





The Energy Ambassador!

- Started in 2013
- 200 Ambassadors
- 12 Ambassadors are part of a reference group to develop the concept.
- The ambassador works completely Voluntary

A key person in efforts to reduce our impact on the environment.

An energy ambassador is a tenant who displays a particular interest in accruing and disseminating information, methods, and tips to neighbors, colleagues and family on how to reduce household energy consumption. At the same time the energy ambassador needs to be socially intune and to understand and respect every individual's` autonomy and right to choose.

The Energy ambassador helps us to develop and structure our communication strategy within the local neighborhoods. They are important emissaries for our energy conservation initiatives – Energikoll - and even participate in various neighborhood gatherings and events that have a climate/energy theme.

Through the years we have facilitated five leadership development courses and invited many speakers who have presented on everything from climate smart food, to ECO Driving, to alternative energy sources.

Our future climate needs people who back up and spread knowledge, inspiration and practical ideas. Some of them are Hyresbostäder Energy Ambassadors!