



## Our Philosophy

We believe that engaged, educated energy consumers will make intelligent decisions about their energy use for their personal benefit and, in many cases, for their community's and society's benefit as well.

Well-informed energy consumers can help energy industry stakeholders understand and better serve consumer and societal needs and aspirations. Together, savvy consumers and industry stakeholders will contribute to a more customer-centric, customer-responsive energy marketplace.

Our mission is to accelerate a smart energy future by providing consumers with unbiased information and insights on today's energy landscape and by serving industry stakeholders through scientifically valid research into consumers' attitudes, perceptions and choices.



With a nearly decade-long focus on consumer research, we have become the leading source of insights into energy consumers' behaviors, interests, concerns and needs. We care deeply about getting the research right, and we ensure that our surveys and analyses capture accurate information and that our presentation of research findings is clear and useful.

Our primary goal is to carefully define important issues, gather pertinent, reliable data directly from consumers and provide actionable information to our community of energy industry stakeholders.

Today, energy consumers and stakeholders are transitioning from relatively passive roles and relationships to a more dynamic marketplace where consumer options flourish and business models focus on delivering enhanced consumer value. In this transition, we will remain an honest broker of information and insights, using transparent research methodologies and unbiased reporting.



To better serve our own members, the industry at large and, ultimately, consumers and to accomplish our mission in this changing landscape, our nonprofit organization is rebranding as the Smart Energy Consumer Collaborative.

This name change reflects our expanded mission to understand consumers' diverse perspectives and behaviors relative to their increasing array of energy options and is reflective of the broader range research that we have already undertaken throughout 2016 and 2017. This name change and expanded role responds to the energy industry's transition from providing electrons as a commodity to a future focus on adding intelligence to the grid and providing customers with services and products that deliver consumer value and choice.

We will continue to provide thought leadership through our scientifically valid research, which, as always, is based on direct contact with real consumers. We will continue to publish our valuable series of reports on specific issues affecting consumers and the energy marketplace. And we will continue to serve our members and industry stakeholders through our online resources, webinars, membership meetings, committee work and conference-related presentations and events.



If you are an energy industry stakeholder, you will find the Smart Energy Consumer Collaborative invaluable in understanding and tracking consumer perspectives and trends on issues of mutual interest and concern. And you will benefit from interaction and networking with a diverse community of peers across the industry to help you understand and adapt in an era of rapid change.

If you are a consumer, you will find the Smart Energy Consumer Collaborative a rich resource for understanding the gamut of energy issues, options, technologies and programs that affect you.

As the Smart Energy Consumer Collaborative, we will maintain our unique value to consumers and energy industry stakeholders while expanding our mission to encompass the changes affecting consumers and society as a whole.

**To join the Smart Energy Consumer Collaborative or request more information, contact [membership@smartenergycc.org](mailto:membership@smartenergycc.org). Learn more at [www.smartenergycc.org](http://www.smartenergycc.org).**