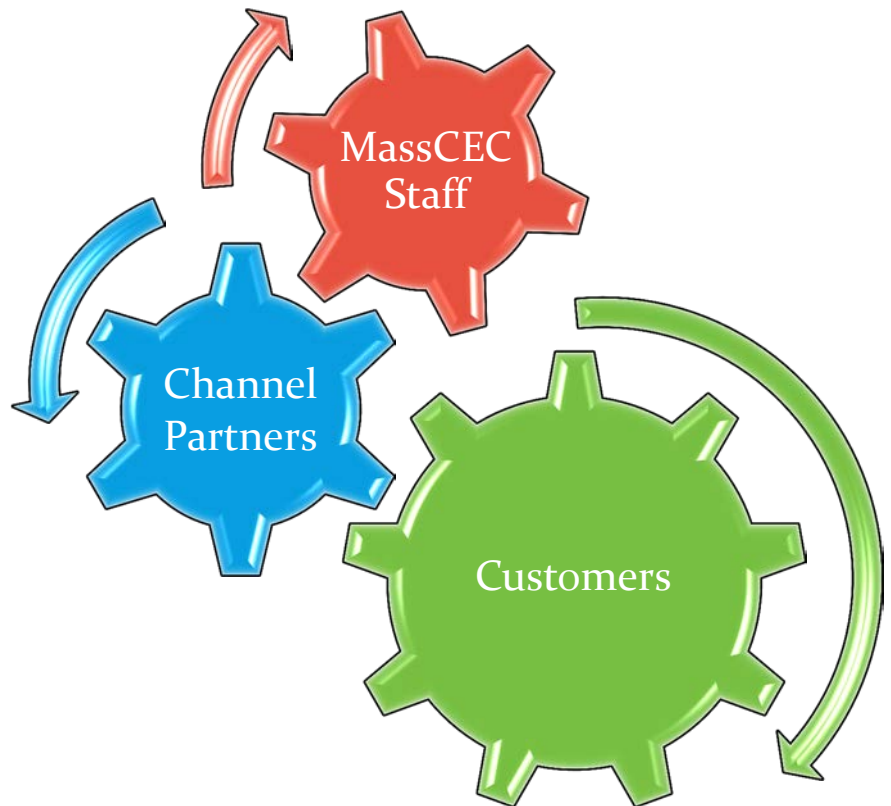
- ASHP (Variable Refrigerant Flow)

# Barriers to Commercial RT Adoption

- **Technology awareness/knowledge**
  - Low awareness among customers
  - Incorrect or outdated perceptions among HVAC planners
- **Incentive awareness**
  - Low awareness of MassCEC rebates
  - “Formophobia” – Fear of applying to rebate programs
- **Insufficient tools and data** to evaluate CH&C systems versus alternatives
- **Costs**
  - High up-front costs for most technologies
  - Limited operational savings due to low oil and gas prices and high electricity prices
- **Technology- or building-specific barriers**

# Commercial Marketing Strategy

- **Goal:** Maximize RT adoption by customers.
- **Primary Constraint:** Staff time
- **Strategy:** Collaborate with channel partners to educate HVAC decision makers about RT technologies and incentives.
- Focus on channel partners that can influence large swathes of commercial customers.



# Sample Channel Partners

## Architects, Engineers, Energy Advisors

American Institute  
of Architects

ASHRAE

Energy service  
companies

## HVAC Contractors

RT manufacturers  
& distributors

Air Conditioning  
Association of  
New England

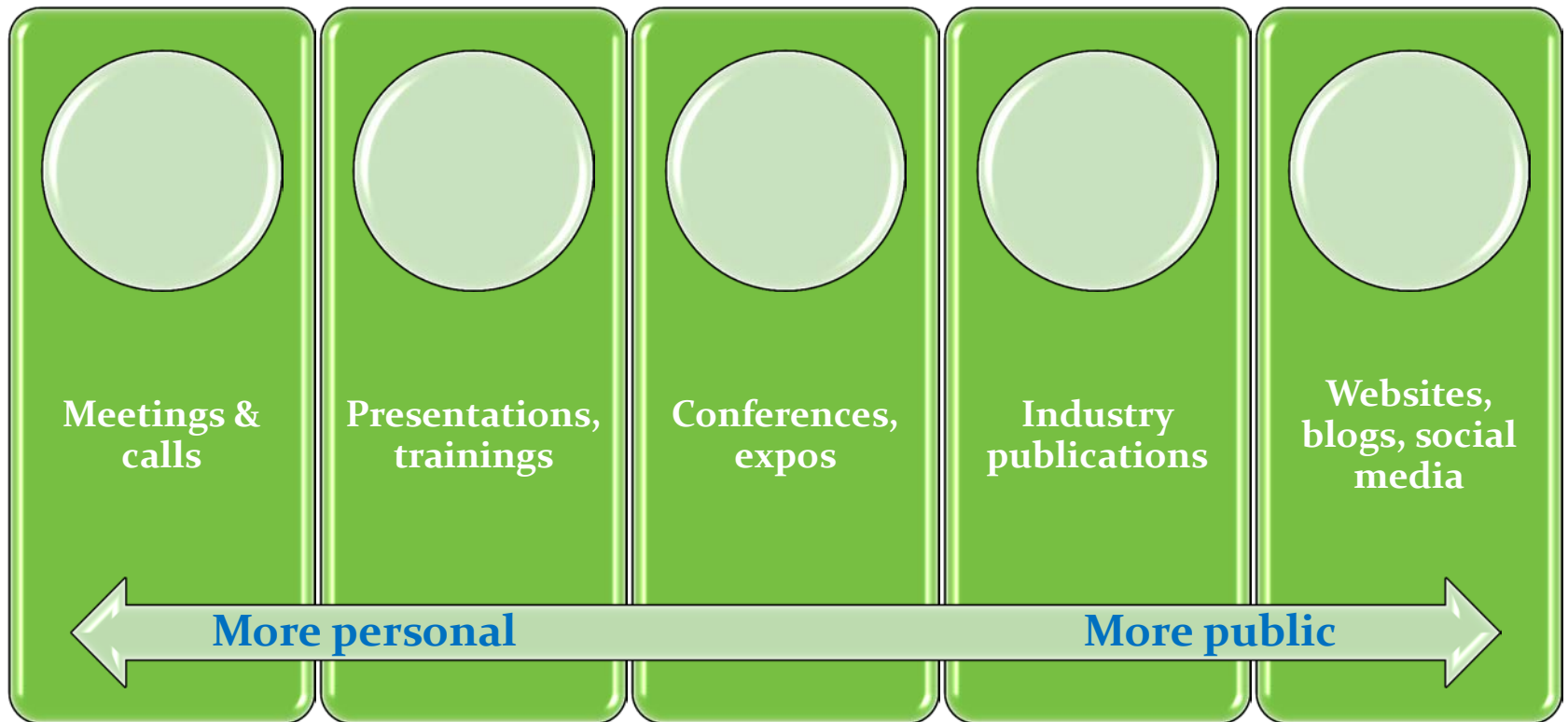
## Building Owners & Developers

Greater Boston  
Real Estate Board

Regional planning  
councils

City of Boston

# Outreach Mechanisms



# Target Market Segments

1. New construction/major renovation
  - Most new HVAC installs made during construction or recapitalization
2. Selected retrofits
  - Buildings with high-cost fuels
  - Systems nearing end of life or performing poorly
3. Owner-occupied buildings
  - Owners pay utility bills, value energy savings
  - Concerned with enhanced comfort, quiet
4. Green/net-zero buildings or sustainability-oriented organizations

# FAQ: What do customers want to know?

What is the technology?  
How does it work?

How much does it cost to install vs. conventional technologies? What incentives are available?

Will I save on my utility bills? How much? What's the payback period?

Do you have case studies of similar buildings?  
Can you connect me with the owners?



# Turning Leads into Projects

1. Refer to industry professional who can provide technical expertise and price quote
  - Could be valuable to have objective third-party advisor
2. Explain relevant incentives
3. Provide case studies

Technology	Industry professional
ASHP (VRF)	Local manufacturer reps
ASHP (mini-splits)	Installers
GSHP	NEGPA, designers
Biomass	Designers
Solar hot water	Designers

# Materials under Development

- Sector-specific technology fact sheets/case studies (e.g. RT for municipal buildings)
- Incorporating incentive information into:
  - Manufacturer trainings
  - Contractor price quote sheets
- Continuing-education credit courses (ASHP, GSHP, General RT)
- Informational videos
- Paid advertising (print, online)
- Articles/op-eds in trade journals
- Financial models to estimate RT payback periods

# Questions? Concerns? Ideas?

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