



## For Immediate Release

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### **Community Energy Savings Project Qualifies for Connecticut's Energy Efficiency Resource Standard – Households to Receive Incentives for Becoming Efficient**

Norwalk, CT, June 24, 2009 – The Earth Markets “Community Energy Savings Lighting Project” has been qualified by the Connecticut Department of Public Utility Control (DPUC) for the state’s energy efficiency resource standard. This “first-of-its-kind” decision provides an incentive to encourage Connecticut households to become more energy efficient and help transition to a 21<sup>st</sup>-century clean energy economy. Earth Markets will begin working with communities to offer a program that engages local citizens in efforts to reduce their energy usage by installing compact fluorescent light bulbs – and later, the program will expand to include support for energy-saving actions like purchasing efficient appliances or improving heating, air conditioning and home insulation systems.

“Today’s decision by the DPUC has both local and national implications for residential energy efficiency,” said Kerry O’Neill, President and CEO of Earth Markets. “Earth Markets looks forward to working with Connecticut’s Clean Energy Communities to demonstrate how policies like this can support innovative solutions to financing energy efficiency that lead to reduced energy usage and costs for households, and lower greenhouse gas emissions for Connecticut.”

With this decision, Earth Markets now seeks to identify several Connecticut communities that are interested in participating in a pilot program to install energy efficient lighting in homes. If successful, the pilot will be expanded to a statewide campaign that will reach nearly 175,000 households and result in nearly \$250 million in energy savings – not to mention avoiding more than 800 million pounds of carbon dioxide emissions.

The Connecticut DPUC’s forward-looking decision on Earth Markets’ project reflects a growing national movement to allow households an opportunity to participate in the emerging markets for clean energy and carbon. According to a June 15 Wall Street Journal article, “Connecticut is in the forefront of states developing market incentives to encourage the biggest consumers of electricity – households – to use a little less.” The article goes on to say that Connecticut’s energy efficiency resource standard policy is being watched closely by other state and federal policy makers and entrepreneurs – all of whom know it will be a proving model for other states.

“We have been eager to see the concept of paying for energy savings move from theory to practice in our communities. I hope that efficient light bulbs are just the beginning of a new era in which ordinary people can get credited for saving energy and receive home energy upgrades at no or a greatly reduced cost,” said Roger Smith, director of Clean Water Action’s energy and climate program. “Not only will an

energy efficiency resource standard save money, it will save the planet by reducing global warming pollution and putting people to work in clean energy industries right here in our state.”

**About Earth Markets**

Established in 2007, Earth Markets ([www.earthmarkets.com](http://www.earthmarkets.com)) is a social venture which develops residential energy efficiency projects that provide cost savings to consumers, reduce energy usage, reduce greenhouse gas emissions and yield a financial return to investors through the monetization of environmental credits in energy savings certificate and demand savings markets. Earth Markets empowers communities to provide households with easy, measurable and affordable energy efficiency solutions using the strength of environmental markets and finance and the power of social marketing and networking strategies. Earth Markets seeks to create the SunEdison model for residential energy efficiency – providing a low-cost upfront solution to financing residential energy efficiency.