

MARKET DEVELOPMENT INITIATIVE : 2018 In Review



This year, Ameren Illinois Energy Efficiency launched the Market Development Initiative. At its core, the initiative aims to improve the quality of life for residents by providing access to energy efficiency programs, creating job opportunities in the energy efficiency industry, and expanding or creating new energy efficiency businesses.

COMMUNITY IMPACT

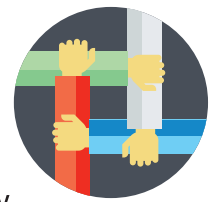
Ameren Illinois has partnered with 13 Community Based Organizations to reach customers who have not previously been engaged around energy efficiency. These partnerships have been key to successfully reaching customers most in need of energy efficiency assistance.



6 Organizations expanded their scope and mission to include energy efficiency through Ameren Illinois partnership

884

Leads produced by community based partnership



6,400 Low to moderate income customers engaged with smart and new technology



5,392 low to moderate income customers engaged at Market Development Initiative events

5,392



5 TIMES Ameren Illinois told our story regionally or nationally

155

COMMUNITY EVENTS held at:

- Churches
- Libraries
- Homeowner Associations
- Community Centers
- Universities
- Non-Profits
- Municipalities
- Schools



ECONOMIC IMPACT

Through the Market Development Initiative, Ameren Illinois is growing businesses and driving diversity in the energy efficiency industry.



5 Small, local or diverse businesses expanded through our program



\$713K

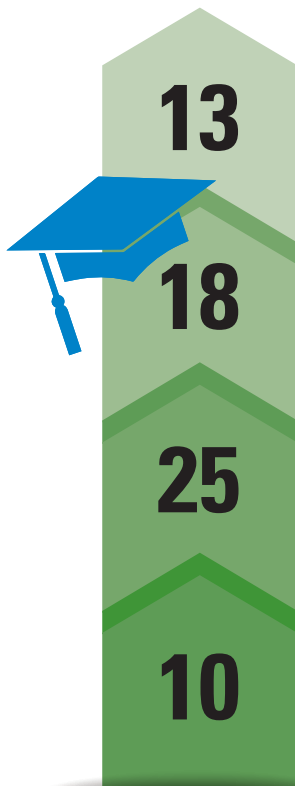
Spent with local, small, or diverse businesses through our program



629K Invested in innovative approaches to our existing programs to reach underserved communities

Workforce Pipeline

As we continue to support growing businesses today, we are also investing in the energy efficiency workforce of tomorrow.



13 INTERNS engaged and trained this summer



18 SCHOLARSHIPS offered to prepare students for the energy efficiency industry

25 JOBS CREATED with local businesses and community based organizations



10 LOCAL JOB CANDIDATES TRAINED for new energy efficiency related job skills

