



NEEA's Current Mission, Vision, and Value Propositions

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NEEA Vision

- A culture in which the efficient use of energy is a core value among consumers and businesses.

NEEA Mission

- NEEA's mission is to make the Northwest more energy efficient for the benefit of electric ratepayers. NEEA works in alliance with utilities to catalyze the marketplace to adopt energy-efficient products and services.

NEEA Value Propositions

- "NEEA helps me achieve my energy-efficiency goals by giving me more influence in selected markets. My resources are leveraged with other utilities in the region and I can capitalize on NEEA's market knowledge and relationships to make a bigger impact than I could on my own."
- "NEEA helps me achieve my energy-efficiency goals by accelerating the emergence and increased market adoption of energy-efficient products and services that my customers will utilize to save energy."
- "NEEA helps me achieve my energy efficiency goals by providing me with effective customer market strategies, information, access to expert resources, and training platforms for markets in which NEEA is active."

