

Our strategy

Our mission

Mobilise New Zealanders to be world leaders in clean and clever energy use.

Focus areas



Energy efficiency first

Efficient energy use is the first option users adopt.

Outcomes

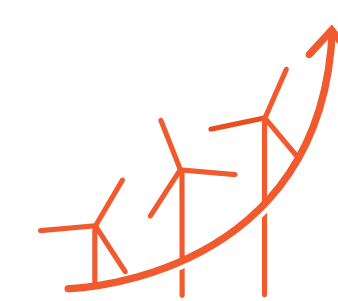
- + Users accept and adopt energy efficient products and practices.
- + Proven energy efficient technologies are identified and widely available.



Empower energy users

Users are empowered to control their energy.

- + Users understand, manage, and conserve their energy use.
- + Users get value from responsive and flexible energy systems.



Accelerate renewable energy

Users transition to low-emissions energy.

- + Users plan for and adopt low-emission energy and technologies.
- + Fuel options for energy transition are identified and widely available.

Energy users save energy, money and reduce emissions.
Energy productivity and resilience improves.

Levers

Regulation

Of products, processes, and systems.

Information and motivation

To promote clean and clever energy choices.

Targeted investment and support

To demonstrate and scale up energy efficient technologies and renewable energy use.

Behaviours



Open to the new



Stand in others' shoes



Believe in 'we' not 'me'



Deliver the goods