

# FY 2025 | IMPACT REPORT



photo: Cassandra Kios for New York Times



## CET

Resilient climate solutions



# A LETTER FROM CET CEO & PRESIDENT ASHLEY MUSPRATT



July 2026

Dear friends and partners,

As we share this annual report, we do so with urgency, optimism—and admittedly, some relief that 2025 is over. It was a challenging year for climate work, but with adversity often comes clarity, and as the federal government pivoted policy and funding away from climate action, CET became increasingly focused on helping people to cut through the noise, chaos, and scarcity of this moment and to take meaningful action.

Our work is rooted in the belief that climate action becomes possible at scale when we make it radically easy for people and organizations to act.

We know that people want to reduce emissions, cut waste, improve efficiency, and adopt cleaner technologies. But intention alone isn't enough because climate solutions often ask households, businesses, and communities to navigate unfamiliar information, multiple vendors, incentive rules, operational changes, and administrative steps. Without the right support, climate action can feel daunting before it ever becomes doable.

That is why radical ease is central to CET's approach. We help carry complexity on behalf of the people and organizations we serve. Across our programs and partnerships, we simplify decision pathways, reduce administrative and logistical burdens, connect participants with practical resources, and provide guidance from first interest through follow-through. Our goal is to make the better choice clearer, simpler, and more achievable.

The stories and results in this report show radical ease in practice. From waste reduction to building decarbonization, from technical assistance to community partnerships, CET works at the point where ambition meets real life.



*Ashley talks climate solutions at Climate Week NYC. Read ore on page 5.*

We help translate big climate goals into concrete next steps, remove friction from the process of adoption, and make sustained action possible for more people, businesses, and communities.

We are grateful to the partners, funders, clients, community leaders, and staff who made this work possible. Your collaboration helps move climate action from daunting to doable, turning concern into participation, participation into measurable progress, and measurable progress into the systems change needed for a lower-carbon future.

As you read this annual report, we invite you to see not only what has been accomplished, but how it was accomplished: by designing programs, partnerships, and support systems around the realities of people's lives and operations. Together, we can continue to remove barriers, center ease, and make climate action more accessible, equitable, and effective.

Sincerely,

Ashley Muspratt





**"We would not have been able to have this work done without your help... It means so much."**

Ani and Bill, Amherst Heat Pump Incentive Program Customer

## BY THE NUMBERS



**>92,400 people**  
benefited from our  
services



**>107 million pounds**  
of waste diverted  
from landfills



**>896.6 million**  
pounds lifetime CO<sub>2</sub>  
emissions mitigated



**>\$6.2 million** in  
lifetime savings  
generated

We envision a world where just and resilient climate solutions are not the exception, but the norm. Our mission is to innovate, implement, and scale the environmental solutions that communities need to thrive.



**"Your service provides many customers like me who have limited income to be able to make their dream projects come to life, and at the same time save energy consumption."**

Energy Saver Home Loan Customer

**60+**

PROJECTS &  
PROGRAMS

**18+**

STATES WE  
WORK ACROSS

# NEWS DESK



## YPCCC Partnerships: Interview with CET's Ashley Muspratt

October 2025

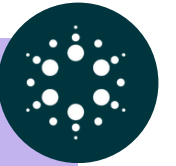
[climatecommunication.yale.edu](https://climatecommunication.yale.edu)



## Heat Pump Incentive Program Empowers Homeowners to Save Money and Reduce Emissions

February 2025

[amherstindy.org](https://amherstindy.org)



## Care About Food Waste? In Massachusetts, You Can Be a Compost Consultant.

March 2025

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



**The  
New York  
Times**

CET was honored to be selected by *The New York Times* as Massachusetts' featured solution in its nationwide "**50 States, 50 Fixes**" series, which highlighted one innovative environmental or climate solution from each state drawn from more than 3,200 submitted ideas, recognizing CET's leadership and impact in advancing waste reduction solutions.

Climate journalist Somini Sengupta joined Senior Waste Reduction Consultant Heather Billings in the field to see our work firsthand.



# TAKING CLIMATE ACTION FROM DAUNTING TO DOABLE: CET AT CLIMATE WEEK NYC 2025

CET hosted **sold-out panels and events** across the city, including:



***Moving from Data to Dialogue to Doing: Leveraging the Science of Communication for Climate Action***

*Panelists: Jeremy Abbate (Scientific American), Joshua Lowe (Yale Program on Climate Change Communication), Dr. Michael Hallsworth (BIT), Emily Gaylord (CET)*



***Beyond Barriers: Unlocking Home Electrification for Everyone with Inclusive Utility Investment***

*Panelists: Melissa Hoffer (Massachusetts Climate Chief), Kai Palmer-Dunning (Clean Energy Works), Amanda Sachs (Rewiring America), Franz Hochstrasser (S2 Strategies), Ashley Muspratt (CET)*



***From Waste to Win: How Reducing Wasted Food Benefits Climate & Community***

*Panelists: Angel Veza (ReFED), Akif Khan (Harvard Food Law and Policy Clinic), Pete Pearson (World Wildlife Fund), Madeline Keating (NRDC), Lorenzo Macaluso (CET)*

Each year, more than 100,000 people gather in New York City for Climate Week NYC—the world's largest climate event—bringing together leaders from business, government, finance, and nonprofits to accelerate climate solutions through collaboration and action.

CET led the conversation on translating big climate challenges into real results—showcasing wasted food solutions, accelerating home and business decarbonization, and advancing inclusive utility investments that make climate progress accessible for all.

*All sessions are linked here.*



**Watch Ashley's Main Stage Talk:**  
**[You, Me, and 300 Million Others: Decarbonization Has No Shortcuts](#)**

## We offer no-cost consulting across programs including:

### COMMERCIAL PROGRAMS

#### **Wasted Food & Recycling Solutions**

Tailored assistance and training for reducing waste at institutions and businesses

#### **Mass Farm Energy Program**

Consultation and financing for renewable and efficient energy projects on farms

#### **The Green Team**

Empowers students and staff to improve sustainability in schools

#### **Mercury Management**

Comprehensive mercury management resources and education

#### **Commercial Energy Consultation**

Energy upgrades, heat pump specification, and decarbonization action plans

#### **Community Climate Fund**

A vehicle for institutions and businesses to sponsor carbon reduction projects

### RESIDENTIAL PROGRAMS

#### **Heat Pump Consultation**

Expert guidance to smoothly transition to heat pump technology

#### **Energy Saver Home Loan Program**

Finance energy-efficient upgrades at low interest rates

#### **Inclusive Utility Investments**

Accessible energy efficiency upgrades for communities w/o the upfront costs

#### **Weatherization Assistance Program**

Helps income-eligible households reduce energy costs and improve energy efficiency

#### **Residential Energy Consultation**

Energy upgrades, heat pump specification, and decarbonization action plans

#### **Weatherization Boot Camp**

Training contractors on program rules and weatherization best practices.



# REAL IMPACT

## REAL SOLUTIONS

### A Cleaner, More Comfortable Home in Amherst

For Katie, upgrading to heat pumps was a decision years in the making. Her Amherst household wanted a cleaner, more efficient alternative to propane heat and an aging cooling system that no longer worked well.

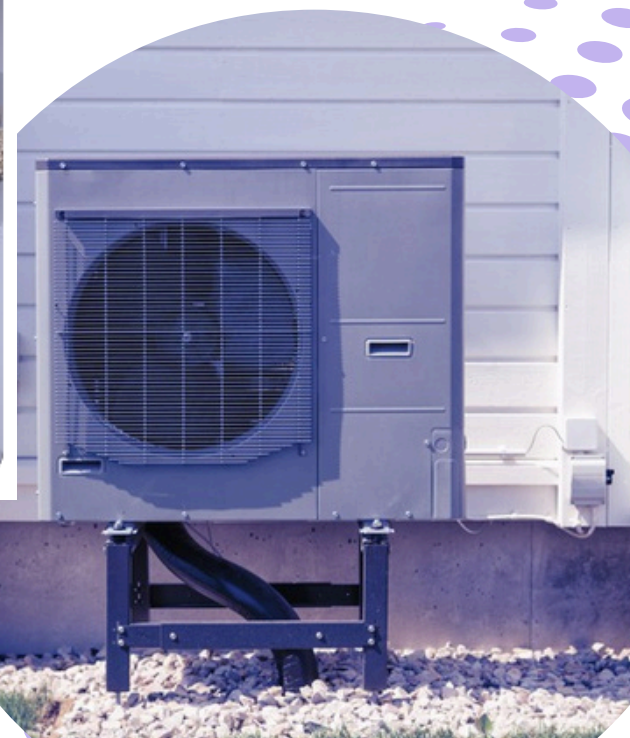
*"It was predominantly financial, but we had already decided prior that this was something we wanted to do. This local level grant further incentivized us."*

When Katie learned about the Amherst Heat Pump Incentive Program, the local grant, layered with state and federal incentives, helped make the investment feel attainable.

CET helped make the process manageable by offering clear guidance as Katie and her husband coordinated quotes, readiness steps, contractor decisions, and installation details.

After installation, Katie's home felt more comfortable, with steadier heating, better room-by-room control, efficient cooling, and humidity management. The upgrade also gave her family a practical way to invest in a cleaner future.

***"I would say the biggest benefit for us is knowing that we've made a change in our home that is benefiting the future."***



[Hear more from Katie and read insights from the Amherst Heat Pump Program.](#)



# REAL IMPACT

## REAL SOLUTIONS

### The Green Team: Nurturing Climate Action

The Green Team, sponsored by MassDEP, helps K-12 students across Massachusetts take action in their schools through waste reduction, recycling, composting, energy conservation, and pollution prevention. **Green Teams connect classroom learning with hands-on projects, guiding students to make a lasting impact in their communities.**

The 2025–2026 school year was a great year for the program. **Over 425 Green Teams registered from 402 schools, engaging nearly 70,000 students across Massachusetts** and surpassing the previous year's participation. Of those registered schools, 45% were located in Environmental Justice communities (as determined by MassDEP).

This year also marked the launch of the new [Green Team website](#), making it easier than ever for teachers and students to participate. The redesigned site provides streamlined access to activities, resources, and registration information, helping schools connect with the program and find the tools they need to support learning.

**Increased participation, a focus on equity, and an improved online experience are helping the Green Team reach more classrooms and inspire the next generation of environmental leaders.**



SHARE  
TABLE

#### Start Now!

es resources that make climate action accessible for commu

REGISTER MY SCHOOL



***"[Green Team] activities strengthened both environmental awareness and student engagement. Students became more consistent and accurate recyclers, and teachers noticed fewer contaminated bins." -Dani Jo White-Yelito, Greater Lowell Technical High School***



# REAL IMPACT

## REAL SOLUTIONS

### Energy Saver Helps Update a Three-Family Home, MassHousing Case Study

When Jason's family purchased an older three-family home in Brockton, they saw an opportunity to create a more comfortable, energy-efficient home for both themselves and their tenants. They had already taken an important step by installing heat pumps, but when they began exploring solar panels to help manage rising electricity costs, the financing options felt overwhelming and out of reach. Everything changed when they connected with **MassHousing's Energy Saver Home Loan Program**, offered in partnership with the Massachusetts Community Climate Bank, with CET providing trusted guidance every step of the way. With affordable financing and personalized support, what once felt like a daunting project became an achievable investment in their home and future.

Sometimes, **the difference between wanting to make an upgrade and being able to make it happen is having the right support.** For homeowners balancing comfort, affordability, and long-term savings, access to trusted guidance and financing can open the door to clean energy improvements.

**Read more about how Jason's household turned energy upgrades into a practical affordability solution.**





# CET AT WORK







# THEORY OF CHANGE

**America's urgent climate transformation depends on hundreds of millions of individual actions—and on the systems that enable them.** Every building retrofit, every waste diversion, every electrification decision is part of that transformation.

**CET delivers practical, scalable climate solutions with no-cost consulting in the places they're most needed**—and often hardest to reach: homes, small businesses, farms, and community organizations.

**CET implements** existing technologies and climate solutions through tailored, hands-on support.

**CET innovates** strategies that are proven to help people, businesses, and communities go further faster.

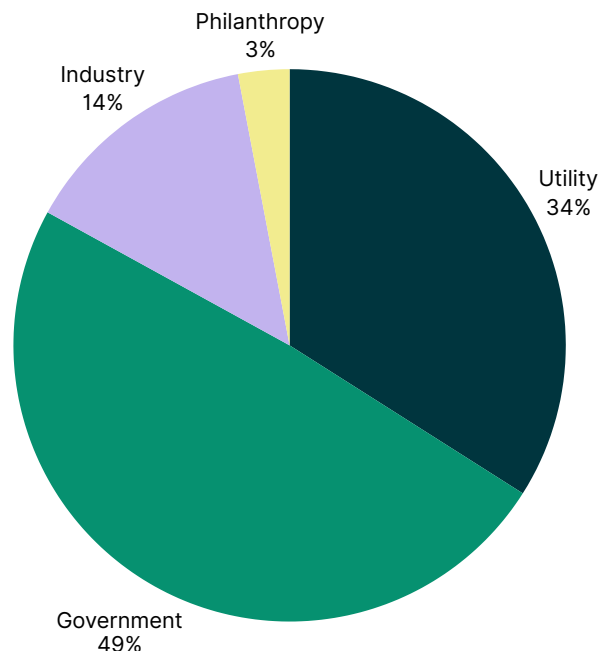
**CET scales** through rapid growth, increasing our reach in 18 states in 2025 to help many more people decarbonize their homes and workplaces.

# FINANCIAL CONTRIBUTIONS



## Revenue by Funder Type

CET is strategically positioned with diversified sources of revenue, including corporate funding, contracted revenue from utility companies, foundation support, a balanced mix of state and federal government funding. This diversification affords CET the ability to remain innovative and adaptive to changing conditions. In 2024, CET wound down the retail operation, which was a cost center for the organization, and benefited from our multi-year, multi-million-dollar investments in internal capacity building and technology upgrades to sustain organizational growth.



1% for the Planet is a global network of businesses and environmental organizations working together to support people and the planet. As an approved environmental partner, CET invites businesses to direct their 1% commitment toward practical solutions that reduce waste, cut emissions, and help communities and companies take meaningful climate action.

By becoming a 1% for the Planet partner for CET, your business can turn environmental commitment into measurable impact, supporting trusted technical assistance, innovative waste reduction strategies, and a more sustainable future for all.

**Become a 1% for the planet partner.**

**CET's Mission-Impact is made possible with the support of people like you and...**





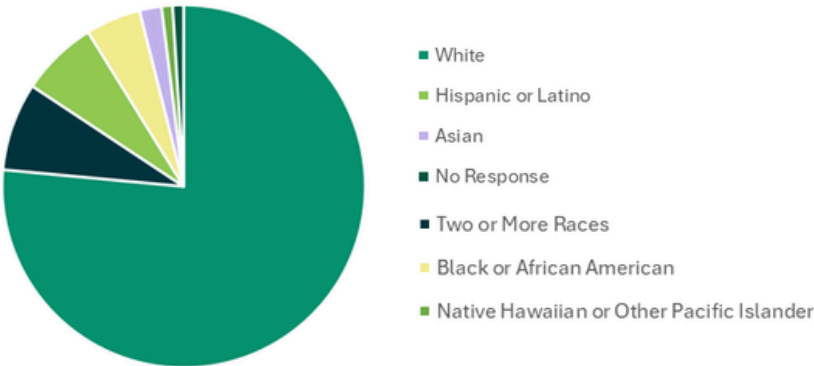


# COMMITMENT TO DIVERSITY, EQUITY, INCLUSION

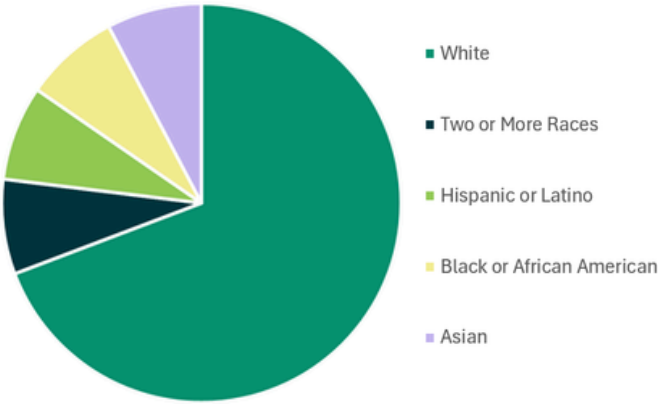
CET is committed to racial justice and inclusion. We believe in dismantling historic injustices, and that fostering equity and inclusion is key to achieving our environmental mission and climate mitigation goals.

In this spirit, our Board and staff have been formally co-creating and implementing a Diversity, Equity, and Inclusion Framework since 2020, which is designed to embed DEI principles into all internal and external policies, practices, and services.

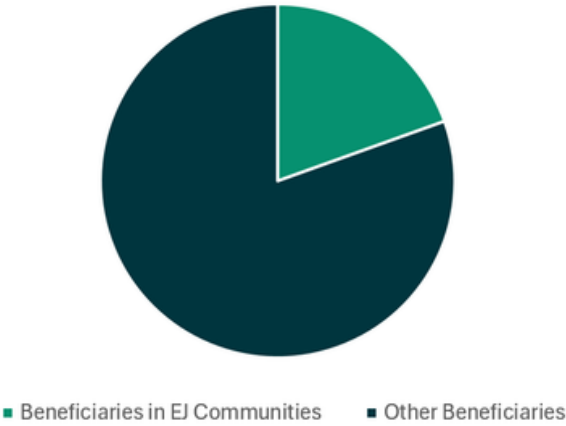
STAFF ETHNICITY



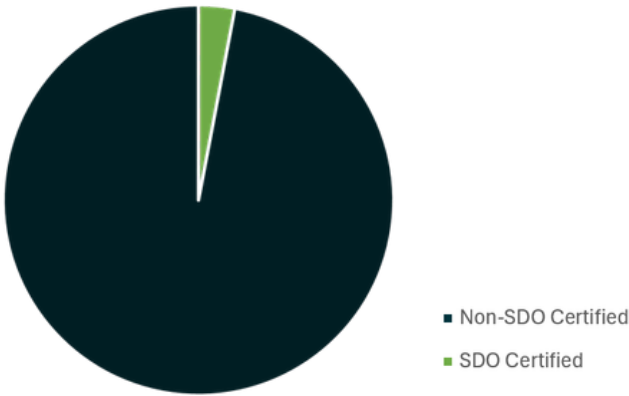
BOARD ETHNICITY



PEOPLE & BUSINESSES SERVED



PROCUREMENT



*SDO-certified businesses—those recognized by the Commonwealth’s Supplier Diversity Office as minority-, women-, LGBTQ-, veteran-, and disability-owned enterprises—are eligible for state contracting opportunities and supplier diversity programs.*



**We must summon truth, courage, and solutions—not only for the climate crisis, but for the better world we know is possible.**

*Katharine K. Wilkinson, All We Can Save*

Join us in delivering just and resilient climate solutions today:

**PARTNER  
WITH US**

**WORK  
WITH US**

**INVEST  
WITH US**

**LEARN  
MORE**

Platinum  
Transparency  
2026

**Candid.**



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