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Smart Grid Consumer Collaborative Rebrands to Reflect Changing Nature of the Energy Industry

New name, Smart Energy Consumer Collaborative, and brand identity reflect evolving direction of pioneering energy research nonprofit

AUSTIN, Texas – Sept. 13, 2017 – Today, at its annual Members Meeting & Fall Workshop, the Smart Grid Consumer Collaborative (SGCC) announced that it will officially become the Smart Energy Consumer Collaborative (SECC), effective immediately.

“In response to the continuing evolution of the energy industry, our pioneering consumer research has expanded from the smart grid and smart meters to the numerous consumer products and services that are enabled by these fundamental technological advancements,” said Patty Durand, President & CEO of the Smart Energy Consumer Collaborative.

“Within the past two years, under the direction of our 140-plus members, we have undertaken consumer research on residential/community solar, electric vehicles, smart thermostats, time-of-use rates and more. It was time the name of our organization reflected this shift in focus as well.”

The new name, which was voted on by the Board of Directors at the beginning of the year, is accompanied by an evolution of the organization’s brand identity, including a new logo. This effort was conducted throughout the first half of the year by a sub-committee of SGCC members and Interprose, Inc., a strategic communications firm with specialization in B2B technology innovation. The final design was selected in July by the Board of Directors, which includes representatives from Itron, Georgia Watch, CenterPoint Energy, Texas Office of Public Utility Counsel and Southern Company.

“The consumer is arguably playing a greater role than ever before in the energy sector, and the need for accurate consumer research on today’s energy issues is more crucial now than ever,” said Mark Brown, Senior Customer Programs Officer, Fayetteville Public Works Commission, and Chairman of the Board of Directors at the Smart Energy Consumer Collaborative.

“With the new name and direction, we will continue to serve our agenda of listening to consumers via primary research, collaborate with industry stakeholders and educate consumers with outreach and messaging toolkits – but now on a broader scale.”

For more information about the new name and direction for SECC, read the updated organizational philosophy statement [here](#) or visit www.smartenergycc.org.