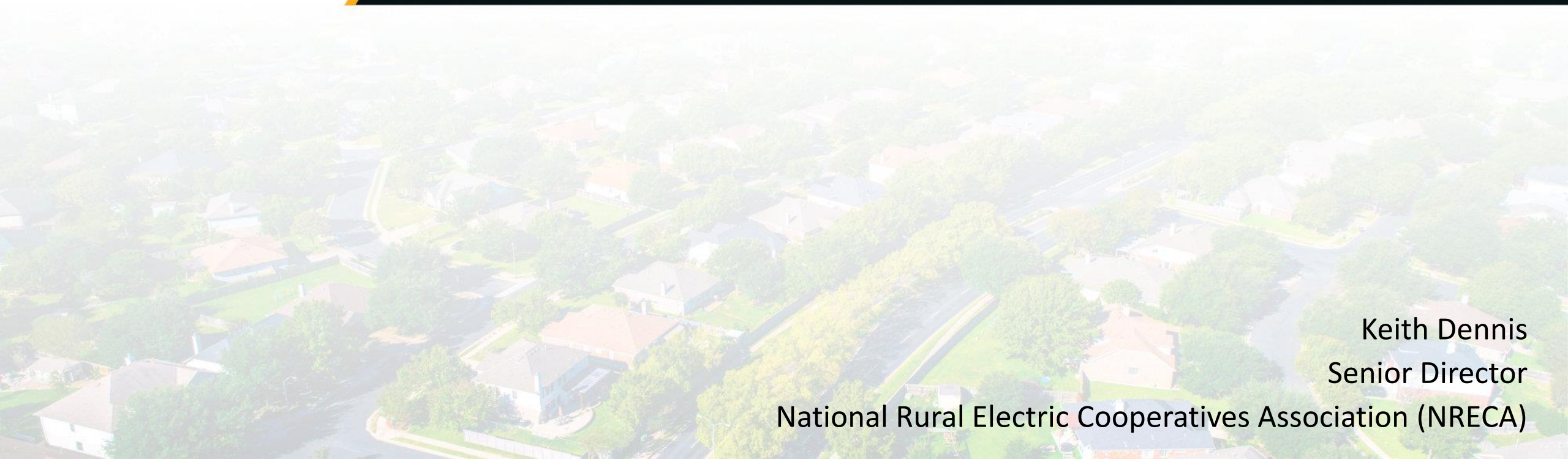
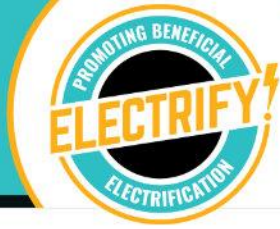




Beneficial Electrification: Opportunities for All



Keith Dennis
Senior Director
National Rural Electric Cooperatives Association (NRECA)



D Utility **DIVE**

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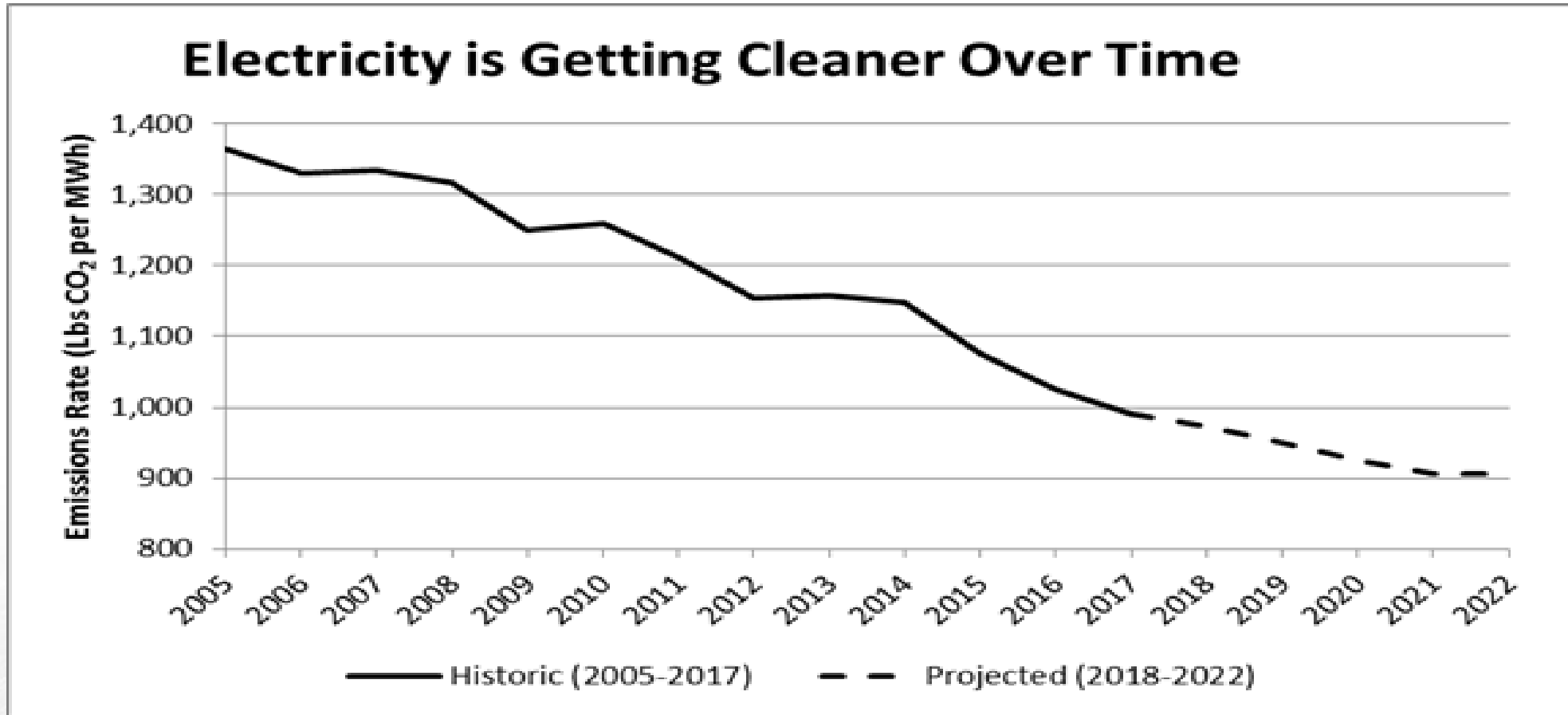
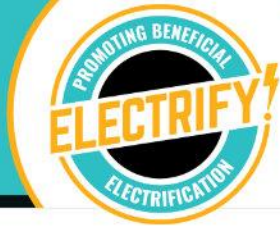
FEATURE

Brattle: Wider electrification key to averting both climate change and utility death spiral

Tapping new power demand from EVs and heating can help the industry thrive as it pushes toward deep decarbonization

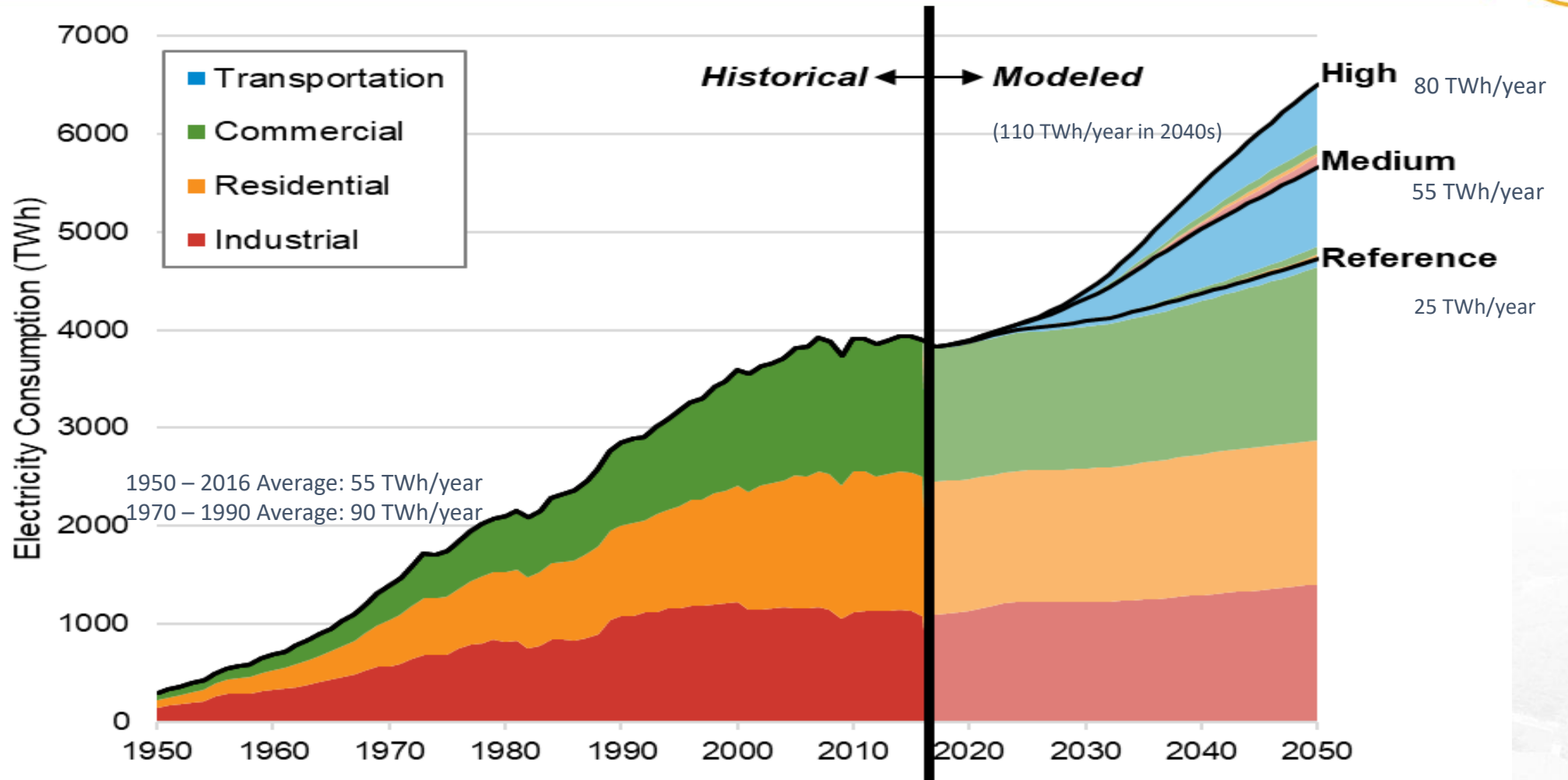
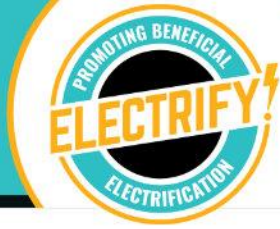
- NRECA Resolution: “Promoting the Benefits of End-Use Electrification”
- EPRI: \$30 M for “Efficient Electrification”

Opportunity for BE to Improve “Emissions Efficiency”

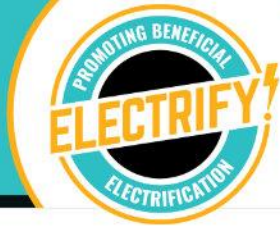


By virtue of being plugged into the grid, the environmental performance of electric devices improves over time.

NREL: Dramatic Increase in Demand Possible

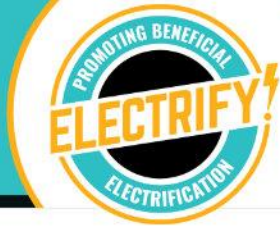


First Law of Beneficial Electrification...



CONSUMERS MUST CHOOSE ELECTRIC PRODUCTS!

What is “Beneficial Electrification?”



It’s a term of art emerging in the energy industry.

The Beneficial Electrification League asserts that BE includes:

The application of electricity to end-uses that would otherwise consume fossil fuels (e.g., fuel oil, diesel, natural gas, propane, 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.



NOT an “Electrify Everything” Concept