

AS SEEN IN *Forbes & Fortune*

THE FUTURE OF BUSINESS IN RALEIGH-DURHAM

Partners in the Clean Energy Transition

ScottMadden brings to bear decades of experience on the clean energy transition.

ScottMadden has been working with electric and gas utilities since the firm's inception. Founded in 1983, the company's roots lie in their work with regulators of public utilities. Their work with utility companies later expanded into serving companies in adjacent sectors.

Today, ScottMadden's goal is to assist utility companies with the transition to clean energy, spurred by a variety of state, federal, and corporate goals to move away from carbon-emitting resources.

While the clean energy transition has become a "bright, shiny object" for many of ScottMadden's competitors, "we have been working on these topics since before it was cool," says Cristin Lyons, partner and energy practice leader. "We bring decades of experience to utilities' greatest challenges."

While helping clients meet changing requirements and regulations, the team at ScottMadden also works to convey that story to regulators and stakeholders alike. It is work that ScottMadden's team is uniquely positioned to do, given their extensive experience with many major players in the energy industry.

With clients throughout the United States and Canada, Lyons notes, "we can look back on 40 years of experience and understand how these models emerge." So, while ScottMadden's experts can help utility companies with strategic planning, regulatory strategy, and project



management, they can also "create new business models and enable the new capabilities required for the clean energy transition," says Lyons.

Learning from the Past

For instance in the early 2000s, "energy companies and regulators realized we needed more high-voltage lines to enable access to lower-cost generation, so there was a lot of focus on getting more high-voltage lines built."

ScottMadden helped its clients set up new, independent transmission companies and buy and sell assets to facilitate new transmission. "Today, we bring those decades of experience as the industry builds new transmission to enable the transition to cleaner sources of generation," says Lyons.

The partners and consultants at ScottMadden bring that same level of expertise to next-generation advances in the energy sector. As the industry looks toward promising means of clean energy production, it is working on making existing nuclear power plants more efficient, and looking to small modular reactors (SMRs). ScottMadden is helping its clients develop integrated plans to bring greater amounts of renewables to customers.

"We advise many companies on the

electrification of heating and transportation to meet their decarbonization goals," says Lyons. "We are working with clients and their regulators to advance those objectives." In addition, ScottMadden is helping companies strike a balance across the "often competing objectives of reliability, affordability, and clean energy," she adds.

In short, ScottMadden is ideally positioned to help utility companies in North America navigate the "triumvirate of challenges" they currently face in their quest for clean energy goals, "says Lyons. "Because we have extensive functional expertise across the energy sector, we bring a deep understanding of how organizations will need to evolve to succeed in this new era."



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