

# Strategic Action Plan

FY 2020-2025

**Mission:** The Midwest Energy Efficiency Alliance is a collaborative network focused on advancing energy efficiency in the Midwest for sustainable economic development and environmental stewardship.

**Vision:** MEEA is a leader in raising and sustaining the level of energy efficiency in the Midwest by fostering market penetration of existing energy-efficient technologies and promoting new technologies, products and best practices.



Promote the value and impact of energy efficiency (EE) among key stakeholders, including elected officials and regulators. Position EE as a resource and ensure that EE is defined as an essential pathway to achieving clean energy goals.



Ensure that MEEA members receive the maximum value for their membership investment.



Expand the organization's expertise in areas of the energy sector adjacent to energy efficiency.



Increase the level of energy efficiency understanding and opportunity across the region through training and education, research, collaboratives, market transformation, direct outreach and other future identified efforts.



Develop, support and promote innovative and impactful policies and actions to strengthen the EE industry by prioritizing equity, inclusion, access and diversity.



Ensure that MEEA's organizational structure, staff development and engagement of the Board of Directors is conducive to stable, healthy organization.

The Trusted Source on **Energy Efficiency**

