

BE Elevator Pitch

What Is Beneficial Electrification? And Why Should I Care?

By now, we're all getting familiar with Renewable Energy. We've all seen the wind generators and Community Solar installations while driving around our (city, county, state, country).

Both Solar Panels and Wind Generators provide Renewable Energy in the form of 'carbon-free' electricity. By using 'carbon-free' electricity, homes, farms and businesses are reducing the carbon footprint (environmental impact) of every electric technology that they use.

As we generate more and more 'renewable', 'carbon-free' electricity, both here, across the country and around the world, there is a local and nationwide (global) movement/effort (a growing trend) toward converting/changing/enabling/upgrading more of our water heating and space-heating equipment and our transportation system to run on electricity, to electrify. This (global megatrend) trend/effort is referred to as "Beneficial Electrification".

Beneficial Electrification is defined (and be described) as:

The application of electricity to end-uses that would otherwise consume fossil fuels (natural gas, propane, oil, gasoline) where doing so satisfies at least one of the 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.

www.beneficialelectrification.com for more information & resources

By using high-efficiency electric water heating and space heating technology and supporting the transition to electric cars and buses, your electric (Touchstone Energy) cooperative (utility) is helping to facilitate the generation and use of (making it easier to use) more and more (increasing amounts of) ‘renewable’, ‘carbon-free’ electricity.

With ‘Beneficial Electrification’ every person, every family, every farm and every business can participate in our transition to an abundant ‘clean energy’ future. By using ‘carbon-free’ electricity (electric technologies) to meet our water-heating, space-heating, space-cooling and transportation needs, we are collectively reducing the environmental impact of our community and our state. By participating in the technology and load management programs provided by the (your TSE) cooperative (utility), we are working together to build a more prosperous future for our children, our community, our state and our country. We can all share in the mutual benefits of a thriving community, a forward-looking cooperative and a ‘carbon-free’ energy future for ourselves and our children.

Why is this important? Why should I care?

This is important because, as a nation, we are producing more and more ‘renewable’, ‘carbon-free’ electricity from wind, solar and, yes, Community Solar. And costs are going down. In order to productively use all of the ‘carbon-free’ electricity that is being generated, we need a collaborative strategy, a ‘shared’ energy infrastructure and an increasing number of efficient electric technologies that will (can help to) facilitate our transition to a ‘carbon-free’ energy future!

Beneficial Electrification is that strategy and your Touchstone Energy cooperative will be (can be) an important part of how we get there, together!

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