

TIME OF CHANGE

Around the world, the energy industry is facing unprecedented, fundamental change. Rapid advancements and widespread adoption of distributed generation, smart grids, new technologies, connected products and services are just a few of the game changers that are affecting energy providers and consumers.

People are active and central players in the energy markets of the future. Consumers are becoming “prosumers” who are creating their own energy and, in some cases, selling it back into the grid. Smart metering, connected homes, electric vehicles and other technologies are giving consumers more control over their energy usage.

WHY ELECTRICITY EDUCATION?



Over the last years, public perceptions, acceptance and engagement with energy technologies have become increasingly important in the energy sector. More and more people are personally acting in the energy landscape, as the rise of “prosumers” shows.

The rise of prosumers presents new scenarios for energy technology development. For example, the spread of localised energy generators or the widespread deployment of ‘smart grid’ technology has the potential to create a new generation of energy prosumers with corresponding market opportunities and communication challenges.

Engaging people with energy technologies is essential to transforming energy markets, enabling technology diffusion and reducing energy demand to meet CO2 reduction targets. While people want more clean energy they often oppose construction of new infrastructure that will deliver it. Thus there is an increasing need to view engagement in terms of two-way dialogue and mutual exchange.



By explaining new forms of energy to people and engaging in the dialogue we will jointly build better understanding the daily reality of people’s lives and begin to appreciate their underlying issues. With this understanding, any barriers can then be ‘designed out’ to help people smoothly integrate with the changing energy system.

Engagement with people will help businesses to understand emerging consumer needs and preferences, identify new challenges and opportunities and to bring focus to the critical competencies required to succeed in the evolving energy marketplace.

WHAT IS THE GOAL?

The energy education actions is a collaborative and international initiative of influential businesses within and beyond the energy sector who commit to promote energy education and support the people around the globe in transition to low carbon future.

The initiative is brought to you by the member companies of non-profit Association Friends of the Supergrid, in a coalition with like-minded partners.

The initiative will be launched on 21st May 2017 and will be rolled out first in Europe and then on other continents.

Supergrid invites to join in companies and industry associations from all over the world and from a wide range of industrial sectors – from energy, telecommunications and IT, all who provide any kind of energy related services to people.

Our common goal is promoting Energy Education among people through the understanding of the nature and role of energy in the world, that will embrace three key principles Understanding – Visibility -Flexibility. We believe that energy-educated people:

- Can trace energy flows and think in terms of energy systems.
- Know how much energy they use, for what purpose, and where the energy comes from.
- Can assess the credibility of information about energy.
- Can communicate about energy and energy use in meaningful ways.
- Are able to make informed energy use decisions based on an understanding of impacts and consequences.

