

## **Power Over Energy Educational Initiative Reaches More Than 107 Million Consumers in Four Years, Launches New Website Highlighting Smart Cities**

**SAN DIEGO, Calif. – January 30, 2017** – Today, in advance of DistribuTECH, Power Over Energy announced that it has successfully reached more than 107 million consumers worldwide, with more than 730,000 Facebook followers and almost 300,000 YouTube content views. Power Over Energy is an initiative focused on educating, empowering, and encouraging consumers to make smart decisions about their energy use and management. To mark its four-year anniversary, Power Over Energy also announced the launch of a new website that aggregates news and content about promising developments to counter the impact of our energy consumption such as renewable energy, clean tech innovations, smart cities and conservation.

“The Power Over Energy social media-based literacy campaign empowers consumers to make more informed decisions about energy usage and purchases, while helping to pave the way for government agencies and utilities to implement innovative technologies by providing grassroots support for new initiatives,” said Marina Donovan, vice president of marketing, Silver Spring Networks, Inc. (NYSE: SSNI). “The message that ‘we can do better’ resonates with people around the world as they learn and engage in conversations about renewable energy innovations, the benefits of modernizing the electric grid and smart city technologies, and the changes required to drive [this](#) transformation.”

Recent research by The Smart Grid Consumer Collaborative (SGCC) indicates that consumers are becoming more aware and interested in how technology can give them more power over their energy use. *The Empowered Consumer Report* found technologies with the highest consumer awareness are solar panels and the ability for smart energy technologies to be controlled remotely, such as by a smart-phone. More than 68 percent are interested in purchasing a smart appliance or participating in a smart-thermostat program; more than 55 percent are interested in transitioning to either a peak time savings or time-varying rate plan; and consumers are primarily interested in purchasing smart energy technologies for convenience and their potential to reduce monthly electric bills. As the market for technologies such as smart grid, on-site solar power generation and storage, and smart homes matures, continued consumer education is needed to catalyze market development.

“According to our research, consumer awareness for smart energy services and technologies hit an all-time high in 2016,” said president and CEO of SGCC Patty Durand. “It’s encouraging to see Power Over Energy’s success in helping create and drive this awareness using social media because their goals are complementary to ours and those of the global community. Delivering more sustainable energy outcomes through increased awareness of smart grid, renewables and other energy innovations can lead to a reduced carbon footprint while helping consumers save money and the planet at the same time.”

To create a more sustainable future, consumers have the power to make a difference. Please visit us the new Power Over Energy website at <http://poweroverenergy.org/>, follow Power Over Energy on [Facebook](#) or on Twitter at [@Poweroverenergy](#).

**About Power Over Energy**

Power Over Energy is a social media energy literacy initiative backed by a coalition of business, non-profit and government groups who want to increase awareness about the impact of our current energy consumption and the benefits of energy efficiency, modernizing the electricity grid and deploying smart city technologies. Members of the coalition include the [Clean Coalition](#), the [Environmental Defense Fund](#), [Global Green U.S.A.](#), [Green Ninja](#), the [GridWise Alliance](#), [The Institute for Electric Innovation](#), the [Silicon Valley Leadership Group](#), [Silver Spring Networks](#), the [Smart Grid Consumer Collaborative](#), [Sustainable Silicon Valley](#), and the [U.S. Department of Energy](#).

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**Media Contacts:**

Paul Doyle

10Fold Communications

617-733-2173

[silverspring@10fold.com](mailto:silverspring@10fold.com)