

Beneficial Electrification

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Introduction: What is “Beneficial Electrification?”

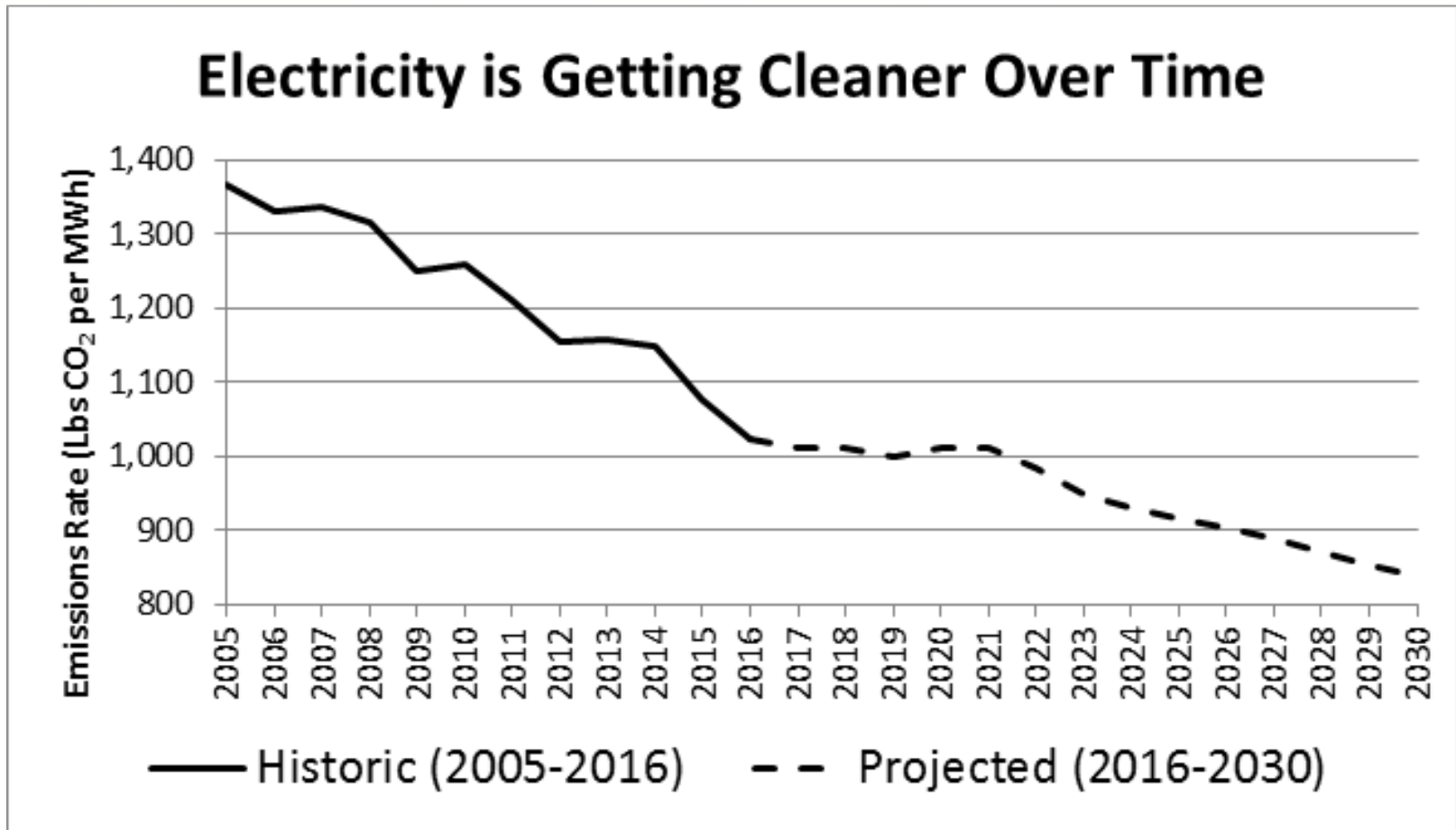
Beneficial Electrification League:

“The application of electricity to end-uses that would otherwise consume fossil fuels (e.g., natural gas, propane, oil, gasoline) where doing so satisfies at least one of following conditions, without adversely affecting the others:

- save consumers money over time;
- benefit the environment and reduce greenhouse gas emissions;
- improve product quality or consumer quality of life; or
- foster a more robust and resilient grid.”



Opportunity for “EBE” to Improve “Emissions Efficiency”



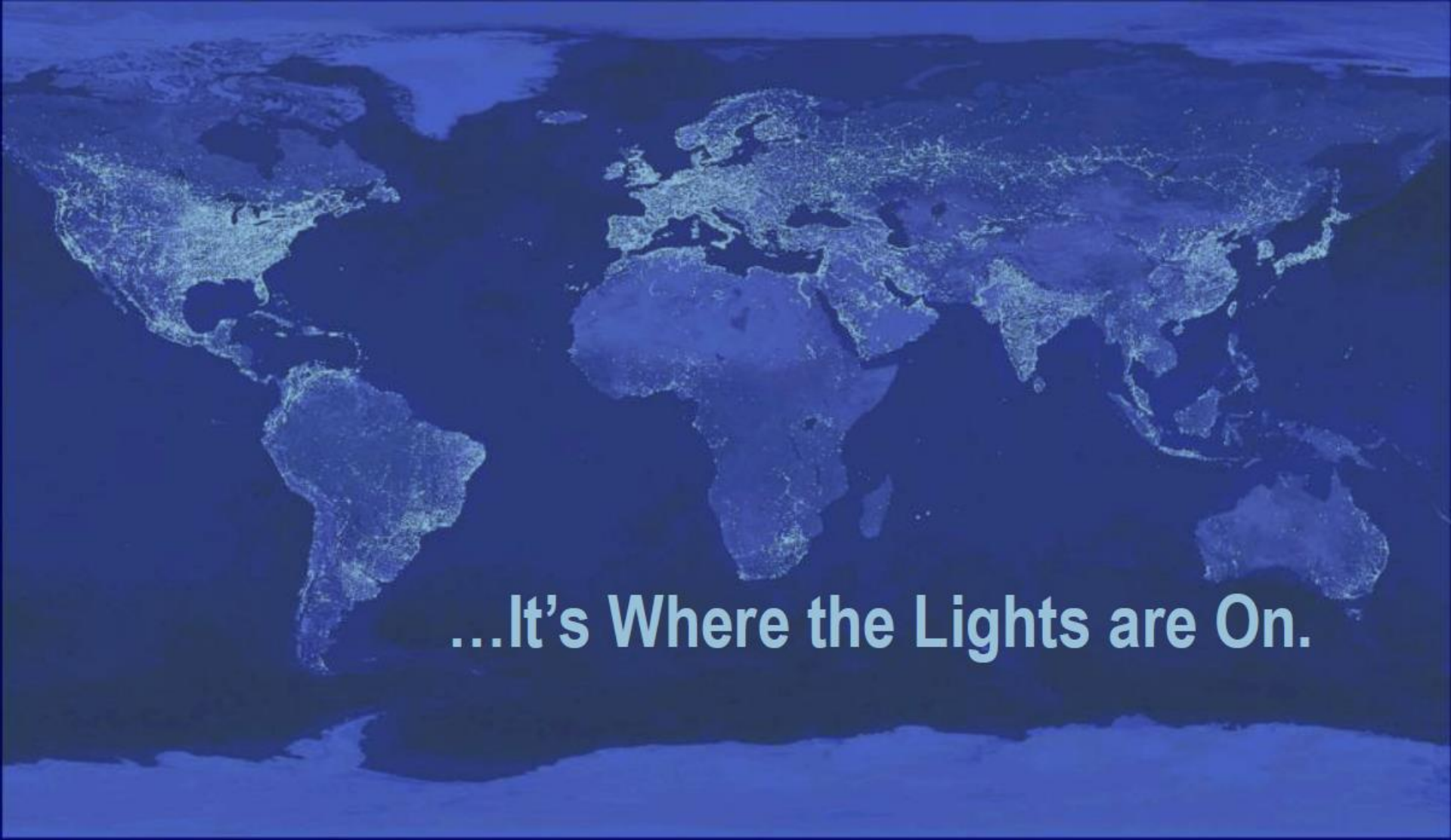
While the energy efficiency of devices will not change once installed, the ***emissions efficiency*** (or “***emiciency***”) will improve over time

First Law of Beneficial Electrification...



CONSUMERS MUST CHOOSE ELECTRIC PRODUCTS!

You Can See Prosperity



...It's Where the Lights are On.

Electrification is a Solution to Meet Many Objectives!