



Our vision

To be the best utility in North America with respect to safety, rates, reliability, customer satisfaction, and environmental leadership, and to always be considerate of the needs of customers, employees, and stakeholders.

Our mission

To provide for the continuance of a supply of energy to meet the needs of the province and to promote economy and efficiency in the development, generation, transmission, distribution, supply, and end-use of energy.

Our goals

- Improve safety in the work environment.
- Provide customers with exceptional value.
- Be a leader in strengthening working relationships with Aboriginal peoples.
- Improve corporate financial strength.
- Maximize export power net revenues.
- Attract, develop, and retain a highly motivated workforce that reflects the demographics of Manitoba.
- Be proactive in protecting the environment and the leading utility in promoting sustainable energy supply and service.
- Be an outstanding corporate citizen.
- Proactively support agencies responsible for business development in Manitoba.
- Be a national leader in implementing cost-effective energy conservation and alternative energy programs.

