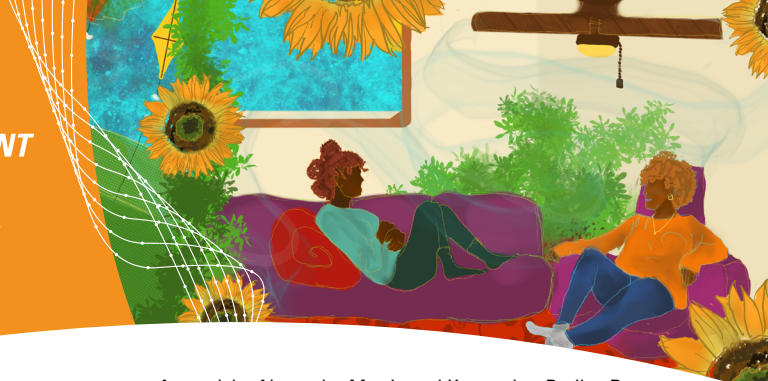




MDI MARKET DEVELOPMENT INITIATIVE

ENERGY EFFICIENCY PROGRAM

2023 YEAR IN REVIEW



Artwork by Alexander Martin and Krystopher Dudley Brown, members of Peoria Guild of Black Artists.

Market Development Initiative (MDI)

What is it? The Market Development Initiative (MDI) believes all customers should have access to incentives and education to help complete energy-saving upgrades for their homes and increase their quality of life, regardless of income, socioeconomic status or roadblocks to participating. In Program Year 2023, **MDI engaged over 87,000 Ameren Illinois customers** through energy efficiency education, discounted energy-efficient products and by providing energy-related jobs and training. Take a look at what MDI did this past year as we aim for energy efficiency for all while building greater community engagement.

How MDI Helps Customers

22 **community-based organizations** brought energy efficiency education and discount information to customers, helping their homes become more energy-efficient, so they can save each month on their energy bill.



8 **contractors** were sponsored through the Diverse Program Ally Incubator.



Over \$68,000

was awarded through **Co-Pay Assistance Grants** to help diverse-owned small businesses and non-profit organizations participate in the Small Business Direct Install Initiative, which helps small businesses become more energy-efficient through lighting and refrigeration upgrades.

Over \$40 million

was spent with diverse suppliers and diverse Program Ally contractors, boosting locally owned and diverse business revenues, so the most vulnerable communities and populations are continuing to thrive and grow.

2,965 **energy efficiency kits** were distributed to customers. These kits come with LED lightbulbs, faucet aerators and efficient showerheads to help customers use less energy and save money.



289 **workforce development opportunities** were provided to help current and future jobseekers find a new role in the energy field. These opportunities included:



47 jobseekers finding employment

56 jobseekers finding training

14 paid internships with **13** employers

42 students receiving scholarships at **7** community colleges

For more information about MDI and how we serve your community, visit AmerenIllinoisSavings.com/MDI.