

EVERYDAY

SMART

As we plan for future growth, we know it's important to mitigate the need for new generation as much as possible. In the past, we've invested about \$70 million a year to promote our energy efficiency programs to help customers understand how they can use electricity more efficiently. Since 1990, we've reduced peak electricity demand by 3,100 megawatts through these programs. That's enough to power 440,000 homes. We are committed to doing even more. Between now and 2020, we plan to invest \$1 billion to reduce peak demand by a total of 4,100 megawatts. Educating our customers on how to use electricity more efficiently through their everyday actions will help reduce our total impact on the environment. That's Everyday Smart.



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01 SmartPower

By communicating with our Smart Meter technology, our SmartPower thermostat uses data visualization technology to notify customers when prices increase during peak-usage times. This gives customers the ability to directly manage their energy usage.

02 Virtual Home

By touring our online virtual house, customers will find room-by-room suggestions to help them make their homes more energy-efficient.

03 Take the Pledge

ENERGY STAR®-certified products provide an easy way to practice energy efficiency. From appliances to compact fluorescent light (CFL) bulbs, Southern Company is a

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partner in the ENERGY STAR program. Our customers have made more than 108,000 pledges in ENERGY STAR's "Change a Light, Change the World" campaign, which promotes the use of energy-efficient CFL bulbs.

04 Energy Audits

Southern Company customers have access to residential, commercial, and industrial energy audits. Residential customers are offered solutions ranging from more efficient appliances and improved insulation to the installation of programmable thermostats. For many commercial and industrial customers, design assistance is available along with help choosing high-efficiency heating and cooling systems and various other technologies. Jeff Smith (pictured) is one of Southern Company's many energy experts.

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05 Builder Programs

Southern Company offers a host of services and resources for builders and developers, including tips for building more energy-efficient homes and buildings.

06 Hot Water Efficiency

The water heater is often one of the largest energy users in a home. We are researching and offering alternatives to heat water more efficiently. Solar, geothermal, and heat pump water heaters are proving to be more energy-efficient and environmentally friendly. Geothermal water heaters, which use heat from the ground, are used commercially and residentially. Heat pump water heaters, which move heat from one place to another rather than generating heat directly, and solar water heaters are being tested for residential and

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Our EarthCents brand signifies saving money and saving the environment. Our energy efficiency programs, identified by our EarthCents brand, help customers save money by using less energy. And this reduces the need for additional generating capacity, lessening our impact on the environment. Maintaining diverse fuel sources helps avoid fuel shortages and keeps electricity affordable and reliable. And, as part of our diverse portfolio, renewable biomass energy also makes economical and environmental sense. At the forefront of all of these initiatives is research and development. Through the research and development of new technologies, we are finding solutions for making energy cleaner and more efficient.



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commercial use. Chris Gray (pictured) is a research engineer involved in the demonstration of new heat pump water heating technology.

07 Low-Impact Cooling

During air conditioning season, thermostat settings can comfortably be increased with the use of ceiling fans to help cool a room.

08 Online Resources

Southern Company customers can find a cache of tips and tools on our Web sites that will help them save electricity, money, and the environment—including energy-savings tips, online tools, and links to programs and product offerings.