

Get to Know Empower Me

Kambo Energy Group's Empower Me® program is Canada's only energy education initiative created for and delivered by the diverse, multilingual communities it serves. This multi-award-winning program breaks language and trust barriers by engaging communities in program design and delivery, creating opportunities to co-develop tailored solutions that benefit communities and funders alike. For 13 years, Empower Me has been connecting underserved households across BC, Alberta, and Washington State with essential energy and utility information.



With your input and support, Empower Me is expanding to the GTHA!

Empower Me's unique approach involves working with local organizations like yours to co-create programming that reflects communities' unique needs and perspectives. For this reason, Empower Me in Seattle looks a little different from Empower Me in Vancouver, and the same will be true for the GTHA.



Empowered 63,000+ people to make meaningful changes in their energy use



Participated in **366 community events** across BC and Alberta



Delivered **924 multilingual energy education workshops*** (an average of 154 a year)



Won **9 program awards over 13 years** of supporting diverse communities



Supported community members in **13 languages**

Empower Me's Core Pillars

We know every community is different, so we shape Empower Me programming to reflect local needs, voices, and experiences. At the same time, a few core pillars have repeatedly contributed to the program's success—practices like hiring locally, offering support in people's preferred languages, and making space for community feedback. These aren't one-size-fits-all rules, but helpful practices we've seen work again and again. They offer a strong starting point for Empower Me in the GTHA, and we always adapt them together alongside the community.

✧ Hiring from community

Empower Me recruits and trains local community members to act as peer navigators—known as Energy Mentors—ensuring cultural and language alignment with the communities we support.

✧ Offering multilingual, culturally relevant education

Information on energy use, rebates, and safety is delivered in the languages people speak at home, making it easier to understand and act on. **In the GTHA, Energy Mentors currently provide support in Arabic, English, Hindi, Portuguese, Punjabi, Spanish, Turkish, and Urdu.**



✧ Providing concierge style support

One-on-one coaching helps participants navigate everything from rebate applications to the unique energy systems inside their homes.

✧ Inviting local feedback

Community members share stories and input directly with program partners, helping shape future program design and delivery.

✧ Building mutually beneficial partnerships

Empower Me works closely with grassroots organizations and neighbourhood networks to build trust and ensure lasting impact.

Bringing Empower Me to the GTHA

Community organizations like yours provide invaluable insights that can help shape Empower Me in the GTHA and ensure all programming reflects the lived experiences, needs, and priorities of local communities.

As part of our co-creation process in the GTHA, we are:

- Conducting interviews and listening sessions with community-based organizations and residents
- Gathering insights on barriers to accessing resources and support, especially for seniors, immigrants, newcomers, and other traditionally underserved communities
- Compiling a report that captures what we heard and can guide program implementation

Interested in helping shape the future of Empower Me in the GTHA? Let's Connect!



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We're grateful to The Atmospheric Fund for making Empower Me's expansion into the GTHA possible.

