



Beneficial Electrification Framing the Opportunity and Approach

Electrify Iowa
September 5, 2019

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Beneficial Electrification – A Big Tent

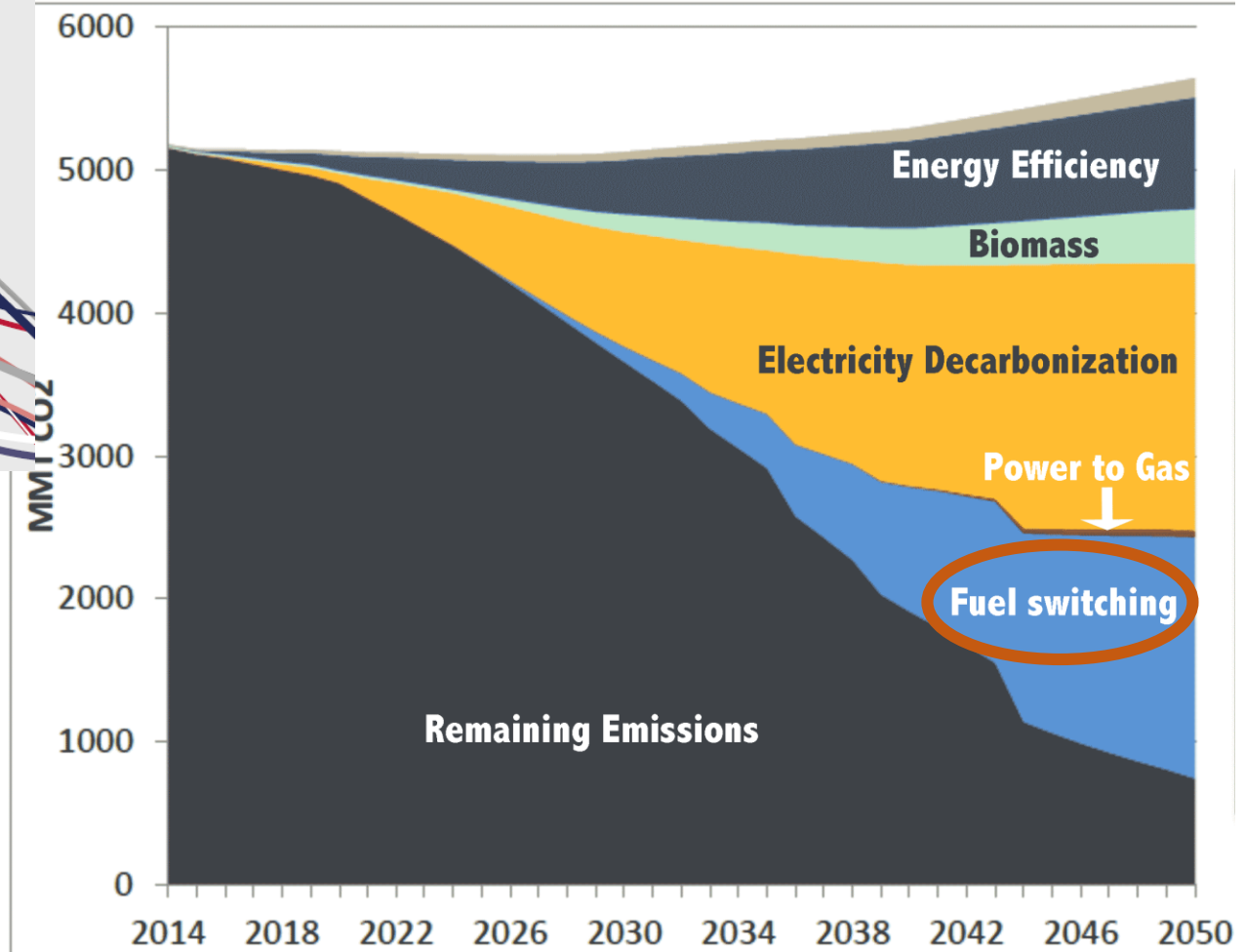


The application of electricity to end-uses that would otherwise consume fossil fuels (*e.g.*, fuel oil, diesel, natural gas, propane, gasoline) where doing so satisfies at least one of following, without adversely affecting the others:

- 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.

...it's NOT "Electrify Everything"

Electrification: One Key to Deep Decarbonization



Is Beneficial Electrification *Inevitable*?



Yes

- Rapidly **emerging economics and technology**
- Vital for **deep decarbonization**

But

- **Real challenges/opportunities** with outdated policy, consumer & supply chain awareness & interests, technology performance, grid-interactivity, gas infrastructure
- **Needs concerted effort** or transition will be slow

Beneficial Electrification League's *Approach*



- **Information exchange** among experts, e.g., Electrify Iowa
- **Consumer communication** approaches
- Applied **R&D** on technical opportunities

Next Steps for YOU



- **Include** beneficial electrification in what you do
- **Collaborate** with diverse stakeholders
- **Share experience**