

Contractor Network Co-branding

June 26th, 2024



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GREEN BANK®



Welcome & Agenda



About the Green Bank

What is the CT Green Bank Contractor Network?

What is co-branding?

How to sign up and request materials for co-branding

Q&A



Points of Contact



Robert Schmitt
Marketing & Outreach



Alysse Lembo-Buzzelli
Building Solutions



Barbara Waters
Smart-E



Ed Kranich
Energy Storage Solutions

Mission & Vision



Connecticut Green Bank is the nation's first state level green bank. Established in 2011 as a quasi-public agency, the Green Bank uses limited public dollars to attract private capital investment and offers green solutions that help people, businesses and all of Connecticut thrive.

Our mission is to confront climate change by increasing and accelerating investment into Connecticut's green economy to create more resilient, healthier, and equitable communities.



Our Goals



Leverage limited public resources to scale-up and mobilize private capital investment in the green economy of Connecticut.

Pursue investment strategies that advance market transformation in green investing while supporting the organization's financial sustainability goals.

Strengthen Connecticut's communities, especially vulnerable communities, by making the benefits of the green economy inclusive and accessible to all individuals, families, and businesses.



Our Solutions

The Green Bank is helping Connecticut flourish by offering green solutions for homes and buildings, and by creating innovative ways to invest in the green economy.



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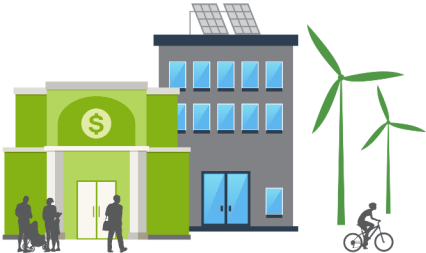


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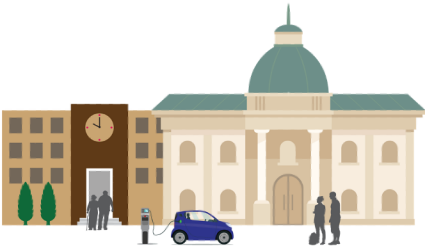


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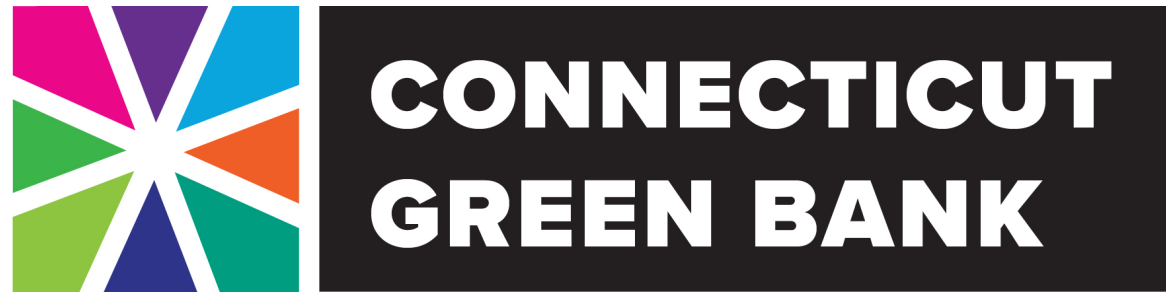




energy storage
SOLUTIONS



Connecticut Green Bank Contractor Network



CONTRACTOR NETWORK



The Connecticut Green Bank Contractor Network is the group of contractors who are registered or eligible to offer Green Bank products.

- When you see a contractor using the “Connecticut Green Bank Contractor Network” badge, this represents their commitment to meeting Green Bank program requirements and working with the Green Bank to finance projects.
- Each program has different requirements for contractors to become registered or eligible: Training requirements, licenses, certifications, financial health, or other criteria (including satisfactory project performance) may be required to maintain participation

Why join the Connecticut Green Bank Contractor Network?



Credibility

The Connecticut Green bank is a quasi-state agency and leader in green energy movement. When you join our Contractor Network, this is an opportunity to strengthen your partnership with us and demonstrate your commitment to creating thriving communities throughout the state.

Confidence

Trust that we are here to support you. The Green Bank is here to help and provide resources such as trainings, marketing materials, one-on-one support, calculators, and much more.

Creating Opportunities

Joining the Green Bank Contractor Network unlocks new possibilities for your organization. Enjoy your name on the Green Bank website elevating your visibility, & gain access to innovative financing tools... that unlock access to more customers and more projects.

What is co-branding?

Co-branding is an opportunity for the Green Bank Contractor Network to strengthen their partnership with Connecticut Green Bank

Illustrate your association with the Green Bank by co-branding materials or using a Green Bank Contractor Network badge.

*Only contractors who are part of the Connecticut Green Bank Contractor Network are eligible to use co-branded materials



Using **C-PACE** (Commercial Property Assessed Clean Energy) retrofit financing allows you to install green energy upgrades today and pay for them over time through an assessment placed on the property. It can cover up to 100% of project costs, at low-interest rates with terms up to 25 years. This results in energy improvements that can be cash flow positive in year one. Join more than 400 building owners who will save an estimated \$300 million in energy costs over the life of their upgrades by making your building more modern & resilient with C-PACE financing today!

With C-PACE retrofit financing you can:

- 1. Increase your bottom line.** Projects are structured so that energy savings are greater than your investment. You can enjoy lower, more predictable energy costs that allow you to focus on your core business and mission.
- 2. Improve your building** making your facility more comfortable for you, your employees, tenants or customers, while increasing its value and reducing environmental impact.
- 3. Work with us & the Connecticut Green Bank.** Together, we can help you develop a custom project with performance and savings projections that help make your return on investment more predictable and easier to understand.
- 4. Lower Energy Costs.** Complete green improvements that can lower energy consumption or produce clean energy (such as solar systems, upgraded lighting, heating and cooling, insulation or energy storage), at nearly any property type, including commercial, industrial, retail, agricultural, nonprofit or multifamily.

We are a member of the Green Bank Contractor Network. This means we are trained and registered to offer this Connecticut Green Bank product. Together, we are committed to helping Connecticut thrive and create more sustainable buildings.

Get in touch with us to get started with your C-PACE project.

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123 East Street
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860.930.1234
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Connecticut Green Bank Contractor Network



Members of our Network can access badges, including ones that signify the different programs that contractor participates in:



CONTRACTOR NETWORK

► **c-space**



CONTRACTOR NETWORK

► **smart-e loan**



CONTRACTOR NETWORK

► **solar roof lease**



CONTRACTOR NETWORK

► **solar ppa**

Energy Storage Solutions co-branding



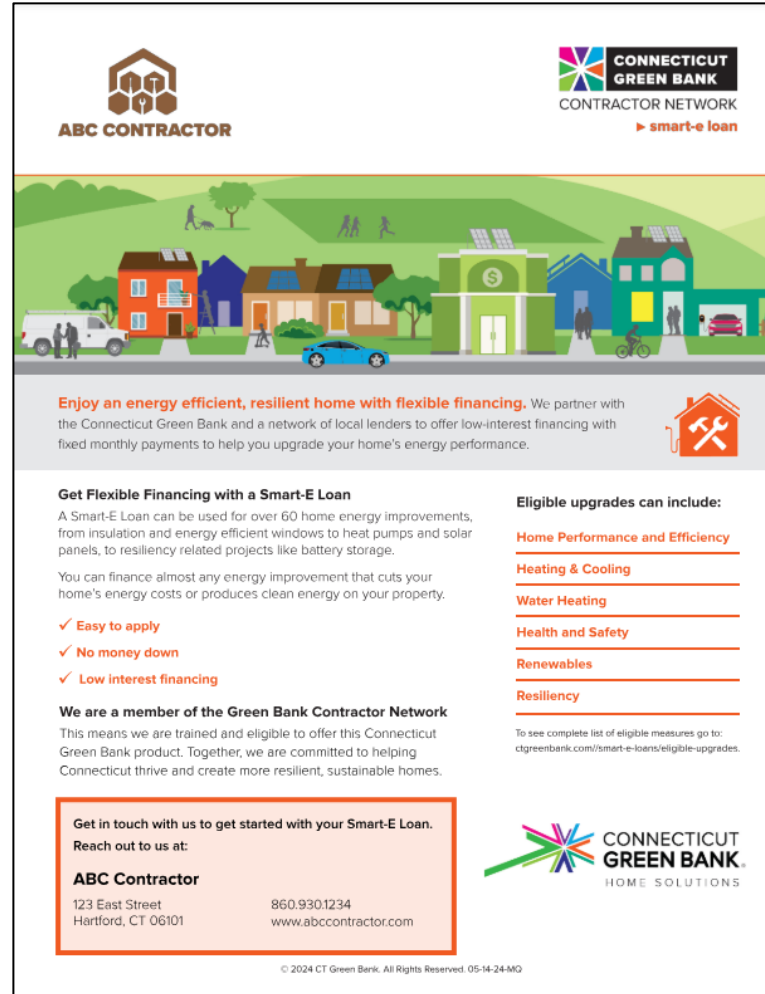
Eligible Contractors, Eligible Third-Party Owners, and providers of Eligible Equipment for Energy Storage Solutions can demonstrate their involvement in the program with co-branding.

Eligible contractors and equipment owners can use the Energy Storage Solutions badge on a variety of materials such as sell sheets and company vehicles.



Why & how should you co-brand?

- Strengthen your partnership with the Green Bank
- Benefit from the Green Bank's reputation and trust amongst consumers.
- Demonstrate visually your commitment to meeting Green Bank program requirements.
- Gain access to sales materials and a Contractor Network badge to communicate the benefit of Green Bank products.
- Use Contractor Network badge on project proposals, advertisements, your website, or anywhere it makes sense for your company!



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▶ smart-e loan

Enjoy an energy efficient, resilient home with flexible financing. We partner with the Connecticut Green Bank and a network of local lenders to offer low-interest financing with fixed monthly payments to help you upgrade your home's energy performance.

Get Flexible Financing with a Smart-E Loan
A Smart-E Loan can be used for over 60 home energy improvements, from insulation and energy efficient windows to heat pumps and solar panels, to resiliency related projects like battery storage.
You can finance almost any energy improvement that cuts your home's energy costs or produces clean energy on your property.

✓ Easy to apply
✓ No money down
✓ Low interest financing

Eligible upgrades can include:
Home Performance and Efficiency
Heating & Cooling
Water Heating
Health and Safety
Renewables
Resiliency

To see complete list of eligible measures go to: ctgreenbank.com/smart-e-loans/eligible-upgrades.

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This means we are trained and eligible to offer this Connecticut Green Bank product. Together, we are committed to helping Connecticut thrive and create more resilient, sustainable homes.

Get in touch with us to get started with your Smart-E Loan.
Reach out to us at:
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▶ c-pace

Assessed Clean Energy) retrofit financing allows you to install green energy retrofits through an assessment placed on the property. It can cover up to 100% of the cost of eligible measures with terms up to 25 years. This results in energy improvements that can make more than 400 building owners who will save an estimated \$300 million in energy costs by making your building more modern & resilient with C-PACE.

How C-PACE works:
C-PACE loans are structured so that energy savings are greater than your current energy costs that allow you to focus on your core business.

Benefits:
Your facility more comfortable for you, your employees, tenants or customers and reducing environmental impact.

Connecticut Green Bank. Together, we can help you develop a custom project with C-PACE that help make your return on investment more predictable and secure.

Energy improvements:
Energy improvements that can lower energy consumption or produce clean energy, including upgraded lighting, heating and cooling, insulation or energy storage, including commercial, industrial, retail, agricultural, nonprofit or government.

Contractor Network. This means we are trained and registered to offer C-PACE. Together, we are committed to helping Connecticut thrive and create more resilient, sustainable homes.

Get in touch with us to get started with your C-PACE.
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Co-branding terms and conditions



- Visit ctgreenbank.com/cobranding to find out Terms & Conditions, which outline:
- The Badge will not be modified in any way.
- The Badge will not be used in any way that misrepresents the contractor's relationship with the Green Bank or any Green Bank product. This includes referring to their relationship with the Green Bank in any way that implies partnership or participation beyond belonging to or being a member of the Contractor Network.
- The Badge and product specific badges will not be used to imply participation in any Green Bank program for which a contractor is not eligible or registered.
- The Badge will not be used in any way that misrepresents the Green Bank as having endorsed or in any way identified the contractor as a preferred vendor or in any way indicate that being part of the Contractor Network implies such endorsement or preference.
- The Badge will not be used in any way that creates a threat of reputational harm to the Green Bank or which implies the Green Bank's endorsement of any ideas that are not its own.
- The Green Bank reserves the sole right to deny usage of the Badge if it deems it necessary for any reason including, but not limited to, protecting the integrity of the Green Bank brand.

How to sign up for co-branding: Energy Storage Solutions



Cobranding Terms and Conditions Form



Terms & Conditions for Eligible Contractors, Eligible Third-Party Owners, and providers of Eligible Equipment to use Energy Storage Solutions Program Badge

Eligible Contractors, Eligible Third-Party Owners, and providers of Eligible Equipment for Energy Storage Solutions [Program] may want to demonstrate their involvement in the Program. Program contractors and equipment providers can use a Program Badge [Badge] indicating they are an Eligible Contractor, Third-Party Owner or provide eligible Equipment if they abide by the following guidelines and agree to these Terms & Conditions:

- 1. Must maintain their eligibility in the Program;
- 2. When referring to the program in writing, always use the full program name, Energy Storage Solutions, and not abbreviate the name in any way;
- 3. Must not modify Badge in any way;
- 4. Must not use the Badge without the "Eligible Contractor," "Eligible Third-Party Owner" or "Eligible Equipment" language included, or otherwise misrepresent their involvement with the program;
- 5. If creating sales and marketing materials featuring the Badge (e.g., website content, sell sheets, advertisements, etc.), must include the following language in clear, legible font:
 - 1. "Energy Storage Solutions is overseen by the Public Utilities Regulatory Authority (PURA), is paid for by electric ratepayers, and is administered by the Connecticut Green Bank, Eversource, and UI."
- 6. Must adhere to all conditions outlined in section 4.3.5 of the Program Manual regarding the Responsibilities and Conduct of Program participants.

Eligible Contractors should use the Program Badge on any materials related to the Program. In general use cases, they may also indicate that they are part of the Connecticut Green Bank Contractor Network, pursuant to the "Terms & Conditions for Cobranding through Connecticut Green Bank Contractor Network for Eligible & Registered Contractors" and any other guidelines outlined at ctgreenbank.com/cobranding

I agree to the Terms & Conditions outlined above. ☐

First Name *	Last Name *
Company Name *	Phone *
Email *	

Submit

Go to energystoragect.com/cobranding-terms-and-conditions-form/ or find the form in our Contractor Resources to learn more and agree to the terms and conditions for co-branding with Energy Storage Solutions.

- Must maintain their eligibility in the Program;
- When referring to the program in writing, always use the full program name, Energy Storage Solutions, and not abbreviate the name in any way;
- Must not modify Badge in any way;
- Must not use the Badge without the "Eligible Contractor," "Eligible Third-Party Owner" or "Eligible Equipment" language included, or otherwise misrepresent their involvement with the program;
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 - "Energy Storage Solutions is overseen by the Public Utilities Regulatory Authority (PURA), is paid for by electric ratepayers, and is administered by the Connecticut Green Bank, Eversource, and UI."
- Must adhere to all conditions outlined in section 4.3.5 of the [Program Manual](#) regarding the Responsibilities and Conduct of Program participants.



How to access co-branding: smart-e

If you are a contractor offering Smart-E, you must agree to the new Smart-E Loan Terms & Conditions.

- All Program Contractors must have one person from your organization agree to and adhere to these Terms & Conditions ([posted here for your reference](#)) to be approved and maintain eligibility in the program
- All smart-e contractors have until **July 19th** to login to NGEN and agree to the new Smart-E Loan Terms and Conditions
- If you do not agree **before July 19th**, you will no longer be an eligible contractor in the smart-e program
- As part of the new Terms and Conditions, all contractors will then have access to materials for the **Connecticut Green Bank Contractor Network!**



How to access co-branding: c-pace

If you are a contractor offering C-PACE, you must agree to the new C-PACE Terms & Conditions.

- The deadline to agree to the new C-PACE Registered Contractor Terms & Conditions is **Friday, September 13th**
- If you do not agree **before September 13th**, you will no longer be a Registered Contractor in the C-PACE program
- Once the form is completed, you will then be approved to maintain eligibility in the program and gain access to our materials for the **Connecticut Green Bank Contractor Network!**



How to access co-branding: solar ppa/roof lease

Contractors who have successfully completed the Solar PPA and Solar Roof Lease application and are approved as an Eligible Contractor, maintain their status as an Eligible Contractor, and agree to the Terms & Conditions may access co-branding.



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Become a Solar PPA & Solar Roof Lease Eligible Contractor

Projects proposed for Solar PPA and Solar Roof Lease financing must be prepared and submitted by a Eligible Contractor (as defined by Connecticut Green Bank's [Solar PPA & Solar Roof Lease Terms & Conditions](#)).

Eligible Contractors may access solar PV financing under the Solar PPA & Solar Roof Lease, may be listed in the Green Bank's online contractor directory, and may access Green Bank marketing tools & support.

Contractors seeking the status of Eligible Contractor must meet all application requirements, [attend a workshop](#), accept the [Terms & Conditions](#), be in good standing with the Green Bank, and complete the form below. The Green Bank will determine if contractors satisfactorily meet all of these requirements.

Become a Solar PPA & Solar Roof Lease Eligible Contractor

Has your company attended a contractor training or workshop that covered the Solar PPA & Solar Roof Lease in the past 12 months? *

☐ Yes

☐ No

Submit

The process to request materials & badges

- Fill out the form on ctgreenbank.com/resources/request-badges-or-cobranded-materials/ and someone will be in touch to get you set up with your materials
- For Energy Storage Solutions badges, please email Lawrence Taylor at lawrence.taylor@ctgreenbank.com

To request co-branded materials, please fill out the form below. Once you have filled out the form, someone will be in touch to get you set up with your materials.

Company Name *	Company Phone *
Company Email *	
Your Name *	Your Role/Title *
Your Phone *	Your Email *
Do you want the Contractor Network Badge? *	
☐ Yes	
☐ No	
Do you want co-branded marketing materials *	
☐ Yes	
☐ No	
Comments and questions	



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✓ Easy to apply
✓ No money down
✓ Low interest financing

Eligible upgrades can include:
Home Performance and Efficiency
Heating & Cooling
Water Heating
Health and Safety
Renewables
Resiliency

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C-PACE

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What's next?

We want your feedback!

What materials are most useful to you?

Where should we focus next?

How do you want to leverage co-branding?



Questions & Answers

Robert Schmitt: Robert.schmitt@ctgreenbank.com

Barbara Waters: Barbara.Waters@ctgreenbank.com

Alysse Lembo-Buzzelli: Alysse.Buzzelli@ctgreenbank.com

Ed Kranich: Edward.Kranich@ctgreenbank.com



Thank you for attending!

