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SmartPower Buzz

By Lukas Lehmann Jan 01, 2021
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Happy 2021! Welcome to a New Year and welcome back to The SmartPower Buzz! We hope you've had a calm and relaxing holiday season. Let's roll right into the new year with some updates on what's going on here at SmartPower and in the world of clean energy.

Forbes: Consumer Insight Leads SmartPower
Clean Energy Campaigns

Forbes

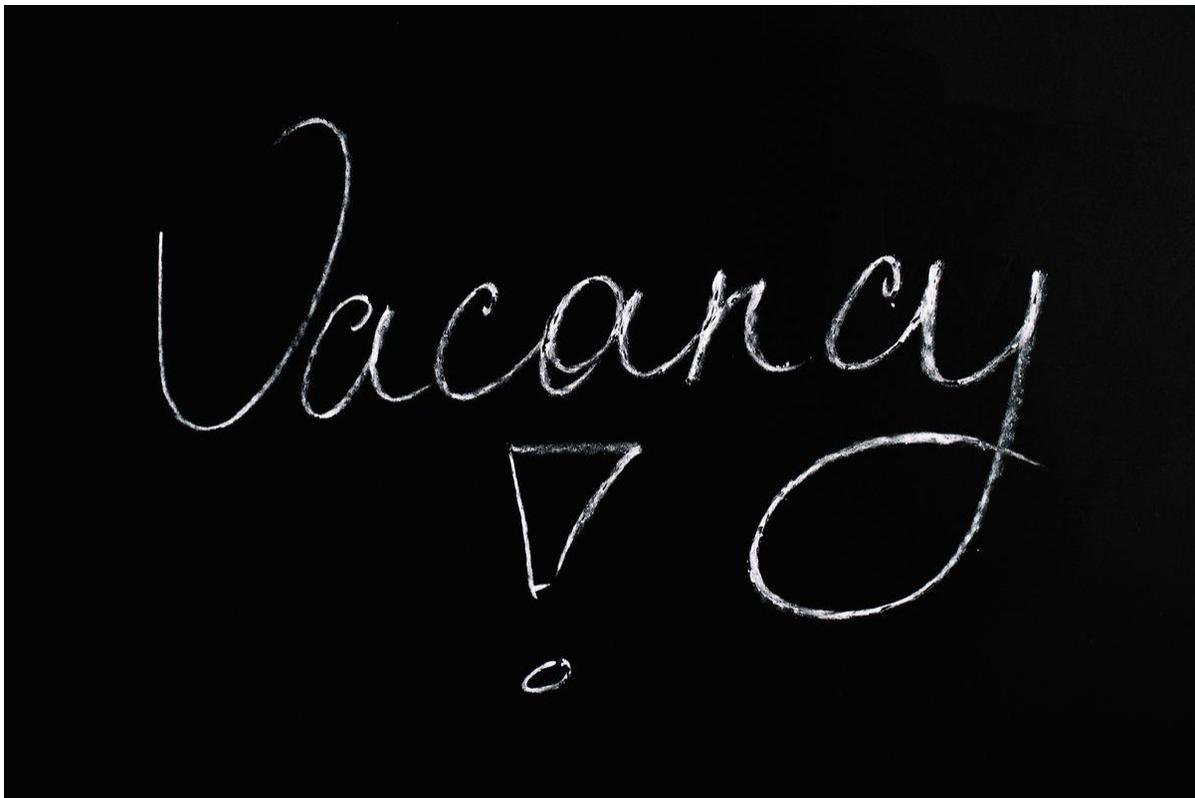
Forbes.com

As a new Administration makes "Sustainability" and "Climate Change" top priorities in Washington and around the world, Forbes contributor Dr. Geraint Evans, does a deep dive on SmartPower's unique approach to advancing clean energy and energy efficiency. As the just published article point out, the consumer research and community outreach of SmartPower and WeeGreen are proving to be particularly important.

Everything from Solarize, to SmartPower’s research with Yale, NYU and the US Department of Energy, to why certain older marketing techniques are becoming useful again is discussed. Whether you’re a marketer, a sustainability advocate, or an American consumer (or all three), you’re bound to find new ideas in this interview.

[Read the full article](#) for yourself!

SmartPower is Hiring!



Want to join a fast-paced, exciting, world-changing team in one of the hottest industries around? We have two [field director positions](#) open for our Solarize campaigns in [South Carolina](#) and [Arizona](#).

As field director, you’ll be on-the-ground implementing “Solarize”, SmartPower’s on-the-ground residential solar campaign, throughout either the state of South Carolina or Arizona. You’ll be responsible for

organizing volunteers, coordinating with local leaders, and a variety of other community organizing responsibilities. An ideal candidate would be someone who has worked on a statewide campaign in the past.

If you're interested or know someone who might be, feel free to send us an application or share the opportunity across your social network.

A New Generation of Electricity



Coming into a new year we are excited about the [direction of clean energy](#). Over the past three years, the share of electricity generated from renewables has increased significantly while the share from coal has fallen. In fact, according to a new article from CleanTechnica, from January to October of 2020, renewables accounted for more than 20% of electricity generation in the US!

Although natural gas accounts for the largest share of electricity generation in the US, 2020 saw electricity from coal fall into [third place](#)

[behind nuclear](#). Over a three-year period, electricity from coal dropped more than any other energy source - which speaks to the increasingly competitive prices of clean energy technologies.

Electricity generated from renewables such as wind, solar, and hydropower has been steadily rising each year. Solar itself made up 3.4% of new generation which is up from [2.3% in 2018](#). As we enter 2021, the trend is expected to continue as solar and wind are expected to increase their share of electricity generation in the US. Although 2020 brought new and unexpected challenges, the future of clean energy remains bright.

Behind-the-Meter Batteries Coming to California Utility



Pacific Gas and Electric (PG&E), the nation's largest utility company, is seeking approval for a number of energy storage projects from state regulators. Utilities around the country have made greater investments in energy storage as their capacity to produce renewable energy

increases, but something new is happening here. Rather than solely build out utility-scale “front of the meter” storage, which stores energy in places where the utility company generates renewable electricity, “behind the meter” (BTM) storage solutions in service areas are being opted for.

In California, these BTM batteries will service a few functions. For starters, they’ll provide utility customers a greater ability to store locally produced solar energy. These projects provide a back-up power system for PG&E customers, which will prove useful as the state has recently seen several power outages. Adding additional storage capacity will also provide managers of the power grid a way to manage energy demand levels which can fluctuate and spike significantly.

For more information on these developments, [read the full article here!](#)

There’s No Holding Back Solar



After the initial shock of the pandemic, some industries have been able to slowly climb back up to the levels of business they had before March. In the solar industry, a rather unique story has been unfolding. Solar

installations have not just recovered during the last few months, rather they've [“spiked.”](#)

A new report from [Wood Mackenzie](#) and the [Solar Energy Industries Association](#) recently highlighted the remarkable growth of the solar industry in 2020, with exceptional performance evident in Q2 and Q3. According to Wood Mackenzie, “the report projects a record 19 GW of new solar capacity installations in 2020, representing 43% year-over-year growth from 2019.”

Utility-scale solar is leading this growth, but residential solar which was hit the hardest has impressively been able to bounce back in a way that [“beat recovery expectations.”](#) It's clear that solar energy will continue to shine in 2021!

Thank you for checking in! Let's get this New Year started! And please give us a follow on [Twitter](#), [Facebook](#), and [LinkedIn](#) if you haven't already! Let's get energy smart!

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