

# Becoming a Regional Champion

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Efficiency  
Canada



Carleton  
UNIVERSITY

# Welcome to the voice for an energy efficient economy.

Efficiency Canada is the national voice for an energy efficient economy. Our vision is a Canada that uses energy efficiency to its fullest potential. This means maximizing the potential of energy efficiency, leading to a sustainable environment, a productive economy and a just and equitable society.

Since our launch in 2018, we have shone a bright spotlight on the energy efficiency sector and people are paying attention. We are making noise to show everyone that our sector is made up of passionate people: people that are helping to transition our country to a low-carbon economy.

While we maintain a national focus on our efforts, we recognize that energy efficiency is inherently a regional and local issue.

This is where you come in.

Are you a communicator who can help translate the monumental benefits of energy efficiency? Maybe, you're a convener with the passion to help organize and mobilize your peers to advance stronger policies that support energy efficiency? Perhaps you're a storyteller, one who likes to tell stories of the people who do this purpose-driven work every day?

If this sounds like you, I encourage you to turn the virtual page to learn more about joining us as a **Regional Champion**.

Our voices are stronger united.

Let's do this!



Corey Diamond  
Executive Director, Efficiency Canada

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## Our Mission

Efficiency Canada is the national voice for an energy efficient economy. Our mission is to create a sustainable environment and better life for all Canadians by making our country a global leader in energy efficiency policy, technology, and jobs.

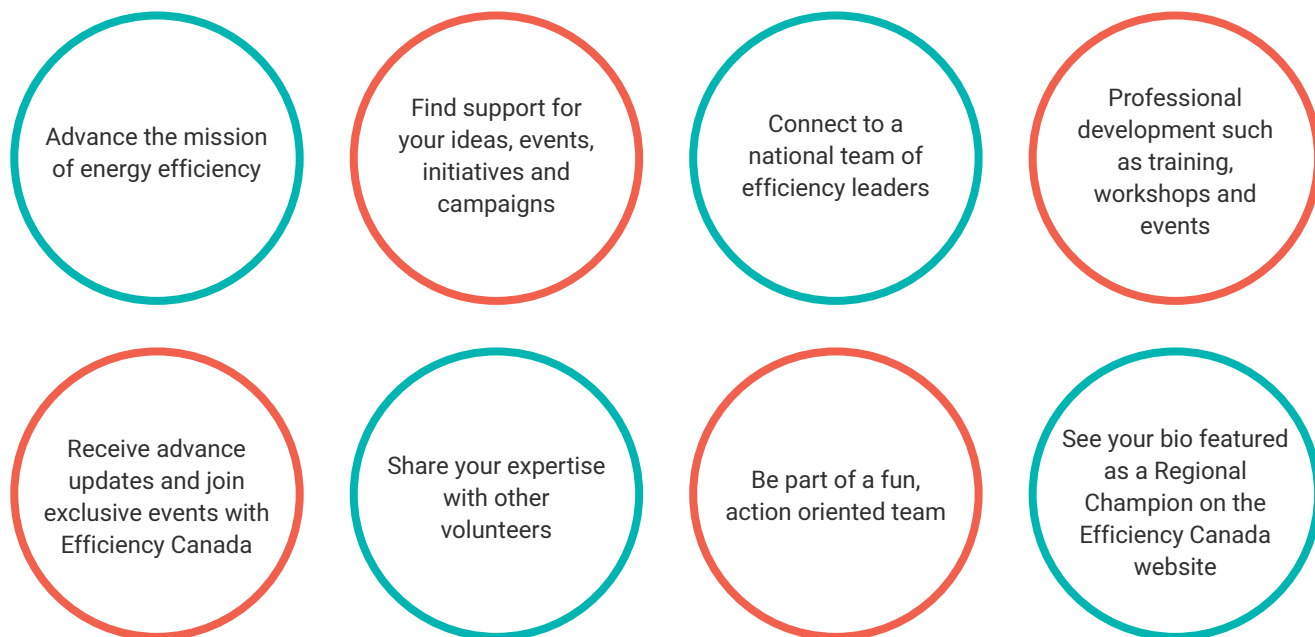
We conduct rigorous policy analysis; communicate compelling narratives; and convene and mobilize Canada's dynamic energy efficiency sector.

Efficiency Canada is housed at Carleton University's Sustainable Energy Research Centre, which is located in turn on the traditional unceded territories of the Algonquin nation.

## The role of Regional Champion

To advance the mission of energy efficiency, Efficiency Canada appreciates that local connections across Canada must be developed and nurtured. Regional Champions will facilitate these connections between sector members, local advocates, government officials, and more. During meetings, we will share local knowledge on key concerns of our sector, celebrate wins and discuss ways to further support regional initiatives. Our combined efforts will develop a stronger network of energy efficiency advocates, from coast to coast to coast.

## Why become a Regional Champion?



### Selection Criteria

We're looking for individuals with the following qualifications:

Currently employed or past work experience in energy efficiency or related field

Supports the mission of Efficiency Canada

Is considered a leader within local energy efficiency community

Enthusiastic about advancing energy efficiency in Canada

Our selection process will be guided by our values of equity, inclusion and justice

## Expectations

The Regional Champion role is a volunteer position. The position will be held for two years, with the option for renewal. Individuals can volunteer for a maximum of two consecutive terms and a total of three terms.

Regional Champions are asked to fulfill the following responsibilities:

- ✔ Attend monthly virtual meetings to share updates on region and connect with other champions (note: must attend eight out of ten held per calendar year)
- ✔ Share contacts for local mobilization
- ✔ Co-host or share in the planning of local events (one per term)
- ✔ Identify potential Allies (one per calendar year)
- ✔ Invite and recruit other Regional Champions
- ✔ Identify regional policy issues and share reasons to celebrate
- ✔ Participate in local and national Efficiency Canada campaigns
- ✔ Act as Chair or Vice-Chair (one year terms)\*
- ✔ Other initiatives where possible and relevant

\*The Chair and Vice-Chair will play a key role in facilitating the engagement and effective performance of the Regional Champions. They will assist in managing Regional Champion meetings - taking minutes, following the agenda, and staying on track. The Chair and Vice-Chair may also be asked to represent the Regional Champions in presentations to Efficiency Canada or in public engagements.

## Apply Now!

Interested in applying to join our team as a Regional Champion?

Apply today, using the [online application form](#)