



ACCELERATING THE  
**CLEAN ENERGY** TRANSITION

Expertise



Buildings



Renewables



Mobility

Services



QUANTIFY  
Opportunities



DESIGN  
Strategies



EVALUATE  
Performance



17  
Years



40  
Dedicated  
Professionals



500+  
Projects across  
30 States & Provinces

# Expertise



Buildings



Renewables



Mobility

# Services



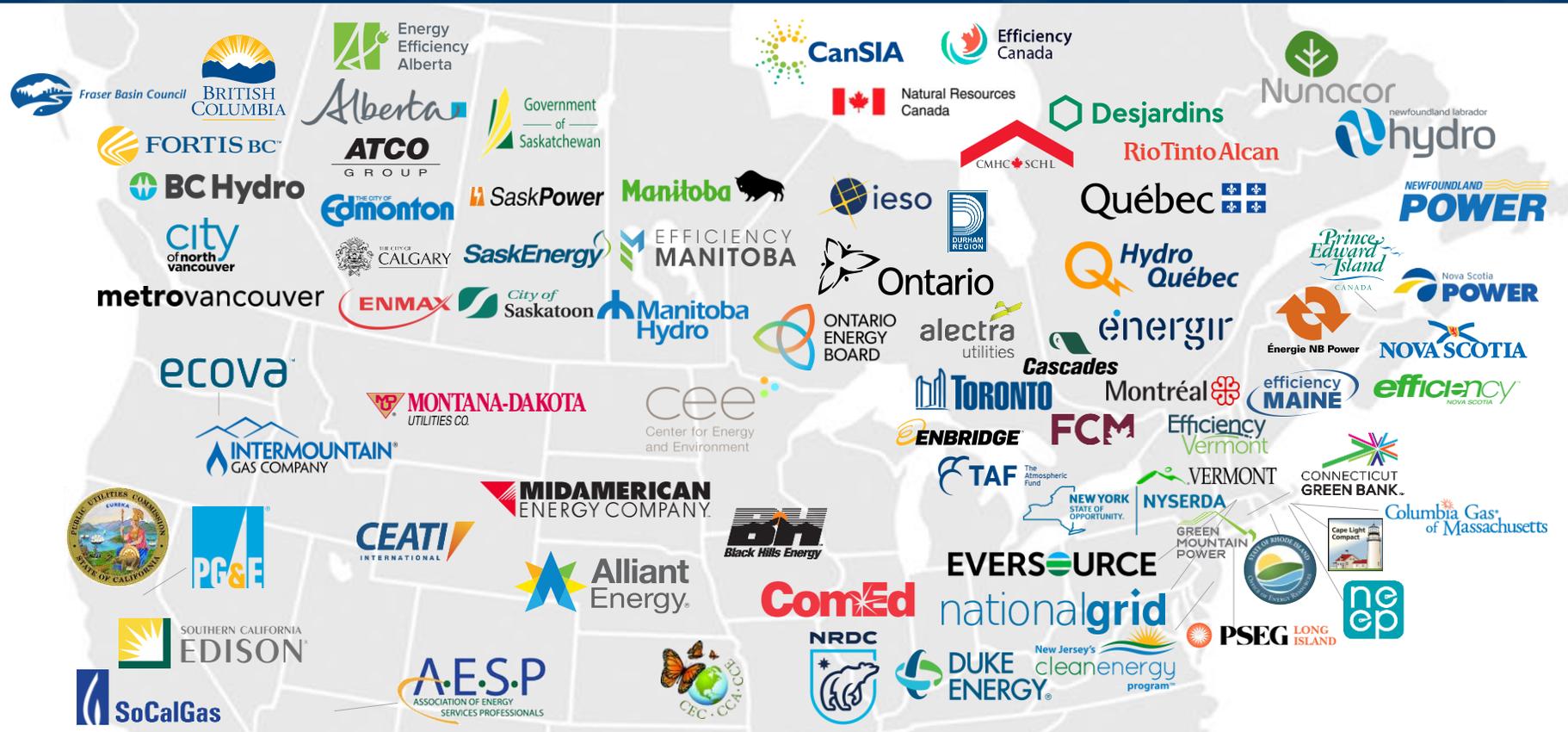
QUANTIFY Opportunities



DESIGN Strategies



EVALUATE Performance



Clients

GOVERNMENTS

UTILITIES

SOLUTION PROVIDERS

# Our Mission

To accelerate  
the clean energy  
transition

# Our Values

## 1 Quality

We work tirelessly to ensure that our work is conducted to the highest standards, and that we are either leading, or abreast of, the latest innovations in our field.

## 3 Commitment

We treat both clients and team members as partners, committing ourselves to their objectives, being responsive to needs as they arise, and going the extra mile to help them achieve their goals.

## 2 Integrity

We are duty bound to provide our clients with consistent, honest and unbiased analysis and counsel. Integrity is our North Star.

## 4 Impact

As a mission driven firm, we drive positive change by advancing clean energy solutions, minimizing our own environmental footprint, and supporting those who encourage responsible stewardship of the planet.

# Our Expertise



Buildings



Renewables



Mobility



## Buildings

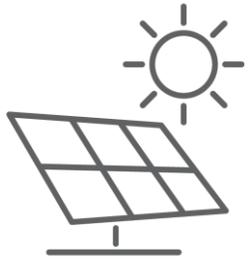
We help our clients deploy efficiency and other demand-side management opportunities, at scale.

***Buildings** offer large-scale opportunities to improve energy efficiency, reduce peak demand, switch fuel types and achieve energy and climate goals at the lowest possible cost.*

At Dunsky, we help our clients to understand – and effectively exploit – the breadth of demand-side energy resources available in homes and buildings.

We assess the costs, savings, cost-effectiveness, and market opportunity for hundreds of options across every sector and market segment; we design market, program and regulatory strategies that accelerate real-world adoption; and we evaluate the effectiveness of programs designed to that end.

In all cases, we bring market research, solid analytics and years of experience to the task.



## Renewables

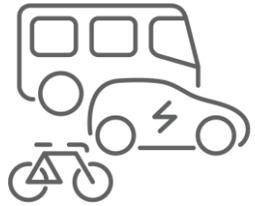
We help our clients accelerate the transition to clean and renewable energy solutions.

***Renewable energy – and its enabler, storage – is critical to achieving a clean energy future.***

At Dunsky, we help our clients to assess opportunities for renewable energy resources – both electric and non-electric – and to develop programs and policies to support them effectively, and cost-efficiently.

We use our experience with the full range of renewable energy and storage options – along with proprietary models that provide deep, location-specific insights – to determine both what is possible *and* what is needed to achieve defined goals.

Our work includes assessing technical issues; modelling scenarios, resource potential and markets; designing voluntary programs (incentives, financing and others); building realistic business cases; and advising on regulatory mechanisms and policies.



## Mobility

We help our clients slash vehicle emissions at the state/province, municipal and fleet levels.

***Moving people and things can use between a quarter and a third of all energy consumed.***

At Dunsky, our focus is on the twin challenges of clean mobility: reducing energy demand, and shifting to alternative, low-carbon fuels, notably through electric vehicles (EVs).

We use our in-house models and expertise to help our clients review options, forecast market adoption, assess business cases, address regulatory barriers, and design both regulatory and market-based strategies to accelerate the advent of clean mobility.

Our work, which encompasses light, medium, heavy-duty and specialty vehicles, encompasses all market, economic and technology facets. It further extends to electricity storage, grid integration of EVs, charging infrastructure, peak optimization and more.

**Quantify**  
Opportunities



**Design**  
Strategies



**Evaluate**  
Performance



**Our Services**

# Services Overview



## Quantify Opportunities

*for clean energy solutions*

**What can be achieved?**  
*At what cost (and benefit)?*

- Potential studies
- Technology reviews
- Market assessments
- Business case analysis
- Cost-effectiveness
- Building + fleet optimization



## Design Strategies

*to grow market adoption*

**How to best deliver results?**  
*What outcomes can we expect?*

- Policies & frameworks
- Comprehensive plans
- Incentive programs
- Financing mechanisms
- Enabling strategies
- Codes & standards



- Recruit participants
- Web/IT solutions
- Call center
- Rebate processing
- related tasks



## Evaluate Performance

*for continuous improvement*

**What was achieved?**  
*How can we do better?*

- Baseline studies
- Impact evaluations
- Process evaluations
- Evaluation planning
- Strategic reviews
- Performance benchmarking

# Our models

**Intuition is great, but data is better.**

Dunsky's work is supported by sophisticated models that forecast potential market adoption of clean energy solutions under an array of scenarios and technical, economic and market constraints.

## DEEP

**Energy Efficiency**  
Potential Model

## DROP

**Demand Response**  
Optimized Potential Model

## HEAT

**Heating Electrification**  
Adoption Model

powered by  dunsky

## SAM

**Solar & Storage**  
Adoption Model

## EVA

**Electric Vehicles**  
Adoption Model

## EFLEET

**Fleet Electrification**  
Optimization Model

Our keys to  
success?

*An approach designed to  
maximize client **value**,  
an incredibly sharp and  
experienced **team**,  
and a deep dedication  
to our **mission**.*

# Our approach

Our work is rooted in solid analytics; in deep experience that informs not only what is best but what is workable; and in clear, compelling communications, with both clients and their stakeholders.



## Research & Analytics

In-depth, quantitative and/or qualitative analysis of technical, market and economic issues **that withstand the greatest scrutiny.**



## Strategic Counsel

Recommendations rooted in best practices, solid analytics and deep experience help to **avoid common pitfalls and deliver real results.**



## Clear Communications

Reports and decision tools are clear, easy to read or use, and employ imagery designed to **tell the story and enable effective decision-making.**

# Our team

The Dunsky team brings experience and passion to every project.

Comprised of engineers, economists, MBAs and others, we offer more than **350 years of combined experience specific to our three focus areas.**



350

person-years of  
experience

# Our reputation

For years you have contributed to our programs' successes, through strategic support, innovative programs, **consistent rigor** and exceptional responsiveness to our needs.



Professional, easy to work with and obvious commitment to client service. Deliverables were **high-quality**, and results were presented in a clear and reader-friendly format.



Excellent work. Easy to read, and charts illustrate the points. It sets up the **right conversation** about our policy choices going forward to achieve our goals. My compliments to the Dunsky group.



Very **responsive**. Provided useful feedback and recommendations. Good work, on time, on budget, and very professional, congenial staff.



# Our reputation

Dunsky is easy to work with and provides useful **insights** that we can incorporate into our programs.

**EVERSOURCE**

Deep understanding of all aspects of climate change mitigation, energy transition, policy levers, and programs. Able to deliver strategic advice and position **complex issues** with decision makers.

THE CITY OF  
**Edmonton**

Dunsky's high quality advice; deep expertise, experience and credibility; and excellent **project management** provided significant value. We look forward to more engagements.

**energir**

Dunsky has provided us with critical research and **insightful analysis** for some of our most strategic projects. We're glad we can count on you to inform our next generation programs and policies.

**ne  
ep**

# Our reputation

Dunsky was incredibly **responsive**. Turn-around was great, expertise was great, communications were great.



The Dunsky team has enormous **talent and knowledge** in this sector. Everyone is a pleasure to work with, always very personable, but also professional.



Great client relationship services. **Expertise is top notch**. The team picked up on our regional nuances and needs very quickly.



The professionals at Dunsky have a **wealth of experience** that they bring to projects. They consistently respond in a timely, accurate and trusted manner. A pleasure to work with.



# Our reputation

Superb communication and facilitation skills. Great ability to synthesize large amounts of material and provide **clear, distilled recommendations**. High quality work produced on a challenging and complex topic. Great project management skills.



Absolutely recommend Dunsky. Great balance of **expert advice** and flexibility. Final report made it easy to share results with various levels of our organization.



I recommend Dunsky for its thought leadership, strong **communications** and focus on serving its clients.



Knowledge and experience along with **professional service**. Really appreciate the culture of service and agile/responsive communication.



# Our mission

***We are committed to moving the needle on adoption of clean energy solutions, through quality research, experience-driven insights, and clear communication.***

*Because the alternative—guesswork, intuition and reports that gather dust—simply won't get us where we need to go.*



# Walking the talk

**This is *not* why you should hire us.**

But for what it's worth, we are deeply committed to walking the talk.



We are headquartered in one of North America's **greenest buildings.**

Certified LEED® NC Platinum, our offices are hyper-insulated, heated and cooled by geothermal wells, and act as a living experiment in how buildings of the future can be built and operated.



We are proud to be a **certified B Corp.**

B Corps are independently certified, mission-driven corporations that, in addition to shareholder returns, produce demonstrable benefits for workers, communities and our shared environment.



We believe in **giving back**

We donate 2% of our gross revenue to charities involved in building a better world. To share in the pleasure of giving, we invite our staff and clients to choose charities that are near to their hearts.



Montréal  
Toronto  
Ottawa  
Calgary  
St-John  
Vancouver



Email us at  
[info@dunsky.com](mailto:info@dunsky.com)  
We'll link you **to the right person**  
*(not a salesperson; we don't have any)*



[dunsky.com](https://dunsky.com)