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Smart Grid Consumer Collaborative Recognizes Announces Winners of 2016 CLEAR Awards
SGCC Names DTE Energy, Smart Utility Systems, Elevate Energy as 2016 CLEAR Award Winners

Orlando, FL: Today, the Smart Grid Consumer Collaborative (SGCC) named DTE Energy, Smart Utility Systems, and Elevate Energy as winners of the [2016 CLEAR Awards](#), which honor energy-focused organizations for their excellence in customer outreach and engagement. The Clear Awards recognize one utility, one technology provider, and one non-profit who serve as role models within SGCC and the smart grid industry. As pathfinders within with their communities, these organizations are leading the way in the development and implementation of consumer education programs.

"DTE Energy, Smart Utility Systems, and Elevate Energy are going above and beyond to educate and engage with consumer, and we want to recognize what they have accomplished," said SGCC Executive Director Patty Durand. "Additionally, these organizations are at the forefront of the industry, bringing to life innovative programs and services with a consumer-first mindset, encouraging collaboration and engagement."

The selections were based on the following five behaviors and how the organizations made smart grid **CLEAR** to consumers:

Consumers first: Organization has demonstrated a true, consumer-centric approach in the development and implementation of consumer education and awareness programs;

Leadership: Organization has exhibited initiative in the area of consumer education and is recognized as a consumer advocate and thought leader in the industry;

Excellence: Organization has demonstrated innovation and imagination in the creation of consumer-facing initiatives and programs;

Authenticity: Organization has demonstrated a high level of integrity in engaging with consumers and other key stakeholders in the industry; and

Results: Organization has been able to demonstrate, in a quantifiable way, a direct impact on consumer awareness and behavior.



DTE Energy®

[DTE Energy](#) is a Detroit-based diversified energy company involved in the development and management of energy-related businesses and services nationwide. Its operating units include an electric utility serving 2.1 million customers in Southeastern Michigan and a natural gas utility serving 1.2 million customers in Michigan. DTE Energy was selected to receive a CLEAR Award for their consumer-centric approach in the development of their many energy efficiency education and awareness projects. DTE became the first utility to offer the free DTE Insight app that links a smartphone to the advanced electric meter to help customers see how

they use energy and find ways to reduce usage and save. When a customer adds the DTE Energy Bridge device, they see energy use in real-time and find more ways to cut energy waste and save.

"We are pleased to receive this award and proud of the positive feedback from our customers who are learning more about their personal energy usage, and making changes that save them money. The DTE Insight app links the customer's smartphone to the advanced meter to help them discover how to reduce energy use at home. It's just one of the many ways our company helps to educate our customers about energy efficiency."

- Emmett Romine, DTE Energy, General Manager of Energy Management Tools



Empowering energy providers to make informed decisions, [Smart Utility Systems](#) works closely with electric utilities to develop products that deliver a high value while maintaining a customer centric approach. Named a CLEAR Award winner, Smart Utility Systems' Smart Customer Mobile Solutions are

helping energy providers across the country educate customers about available programs and services while helping track customer behavior throughout a program's lifecycle.

"SUS's consumer-centric approach in designing SCM® has been at the heart of our success. It is this focus on real-time, two-way consumer engagement that has lead utilities worldwide to evolve their customer bases from groups of well-meaning energy consumers to educated sustainability advocates; a powerful, necessary shift for our local communities and global environment. We are honored to be recognized by the Smart Grid Consumer Collaborative.

- Deepak Garg, Chairman / CEO, Smart Utility Systems



ELEVATE ENERGY
Smarter energy use for all

[Elevate Energy's](#) mission is smarter energy use for all. Elevate Energy works to bring the environmental and economic benefits of energy efficiency, the smart grid, and renewables to all communities, particularly those struggling

to make ends meet. Recognizing that it can be difficult for households to modify their energy use, Elevate Energy works at the community level to equip consumers with the information, tools, and support required to change behavior and enroll in energy efficiency or smart grid programs.

"Elevate Energy is especially honored to receive this CLEAR Consumer Education award as our mission is to help consumers do more with less energy. We work at the community level to help reach and educate consumers so they can make energy improvements, integrate new technologies, and work toward a shared energy future that benefits everyone."

- Anne Evens, CEO, Elevate Energy