

## Discover LUCELEC

### MISSION

We deliver efficient energy services that are safe, reliable, and environmentally responsible. We meet the expectations of our customers, shareholders and employees and we are a catalyst for social and economic development in St. Lucia.

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### VISION

To be the energy that powers our nation's success.

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### CORE VALUES

Accountability, Excellence, Integrity, Caring, Teamwork

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### VALUE PROPOSITION

As value we offer our customers: Timeliness, Safety, Reliability, Power Quality, Value for Money. Our relationship will be: Professional, Sharing of advice, Courteous, Responsive. We will be seen as: Caring and ethical in all of our dealings.

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### VALUES & BELIEFS

#### Customers

We recognize that customers are the focus of our business. We value each customer and promise to deliver superior service that is timely and affordable.

#### Shareholders

Our shareholders are critical partners in shaping our success. We will run a profitable business that maximizes value to shareholders.

#### Employees

We believe that our employees are our most important asset, critical to the development and execution of the company's strategies. Our people are the repository of knowledge and as such it is our responsibility to nurture their professional growth.

We value a well educated, highly motivated and productive workforce geared to greater achievements while giving back to society.

### **Government**

LUCELEC recognizes its role in the development of Saint Lucia. We will endeavour to improve our relationship with the Government of Saint Lucia (GOSL) through trust, mutual cooperation, and a regulatory framework which benefits all of our stakeholders.

### **Business Practices**

Being world-class requires adherence to business practices of the highest standards. LUCELEC will develop and adopt business practices that are cost-efficient, effective, professional, and ethical.

### **Partners/Stakeholders**

LUCELEC recognizes the need to develop strategic alliances with our local, regional, and international partners to ensure mutually beneficial returns in all business endeavours.

## **STRATEGIC FOCUS**

### Strategic Focus

1. Excellence in Customer Care - Improve the quality of service to and care for the customer
2. Care and Development of LUCELEC's Human Resources - continue to prepare our people for the new developments in the industry and changing work practices
3. Excellence in Environmental Stewardship - develop and maintain modern Environmental Management Systems
4. System Enhancement (includes Network Improvement, Fuel Diversification, Renewable Energy) - to ensure that we expand, refurbish, reinforce the generation and T & D infrastructure and introduce new technologies where appropriate to keep the electricity system on the cutting edge
5. Effective Risk Management System - Establish systems and processes that mitigate risks and establish an appropriate risk culture in the organization, including being ready for the changing regulatory environment
6. Cost Optimisation - To manage costs for optimal efficiency
7. Corporate Diversification - Identify and implement new business opportunities

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