



KEY OBJECTIVES of the pledge

- Aggregate demand among building owners, harnessing their collective market power
- Engage with manufacturers to further drive innovation, availability, and cost compression of relevant technologies

The European Energiesprong market successfully reduced costs by nearly 60% in three years by aggregating demand using a similar approach.

Take action and advocate for affordable, high performing building solutions

NYSERDA's RetrofitNY program engages building owners, building product manufacturers, financing organizations, regulatory agencies, and other stakeholders in pioneering standardized, scalable solutions that achieve net zero or near net zero energy performance in a cost-effective way, with a dramatically shortened construction period and limited disruption to tenants. This will allow owners to significantly reduce building operating expenses, improve their building's cash flow and value, and residents' quality of life.

What is the RetrofitNY Pledge?

The Pledge is a formal call to action to harness the collective power of building owners to help motivate manufacturers to make the RetrofitNY high-performance building solution more affordable and accessible.

The Pledge aims to mobilize the market, enabling building owners to retrofit their buildings to net-zero energy performance in a more cost-effective way. The Pledge seeks to aggregate demand and increase scale for RetrofitNY and demonstrate their interest to manufacturers and thereby drive costs down. The European Energiesprong market successfully reduced costs by nearly 60% in three years by aggregating demand using a similar approach. Together, building owners can collectively affect market change by participating in this Pledge.

Pledge benefits to owners

By signing, building owners are pledging to install cost effective net zero retrofit solutions when they become available, if they meet their stated goals, and align with renovation scope and financing plans. The Pledge is a non-binding commitment and those who sign are not at any risk should circumstances change.



Additional benefits include:

- **Increased ability to address current and future costs and risks of building ownership:** The costs of owning and operating properties can be unpredictable and significant, including increased insurance premiums, rising energy costs, surprise maintenance expenses, rising air quality and health concerns, and frequent tenant turnover. Mitigate these risks by advocating for building solutions that make energy costs more predictable; boost tenant health, comfort, and satisfaction; and reduce maintenance costs.
- **Demonstrated commitment to driving positive change:** Send a signal to the industry, and to building tenants, that as a building owner you care about the sustainability and the well-being of building residents, and also want to be one of the first to know when these solutions are available.
- **Being seen as a leader among building owners:** Have your name associated with other leading owners in New York State and beyond who are also working to move the market toward the adoption of progressive and innovative building product solutions that meet the demands for cleaner, healthier, energy efficient, and more comfortable buildings.

Building momentum

Since launching, the RetrofitNY Pledge has seen significant momentum. But the more who pledge in a short time frame, the stronger the signal to manufacturers for these building solutions to be developed quickly and made available in the market at commercially reasonable costs.

The largest signatory to date is the New York City Housing Authority (NYCHA), as they pledge to implement solutions for their 169,820 affordable housing units and 2,252 buildings.

NYCHA's leadership in support of the Pledge is not only important due to their scale to entice manufacturers to develop solutions, but also because their portfolio is representative of predominant building types across New York State, signaling that this is relevant to multifamily property owners.

Take action.

Contact NYSERDA to discuss the Pledge before signing at RetrofitNY@nyserdera.ny.gov

Learn more by visiting nyserdera.ny.gov/RetrofitNYPledge