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**Smart Energy Consumer Collaborative Recognizes Leaders in
Customer-Centric Energy Transition**

Six electricity providers awarded for programs, strategies and technologies that are shifting the focus to the consumer

ATLANTA – April 21, 2021 – Today, the [Smart Energy Consumer Collaborative](http://www.smartenergycc.org) (SECC), a nonprofit researching and educating energy consumers in the U.S. and Canada, announced the recipients of the 2021 Best Practices Awards at SECC's 2021 Consumer Symposium, a two-day virtual conference.

Now in their fourth year, the Best Practices Awards highlight successful, customer-centric programs, strategies and technologies from electricity providers in six categories. After receiving a record-breaking number of nominations in the fall of 2020, the 2021 award winners were selected following careful consideration by an [independent advisory panel](#).

The winners of SECC's 2021 Best Practices Awards are:

- Con Edison has been awarded the **Smart Energy Innovation Award** for making investments in smart grid technologies that have enabled residential customers to participate in innovative demand response programs.
- CLP Power has been awarded the **Culture Transformation Award** for implementing a holistic change management program that has transformed the whole company into a more customer-centric organization.
- Austin Energy has been awarded the **Consumer Engagement Award** for launching a customer-driven initiative that is removing barriers of electric vehicle adoption by improving the consumer buying experience.
- Tennessee Valley Authority has been awarded the **Underserved Markets Award** for developing Home Uplift, a collaboratively funded program that provides income-eligible homes with no-cost energy improvements.
- Mississippi Power has been awarded the **Consumer Education Award** for its Energy Efficiency Education Program that helps students learn about the importance of energy conservation and for safely adjusting the program due to COVID-19.

- Consumers Energy has been awarded the **SMB Engagement Award** for quickly adapting its portfolio of no- to low-cost energy efficiency programs to help small businesses safely save energy and money during the COVID-19 pandemic.

“With the many challenges brought about by COVID-19, it’s more important than ever that utilities listen to consumers and offer programs and technologies that help them meet their energy goals,” said SECC’s President & CEO Nathan Shannon. “I would like to congratulate all six of this year’s winners for demonstrating consumer-centric excellence during a challenging year.”

More information on the winning programs can be found in the [2021 Best Practices Guide](#), and [a webinar](#) with three winners will be held on Thursday, May 13 at 1 p.m. (ET).

To learn more about SECC, visit www.smartenergycc.org or follow [@seconsumer](#) on Twitter.