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## Smart Grid 101 Video

A whole new grid is coming, and it is a smart grid.

This is really important for our kids, so Accenture has brought some energy experts from around the world to answer their questions.

So have a look.

**Q: What's different now about the way we use energy?**

A: We are using today so much energy compared to in the earlier days.

Now we use it for heating, cooling, eating, refrigerating, talking to each other, computers, games, everything...

Our entire livelihoods depend on requiring electricity to be on all the time.

[Speaking in Chinese] Subtitles: With rapid economic growth around the world, our lovely earth carries a heavy burden with excessive consumption of energy.

Every city in the world today is only 30 percent energy efficient, which means that 70 percent of the energy going into a city is lost.

Our grid is not keeping up, and we are falling behind.

**Q: Do you think we will ever run out of energy?**

A: The fossil energy will run out. We are consuming, and we are not generating more.

**Q: When there is not enough energy to go around what will people do?**

A: We will either need new power plants, or we will need to be smarter about how we use energy -- and I think the best choice is to be smarter about how we use it.

The smart grid is a crucial piece of kit to help us manage our energy better.

**Q: What is a smart grid?**

A: The grid is a very complex set of wires and poles that allow us to transmit electricity from the source of it being generated all the way into our homes and businesses.

And that is the grid that we are talking about making smarter.

**Q: And what makes a smart grid smart?**

A: The utility will know when there is a power outage because they have sensors throughout the grid that will be communicating back to the central office. It is just like all the other networks we have built before like the cable network, like the cell phone network.

**Q: Why do we need a smarter grid?**

A: The customers that we have are expecting a better quality of service, and from that we have to deploy newer and smarter technologies on the networks.

If we want to use the renewables such as a solar, the winds, the biomass, we need to change the grid as it is today.

The smart grid is really an important tool for the utility industry to make sure that we are able to continue to provide affordable and reliable electricity to as many people as possible.

**Q: How will my life change once the grid is smart?**

A: You tell me if you think your life is going to be different. So like if we go out let's say 20 years from now, and your city has got no noise of any internal combustion engines because it is all powered by electric vehicles. The air is less smoggy.

In your home your devices as in your appliances are able to turn themselves up or down in terms of use of electricity in a way that is convenient to you, but also more energy efficient and more cost efficient for you. Those are the sorts of things that we would expect to see with the advent of a smart grid. So I don't know if you think that is different or not, but I think it is probably better.

Some day soon many customers will actually become power producers. They will use solar panels or wind turbines and sell that power right back into the grid.

**Q: Making the switch from the old grid to the smart grid, is it hard?**

A: The smart grid is going to be really easy for the consumer. So the consumer through their laptop or through their smart phone can see what their usage is. They will be able to turn appliances on or off. It is the utilities and the companies that provide equipment that will be doing the hard work to make the grid smarter. They are certainly working on that today and will make it happen.

**Q: Why do anything at all? Why now?**

A: What we do in the next ten years will be your future, will be your city, will be your life.

We are at the beginning of a wave of a brand new set of technologies that can truly change the way we work and we live.

Let's make our lives more and more beautiful.

Thank you

I know you guys are working hard, thank you.

Good job

**Subtitles:** The kids and the Accenture Smart Grid Team would like to thank... Kalle Ahlstedt Fortum Corporation Finland. Jesse Berst SmartGridNews.com USA – Journalist. Michael Burr Public Utilities Fortnightly USA – Journalist. Li Xiaolin China Power Investment Corporation China. Ronan O'Hogartaigh ESB Networks Ireland. Francesco Sessa Enel Distribution Italy. Javier Uriarte ENDESA Spain. Lynda Ziegler Southern California Edison USA. Omar Abbosh Accenture UK. Maikel van Verseveld Accenture Netherlands

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Accenture is working in every part of the globe to deliver on the promise of smart grid.

**END**

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