



COST REDUCTION LAB FOR 1-4 UNIT BUILDINGS



Have an idea to reduce the cost of decarbonizing small residential buildings?

We are looking for projects that will demonstrate business models, market/implementation approaches, and/or technology solutions that lower the cost of decarbonization.

Lowering these costs and increasing replicability will accelerate adoption and improve affordability.

Funding Overview

The Cost Reduction Lab will support applicants demonstrating, documenting, and disseminating novel cost reduction approaches for decarbonizing small (1-4 unit) residential buildings.



- **\$2.5M total funding**
- **Up to \$500k per grantee**

Eligibility and Partnership

This program is open to a wide range of applicants, including:

- Home performance contractors
- Technology installers
- Technology providers
- Academics
- Consultants

We encourage partnership between teams, and suggest using our collaboration platform on Slack to connect about potential proposals.

Priority Problem Areas:

1. **Electrical Upgrade Triggers:** Reducing need for costly panel upgrades with load management solutions.
2. **Lack of Project Coordination:** Leveraging complementary projects to capture whole-project savings.
3. **Geothermal Cost Barriers:** Reduce costs with new business models, drilling tech, and financing innovation.
4. **Non-Standardized Heat Pump Installation:** Streamlining heat pump design and deployment.
5. **High Upfront Costs to Solar:** Reducing soft costs and accelerating adoption.

**Applications Due:
May 8, 2026**

Learn More and Apply:

masscec.com/program/cost-reduction-lab

Questions?:

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