




EfficiencyOne **Five-Year Strategic Plan**





EfficiencyOne: Building on our success

EfficiencyOne is a leading energy efficiency enterprise. We believe in the good things efficiency brings to our lives, and we come to work every day to make the world a better place. Familiar to most Nova Scotians as the operator of Efficiency Nova Scotia, we work with a number of outstanding partners, including the Province of Nova Scotia, to transform how our customers use energy and other resources. Through our wholly owned subsidiary, Halifax Climate Investment, Innovation and Impact Fund (HCi3), we also work with stakeholders and partners to accelerate climate action in Halifax. HCi3 is a grant maker, an investor, an advocate, and a convenor with a focus on removing barriers and maximizing opportunities for everyone.

Canada and the world face a profound climate crisis. The Government of Canada and the Province of Nova Scotia have established bold actions to achieve climate change related targets, and we are committed to doing our part to contribute to these targets. This strategic plan charts an ambitious course for the future of EfficiencyOne, and to be successful, we will look to the driving forces of our past success: our people; our partners; and the values we commit to everyday.

We have successfully helped hundreds of thousands of families, businesses, non-profits, and institutions transform the way they use energy – and we will continue to lead the way in the transition to a low-carbon future.



Our Values

Integrity

We conduct our activities with transparency and a commitment to delivering with excellence.

Innovation

We are inquisitive by nature and proactively respond to challenges and seek out opportunities.

Partnership

We foster relationships to maximize impact and achieve mutual goals.



Our Purpose

We transform the way
people use energy.

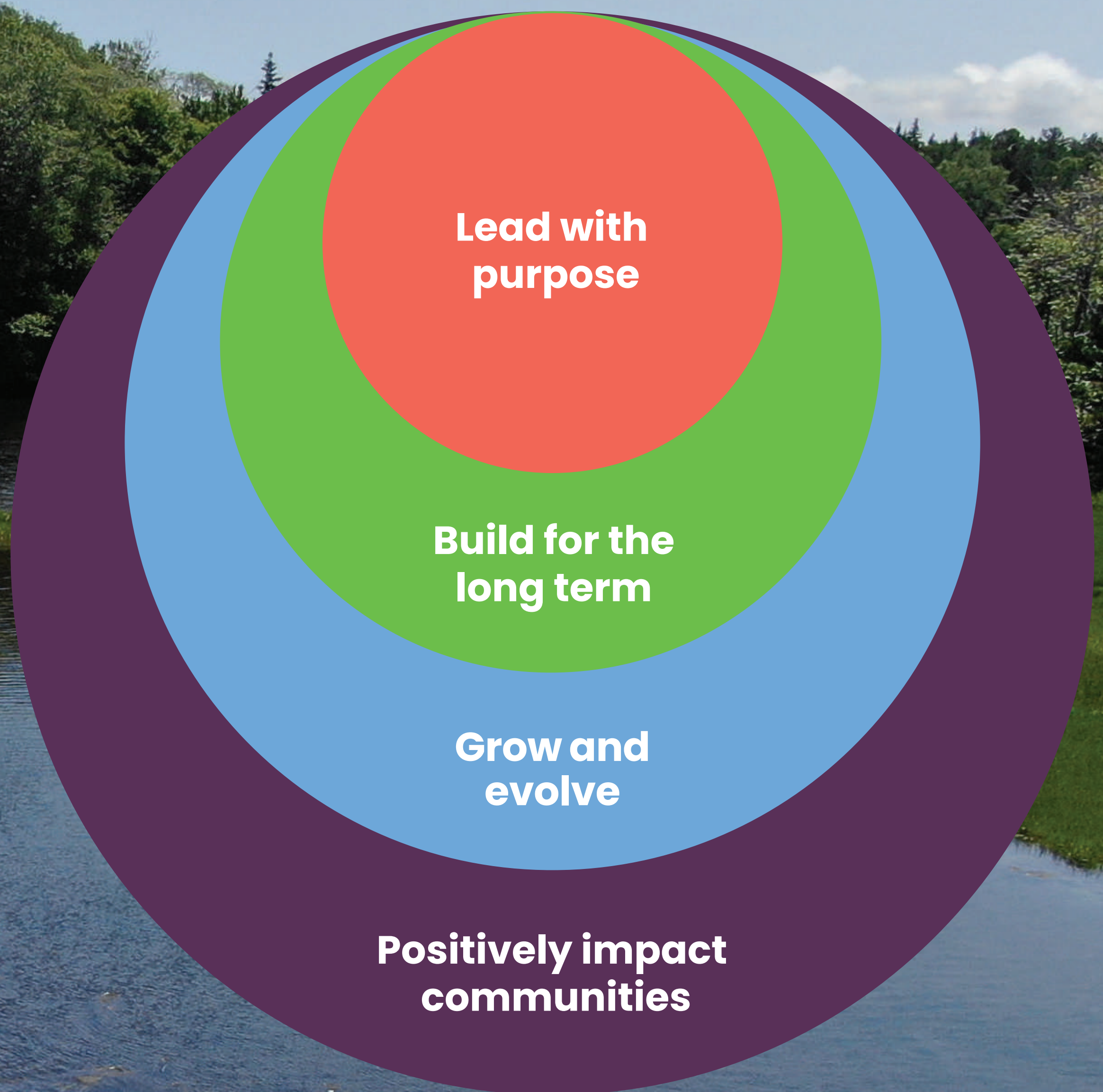
Our **Mission**

Together, we help people achieve their energy goals, save money, conserve resources, improve wellbeing, and combat climate change.





Our Strategic Priorities





Lead with purpose

one

We will do this by:

- Achieving measurable results and meeting annual and multi-year targets and funding obligations
- Integrating environmental, social, and governance considerations into our decision making
- Supporting our customers, funders, and partners to help them transform the way they use energy
- Providing exceptional customer service and delivering programs and services with the highest level of safety
- Leading the advancement of policy that drives the energy transition

two

Build for the long term

We will do this by:

- Working with partners to increase capacity to accelerate the energy transition
- Building and maintaining a talented, high-performing workforce to lead the industry transformation
- Investing in and testing new technologies and approaches to advance industry and market readiness





three

Grow and evolve

We will do this by:

- Seeking out and responding to new opportunities to advance our purpose and mission
- Leveraging our knowledge and expertise by using our data, tools, and resources to expand our services to meet the evolving needs of our customers
- Partnering with organizations to realize mutual goals


A photograph of a woman with dark hair leaning over a desk, looking at a laptop screen. Two young children, a boy and a girl, are sitting at the desk looking at the laptop. The image is partially obscured by a large purple graphic element consisting of several overlapping semi-circles and a square. The word 'four' is written in white on one of the purple shapes.

four

Positively impact communities

We will do this by:

- Expanding equitable access to our services
- Designing services to reduce energy poverty
- Committing to reconciliation with Indigenous Peoples
- Providing expertise and advice on the benefits of energy efficiency and renewable energy



Measuring success

Our purpose, mission, and strategic priorities will guide our actions in combatting climate change. We set ambitious targets to measure our success, including energy savings, greenhouse gas emission reductions, customer satisfaction and employee engagement scores, and quality assurance metrics. Our Environmental, Social and Governance (ESG) framework and contributions continue to push and inspire us to higher goals and targets for our future work. Oversight by regulatory bodies, including the Nova Scotia Utility and Review Board and third-party audits and evaluations of our work, provide confidence in our processes, standards, and results.

Our annual business plan guides the organization in achieving the priorities outlined in our strategic plan, while our annual scorecard tracks and measures progress towards fulfilling our purpose, mission, and values.

To read our current scorecard and business plan, please visit:
<https://www.encyone.ca/impact/business-plan/>



Looking forward

We all need energy. EfficiencyOne is committed to our purpose as ***we transform the way people use energy.***

How we use it and how it is produced, along with advances in technology, will transform how we live, work, and play. Our work will directly and positively impact the environment, benefit the economy, and help achieve climate change goals. We need to further invest in energy efficiency and work toward decarbonizing all the sources of emissions that impact our environment.

To succeed, the energy transition must have widespread support. This means that everyone must be included, and

everyone must share in the benefits. Actions necessary to accelerate emission reductions can benefit people in every community and in every walk of life. Decarbonization of our buildings, transportation, and energy systems is the key to the wellbeing of people and communities. Building on the success of the past, our new strategic direction strengthens the foundation for social, environmental, and economic benefits.