

NYSERDA Programs

Cooperative Advertising and Training Incentives



NYS Clean Heat
Supported



NYSERDA offers a cost-share incentive program for Clean Heat Connect Partners and their installation contractors.

If you plan to build a new training center, to buy new equipment, or to advertise and promote your clean energy business, NYSERDA's **Cooperative Advertising and Training for Clean Energy Partners Program (PON 4482)** can help.

This program is open to both new and returning applicants. However, your application must be submitted prior to the start of an initiative. Initiatives already underway will not be accepted.

TRAINING	ADVERTISING
Who Can Apply	Who Can Apply
Heat pump manufacturers or distributors who are planning to build out a new training center or buy new training equipment.	Heat pump manufacturers or distributors, and NYS Clean Heat participating contractors who are planning to advertise and promote their businesses.
What is Eligible	What is Eligible
Incentives cover up to 25 percent of training equipment and up to 50 percent of expenses associated with training activities. Each training sessions must have a minimum of 10 participants. All participants must be both NYS residents and currently employed in the HVAC industry. To learn more about eligible training activities, download NYSERDA's Cooperative Advertising and Training Program Manual , and read pages 9-10.	Incentives cover up to 50 percent of advertising activities. To learn more about eligible training activities, download NYSERDA's Cooperative Advertising and Training Program Manual , and read pages 5-9.
Annual Caps & Limits	Annual Caps & Limits
Heat pump manufacturer – \$50,000 Heat pump distributor – \$50,000	Heat pump manufacturer – \$200,000 Heat pump distributor – \$100,000 Heat pump contractor – \$100,000

Annual incentive caps are based on type of activity and type of business, and are addressed in the application process. Caps renew each calendar year (January 1), and any unused incentives cannot carry over from the previous year.

If you're new to the application process and want to follow a checklist, turn the page over.

Get started. Apply [on-line](#) now or visit nyserda.ny.gov/coop.

The Application Process

Use this worksheet if you're new to the process and want to track your progress.

Contact coop@nyserda.ny.gov with any questions during the application process.

<p>When applying:</p> <ul style="list-style-type: none">Applications are accepted on a rolling basis until December 31, 2024, at 3:00 p.m. ET.Be sure to fill out the application completely.<i>Note that if your project has multiple phases, or activities repeated at regular intervals, additional applications are required for each phase.</i>	<p>Have I filled out the application completely? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Date submitted: _____</p> <p>Do I have any questions about applying or reapplying? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Once you have applied:</p> <ul style="list-style-type: none">NYSERDA will email a decision to you within 15 days, with the incentive amount. Expect communication from this address: coop@nyserda.ny.govThe approval email will contain a link to the payment request form.	<p>Have I heard back about my decision? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Date I heard back: _____</p> <p>Have I received a payment request form from NYSERDA? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Filing payment request forms:</p> <ul style="list-style-type: none">Within 60 days of the completion of the advertisement, promotion, or training, participants submit a Payment Request Form.Include back-up documentation and preliminary outcomes.Payments will only be processed up to the amount approved on the initial application.Payment will be processed within 30 days of payment request submission.	<p>Have I returned my payment request form? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Do I have questions about filling out a payment request form or about reimbursement? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>

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