

Digest of Green Reports and Studies

Title	Massachusetts Clean Energy Industry Census
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Organization	Massachusetts Technology Collaborative (MTC) Renewable Energy Trust
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Summary	<p>MTC is the state's development agency for renewable energy and the innovation economy in the state. MTC brings together industry leaders, academia, and government to advance technology-based solutions that lead to economic growth and a cleaner environment. In an effort to provide Massachusetts policymakers with accurate information on these companies and to provide a baseline for program development, MTC conducted a survey to identify the companies that are vital to the growth of a clean energy cluster in the state.</p>
Key Findings	<p>Massachusetts has a growing number of start-up companies who are joining long-established companies to create a clean energy technology and services industry. This clean energy cluster supports about 14,400 jobs and is expected to be the 10th largest industry in the state. The jobs are concentrated within four industry sub-segments:</p> <ul style="list-style-type: none"> • Renewable Energy. Includes companies that develop new renewable energy technologies (such as more efficient solar panels) and companies that design, engineer, finance and construct renewable energy systems. • Energy Efficiency/Demand-Response. Energy efficiency companies develop, manufacture, or install systems that reduce energy waste. Demand response companies develop/install controls to help consumers cut peak power demand. • Consulting and Support. Includes only firms and jobs with identified clean energy staff. • University Research Centers. Includes only staff identified with clean energy research and development. <p>Surveyed executives expect 30 percent job growth in renewable energy firms and 25 percent for energy efficiency firms over the next year. The largest job sector is in the energy efficiency and demand response firms. The fastest growing firms are in the renewable energy sector.</p> <p>Small firms comprise two-thirds of the overall clean energy industry. Many of the companies are in the incubation stage and not yet ready to fund sales and marketing staff to acquire customers. Therefore, early-stage funding is in high demand and local customers are crucial. By focusing on local customers, the firms may limit their growth opportunities. Although the state has an ability to start new companies, the question is how to help these companies evolve into a thriving Massachusetts-based industry.</p> <p>Survey results revealed that respondents viewed California as their top competitor. They believe that California is the most supportive region for building a clean energy cluster. Many of California's programs are geared to driving demand for energy conservation, demand-response and smart metering, fuel efficiency, and renewable energy such as solar.</p>
Recommendations	<p>The reports suggests that in order to break down expansion barriers and provide incentives to support the growth of clean energy companies, Massachusetts needs to examine state policies, programs, regulatory structures, and financial incentives geared to increasing demand for energy conservation, demand-response, and renewable energy (much like that of California).</p>

Definition of “Green”	Clean energy technologies use the sun, wind, water, and plant matter to produce electricity, heat, and transportation fuel.
Methodology	MTC created a survey contact list by using contacts from university research centers, energy business associations and councils, law firms, consultants, and public relations firms. MTC created a survey of 34 questions and uploaded the dataset into the WebSurveyor online survey tool. MTC invited firms to participate in the online survey. To increase participation, Global Insight’s call center subcontractor, Luth Research, phoned firms’ executives who did not complete the online survey. A total of 302 firms responded to the survey. ***A list of target firms and a sample of the survey are included in the report.
Data Sources Cited	None
Report Geography	State of Massachusetts
Green Occupations Cited	Technology developers, entrepreneurs, investors, and service specialists.
Green Industries Cited	Renewable energy, energy efficiency, demand-response, consulting and support, university research center.
Keywords	Renewable energy, clean energy, fuel efficiency.
Legislation Cited	No
Bibliography (Y/N)	No
Reviewer Name/Org	Gonzales, Margo - State of California

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