

PRESS RELEASE



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Laura Hernandez
Smart Grid Consumer Collaborative
(678) 252-9430
laura.hernandez@smartgridcc.org

SGCC Members Lead Industry in Green Button Initiative

Fifteen members of consumer-focused smart grid nonprofit sign on to Green Button

ATLANTA, GA – April 25, 2012 –The Smart Grid Consumer Collaborative (SGCC), a nonprofit specializing in research and education on smart grid consumer engagement, announced today that 15 members of the organization have made commitments to support the [Green Button Initiative](#), ultimately providing over 45 million customers with secure access to their energy data with a simple click of an online Green Button. Green Button is an industry-led effort that responds to a White House call-to-action to provide consumers with streamlined data about their household energy use.

In addition to SGCC utility members Pacific Gas & Electric Company, Southern California Edison, Pepco Holdings, Inc., San Diego Gas & Electric, American Electric Power, Baltimore Gas and Electric and CenterPoint Energy that have committed to the Green Button Initiative, several technology members have also recently joined in. These companies' offerings will add additional functionality and ease for consumer adoption.

Among the SGCC technology partners committed to the initiative are Aclara, Tendril, Itron, OPower, Oracle, Silver Spring Networks, Efficiency 2.0 and Simple Energy.

Tendril has already implemented Green Button, integrating Green Button functionality in the Tendril Connect platform, including Green Button APIs for third-party applications and launching an app gallery at greenbuttonconnect.com. In addition, the company is testing creative practices for generating bold new apps. Cameron Brooks, VP of Policy at Tendril, said, "We've been actively sponsoring developers' contests and hackathons because we believe that is where the innovation will come from that will transform the consumer's relationship to electricity."

Boulder-based SGCC member technology company [Simple Energy](#), pioneer of an online energy gamification platform by the same name, has also become active with Green Button, committing to it early and offering a Green Button app live since January. "The Green Button Initiative is an example of new data standards creating the opportunity to deliver increased customer value," said Justin Segall, EVP of Simple Energy and co-author of a recent [white paper](#) on data standards and customer engagement. "By utilizing smart grid and smart meter data in conjunction with applications like Simple Energy that make that information easily understandable, customers will have greater control over their energy bills."

"Our members are often on the vanguard of new industry developments, especially those that provide better ways to serve and engage the customer," said SGCC Executive Director Patty Durand. "It is no surprise to see them leading the way on this new consumer-focused initiative."

Nick Sinai of the White House Office of Science and Technology Policy is expected to discuss progress on the Green Button at the CS Week conference in the first week of May. The most up-to-date Green Button adopter lists are maintained on greenbuttondata.org.

About Smart Grid Consumer Collaborative

Smart Grid Consumer Collaborative (SGCC) is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly, consumer-safe and consumer-approved smart grid. Membership is open to advocacy groups, technology vendors, research laboratories and electric utilities for collaboration in research, best practices and consumer education.

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