

NEEA Strategic Planning Outreach

NEEA Guiding Principles

AUGUST 13, 2008



**NORTHWEST
ENERGY
EFFICIENCY
ALLIANCE**

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NEEA Guiding Principles

NEEA will conduct its business according to the following guiding principles:

1. ***Fairness and Equity.*** NEEA will balance its portfolio of projects to deliver equitable direct regional benefits. Because cost-effective aMW savings is mandatory to some funding organizations, NEEA is committed to working together with stakeholders to identify a fair way to measure and report these savings.
2. ***Partnership.*** NEEA will work in partnership with its funders and stakeholders. Its activities will complement—not duplicate—those of local utilities and other energy efficiency entities.
3. ***Long-term orientation/sustained change.*** NEEA has a unique role to play in developing and holding the long-term vision for changing northwest markets.
4. ***Collaboration.*** NEEA works with and through regional partners and market actors to accomplish its goals and objectives.
5. ***Holistic thinking.*** NEEA will encourage and employ processes that look at entire systems and the complex interactions between the many components of systems. This is true both in the way we look at markets as well as the way we approach efficiency opportunities.
6. ***Continuous Improvement/Adaptive Management.*** NEEA is committed to working with markets and must adapt quickly to changes in market dynamics. NEEA will also strive to learn from these changes both in the markets it serves as well as in internal operations.
7. ***Leverage.*** NEEA will work to leverage the efforts of other market actors and the aggregated market power of the region.
8. ***Strengthen the market.*** NEEA will work to ensure that interventions in markets foster market capability and a competitive marketplace wherever it will yield increased adoption of energy efficiency.
9. ***Cost-effectiveness over a long-term planning horizon***
NEEA will adopt a portfolio of projects that delivers annual cost-effective energy savings.