

NYSERDA Clean Heating & Cooling Message Framework

Updated: 8/17/2018



For use by:	NYSERDA	
When communicating to:	Residents	
About:	Clean Heating & Cooling (Heat Pumps generally)	
Primary Message:	Clean heating & cooling systems are the healthiest and smartest option to improve comfort in your home and significantly reduce your carbon footprint.	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> • Use heat pump technologies to heat your home in the winter and cool your home in the summer, making it more comfortable all year long. • Lower operating costs result in lower energy bills. Heat and cool your home more efficiently when switching from conventional HVAC systems. • Clean heating and cooling systems offer long lifespans with minimal maintenance time. • Receive federal tax credits and incentives offered by NY State to lower the cost of installing clean heating and cooling systems. • The energy output of your system is greater than the energy you need input from the grid – both ground-source and air-source heat pumps are very energy efficient. • Offset the on-site carbon emissions of your home as compared to traditional HVAC systems. 	<p>Make a Secure, Long-Term Decision. Invest in a smarter, long-term option for your home. Both ground-source and air-source heat pumps require little maintenance and offer long lifespans.</p> <p>Easy to Maintain / Operate. Rest easy with a shorter to-do list. With little to no maintenance after installation, there is no need to collect wood, or refill propane or add oil to your system on a regular basis.</p> <p>Provide the Healthiest Option for your Family. Zero emissions go into your home, meaning the air is cleaner to breathe (especially for children with asthma).</p> <p>Keep Your Home Safe. Take comfort in keeping your family safe, as no combustion of fossil fuels make heat pumps safer than traditional heating and cooling options.</p> <p>Build Your Legacy. Be kind to the environment and a leader in your community by lowering your home's carbon footprint.</p> <p>Comfort. Enjoy comfortable, balanced heating and cooling throughout your home.</p>	<ul style="list-style-type: none"> • Heat pump systems last a long time and require very low maintenance, making them a great long-term investment. • Provide the healthiest option for your family. Zero emissions go into your home, making the air cleaner to breathe (especially for those with asthma). • Save on your monthly energy bills while enjoying a comfortable, temperature-balanced home. • Heat pumps are the most efficient way to meet both your cooling and heating needs, even in New York's climate. • Your choice is supported by a network of experts in your community and NYSERDA to help with your financial and installation needs. • Be an environmental leader in your community by reducing your home's carbon emissions with clean heating and cooling systems.

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For use by:	NYSERDA	
When communicating to:	Residents	
About:	Clean Heating & Cooling (Ground-Source Heat Pumps)	
Primary Message:	Invest in a long-term, low maintenance ground-source heat pump and significantly reduce your carbon footprint.	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> • Use ground-source heat pump technologies to heat your home in the winter and cool your home in the summer with a single unit, making it more comfortable all year long. • Units offer a long lifespan with minimal maintenance time. Ground-source heat pumps typically last about 25 years (compared to 15 years or less for a furnace or conventional AC unit). • Lower operating costs result in lower energy bills. Immediately save 30-60% on heating and 20-50% on cooling costs when switching from conventional, non-natural gas heating and cooling systems (such as fuel oil, propane, and electric resistance systems). • Receive a tax credit of 30% of your installation cost and \$1,500 NYSERDA incentive (per cooling ton of capacity), lowering the overall cost of installation. Your utility may also offer additional incentives and reduced electric rates. • Energy output of your system is greater than the energy you need input from the grid – it's very efficient. • Offset the on-site carbon emissions of your home by 100%, as compared to traditional heating and cooling methods. • Ground-source heat pumps are installed underneath the earth or water on your property, making it a great solution when building a new home, remodeling or adding space to your home. If building a new home, the heat pump can be installed underneath your home's foundation. • Can be paired with solar and on-site storage options to completely remove your reliance on fossil fuel energy sources. 	<p>Make a Secure, Long-Term Decision. Invest in a smarter, long-term option for your home. Ground-source heat pumps require little maintenance and offer a long lifespan.</p> <p>Easy to Maintain / Operate. Rest easy with a shorter to-do list. With little to no maintenance after installation, there is no more need to collect wood, or refill propane or add oil to your system on a regular basis.</p> <p>Provide the Healthiest Option for your Family. Zero emissions go into your home, meaning the air is cleaner to breathe (especially for children with asthma).</p> <p>Keep Your Home Safe. Take comfort in keeping your family safe, as no combustion of fossil fuels makes ground-source heat pumps safer than traditional heating and cooling options.</p> <p>Build Your Legacy. Be kind to the environment and a leader in your community by lowering your home's carbon footprint.</p> <p>Comfort. Enjoy peace and quiet. Ground-source heat pumps provide for quiet, even heating and cooling throughout your home.</p> <p>Resilience / Predictability. Receive reliable monthly savings. Energy costs will be more stable and predictable. Fluctuating oil costs and weather events will not affect your energy bills.</p> <p>Financial Support. Afford the best technology, now with tax credits, incentives and installation payment options offered by the Green Jobs - Green NY Loan Program offered by NY State.</p> <p>Have Peace of Mind. Work with NYSERDA qualified GHSP participating contractors.</p>	<ul style="list-style-type: none"> • Ground-source heat pumps systems last a long time and require very low maintenance, making them a great long-term investment. • Provide the healthiest option for your family. Zero emissions go into your home, making the air cleaner to breathe (especially for those with asthma). • Save on your energy bills and benefit from predictable monthly costs and a comfortable home. • Ground-source heat pumps are the most efficient way to meet both your cooling and heating needs, even in New York's climate. • Your choice is supported by a network of experts in your community and NYSERDA to help with your financial and installation needs. • Ground-source heat pumps use subsurface temperatures to heat and cool your home, so you are protected from fluctuating oil costs on your monthly bills. • Be an environmental leader in your community by eliminating your home's carbon emissions of heating and cooling.

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NYSERDA Clean Heating & Cooling Message Framework

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For use by:	NYSERDA	
When communicating to:	Residents	
About:	Clean Heating & Cooling (Air-Source Heat Pumps)	
Primary Message:	Lower your energy bills and increase the comfort of your home by installing an air-source heat pump.	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> ● Use air-source heat pump technologies to heat your home in the winter and cool your home in the summer, making it more comfortable all year long. ● May lower your energy bills. ● Use a solution when other traditional HVAC options are not ideal. ● Heat and cool your home 2-4x more efficiently than with traditional HVAC systems. ● Energy output of your system is greater than the energy you need input from the grid – 1.5-3x more with an air-source heat pump. ● Less invasive and expensive than adding central air-conditioning or ducting. ● Great solution when remodeling or adding space to your home. ● Easier, faster, and less expensive to install than traditional systems. ● Long lifespan with minimal maintenance time. ● Qualified models are optimized for New York weather conditions 	<p>Take Financial Control. You may be able to save money on your monthly energy bills, especially if you are replacing older, inefficient heating and cooling systems.</p> <p>Optimize Your Comfort. Increase the comfort of your home through zoned heating and customize the temperature of each room. Air-source heat pumps also dehumidify more efficiently than standard central air conditioners, resulting in more cooling comfort in the summer months.</p> <p>Keep Your Home Safe. Take comfort in keeping your family safe, as no combustion of fossil fuels makes air-source heat pumps safer than traditional heating and cooling options.</p> <p>Make a Secure, Long-Term Decision. Air-source heat pumps require little maintenance and maintain a long lifespan—with proper care, they can be operational for up to 20 years. Air-source heat pump products are often easier, faster, quieter, and less expensive to install than traditional systems.</p> <p>Take Design Control. Save space in your home. Units are small (not bulky) and there are no fuel storage requirements. Air-source heat pumps can be installed where traditional systems aren't an option, such as older buildings with no ductwork or new construction.</p> <p>Build Your Legacy. Be kind to the environment and a leader in your community by lowering your home's carbon footprint. Combine an air-source heat pump system with solar for home energy optimization.</p> <p>Have Peace of Mind. Work with NYSERDA qualified participating contractors who are well-trained and skilled in air-source heat pump technologies.</p>	<ul style="list-style-type: none"> ● Replacing your traditional HVAC system with an air-source heat pump may save you money on your monthly energy bills. ● Enhance the comfort of your home while simultaneously saving and reducing energy costs. ● Design your home how you want to, without worrying about fuel storage requirements. ● Air-source heat pumps require very low maintenance, making them a good long-term investment. ● Air-source heat pumps can meet both your cooling and heating needs, even in cold climates. ● Be an environmental leader in your community by reducing your home's carbon emissions.

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For use by:	NYSERDA	
When communicating to:	Small Business & Multifamily	
About:	Clean Heating & Cooling (Air-Source Heat Pumps)	
Primary Message:	Increase comfort and temperature balance in your building while reducing your energy bills by installing ASHP's.	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> You may save money on monthly energy bills. Predictable heating and cooling bills. Steady temperatures throughout your establishment. Heat and cool your establishment 2-4x more efficiently than with traditional HVAC systems. Energy output of your system is greater than the energy you need input from the grid – 1.5-3x more with an air-source heat pump. Less invasive and expensive than adding central air-conditioning or ducting. Great solution when remodeling or adding space to your establishment, especially in older buildings. Easier, faster, and less expensive to install than traditional systems. Long lifespan with minimal maintenance time. Qualified models are optimized for New York weather conditions 	<p>Optimize Your Comfort. Increase the comfort of your establishment through zoned heating and customize the temperature of each room. Air-source heat pumps also dehumidify more efficiently than standard central air conditioners, resulting in more cooling comfort in the summer months.</p> <p>Take Financial Control. You may be able to save on your monthly energy bills, especially if you are replacing older, inefficient heating and cooling systems – allowing you to use your savings where you need them most.</p> <p>Make a Secure, Long-Term Decision. Air-source heat pumps require little maintenance and maintain a long lifespan—with proper care, they can be operational for up to 20 years. Air-source heat pump products are often easier, faster, quieter, and less expensive to install than traditional systems.</p> <p>Take Design Control. Save space in your establishment. Units are small (not bulky) and there are no fuel storage requirements. Air-source heat pumps can be installed where traditional systems aren't an option, such as older buildings with no ductwork or new construction.</p> <p>Building Performance & Comfort. Air-source heat pumps provide for quiet, even heating throughout your building, keeping your occupants (or employees) comfortable year-round.</p> <p>Build Your Legacy. Be kind to the environment and a leader in your community by lowering business' onsite carbon footprint. Combine an air-source heat pump system with solar for greater energy optimization.</p> <p>Brand Reputation. Receive recognition for energy efficiency leadership, being a forward-thinking establishment with a smart and innovative “high-performance” space.</p> <p>Have Peace of Mind. Work with NYSERDA qualified participating contractors who are well-trained and skilled in air-source heat pump technologies.</p> <p>Environmentalism. Promote a cleaner environment by reducing your reliance on fossil fuel energy sources.</p> <p>Be Part of Your Community's Mission. Contribute to the energy-saving goals of your municipality.</p>	<ul style="list-style-type: none"> Replacing your traditional HVAC system with an air-source heat pump may save you money on your monthly energy bills. Enhance the comfort of your establishment while simultaneously saving and reducing energy costs. Air-source heat pumps are compact and visually appealing. Avoid the need for bulky, conventional HVAC units in your space. Air-source heat pumps require very low maintenance, making them a good long-term investment. Air-source heat pumps can meet both your cooling and heating needs, even in cold climates. Be an environmental leader in your community by reducing your business' carbon emissions.

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For use by:	NYSERDA	
When communicating to:	Small Business & Multifamily	
About:	Clean Heating & Cooling (Ground-Source Heat Pumps)	
Primary Message:	Invest in a long-term, low-maintenance ground-source heat pump and lower your building's energy costs.	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> Lower operating costs of ground-source heat pumps result in lower heating and cooling bills. Immediately save 30-60% on heating and 20-50% on cooling costs over conventional heating and cooling systems. Heating and cooling can be the largest source of a building's energy consumption, and therefore, where an upgrade in efficiency can make the largest impact. Use ground-source heat pump technologies to heat your building in the winter and cool your building in the summer, making it more comfortable all year long. Receive a tax credit of 30% of your installation cost and \$1,200 NYSERDA incentive (per cooling ton of capacity), lowering the overall cost of installation. Your utility may also offer additional incentives and reduced electric rates. Fulfill your community's (or organization's) energy efficiency and sustainability goals by lowering harmful greenhouse gas emissions. Long lifespan with minimal maintenance time. Ground-source heat pumps typically last about 25 years and ground loops can last for more than 50 years (compared to 15 years or less for a furnace or conventional AC unit). Ground-source heat pumps are installed underneath the earth or water on your property, such as a parking lot. 	<p>Make a Secure, Long-Term Decision. Invest in a smart long-term option for your business. Ground-source heat pumps require little maintenance and maintain a long lifespan.</p> <p>Lowest Maintenance Heating Option. Dramatically reduce businesses costs of HVAC system maintenance.</p> <p>Resilience / Predictability. Energy costs will be more stable and predictable. Fluctuating oil costs or weather patterns will not affect your heating and cooling costs.</p> <p>Building Performance & Comfort. Ground-source heat pumps provide for quiet, even heating throughout your building, keeping your occupants (or employees) comfortable year-round.</p> <p>Supported. With many tax incentives, rebates, financing and installation payment options offered by NY State, initial installation costs will be significantly offset.</p> <p>Have Peace of Mind. Work with NYSERDA qualified GSHP participating contractors.</p> <p>Brand Reputation. Receive recognition for energy efficiency leadership, being a forward-thinking establishment with a smart and innovative "high-performance" space.</p> <p>Build Your Legacy. Be an environmental driver in your community by lowering your on-site carbon footprint. Combine a ground-source heat pump system with solar for greater energy optimization.</p> <p>Keep Your Building Safe. Take comfort in keeping your building safe, as no combustion of fossil fuels makes ground-source heat pumps safer than traditional heating and cooling options.</p> <p>Be Part of Your Community's Mission. Contribute to the energy-saving goals of your municipality.</p>	<ul style="list-style-type: none"> Save on your energy bills and benefit from predictable monthly costs and a consistently comfortable building. Ground-source heat pumps require very low maintenance, making them a great long-term investment. Ground-source heat pumps can meet both your cooling and heating needs, even in cold climates. Your investment is supported by a network of experts in your community and government to help with your financial and installation needs. Ground-source heat pumps use subsurface temperatures to heat and cool your buildings, so you are protected from fluctuating oil costs on your monthly bills. Be an environmental leader in your community by reducing your building's carbon emissions. Heating and cooling can be the largest source of buildings' energy consumption. Improve your energy efficiency where it matters most.

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For use by:	NYSERDA	
When communicating to:	Large Commercial & Institutional	
About:	Clean Heating & Cooling (Ground-Source Heat Pumps)	
Primary Message:	Invest in a long-term, low-maintenance ground-source heat pump and lower your company's energy costs.	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> • Lower operating costs of ground-source heat pumps result in lower energy bills. Immediately save 30-60% on heating and 20-50% on cooling costs over conventional heating and cooling systems. • Heating and cooling is the largest use of energy in a building, and therefore, where an upgrade in efficiency can make the largest impact. • Use ground-source heat pump technologies to heat your establishment in the winter and cool your space in the summer, making it more comfortable all year long. • Energy output of your system is greater than the energy you need input from the grid – more than 3x with a ground-source heat pump. • Eliminate cooling towers (and the associated energy and water) – reducing risk. • Fulfill your organization's energy efficiency and sustainability goals by lowering harmful greenhouse gas emissions. • Long lifespan with minimal maintenance time. Ground-source heat pumps typically last about 25 years and ground loops can last for more than 50 years (compared to 15 years or less for a furnace or conventional AC unit). • Receive a tax credit of 10% for your installation cost, 5-year accelerated depreciation, and \$1,200 (per cooling ton of capacity) NYSERDA rebate lowering the overall cost of installation. 	<p>Make a Secure, Long-Term Decision. Invest in a smart long-term option for your business. Ground-source heat pumps require little maintenance and maintain a long lifespan.</p> <p>Lowest Maintenance Heating Option. Dramatically reduce businesses costs of HVAC system maintenance.</p> <p>Resilience / Predictability. Energy costs will be more stable and predictable. Fluctuating oil costs or weather patterns will not affect your heating and cooling costs.</p> <p>Building Performance & Comfort. Ground-source heat pumps provide for quiet, even heating throughout your establishment, keeping your employees comfortable year-round.</p> <p>Supported. With many tax incentives, rebates, and commercial PACE financing offered by NY State, initial installation costs will be significantly offset.</p> <p>Have Peace of Mind. Work with NYSERDA qualified GSHP participating contractors.</p> <p>Brand Reputation. Receive brand recognition for energy efficiency leadership, being a forward-thinking business with a smart and innovative “high-performance” space.</p> <p>Build Your Legacy. Drive environmental sustainability in your community by lowering your business' carbon footprint. Combine a ground-source heat pump system with solar for greater energy optimization.</p> <p>Keep Your Establishment Safe. Take comfort in keeping your building safe, as no combustion of fossil fuels makes ground-source heat pumps safer than traditional heating and cooling options.</p> <p>Be Part of Your Community's Mission. Contribute to the energy-saving goals of your municipality.</p>	<ul style="list-style-type: none"> • Save on your energy bills and benefit from predictable monthly costs. • Ground-source heat pumps require very low maintenance, making them a great long-term investment. • Ground-source heat pumps can meet both your cooling and heating needs, even in cold climates. • Your investment is supported by a network of experts in your community and government to help with your financial and installation needs. • Ground-source heat pumps use subsurface temperatures to heat and cool your buildings, so you are protected from fluctuating oil costs and weather influences on your monthly bills. • Be an environmental leader in your community by reducing your business' carbon emissions. • Heating and cooling is the largest use of energy in a building. Improve your energy efficiency where it matters most.

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NYSERDA Clean Heating & Cooling Message Framework

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For use by:	NYSERDA	
When communicating to:	Large Commercial & Institutional	
About:	Clean Heating & Cooling (Air-Source Heat Pumps)	
Primary Message:	Increase comfort and temperature balance in your building while reducing your energy bills by installing ASHP's.	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> ● Heating and cooling is the largest use of energy in a building, and therefore, where an upgrade in efficiency can make the largest impact. ● You may save money on monthly energy bills. ● More predictable heating and cooling bills. ● Steady temperatures throughout your building(s). ● Heat and cool your building(s) 2-4x more efficiently than with traditional HVAC systems. ● Energy output of your system is greater than the energy you need input from the grid – 1.5-3x more with an air-source heat pump. ● Less invasive and expensive than adding central air-conditioning or ducting. ● Fulfill your organization's energy efficiency and sustainability goals by lowering harmful greenhouse gas emissions. ● Easier, faster, and less expensive to install than traditional systems. ● Long lifespan with minimal maintenance time. ● Qualified models are optimized for New York weather conditions. 	<p>Optimize Your Comfort. Increase the comfort of your establishment(s) through zoned heating and customize the temperature of each room. Air-source heat pumps also dehumidify more efficiently than standard central air conditioners, resulting in more cooling comfort in the summer months.</p> <p>Take Financial Control. You may be able to save on your monthly energy bills, especially if you are replacing older, inefficient heating and cooling systems – allowing you to use your savings where you need them most.</p> <p>Keep business as usual. Installing an ASHP requires the least disruption to your normal business operations.</p> <p>Make a Secure, Long-Term Decision. Air-source heat pumps require little maintenance and maintain a long lifespan—with proper care, they can be operational for up to 20 years. Air-source heat pump products are often easier, faster, quieter, and less expensive to install than traditional systems.</p> <p>Take Design Control. Save space in your establishment. Units are small (not bulky) and there are no fuel storage requirements. Air-source heat pumps can be installed where traditional systems aren't an option, such as older buildings with no ductwork or new construction.</p> <p>Build Your Legacy. Drive environmental sustainability in your community by lowering your business' carbon footprint. Combine an air-source heat pump system with solar for greater energy optimization.</p> <p>Have Peace of Mind. Work with NYSERDA qualified participating contractors who are well-trained and skilled in air-source heat pump technologies.</p> <p>Environmentalism. Promote a cleaner environment by reducing your reliance on fossil fuel energy sources.</p> <p>Be Part of Your Community's Mission. Contribute to the energy-saving goals of your municipality.</p>	<ul style="list-style-type: none"> ● Replacing your traditional HVAC system with an air-source heat pump may save you money on your monthly energy bills. ● Enhance the comfort of your establishment while simultaneously saving and reducing energy costs. ● Design your business how you want to, without worrying about fuel storage requirements. ● Air-source heat pumps require very low maintenance, making them a good long-term investment. ● Air-source heat pumps can meet both your cooling and heating needs, even in cold climates. ● Heating and cooling is the largest use of energy in a building. Improve your energy efficiency where it matters most. ● Be an environmental leader in your community by reducing your business' carbon emissions.

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NYSERDA Clean Heating & Cooling Message Framework

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For use by:	NYSERDA	
When communicating to:	Contractors	
About:	Clean Heating & Cooling (ASHP & GSHP)	
Primary Message:	Boost your bottom line and expand your business by accessing financial incentives for installing qualified clean heating and cooling options (Ground-Source & Air-Source Heat Pumps).	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> ● Increase total sales and projects. ● Meet both the heating and cooling needs of customers in cold climates, like New York State. ● Break into new markets, e.g. university/colleges. ● Access co-op funding to offset up to 50% of marketing costs. ● Pass along savings from financial incentives to your customers or keep them to offset your costs. ● Receive financial incentives quickly—within 10 days of project application submissions. <p><u>GHSP-only:</u></p> <ul style="list-style-type: none"> ● Receive up to \$1,500 per ton of cooling capacity installed – a total of \$15,000 for residential systems, \$500,000 for commercial buildings, and \$1 million for sites with multiple buildings. <p><u>ASHP-only:</u></p> <ul style="list-style-type: none"> ● Receive \$500 per qualified air-source heat pump system installed—up to \$500,000 per participating installer. ● Spend less time on installations—air-source heat pumps are easier, faster, and less expensive to install than other traditional heating and cooling systems. 	<p>Expand Your Portfolio. Build a larger, more robust product portfolio by offering ground-source & air-source heat pump solutions and products.</p> <p>Stabilize your business. Offer solutions throughout the year, to balance between peak weather seasons.</p> <p>Be Ahead of the Game. Offer your customers more heating and cooling options than your competitors and become the go-to contractor in your area.</p> <p>Be a Trusted Customer Advisor. Be the expert contractor in your area that customers go to for all of their heating and cooling needs and questions. Become established in your area early as demand rises. Customers want experienced contractors with projects under your belt.</p> <p>Solve Your Customer's Needs. Exceed your customers' expectations and solve their heating and cooling needs by offering a wide range of solutions.</p> <p>Attract & Retain Customers. Grow your clientele by offering alternative, clean energy solutions that can result in tangible benefits, such as increased home comfort, cost reduction in heating and cooling bills, etc.</p> <p>Customize Your Business Growth. Decide the best way to use the financial incentives you receive to help grow your business and product portfolio, in the way only you know how.</p> <p>Be Noticed. Gain visibility and exposure to new customers through qualified participating installer listings on NYSERDA's website.</p> <p>Make the Most of Your Marketing Dollars. Use NYSERDA's co-op funding to offset up to 50% of your marketing costs for heat pumps and re-allocate the marketing dollars you save to where your business needs it the most.</p>	<p><u>Universal:</u></p> <ul style="list-style-type: none"> ● Don't miss out on the growing opportunity to deliver effective, clean heating and cooling solutions for your customers. ● Attract new customers by providing more heating and cooling options than your competition and become the preferred contractor in your area. ● Become more visible to customers through installer listings on the NYSERDA website. ● Increase customer trust and product demand through NYSERDA validation of the program-qualified air-source heat pumps you sell. ● Consumer demand for clean energy solutions is growing. NYSERDA is fostering this growth with concurrent outreach activities and advertising. ● NYSERDA will provide you with marketing materials and guidance. ● Access NYSERDA co-op funding to offset up to 50% of your marketing costs for qualified air-source heat pumps and re-allocate the marketing dollars you save to where your business needs it the most. <p><u>ASHP-only:</u></p> <ul style="list-style-type: none"> ● Receive a \$500 financial incentive for each qualified air-source heat pump system you install. Choose to offset your internal costs or pass along to your customer. <p><u>GSHP-only:</u></p> <ul style="list-style-type: none"> ● Receive up to \$1,500 per ton of cooling capacity installed for each qualified ground-source heat pump system. Choose to offset your internal costs or pass along to your customer.

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For use by:	NYSERDA	
When communicating to:	Distributors	
About:	Clean Heating and Cooling (Air-Source Heat Pumps)	
Primary Message:	Grow your sales by increasing the number of quality trained contactors selling qualified air-source heat pump products you stock.	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> • Increase air-source heat pump sales volume. • Create a higher market demand for air-source heat pump technologies. • Offer a solution when other HVAC options are not ideal. • Access co-op funding to offset up to 50% of contractor training costs. • Access co-op funding to market and promote program-qualified air-source heat pumps to contractors. • Influence and motivate contractors to promote and sell air-source heat pump products. • Increase the number of air-source heat pump product experts in the workforce. 	<p>Business Opportunity. Meet the growing popularity of air-source heat pumps in the northeast as a cost-effective alternative for heating and cooling by making air-source heat pump products easily available to your contractors.</p> <p>Be a Trusted, Value-Based Partner. Serve as a one-stop shop for contractors by training them on air-source heat pump technologies and installations and positioning them to better sell and install program-qualified air-source heat pumps you stock to their customers.</p> <p>Bolster Your Business. See a higher market demand, sales volumes, and increase inventory turns for air-source heat pump products through NYSERDA's increased market activities and contractor incentive offerings for qualified installations.</p> <p>Make the Most of Your Training and Marketing Dollars. Use NYSERDA's co-op funding to offset up to 50% of your contractor training and marketing costs on air-source heat pumps and re-allocate the dollars you save to where your business needs it the most.</p> <p>Reputation & Validation. Receive third-party validation and involvement by NYSERDA encouraging contractors and consumers to increase their adoption of program-qualified air-source heat pump products you stock.</p>	<ul style="list-style-type: none"> • Don't miss out on the growing opportunity to help contractors meet the heating and cooling needs of their customers • Satisfy the increasing demand for air-source heat pumps as a cost-effective alternative, resulting in an increase in inventory stock turns for the products you stock • Be a trusted resource to contractors by helping them sell and install air-source heat pumps for their customers • Grow your air-source heat pump sales by increasing the number of quality trained contractors selling products from your shelves • Access NYSERDA co-op funding to offset up to 50% of contractor training and marketing costs on air-source heat pumps and re-allocate the dollars you save to where your business needs it the most. • More trained experts will lead to more installations and a higher volume of air-source heat pumps sold • Increase customer trust and product demand through NYSERDA validation of the program-qualified air-source heat pumps you sell

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For use by:	NYSERDA	
When communicating to:	Manufacturers	
About:	Clean Heating & Cooling (Air-Source Heat Pumps)	
Primary Message:	Grow your air-source heat pump sales by increasing the number of distributors and qualified contractors selling your program-eligible products.	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> • Increase your air-source heat pump sales volume. • Increase the number of air-source heat pump experts selling and installing your products in the market • Create higher market demand of air-source heat pump technologies. • Offer a solution when other HVAC options are not ideal. • Access co-op funding to offset up to 50% of training costs. • Influence and motivate contractors and distributors to promote your products. 	<p>Business Opportunity. Meet the growing popularity of air-source heat pumps in the northeast as a cost-effective alternative for heating and cooling by making your air-source heat pump products easily available to distributors and contractors.</p> <p>Be a Trusted, Value-Based Partner. Serve as a one-stop-shop for distributors and contractors by training them on your air-source heat pump technologies and installations and positioning them to better sell and install your program-qualified air-source heat pumps to their customers.</p> <p>Bolster Your Business. See a higher market demand and sales volume for your air-source heat pump products through NYSERDA's increased promotional activities and contractor incentive offerings for qualified installations.</p> <p>Make the Most of Your Training Dollars. Use NYSERDA's co-op funding to offset up to 50% of your training costs for air-source heat pump contractor training and re-allocate the dollars you save to where your business needs it the most.</p> <p>Reputation & Product Validation. Receive third-party validation and involvement by NYSERDA encouraging distributors and contractors to increase their adoption of your program-qualified air-source heat pump products.</p>	<ul style="list-style-type: none"> • Don't miss out on the growing opportunity to help distributors and contractors meet the heating and cooling needs of their customers • Grow your air-source heat pump sales by increasing the number of quality trained contractors and installers selling your products • Be a trusted resource to your distributors and contractors by helping them sell and install air-source heat pumps to their customers • Access NYSERDA co-op funding to offset up to 50% of the cost of contractor education and trainings on air-source heat pumps, and re-allocate the dollars you save to where your business needs it the most • Increase customer trust and product demand through NYSERDA validation of the program-qualified air-source heat pumps you sell • More trained experts will lead to more installations and a higher volume of your air-source heat pump products sold

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NYSERDA Clean Heating & Cooling Message Framework

Updated: 8/17/2018



For use by:	NYSERDA	
When communicating to:	Developers	
About:	Clean Heating & Cooling (Heat Pumps)	
Primary Message:	Heat pumps are the most marketable options for building a high-performance space, and installation is supported by a trustworthy, NYSERDA-backed support system.	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> The energy output of heat pump systems is greater than the energy you need input from the grid – both ground-source and air-source heat pumps are very energy efficient. Offset the on-site carbon emissions as compared to traditional HVAC systems. Clean heating and cooling systems offer long lifespans with minimal maintenance. Use heat pump technologies to heat in the winter and cool in the summer, making it more comfortable all year long. <hr/> <ul style="list-style-type: none"> Ground-source heat pumps use subsurface temperatures to heat and cool buildings, protecting from fluctuating oil costs and weather influences on monthly energy bills. Ground-source heat pumps are installed underneath the earth or water on the property, such as under a foundation, a parking area or elsewhere on the lot. Ground-source heat pumps are 3x more efficient than with traditional HVAC systems. Lower operating costs of ground-source heat pumps result in lower energy bills. Immediately save 30-60% on heating and 20-50% on cooling costs over conventional heating and cooling systems. <hr/> <ul style="list-style-type: none"> Air-source heat pumps are 2-4x more efficient than with traditional HVAC systems. Air-source heat pumps are less expensive than adding central air-conditioning or ducting. 	<p>Be at the Cutting-Edge, Without Risk. Offer customers innovative heating & cooling options that are well-established technologies.</p> <p>Contribute to Achieving Your Community's Climate Goals. Contribute to the energy-saving goals of your municipality and your end customer by lowering harmful greenhouse gas emissions.</p> <p>Competition. Rise above the competition by merchandizing your focus on sustainability and offering your customers lower energy bills.</p> <p>Offer Occupants Security. Build in low-maintenance, long-term HVAC systems. GSHP & ASHP are not only environmentally-friendly, they are also very low-hassle solutions.</p> <p>Smart Choices Lead to Happier Occupants. Use innovative energy solutions to deliver a “high-performance” space with increased comfort, balanced heating & cooling, low sound and overall wellness of the occupant.</p> <p>Environmentalism. Promote a cleaner environment by reducing your building’s reliance on fossil fuel energy sources.</p> <p>Offer the Healthiest Option to Occupants. Zero emissions go into the establishment, meaning the air is cleaner to breathe (especially for people with asthma).</p> <p>Offer Safety. Offer the safest building to your customers, as no combustion of fossil fuels make heat pumps safer than traditional heating and cooling options.</p> <p>Have Peace of Mind. Work with NYSERDA qualified participating contractors who are well-trained and skilled in heat pump technologies.</p>	<ul style="list-style-type: none"> Receive positive brand association for your environmental leadership in the community by reducing carbon emissions with clean heating and cooling systems. Your choice is supported by a network of experts in New York and NYSERDA to help with financial and installation needs. Continue as planned with your project on time and on budget. Merchandize the fact that heat pumps offer increased comfort, long lifespans, and require very low maintenance. [For businesses, the increased comfort and employee wellness is proven to result in increased productivity.] Pass along savings to customers on monthly energy bills while offering a comfortable, temperature-balanced structure. Provide the healthiest option to your customers. Zero emissions go into the establishment, making the air cleaner to breathe (especially for those with asthma). Heat pumps are the most efficient way to meet both cooling and heating needs, throughout New York. Air-source heat pumps offer quick, easy installation. Ground-source heat pumps are installed underneath the earth or water on the property, such as under a foundation, a parking area or elsewhere on the lot. Ground-source heat pumps can be a shared resource for community subdivisions, office parks, strip malls, campuses, etc. – opening up new opportunities for ownership and long-term revenue for your development company.

NYSERDA Clean Heating & Cooling Message Framework

Updated: 8/17/2018



For use by:	NYSERDA	
When communicating to:	Architects & Engineers	
About:	Clean Heating & Cooling (Heat Pumps)	
Primary Message:	Stay at the forefront of your industry by offering customers energy-efficient heat pumps that lead to high-performance spaces and significantly reduce carbon emissions.	
Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> The energy output of heat pump systems is greater than the energy you need input from the grid – both ground-source and air-source heat pumps are very energy efficient. Offset the on-site carbon emissions as compared to traditional HVAC systems. Clean heating and cooling systems offer long lifespans with minimal maintenance. Use heat pump technologies to heat in the winter and cool in the summer, making it more comfortable all year long. 	<p>Contribute to Achieving Your Community’s Climate Goals. Contribute to the energy-saving goals of your municipality, your industry, and your end customer by lowering harmful greenhouse gas emissions.</p> <p>Environmentalism. Promote a cleaner environment by reducing your building’s reliance on fossil fuel energy sources.</p> <p>Make the Pragmatic Choice. Take advantage of the smartest technologies, offering increased comfort, long lifespans, and very low maintenance. Heat pumps are the best option for heating and cooling homes and buildings.</p> <p>Brand Reputation. Differentiate your services with energy efficiency leadership and delivering a forward-thinking establishment.</p> <p>Support Your Strong Designs with Strong Systems. Build in low-maintenance, long-term HVAC systems. GSHP & ASHP are not only environmentally-friendly, they are also very low-hassle solutions.</p> <p>Smart Choices Lead to Happier Occupants. Use innovative energy solutions to deliver a “high-performance” space with increased comfort, balanced heating & cooling, low sound and overall wellness of the occupant.</p> <p>Provide the Healthiest Option for your Customer. Zero emissions go into the establishment, meaning the air is cleaner to breathe (especially for people with asthma).</p> <p>Pride in Safety. Take comfort in providing the safest product, as no combustion of fossil fuels make heat pumps safer than traditional heating and cooling options.</p> <p>Have Peace of Mind. Work with NYSERDA qualified participating contractors who are well-trained and skilled in heat pump technologies. Both ground-source and air-source heat pumps are well-established technologies.</p> <p>Prepared for the Future. Become established with the technology of the future now, while robust, government-sponsored incentives are available to pass along. Get ahead of state and local policies on the horizon reducing fossil fuel use in HVAC systems like those already enacted in other states.</p> <p>Solve Your Customer’s Needs. Exceed your customers’ expectations and solve their heating and cooling needs by offering a wide range of solutions that help manage energy consumption.</p>	<ul style="list-style-type: none"> Execute your vision with energy-efficient heat pumps and significantly reduce carbon emissions. Heat pumps are the most efficient way to meet both cooling and heating needs, even in New York’s climate. Make the pragmatic choice to use simply the best, most modern HVAC technology. Heat pump technologies offer increased comfort, long lifespans, and require very low maintenance. Provide the healthiest option. Zero emissions go into the establishment, making the air cleaner to breathe (especially for those with asthma). Your choice is supported by a network of experts in New York and NYSERDA to help with financial and installation needs and who are committed to the long-term success of the market. Pass along savings to occupants on monthly energy bills while offering a comfortable, temperature-balanced structure. Be prepared for the future. Get ahead of state and local policies on the horizon aimed to reduce fossil fuel use in HVAC systems like those already enacted in other states.
<ul style="list-style-type: none"> Ground-source heat pumps use subsurface temperatures to heat and cool buildings, protecting from fluctuating oil costs and weather influences on monthly energy bills. Ground-source heat pumps are installed underneath the earth or water on the property, such as under a foundation, a parking area or elsewhere on the lot. Ground-source heat pumps are 3x more efficient than with traditional HVAC systems. Lower operating costs of ground-source heat pumps result in lower energy bills. Immediately save 30-60% on heating and 20-50% on cooling costs over conventional heating and cooling systems. 		
<ul style="list-style-type: none"> Air-source heat pumps are 2-4x more efficient than with traditional HVAC systems. Air-source heat pumps are less expensive than adding central air-conditioning or ducting. 		

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