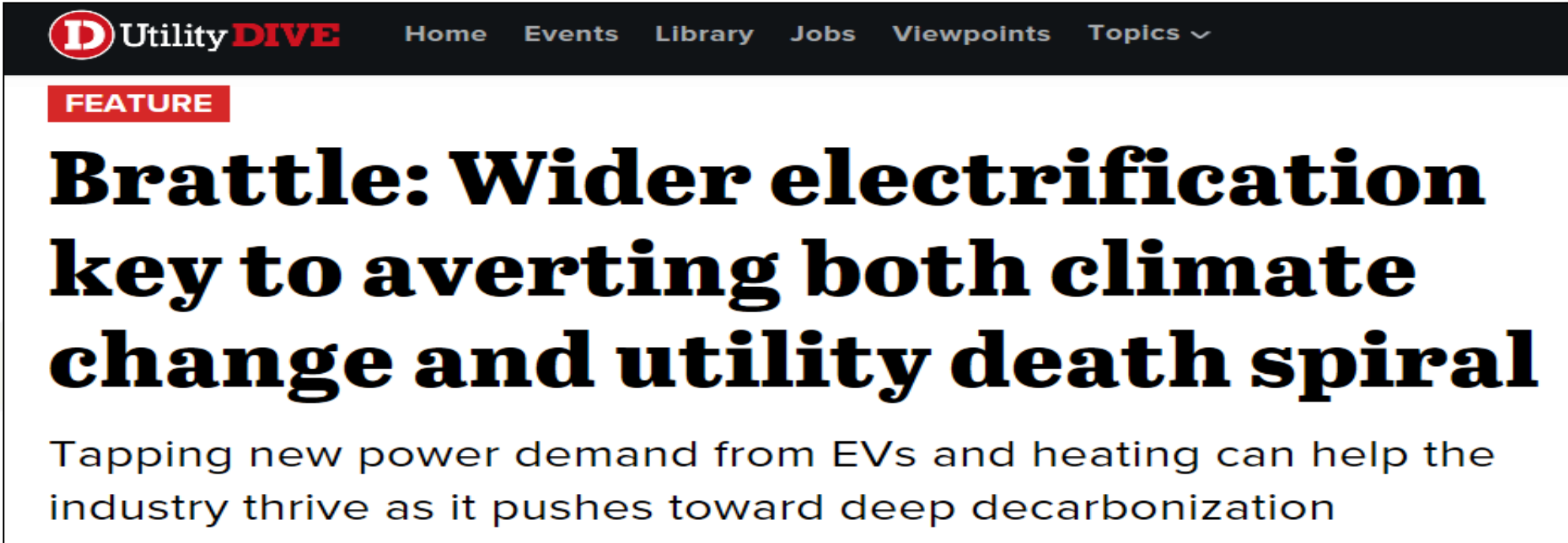


Beneficial Electrification: Opportunities for Electric Cooperatives

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

Opportunity – Stars Aligning for Electricity

A screenshot of a website header for Utility Dive. The top navigation bar is dark with white text for 'Home', 'Events', 'Library', 'Jobs', 'Viewpoints', and 'Topics'. The Utility Dive logo is on the left. Below the navigation is a red 'FEATURE' tag. The main headline is in large, bold, black font. Below the headline is a sub-headline in a smaller, regular black font.

Utility DIVE Home Events Library Jobs Viewpoints Topics ▾

FEATURE

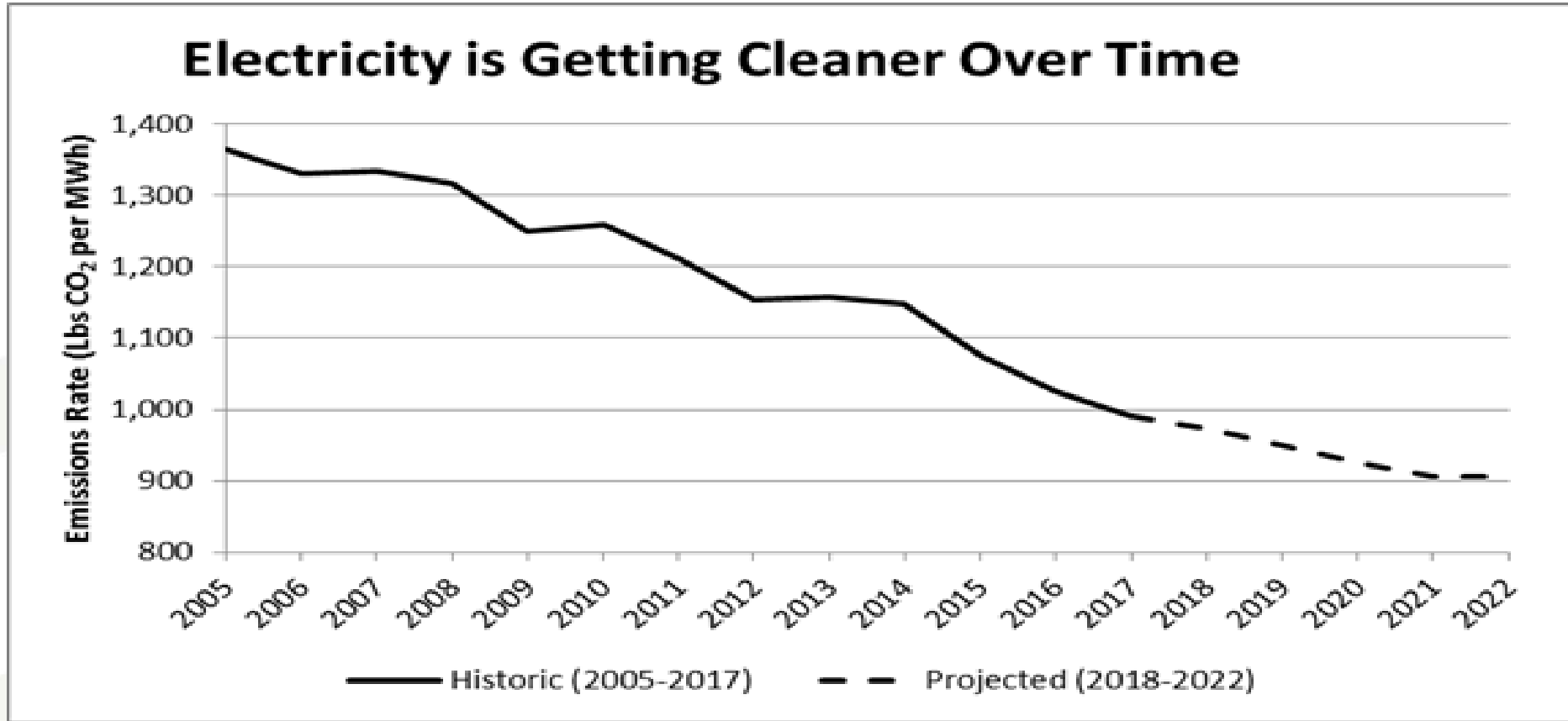
Brattle: Wider electrification key to averting both climate change and utility death spiral

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”

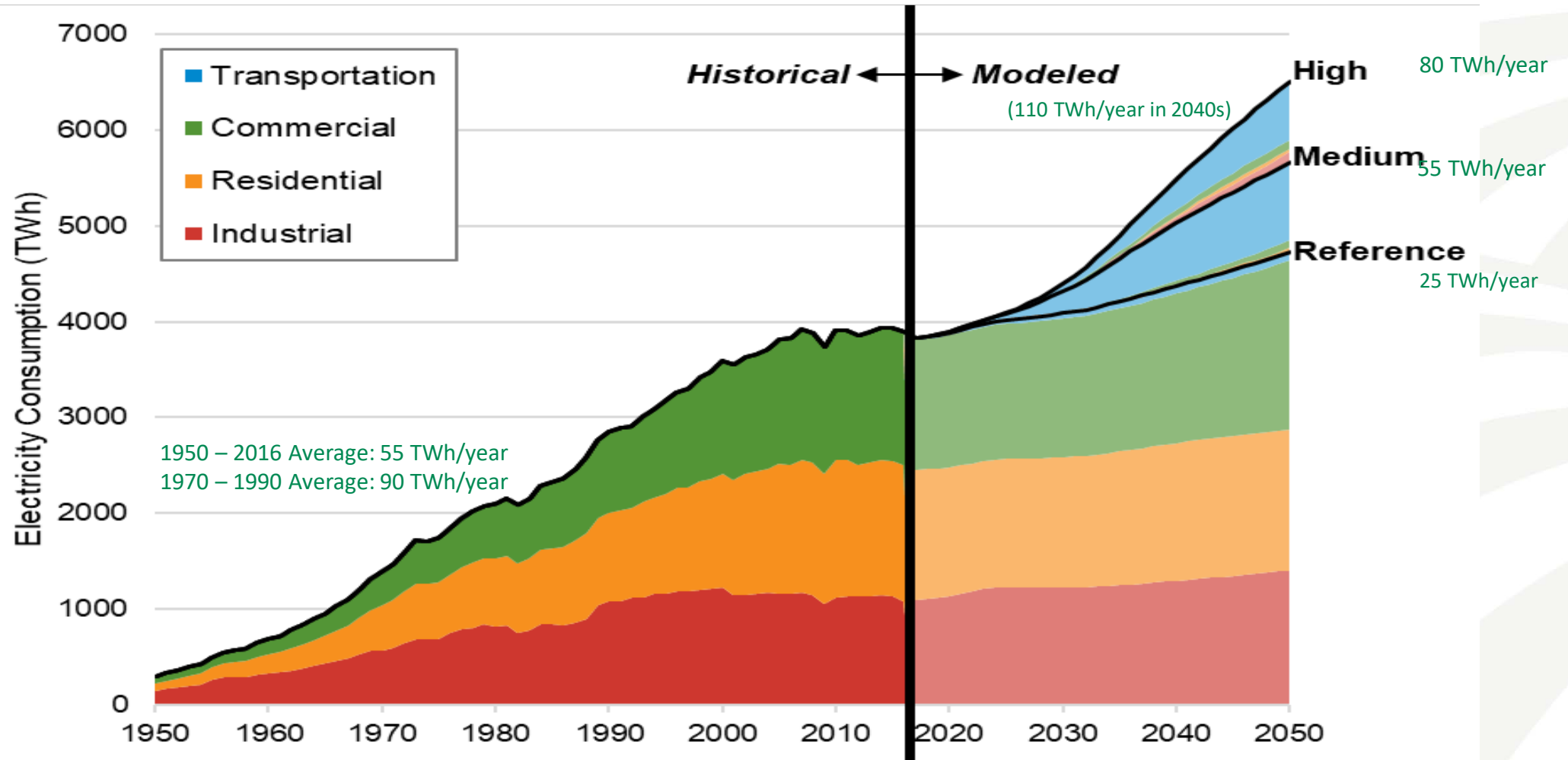


Opportunity for BE to Improve “Emissions Efficiency”



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

NREL: Dramatic Increase in Demand Possible



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

