



FREQUENTLY **ASKED** QUESTIONS

What is the Smart Grid?

The Smart Grid will be the infrastructure that powers our daily lives in a cleaner, safer and more affordable way. This sophisticated integration of electrical grids, communication, networks, hardware and software will grow with our evolving energy needs as new technologies arise. Ultimately, it will increase energy independence and reduce energy pollution around the world, benefiting humanity on many levels.

What is IEEE's role in the Smart Grid?

IEEE is leading the promise and fulfillment of the Smart Grid. As the trusted "voice" for the engineering, computing and technology communities around the world, IEEE is engaging all stakeholders through collaboration, education and innovation to facilitate the delivery of more efficient, renewable and secure forms of energy throughout the world.

What makes IEEE uniquely qualified to lead the global Smart Grid initiative?

IEEE, the world's largest technical professional association, is at the forefront of the global Smart Grid initiative. IEEE is leveraging its strong technical foundation to develop standards, share best practices, publish developments and provide related educational offerings to advance technology and facilitate successful Smart Grid deployments throughout the world.



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What is the IEEE strategy for communicating thought leadership on Smart Grid?

The communications strategy is to build an IEEE Smart Grid brand that is relevant to the target audience(s) and positions IEEE as the leader in the Smart Grid market.

IEEE is bringing together all stakeholders under one umbrella, serving as the leader in the Smart Grid movement and number one resource for enabling Smart Grid technologies. IEEE is “the” place to go for information and collaboration on Smart Grid. The leadership position of IEEE and its authority as an unbiased source will be communicated through an integrated and holistic communications plan that includes an IEEE Smart Grid web portal, advertising, newsletters, conferences, marketing collateral and public relations.

What can I do to support IEEE and Smart Grid?

The IEEE Smart Grid initiative was developed so that all IEEE technical societies, the Technical Activities New Technologies Directions Committee, and other groups involved in research and development activities in this area would coordinate their efforts. IEEE “touches” every part of the Smart Grid.

Continuing our long-standing heritage of excellence, IEEE and its members will play critical leadership roles in driving education, facilitating new discoveries and breakthroughs, and establishing best practices and industry standards. IEEE will come together because the importance of the Smart Grid is too great for us not to work together.