Creating the Tools:
Bringing critical awareness to the Smart Grid.

A presentation by Litos Strategic Communication
to the Smart Grid Road Show

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INTRODUCTION

Mark Litos

- President, Litos Strategic Communication
- U.S. Department of Energy's Smart Grid outreach agent

OUR CHALLENGE

To effectively communicate this seismic change and its expected benefits

- "Big picture"
- In varying degrees of specificity for key stakeholders
  - As defined by DOE

Consumer Advocates	Regulators
Environmental Groups	Technology Providers
Policymakers	Utilities

- Over time
- Developing an online strategy
- Overarching information and educational outreach

COMPOUNDING OUR CHALLENGE

- **Everyone has "a dog in the fight"**
  - From GE to IBM to Siemens, etc., etc., etc.
- **By and large, "good dogs"**
  - But every Smart Grid agenda from the private sector has a different tilt
  - Many will lead you to believe that the Smart Grid will be fully operational by the time you get home tonight
- ***Not to mention literally billion$$$ of reasons (courtesy of ARRA) for them to tell their story first***

COMPOUNDING OUR CHALLENGE (CONTINUED)

- **By mandate, DOE must increase awareness of the Smart Grid and Smart Grid activities**
  - EISA 2007, Title XIII
- **However, it can play no favorites in terms of:**
  - Specific technologies
  - Specific providers
  - Specific outcomes

OUR COMMUNICATION STRATEGY *for* DOE

Education leads to awareness…awareness to advocacy…advocacy to adoption

- Establishing an ecumenical "voice"
  - Unbiased, relatively jargon-free & as objective as possible
- Creating an information "safe harbor"
  - Giving the media an information baseline from a single credible source
  - Careful to communicate the promise, NOT to overpromise

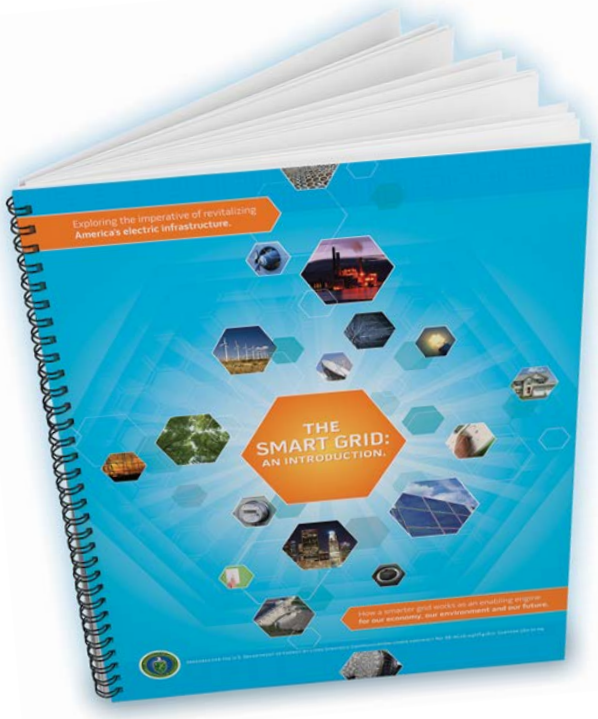
Careful to clarify: *the Smart Grid doesn't end at "smart meters"*

THE EFFORT

DOE Smart Grid awareness tools developed to date:

- The Smart Grid: An Introduction
- Smart Grid Stakeholder series
- SmartGrid.gov
- Smart Grid Demonstration Project reports

THE SMART GRID: AN INTRODUCTION



- **Release Date:** September 2008
- **Number of Copies in Circulation:** Approximately 10k
- **Purpose:** To educate and increase awareness of the coming Smart Grid
- **Pertinent Facts:**
  - Launched at GridWeek 2008
  - Available online at SmartGrid.gov and www.oe.energy.gov
  - Required reading for introductory Smart Grid course at Portland State University

STAKEHOLDER MESSAGING

Together:

- **To realize the Smart Grid, we must all participate**

Separately:

- **Consumer advocates**, professionals appointed to protect those citizens least able to protect themselves.
  - ***Key message:*** *"The faster we move toward Smart Grid, the more rapidly the people you represent will be better served."*
- **Environmental groups**, committed to ensuring that the modernized grid and the natural world remain in sustainable balance.
  - ***Key message:*** *"The Smart Grid gets us to a cleaner, greener future – faster."*
- **Policymakers**, state and federal, architects of our nation's future.
  - ***Key message:*** *"For those with the political will, the time is now to exercise it."*

STAKEHOLDER MESSAGING (CONTINUED)

- **Regulators**, state and federal, arbiters of fairness between those who provide energy and those who use it.
  - ***Key message:*** *"Fairness and the future are not mutually exclusive."*

- **Technology Providers**, innovators whose products are available now to catalyze Smart Grid transformation.
  - ***Key message:*** *"The time is right for your products and systems, but NOT for overselling them."*

- **Utilities**, the owners of the infrastructure. In addition to investor-owned utilities (IOUs), these include municipally-owned utilities as well as rural electric cooperatives.
  - ***Key message:*** *"You own it. Take the lead."*

STAKEHOLDER BOOKS: DEFINING THE OPPORTUNITY

- **Release Date:** September 2009
- **Initial Print Run:** 5000 copies per title
- **Purpose:** Enlighten Industry Stakeholders to their roles and responsibilities in realizing the Smart Grid
- **Pertinent Facts:**
  - Launched at GridWeek 2009
  - Available online at SmartGrid.gov and www.oe.energy.gov

SMARTGRID.GOV: ONLINE PRESENCE

- **Launch Date:** To Be Determined
- **URL:** SmartGrid.gov
- **Purpose:** Provide credible and objective information about the Smart Grid and related activities
- **Pertinent Facts:**
  - A multi-agency website
  - An online venue where non-technical knowledge transfer can occur and broader momentum for the Smart Grid can be established and cultivated
  - A single point of entry for the general and trade news media, providing a critical reference point for these groups
  - Temporary pages launched October, 2009

CONCLUSIONS

Overheard on the Smart Grid journey:

- “We don’t need it…”
- “Isn’t this awareness-building a little early?”
- “Isn’t this awareness-building a little late?”
- “Whaaaa!?”

Clearly, we have plenty of work ahead of us.

THANK YOU

Questions?