

PRESS RELEASE



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CenterPoint Energy, Silver Spring Networks and Public Citizen win SGCC CLEAR Awards *Organizations serve as role models in development of smart grid consumer education programs*

Atlanta, Ga. – Jan. 31, 2014 – The Smart Grid Consumer Collaborative (SGCC) recognized organizations CenterPoint Energy, Silver Spring Networks and Public Citizen each with a CLEAR Award on Monday, Jan. 27, at the SGCC annual Consumer Symposium, for their excellence in customer outreach. The awards recognize one utility, one non-utility and one non-profit respectively, who serve as role models within SGCC and the industry, and in the development and implementation of consumer education programs.

“Educating consumers is the key to successful implementation of smart grid,” said SGCC Executive Director Patty Durand. “SGCC members are doing excellent work, as are non-SGCC members; we want to recognize them for what they have accomplished.”

The selections were based on the following five behaviors and how the organizations made smart grid **CLEAR** to consumers:

Consumers first: Organization has demonstrated a true, consumer-centric approach in the development and implementation of consumer education and awareness programs;

Leadership: Organization has exhibited initiative in the area of consumer education and is recognized as a consumer advocate and thought leader in the industry;

Excellence: Organization has demonstrated innovation and imagination in the creation of consumer-facing initiatives and programs;

Authenticity: Organization has demonstrated a high level of integrity in engaging with consumers and other key stakeholders in the industry; and

Results: Organization has been able to demonstrate, in a quantifiable way, a direct impact on consumer awareness and behavior.



"Consumers are at the heart of CenterPoint Energy's smart grid program, and we are proud to deliver new technology to empower Houstonians to take control of their energy use. Our comprehensive consumer education program has raised awareness, created understanding, built support and fostered engagement of, for, and with smart energy technology." Floyd LeBlanc, VP Corporate Communications & Public Affairs.

POWER OVER ENERGY.ORG

"Silver Spring Networks is honored to receive the CLEAR Award for our Power Over Energy social media energy literacy campaign," said Lisa Magnuson, Senior Director of Consumer Education, Silver Spring Networks. "Social media has proven to be an extremely powerful and cost-effective channel to reach and engage consumers in the conversation about our energy challenges, energy efficiency, innovative solutions and the smart grid. The campaign is resonating with consumers around the world who are motivated by the message that we can do better."



"Education of the customer has been our focus, learning what a kilowatt is and how it affects the customers comfort and their bill has been a challenge (we work a lot in the low income community). Getting to understand that they now have the equivalent of a gas gauge on their house helps them understand their energy use and earn that they can control it to some extent. Education of the ratepayer has been the key, the more they understand the new tools and bills the better the control they have over their energy consumption. And they can make informed decisions on what they can do to their home and see immediately the results for the ultimate payback and reduction in their monthly bill, putting more money back in their pocket." David Power, Deputy Director Texas Office.

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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