

# ACCELERATING OUR ELECTRIC FUTURE



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# EXAMPLES OF WAYS TO ELECTRIFY YOUR BUSINESS AND SUPPORT ELECTRIFICATION



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## 1) FACILITIES AND OPERATIONS

### Buildings/Processing

- Electrify your HVAC with heat pumps
- Electrify your processing and thermal energy with:
  - Industrial heat pumps for low- and medium-temperature heat demand (up to 400° C)
  - Electric-powered mechanical vapor recompression (MVR) equipment for evaporation (up to 400° C)
  - Electric boilers (up to 350° C)
  - Electric furnaces (up to 1,000° C)
- Maximize energy efficiency and heat recovery to lower your energy load

### Transportation

- Electrify your sales fleet
- Electrify your trucking/distribution
- Business travel: Develop travel policies that encourage electrification such as renting electric vehicles (EVs), encouraging use of electric powered public transit and trains (Northeast corridor)

### Suppliers and/or Copackers

- Encourage and/or incentivize suppliers & copackers to electrify
- Provide training on electrifying opportunities & federal tax incentives

**NOTE:** Be sure your electricity is clean—install solar, wind, and storage or buy green power!



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## 2) AWARENESS AND COMMUNICATIONS

- **Marketing:** Ditch the gas stoves for healthier electric induction in your food demos, advertising, social media, etc
- Educate and engage your creatives with Rewiring America’s Electric Creatives (and Clean Creatives while you’re at it!)
- Raffle an induction stove as a way to educate your stakeholders about electrifying
- Share on social media the ways your business is electrifying

## 3) ADVOCACY

- Make a commitment to engage in climate policy through the Climate Collaborative to learn more about opportunities to support electrification and advocate for clean energy
- Get involved in electrification advocacy through additional groups such as Evergreen Action, ASBN, or Ceres

## 4) EMPLOYEES

- Provide benefits to help them electrify such as subsidies for heat pumps, electric vehicles, induction stoves
- Replace gas or electric stoves with induction stoves in breakrooms
- Hold “lunch and learns” for employees such as Rewiring America’s “Why Electrify” or on subsidies they may be eligible for through the Inflation Reduction Act (IRA)
- Have your CEO join Rewiring America’s “CEOs for Electrification”
- Hold an employee raffle or an award with the prize being an induction stove or heat pump

