

2024 marked an exciting year for all of our technologies currently in market deployment – residential air source heat pumps (ASHPs), High-Performance Windows, commercial Luminaire-Level Lighting Controls (LLLCs) and Next Gen Rooftop Units.

## Progress highlights

In 2024, we:

Built our market transformation team to a collaborative group of **30** staff



Engaged with over **700** market actors



Trained over **357** contractors through **15** separate trainings



Launched two new websites with over **23,000** unique users



We're honored to be doing this work and continue to work hard every day to save energy on behalf of the state and our utility partners.



## Spotlight on Wise Window Hub

In Q4, the Wise Window Hub team:

- Secured high-performance windows demonstration site in the Twin Cities metro area to gain experience with installation and firsthand experience of benefits and challenges related to the technology.
- Finalized and improved the high-performance windows supply chain directory with the purpose of having a centralized mapping of windows supply chain relationships and to track market actors with a high propensity for adopting or promoting high-performance windows.
- Honed windows new construction strategy and deepened market relationships through a series of meetings with manufacturers, builders, and raters to communicate the value proposition of .22 U-factor windows in meeting above code programs and to meet rapidly advancing base code in the future. Meeting outcomes showed interest in 2025 product demonstrations and participation in market support strategies to advance the windows product and market.
- Strengthened windows retrofit rebate landscape by completing 2 market strategy committee meetings with a target audience of ETA funding utilities. The group reports on new program improvements and performance and has advanced the utility rebate landscape in the state. Additionally, the team presented at a CERTS event to reach cooperative and municipal utilities to share the value of high-performance windows and the potential for utility programs.

## NextGen Rooftop Units Blog

As energy efficiency becomes a priority in commercial buildings, many facility teams and engineers are turning toward solutions like dual fuel heat pump rooftop units (RTUs) equipped with energy recovery ventilators (ERVs). However, misconceptions about how ERVs perform in Minnesota's cold climates, their maintenance, and building type applications can create hesitations around installations. Our ETA team is working to address some of the common questions and concerns about ERVs in commercial buildings, offering clarity on their benefits, their energy-saving potential, and how they are designed to perform.

➔ [Blog Post – Energy Recovery Ventilators: What you need to know](#)

## ASHP Toolkits

The MN ASHP Collaborative Consumer toolkits provide tailored marketing and educational resources for contractors, utilities, communities, and local governments to promote air source heat pumps effectively and from their respective positions within the ASHP market. Each toolkit includes key messaging, consumer-facing materials, and best practices designed to address the specific needs and challenges of its target audience. By equipping stakeholders with these ready-to-use resources, the Collaborative aims to increase public awareness, streamline communication efforts, and drive greater adoption of heat pumps across Minnesota. View the contractor resources in action here:

➔ [ASHP Marketing Resources](#)



Energy Recovery Ventilators: What you need to know



MN ASHP Collaborative Consumer toolkits