

MEDIA ADVISORY



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SGCC's Inaugural Annual Report: Engaging the 2015 Smart Grid Consumer *SGCC reports 12 percent membership increase and 425 percent increase in consumer visits to WhatIsSmartGrid.org in 2014*

ATLANTA – Jan.14, 2015 - In order to illustrate the Smart Grid Consumer Collaborative's (SGCC) strategic direction and innovative mindset in enacting consumer research and education initiatives to understand and reach U.S. consumers in 2014, SGCC releases its inaugural Annual Report, "Connecting Consumers with the Promise of the Smart Grid." The [2014 Annual Report](#) summarizes and highlights SGCC's Committees achievements, digital media and outreach efforts and provides insight into what the industry can expect from the organization in 2015.

"Much of the work completed by SGCC in 2014 encapsulates the notion of driving change in the industry to a consumer-centric approach that connects consumers with the smart grid message," explains SGCC's Executive Director Patty Durand. "Therefore, we felt that 2014 was the ideal year to reflect on the work SGCC has done in moving the needle forward in accelerating the adoption of a consumer-friendly, consumer-safe smart grid."

Over the course of 2014, SGCC conducted a series of quantitative surveys and in-depth interviews with over 3,000 U.S. consumers about their thoughts, values and opinions of smart grid-enabled technologies/programs and overall benefits. Additionally, SGCC developed a robust collection of smart grid consumer educational materials such as fact sheets, mixed-media videos, case studies and expanded the interactive consumer-facing website (www.WhatIsSmartGrid.org).

"Looking ahead to 2015, in order to raise consumer engagement levels with the smart grid, utilities and smart grid stakeholders must tailor programs, messaging and content to different people that fit their diverse needs, interests and lifestyles," states Durand. "Creating engaged consumers not only helps realize the promise of the smart grid but also enables utilities to alter their relationship with consumers to one of greater trust and understanding, which is a win-win situation."

To view the 2014 Annual Report and learn more about SGCC's 2015 efforts, visit: www.smartgridcc.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.

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