



FOR IMMEDIATE RELEASE

Research Into Action, Inc. Joins Smart Grid Consumer Collaborative

Research Into Action is newest member of nonprofit encouraging consumer engagement for smarter electric grids

Portland, OR (February 16, 2016) — Research Into Action announced today its membership in Smart Grid Consumer Collaborative (SGCC). Since its founding in March 2010, SGCC has attracted many member organizations to listen, educate and collaborate for modernized, intelligent electrical systems.

“This is a natural fit for us,” said Research Into Action President and Founder Jane Peters. “We are committed to using our expertise in market research and consumer engagement to further the adoption of smart grid technologies and understand the way people think about and use energy. We look forward to working with SGCC to achieve our mutual goals.”

Research Into Action joins a balanced membership of stakeholders that includes leaders from the business community, utilities, regulators and advocacy groups. SGCC activities include funding independent research on consumer smart grid issues, providing forums for members to share and self-educate and collaborating to develop industry best practices.

About Research Into Action

Research Into Action provides market research and evaluation services for clients in the energy and clean technology sectors. Since 1996, the firm has applied its experience and expertise in research and behavioral science to advance energy efficiency, clean technology, and resource conservation in existing and emerging markets. Research Into Action helps you understand why – not just how – people act. Learn more at www.researchintoaction.com.

About the Smart Grid Consumer Collaborative (SGCC)

Smart Grid Consumer Collaborative (SGCC), is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a smart grid that is consumer-safe, consumer-friendly and consumer-approved. Membership is open to all consumer and environmental advocates, technology vendors, research laboratories and electric utilities for collaboration in research, best practices and consumer education. Learn more at www.smartgridcc.org.

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Research Into Action Media Contact:

Mana Haeri

Mana.Haeri@researchintoaction.com

503.943.2114

SGCC Media Contact:

Noah Golding

Noah.Golding@smartgridcc.org