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New Awards Program Highlights Best Practices in Energy Consumer Engagement

The Smart Grid Consumer Collaborative seeks nominations for inaugural Best Practices Awards

ATLANTA – August 21, 2017 – The Smart Grid Consumer Collaborative (SGCC) today announced the formation of a new awards program, the [SGCC Best Practices Awards](#), aimed at recognizing leadership from electricity providers in today’s increasingly customer-centric energy ecosystem.

“The goal of the Best Practices Awards is to showcase programs, services and organizational strategies that emphasize the important role of the consumer in the present and future of energy,” said Patty Durand, President & CEO of the Smart Grid Consumer Collaborative. “We hope that the success stories recognized through these awards will provide a blueprint for advancing customer centricity in energy.”

The inaugural Best Practices Awards will recognize five electricity providers (of all types, including energy retailers) across five distinct categories:

Consumer Education: Best in education and/or communication to consumers around advanced energy technologies or programs.

Consumer Engagement: Exemplary level of participation in technology adoption, utilization (e.g., demand response) or of a program related to energy engagement.

Culture Transformation: Evidence of significant shift toward customer centricity in an energy provider’s company culture.

Smart Energy Innovation: Introduction of a new energy technology, application or technique related to consumer engagement or distributed generation.

Underserved Markets: Consumer engagement product, program or service that has successfully penetrated an underserved market segment.

The nominations process is currently open to the public now through Friday, October 20 via an [online form](#). Winners will be selected from the nominations in November by an advisory panel of 11 industry experts, including Mike Hyland, VP of Engineering, American Public Power

Association; Juliet Shavit, President & CEO, SmartMark Communications; and Stephanie Chen, Energy and Telecommunications Director, Greenlining Institute.

The winners of the 2018 Best Practices Awards will be notified in early December and officially announced at SGCC's Consumer Symposium, which will be held on Monday, January 22 in San Antonio, Texas as part of DistribuTECH 2018. Case studies detailing the five winning programs will be released by SGCC in 2018.

For more information on the Best Practices Awards, please contact SGCC's Director of Operations Greg Schwartz at greg.schwartz@smartgridcc.org.