ESC’s Consortium to Combat Electrification

- Members from 15 utilities
- Eversource is co-leader
- Mission: Create effective, **customizable** marketing materials to fight the electrification/anti-natural gas movement
- Deliverables:
  - Messaging
  - Sell sheets
    - Choice
    - Understanding electrification
    - Affordability of natural gas
    - Cost of electrification
    - Emissions
  - Videos
  - Infographics
  - Customer testimonials

**Consortium Members**
- Atmos
- DTE Gas
- Exelon
- Enbridge
- Eversource
- FortisBC
- MDU
- Muni Gas Authority of GA
- National Fuel
- SoCalGas
- South Jersey Gas
- Spire
- Summit Utilities
- UGI
- Washington Gas

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**What does it mean to electrify everything?**