

# Growing ESCO Business Through Collaborative Initiatives



New York has important plans to grow retail energy service business and scale up demand management. And NYSERDA is developing the new tools and strategies to help ESCOs like yours benefit from this business expansion and increase your credibility in the market. In fact, we've dedicated a team of NYSERDA experts to assist you with project development and new sales. Couple that expert assistance with marketing and outreach services, materials and co-hosted events, and your business has multiple new opportunities to increase your market share.

Read on to learn more about how NYSERDA's newest collaborative initiatives can help set your company apart.

## New York Green Bank

A division of NYSERDA, NY Green Bank is now the largest green bank in the nation. Its objective: to make financing more accessible and clean-energy projects more cost-effective for New York businesses. Through a request for proposal at [www.greenbank.ny.gov](http://www.greenbank.ny.gov), the NY Green Bank seeks financing proposals from industry participants and financial institutions to facilitate private market financing of renewable energy and energy-efficiency projects.

## Joint Demand Management Program with Con Edison

An innovative new partnership between NYSERDA and Con Edison, this comprehensive program provides businesses in the New York City region one point of contact for all their energy solutions. It can help your customers speed up their energy project timelines and get prompt access to technical specialists, incentives and proven demand-management and energy-efficiency measures. Learn more about this new program at [nyserderda.ny.gov/demand-management-program](http://nyserderda.ny.gov/demand-management-program).

**MORE INITIATIVES >**



## The New York State Qualified ESCO Contractors List

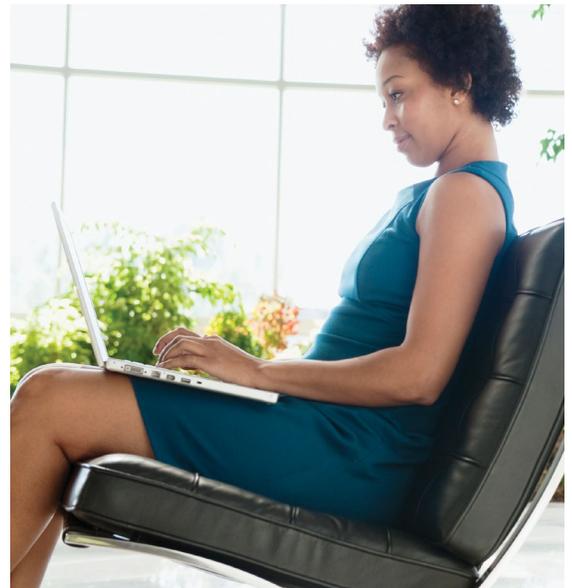
Thanks to a partnership between NYSERDA and the New York Power Authority (NYPA), you can now take advantage of the opportunity to be featured as an ESCO qualified to deliver high-quality Guaranteed Energy Savings Performance Contracts (GESPCs). Qualified ESCOs will play an important role in achieving the State's aggressive energy reduction goals in State-owned buildings. It's also a high-profile way for customers to learn about your capabilities, which will drive greater demand for your services and generate new leads. To sign up for more information and updates about this opportunity, visit [nyserdera.ny.gov/Qualified-ESCO](http://nyserdera.ny.gov/Qualified-ESCO).

## The New York State Performance Contracting Manual

NYSERDA and NYPA have developed this resourceful tool to help interested customers navigate the GESPC process. It includes model RFPs, contracts and other helpful information for interested customers. NYSERDA welcomes comments as we continue to expand this manual. To request a draft copy, and provide feedback, visit [nyserdera.ny.gov/Performance-Contracting-Manual](http://nyserdera.ny.gov/Performance-Contracting-Manual).

## Energize NY™ Financing

The Commercial Property Assessed Clean Energy (C-PACE) financing program in New York State can serve as an important tool for funding projects and achieving long-term energy savings. For an explanation of eligibility requirements, rates, terms and overall advantages visit [Commercial.EnergizeNY.org](http://Commercial.EnergizeNY.org)



## 2014 NY ESCO Summit

### See an Online Recap

Visit [ESCOSummit.nyserdera.ny.gov](http://ESCOSummit.nyserdera.ny.gov) to review key highlights from NY ESCO Summit presentations.