



**PRESS RELEASE**

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**Recent Innovations in Financing for Clean Energy**  
**New Report Examines Energy Efficiency and Solar Energy Financing Strategies**

Boulder, CO– In recent years, there has been considerable progress in developing innovative and effective strategies for financing energy efficiency and solar energy projects that are implemented by homeowners and businesses. These strategies are reviewed and profiled in a new report titled *Recent Innovations in Financing for Clean Energy* published today by the Southwest Energy Efficiency Project (SWEEP).

“Financing is of interest because it offers the potential to stimulate large-scale implementation of energy efficiency and solar energy projects with little or no public subsidy,” said Matthew H. Brown, lead author of the new report. “A number of state and local governments as well as electric utilities have figured out how to make their financing programs attractive and successful.”

*Recent Innovations in Financing for Clean Energy* covers a variety of financing strategies including private sector loans using public capital, on-bill utility financing, public sector financing with property tax-based loan repayment, and home mortgage-based financing. The report finds that different types of programs fill different market niches, and that some programs are meeting with considerable success in spite of being relatively new.

“Attractive financing provides an opportunity to overcome the barriers to the adoption of energy efficiency and solar energy measures,” said Howard Geller, Executive Director of SWEEP. “Financing is not a panacea, but it can be a useful complement to other strategies such as building energy codes or utility rebate programs. We hope this report will expand the awareness and adoption of innovative and effective financing mechanisms.”

*Recent Innovations in Financing for Clean Energy* was prepared by Matthew H. Brown and Beth Conover, clean energy experts based in Denver, CO. Funding for the report was provided by the Sea Change Foundation. *Recent Innovations in Financing for Clean Energy* is available on the SWEEP website at [www.swenergy.org/pubs/](http://www.swenergy.org/pubs/).

**About SWEEP:** The Southwest Energy Efficiency Project is a private not-for-profit organization promoting greater energy efficiency in Arizona, Colorado, Nevada, New Mexico, Utah, and Wyoming. For more information, see [www.swenergy.org](http://www.swenergy.org).