

EEC
Energy Education Council



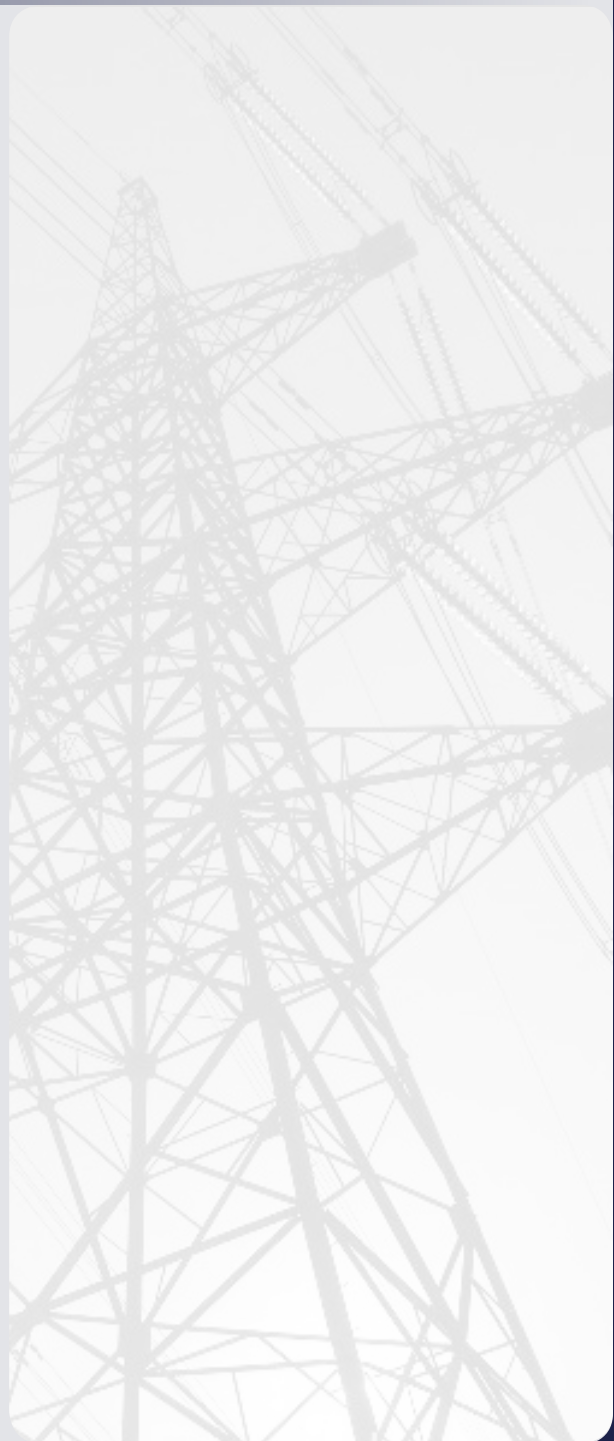
“The Energy Education Council is indeed becoming the nation’s premier source for energy safety and efficiency information.”

–Phillip ‘Doc’ Mueller,
Illinois Municipal Electric Agency

Our Commitment

The Energy Education Council is dedicated to the education and empowerment of energy consumers. Our goal is to enhance lives by promoting the efficient and safe use of energy.

For more than half a century, the Energy Education Council has been a trusted source of science-based information. Our diverse membership includes cooperatives, investor-owned, and municipal utilities, along with educators, energy experts and related businesses. Members find common ground on mutually vital issues and foster synergy to enhance consumer knowledge of energy efficiency and safety through outreach and education.



Our Programs

We were created by utilities to serve utilities and the consumers we all serve. EEC provides utilities with researched and professionally developed educational material and communication tools for their consumers. Our programs strive to make communication and education on vital energy issues easier, which makes your life easier.

The Safe Electricity® program provides a multitude of ready materials and resources for utilities to raise consumer awareness of electrical safety issues which help mitigate risk and ultimately reduce accidents, injuries and death.

Helping consumers improve comfort while saving energy and money is made easier with our comprehensive energy efficiency materials. From customizable presentation materials to professionally designed publications and more, we help utility staff extend their outreach on energy efficiency, renewable energy and hands-on youth education.

These innovative programs use an array of multi-media communications tools, including:

- Full-length videos
- Print, television and radio public service announcements (PSAs)
- News releases and articles
- Photo library
- Billboard & print PSA designs
- Curricula for teachers
- Games and activities for children
- Educational website resources and more.

“Consider us as your own communications tool kit!”



“Involvement in the Safe Electricity program helps us fulfill our mission to meet our customers’ energy needs in a safe, reliable, efficient and environmentally responsible manner. It demonstrates our ongoing dedication to consumer safety, bolsters our mission and vision, and helps meet the growing consumer demand for safety and accountability.”

-Scott Cisel, Ameren Illinois President & CEO



"I have had the pleasure of seeing this program grow to a national level, and have experienced first-hand the results and benefits of my involvement – from multi-media public service campaigns, news release editorial calendars, to the development of new materials and services, and more."

-Richard Cassetto, ComEd Senior Safety Specialist &
Public Safety Outreach Coordinator

Your Consumers

While communication on safety and efficiency issues has always been important to individual companies, EEC supporters believe a strong, unified effort has an even greater impact!

Our websites, SafeElectricity.org and EfficiencyResource.org, are consumer-focused and designed to complement existing safety and efficiency education activities of energy providers and educators everywhere.

Consumers visiting our sites will find massive libraries of resources on a multitude of topics and issues, videos, interactive games and activities for children and additional teacher resources such as lesson plans and classroom experiments which meet National Science Education standards. Many of these materials are available in Spanish as well.

The Member's Only site is a clearinghouse for timely information on the safe and efficient use of energy. Materials can be used in monthly newsletters or magazines with targeted outreach and educational programs for all consumer groups: residential, business, youth, contractors, educators, agribusiness as well as news media.



Our Performance



Every year we launch a national campaign on electrical safety, professionally produced and presented with sensitivity, featuring a personal story about an electrical accident and its impact. Our “Teach Learn Care TLC” theme is woven through the life fabric of the individual and their family. And their story becomes your story.

We are proud to have the caliber of our work affirmed with numerous prestigious and acclaimed awards. All of the Safe Electricity campaigns have been honored. The ground-breaking TLC campaign series has received even greater recognition and affirmation of the excellence of the program’s productions:

- AWC International Clarion
- Telly Awards
- International Academy of Visual Arts
- MarCom Creative Awards
- Utility Communicators International BCC Competition
- PRNews Awards
- International Communicator Award
- Hermes Creative Awards
- Ava Awards
- Galaxy Awards
- Apex Awards



"Federated is a proud sponsor of the "Safe Electricity" program. We see the Federated partnership with Safe Electricity as a cost effective way of assisting our members in developing public safety education materials that are specific to the market we serve."

-Phil Irwin, CEO of Federated Rural Electric Insurance Exchange



We Make a Powerful Difference

As a utility, you have multiple challenges and consumer education goals and needs.

We're here to help. And your empowered consumers will appreciate your strong commitment to their safety and energy efficiency knowledge.

Join us. Together we make a powerful difference.





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EnergyEdCouncil.org

SafeElectricity.org

EfficiencyResource.org