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ComEd Market Development Initiative (MDI)

Low-Income Energy Efficiency Accountability Committee (LIEEAC)

Market Development Initiative



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ComEd's Energy Efficiency Market Development Initiative

The Market Development Initiative (MDI) offers the resources and training needed to become part of the growing and rewarding energy efficiency (EE) field. Now available to individuals, entrepreneurs, contractors, vendors and community organizations. It's easy to participate and there's no cost to you!

Energy Efficiency (EE)
Market Development
Initiative (EE MDI) Objectives

- Increase contracting opportunities for small and local contractors and business enterprises and assist them in developing the necessary capabilities to participate in the delivery of the EE Portfolio
- Improve the pipeline of qualified trained individuals to meet the EE workforce's increasingly demand



ComEd's MDI program is centered around **four main areas of focus:**

Training and Development	Opportunities for Business Development	Resources for Service Providers	Community Collaboration
Provides training and certification opportunities for new and experienced energy efficiency professionals	Aims to increase participation of small and local business within the EE industry by developing a pipeline of local suppliers from which to procure products and services	Aims to grow the pool of small and local EE service providers in our network, as well as bolster engagement of those already involved	Aims to collaborate with CBOs, faith-based organizations, and other non-profits to promote awareness and facilitate outreach among local communities

Training and Development

Training is offered to participants at no cost and is designed to provide the skills and certifications needed to perform work in the energy efficiency space. Enrollees new to EE may participate in the Newcomer Cohort and those already working in EE may participate in the Skilled Cohort.

NEWCOMER COHORT (8 weeks | 5 days per week)

- **Participants Receive:**
 - Weekly \$17.50/hour stipend
 - Meals (during training)
 - Gas card (up to \$75/week)
 - Access to wraparound services (upon request)
- **Certifications Earned Upon Completion:**
 - Healthy Housing Principles
 - Building Science Principles
 - Building Analyst Technician
- **Program Requirements:**
 - 18 years or older
 - Residency within the ComEd service area
 - Possession of a high school diploma or GED
 - Successful Completion of a background check
 - Clearance of a drug test
 - *Note: Available to returning citizens who meet all qualifications*

SKILLED COHORT (5 weeks | 3 days per week)

- **Participants Receive:**
 - Weekly \$600 stipend
 - Meals (during training)
 - Gas card (up to \$75/week)
 - Access to wraparound services (upon request)
- **Certifications Earned Upon Completion:**
 - Healthy Housing Principles
 - Building Science Principles
 - Building Analyst Technician
 - Building Analyst Professional
- **Program Requirements:**
 - 18 years or older
 - Current employment within the EE, HVAC, or weatherization field

Energy Efficiency Service Providers

Remove barriers to participation in the growing energy efficiency space by providing the tools and resources needed for small and local service providers to meaningfully engage in ComEd's Energy Efficiency Service Provider (EESP) network.

- **Prospective EESPs | Service providers:**

- Assists with navigating the application process to join the ComEd network
- Assists with developing plans to grow EE businesses
- Educates on all offering within the ComEd EE Portfolio of programs
- Provides opportunity to list business in the ComEd EESP directory
- Provides training and webinars on the programs other EE specific training

- **Criteria for Participation:**

- Candidates perform in one or more of the following trades:
 - Compressed air
 - Electrical
 - General contracting
 - HVAC
 - Refrigeration
 - Weatherization (insulation, air sealing)
- Candidates are registered and in good standing with the state of Illinois and are insured in accordance with minimal state requirements

- **Existing EESPs in the EESP Network:**

- Assists with business growth in the EE space
- Provided needed tools to help businesses grow and run effectively
- Supports business development by providing:
 - Certification support
 - Business planning
 - Introductions to program offerings
 - Marketing assistance
 - Access to a mentorship program
 - Financial services support
 - Accounting/tax support

Vendor Resources

Supports the procurement process and provides tools and resources for small and local vendors to overcome barriers in participating in energy efficiency business opportunities.

- **Business Resources & Expansion Opportunities:**
 - Provides support with industry business certification application processes
 - Added to a searchable database that helps foster business development
 - Provides referrals to business development resources
 - Provides access to EE related procurement opportunities
 - Provides information about available financing options for small businesses
 - Opportunities provided to network with industry experts
 - Provides networking opportunities to help foster future partnerships



Community Collaboration

ComEd values the role played by community-based, faith-based, and other non-profit organizations in raising awareness among and building individuals to grow their businesses through the program.

- **CBOs support the program efforts by:**

- Being the “megaphone” of the initiative, spreading the word in the communities they serve through workshops and outreach efforts
- Offer support services such as transportation assistance or childcare to help individuals overcome barriers to participation

- **CBOs support EE service professionals by:**

- Utilizing existing channels and platforms to promote the EESP Network and its benefits to prospective businesses
- Hosting networking events where interested business owners can connect with EESP program representatives
- Sharing success stories from EESP program participants to inspire others to join the network



Thank you

For more information visit the MDI website at [Home - Market Development Initiative | ComEd](#)