



frog design

Energy ThinkIn™

October 27th

San Francisco

ThinkIn™ Overview

Every year frog design brings together leaders from industry, design, government and education to host a ThinkIn™ – a hybrid conference and ideation session.

For one day the ThinkIn™ gathers the most passionate, opinionated, and influential thinkers who can help find answers to some of our world's toughest problems.

And we'd like you to join us.



2010 Theme

This year's frog ThinkIn™ will be focused on **Energy** in partnership with the Smart Grid Consumer Collaborative, their members, other leading thinkers in adjacent industries, the press, bloggers and the public.

Together we will spend the day focusing on one problem statement.



Problem Statement

We need a face to the energy consumption and behavior problem.

We need a symbol that can be communicated simply and socially.

We need a brand for the energy conscious consumer.



The face to
a problem

+



about energy

+



that can create
a movement

=



ThinkIn™ Goal

Help us generate a program, symbolized by an icon, and supported with a messaging framework that develops a vision and a version for how we can create a brand for the energy conscious consumer who:

- Buys energy efficient smart appliances
- Uses energy monitoring devices
- Drives an electric vehicle/commutes
- Adapts to time-of-use pricing
- Selects/generates renewable energy sources
- Upgrades the efficiency of their home
- Supports grid modernization (ie microgrids)
- Composts, gardens, recycles

frog ThinkIn™



Date + Time

October 27th, 2010
9am - 5pm

Location

frog design
660 3rd Street, SF

Attendees

15 frogs
60 Leading Thinkers
10 SGCC Members
Media/Bloggers

Cost

Free

Thanks



SmartGrid
consumer
collaborative