

# 2020

# SECC Education & Outreach Agenda for 2020

Providing consumers and the energy industry with relevant resources and communications, the Smart Energy Consumer Collaborative's Education & Outreach agenda highlights key topics for improving consumer understanding and engagement in 2020.

## Q1

### Inside the Smart Home

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Smart homes equipped with IoT technology are rapidly gaining in popularity due to the comfort, convenience and security they offer. A Did You Know FAQ & Interactive Infographic will detail in-home technologies and programs available to consumers that are associated with energy, concentrating on examples of consumer participation and how the smart home addresses common needs and concerns.

#### Energy 101

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Simplifying key energy topics like data privacy and pricing options has previously been a focus of SECC educational initiatives. However, as AMI deployments continue, the access and availability of energy data about consumers continues to evolve. A series of updated fact sheets & videos will refresh topics through a new lens by identifying those that could benefit from easy-to-understand explanations, including the effect weather has on a consumer's bill and usage, how electricity is measured and the emergence of energy data and the security of that data.

## Q2

### Energy 101

### Identifying Consumer Needs

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SECC's annual "State of the Consumer" report presents five major themes on today's utility-customer relationship derived from 2019's research projects. A white paper will explore those five themes and engagement opportunities with consumers by illustrating impactful, real-world examples of who is getting it right for each.

## Q3

### Smart Grid 2.0

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Smart grid, coined in 2007 with Title XIII of the Energy Independence and Security Act and invested in by the Department of Energy in 2009 through the Smart Grid Investment Grant Program, has historically meant the application of information technology, tools and techniques like smart meters, sensors, real-time communications, software and remote-controlled equipment to improve grid reliability and efficiency. As electrification and new technologies make it apparent that this energy revolution is continuously evolving and fundamentally changing the relationship consumers have with energy, an Information Guide & Open-Source Wiki Profile will provide an updated look at the smart grid for consumers.

## Q4

### Engaging Youth

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One way to facilitate better understanding of the potential of a smarter energy future is to illustrate smart energy opportunities for youth as they will become energy decision makers in the future. Through a comprehensive industry profiling, we will identify stories of youth engagement that can be shared and put to action in other areas of the country. In addition, we will illustrate the growing opportunities in the clean energy field and programs that provide mentorship, education and leadership in energy. Not only can youth have better understanding of their relationship with energy, but they will be able to share this knowledge through a new Drag n' Drop Learning Center with friends and family.