

Moving Minnesota Forward

In 2025, Minnesota’s Efficient Technology Accelerator (ETA)* achieved a major program milestone – for the first time since launching, ETA is reporting statewide energy savings, cost-effectiveness, and emissions reductions from its efforts. ETA accelerates the deployment of emerging and innovative energy efficient technologies by working with market actors at every step of the supply chain. In addition to reporting its first quantified impacts, ETA has played a critical role in supporting Energy Conservation and Optimization (ECO) rebate programs.

ETA initiatives in the Market Deployment phase during 2025



Residential Air Source Heat Pumps (ASHPs)



High-Performance Windows



Luminaire-Level Lighting Controls (LLLC)



Next Gen Rooftop Units (RTU)



Codes and Standards Advancement

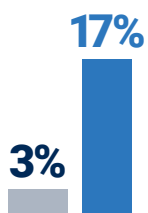
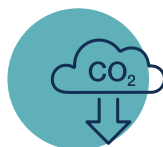
ETA’s 2025 statewide impact



Generated **\$4.2 million net benefits** from efficient fuel-switching measures.

Installed measures from the ETA program are projected to deliver **lifetime emissions reductions exceeding**

85,000 tons of CO₂, roughly equivalent to avoiding 9.6 million gallons of gasoline burned.



While traditional AC sales declined from 2021–2025, the ducted ASHP market grew from **3% in 2021 to 17% in 2025.**

ETA works with the market, not against it

ETA’s efficacy stems from the strategic and supportive relationships the program continues to build with supply chain actors. Recently, a representative of Auer Steel, an HVAC distributor that collaborates with the ASHP initiative, commented on the impact of this relationship.

“The heat pump resources they continue to develop for both contactors and homeowners strengthen our shared goal of giving the industry the tools and knowledge needed for long-term customer satisfaction and ongoing sales growth.”

– *Laura Tofte, Director of Marketing and Communications, Auer Steel*

Market signals from ETA's mature product initiatives



Increasing product availability



Improved contractor familiarity



Declining barriers to adoption and installation

ETA's positive impacts on ECO programs

- Boosted knowledge sharing and aligned incentives across utilities.
- Provided data-driven input and analysis to the TRM advisory committee.
- Promoted utility programs to the market and customers.
- Gave ad hoc support to utilities across the state to improve the efficacy of ECO programs.
- Strengthened the market upstream of selected technologies.



ETA is preparing the workforce for the future

The Next Gen RTU and LLLC initiatives partnered with the Dunwoody College of Technology to conduct a half-day training for 183 construction management students interested in learning about new energy efficient technologies currently entering the market. The training focused on how these technologies can be scoped out early in the design phase of new construction and large-scale remodeling projects. This work is matched by robust training curriculum and events carried out across all ETA initiatives in Market Deployment.

At the outset of the program, ETA anticipated reaching cost-effectives within approximately eight years of launch – current initiative results suggest that **ETA is progressing toward that benchmark earlier than anticipated.** The results from 2025 confirm that ETA is fulfilling its statutory purpose and is well positioned to continue by scaling savings from initiatives currently in Market Deployment and developing a strong pipeline of future market transformation opportunities. With measurable impacts now underway and strong market momentum established, ETA will remain a critical resource supporting Minnesota's energy efficiency, affordability, and climate goals in the years ahead.