



The recently created **Beneficial Electrification League**, a nonprofit organization seeking to broaden market acceptance for **Beneficial Electrification** concepts, policies, practices, technologies and business models, is delighted to announce the support of the Natural Resources Defense Council (NRDC) and the National Rural Electric Cooperative Association (NRECA).

The League defines beneficial electrification in this way: the application of electricity to end-uses that would otherwise consume fossil fuels (e.g., natural gas, propane, oil, gasoline) where doing so will benefit the environment and reduce greenhouse gas emissions, save consumers money over time and foster a more robust and resilient grid.

The League believes beneficial electrification is critical to meeting our nation's and the world's economic and environmental goals. Governmental organizations and academic researchers are promoting beneficial electrification as one of the most effective and inclusive carbon reduction strategies available.

Effecting this transition from fossil fuels to electricity will require, at a minimum, collaborative information sharing and coordinated market development.

To this end, the League will be charged with facilitating the exchange of ideas and experience, education, awareness and market and policy analysis to accelerate solutions. In the near future, the Beneficial Electrification League will solicit participation by electric utilities, environmental and consumer advocates, manufacturers and technology providers and policymakers.

BEL will focus the country's attention on the immediate opportunity for national, regional and local public engagement and market development efforts to demonstrate the potential benefits of electric space and water heating technology, electric vehicles and charging infrastructure (for passengers, delivery and freight), premise-based battery systems, as well as myriad commercial, agricultural and industrial applications including drying, pumping, and manufacturing, among others.

The guiding principles of the Beneficial Electrification League are as follows:

1. **Voluntary Participation** by organizations and individuals at all levels
2. **Education, Training & Idea Exchange** (information resources, program templates, quick-start guides, etc.)
3. **Market Acceptance** (locally, regionally and nationally)
4. **Economic Equity** (shared investments/shared benefits, multi-sided win-win-win)
5. **Renewables Integration & Environmental Stewardship**
6. **Community Vitality** (Community is the key!)
7. **Everybody Plays! Everyone can be a Beneficial Electrification Ambassador (BE-A)!**

The Beneficial Electrification League! www.beneficialelectrification.com

Initial Supporters:



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