



EfficiencyOne Five-Year Strategic Plan





EfficiencyOne: Building on our success

EfficiencyOne is a leading energy efficiency enterprise. We benefit the economy, increase affordability, and reduce greenhouse gas emissions. 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.

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.

We collectively face a climate crisis and affordability challenges. The Government of Canada and the Province of Nova Scotia have established bold actions to address these issues, and we are committed to doing our part.

This strategic plan charts an ambitious course for the future of EfficiencyOne. To be successful, we will look to the driving forces of our past success: our people; our partners; and our values.

We have successfully helped hundreds of thousands of families, businesses, non-profits, and institutions reduce their energy bills – and we will continue to lead the way by benefitting the local economy 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.

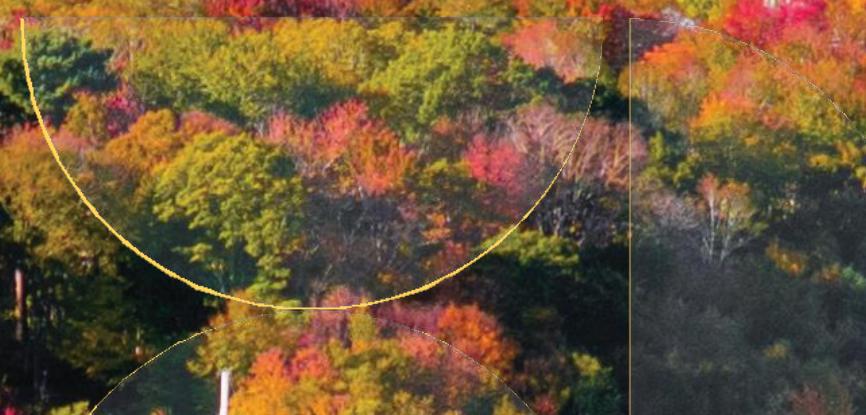
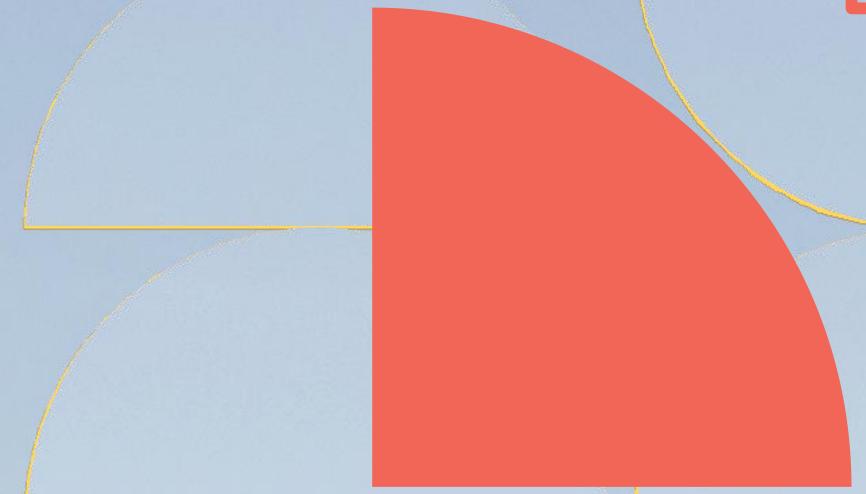


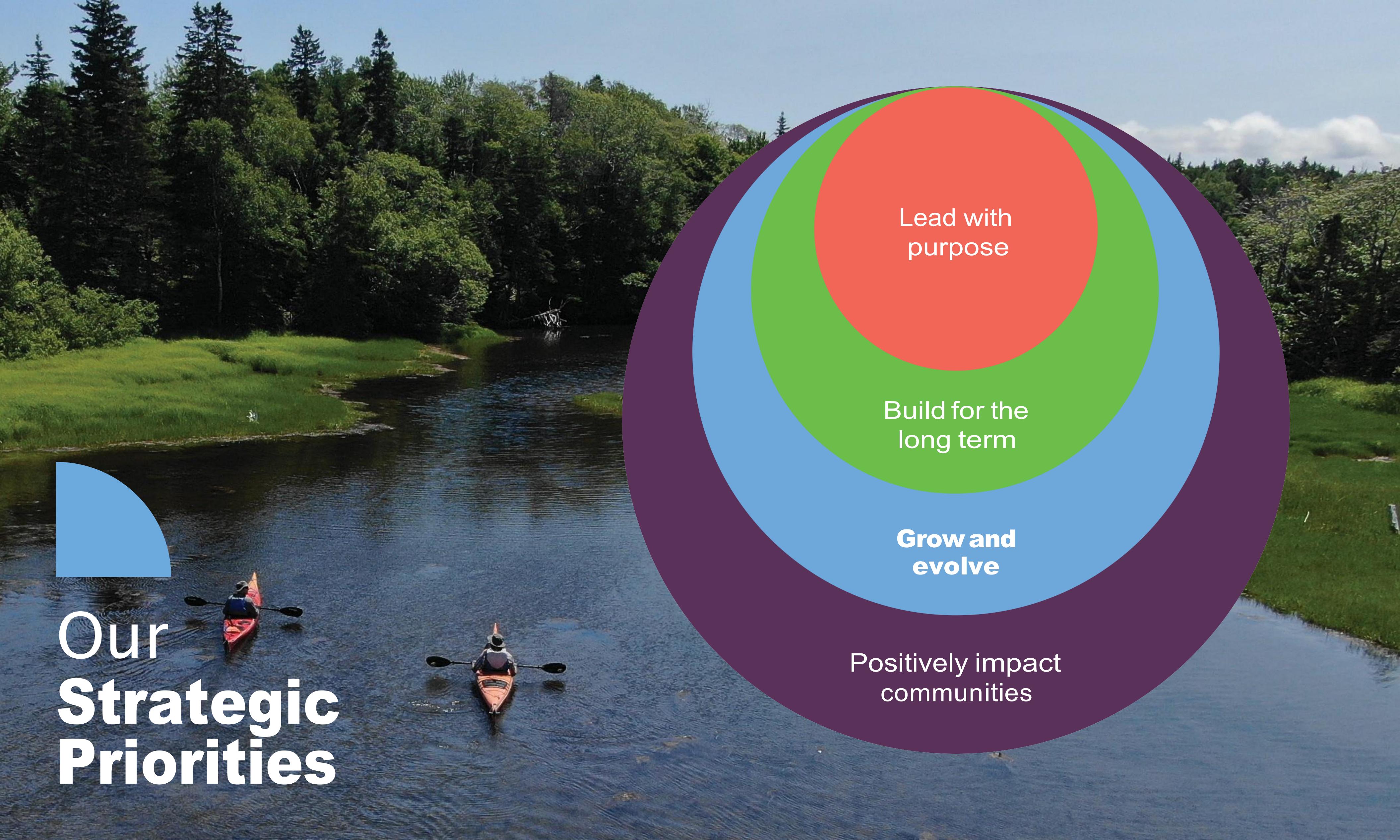
Our Purpose

We transform the way
people use energy.

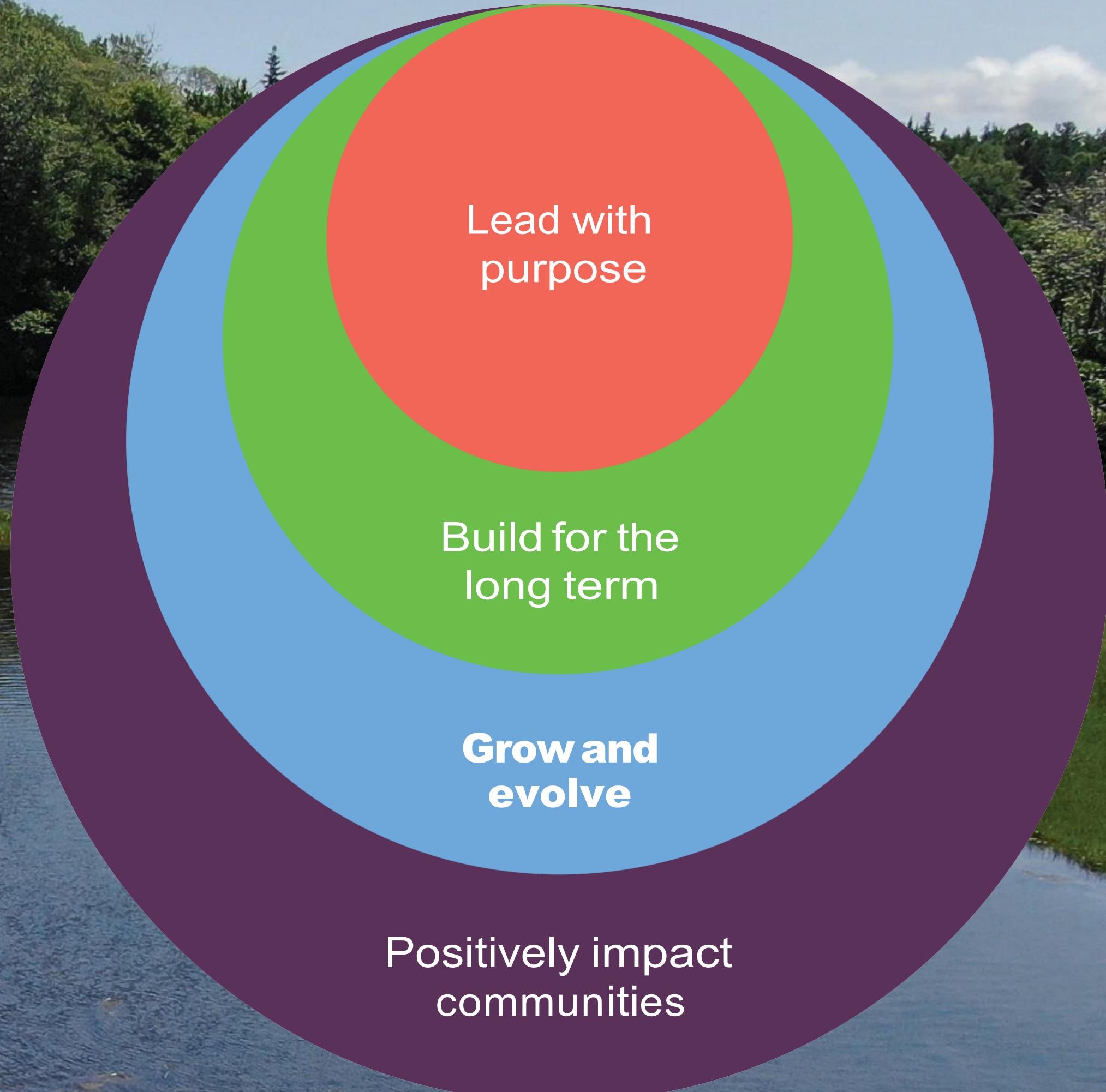
Our Mission

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





Our Strategic Priorities



Lead with purpose

Build for the long term

Grow and evolve

Positively impact communities



Lead with purpose

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 and benefit the local economy
- 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, including the economic benefits of transforming how people use energy



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, to increase energy affordability

Measuring success

Our purpose, mission, and strategic priorities will guide our actions towards benefitting the economy, increasing energy affordability, and 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 Energy 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.efficiencyone.ca/impact/
business-plan/](https://www.efficiencyone.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, increase energy affordability, and help achieve climate change goals. We need to further invest in energy efficiency and work toward decarbonizing 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. By the end of 2024, EfficiencyOne activities to date

will result in \$5.6 billion in lifetime energy savings for Nova Scotians. That's about \$5,100 per Nova Scotian. 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. Best of all, these will result in local jobs, supporting and benefitting our economy. Building on the success of the past, our new strategic direction strengthens the foundation for social, environmental, and economic benefits.