The electrification framework that benefits customers, the grid, and the planet

An E Source white paper
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Electrification is the increased adoption of electric end-use technologies. The concept isn't new; we've already seen three waves of it. But today, utilities, governments, and other stakeholders see electrification as a way to reach their energy, climate, and sustainability goals. For them, electrification is a strategy for:

- Reducing carbon and greenhouse gas (GHG) levels
- Modernizing and optimizing the electric grid
- Creating social and environmental equity

How E Source can help with your electrification strategy

Whether you've given it no thought or so much thought that you're paralyzed, your electrification strategy needs a roadmap. We can help you design, develop, and deploy a strategy that meets you where you are and sets you up for success. Fill out this short form to start a conversation.

We call this approach beneficial electrification. It aims to improve social and environmental outcomes for as many people as possible by:

- Lowering the costs of energy use
- Reducing GHG emissions and air-quality impacts
- Improving comfort, convenience, and productivity
- Managing the electric grid efficiently

This E Source white paper offers a framework for developing electrification programs that benefit people and the environment.

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