

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

