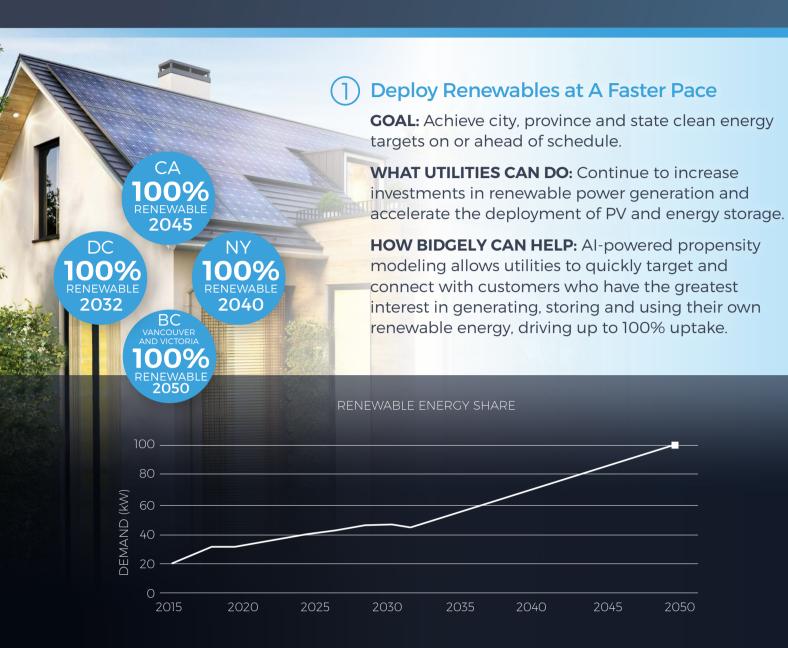


Zero Carbon as the New Standard: Six Ways Utilities Can Lead The Way Toward Decarbonization

The energy transition is happening. Hundreds of US and Canadian cities, states and provinces have already adopted 100% renewable energy goals, including Vancouver's Renewable City Strategy, California's 100% Clean Energy Act, the New York Climate and Communities Protection Act, and Washington, DC's Clean Energy DC Act. Utilities are uniquely positioned to take a leadership role in realizing these ambitious goals and making zero carbon the new standard.

To do this successfully, utilities must move faster to transform their business models as energy customers become increasingly more self-reliant and the ways in which energy is produced and consumed change rapidly. It begins by redefining the utility relationship with customers, putting them at the center of strategic planning, and helping them achieve their cleaner and greener energy goals.



COAL: Shift to electric vehicles and

heat pumps to reduce emissions.

WHAT UTILITIES CAN DO: Promote the

purchase of EVs and heat pumps and lead the way for required EV charging infrastructure and suitable tariffs.

HOW BIDGELY CAN HELP: Using

Al-powered appliance analytics and load pattern recognition, Bidgely can identify who already has an EV or electric heating appliances. This allows for highly effective targeting and personalized engagement.



GOAL: Maximize Negawatts

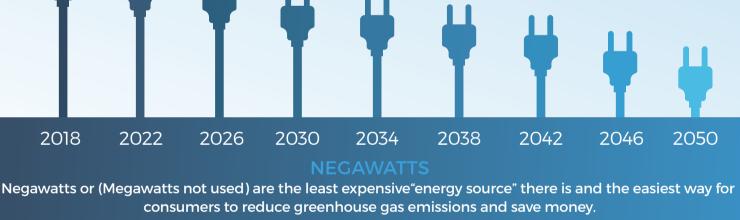
Improve Energy Efficiency

WHAT UTILITIES CAN DO: Empower customers with relevant and timely energy insights and concrete behavioral recommendations they can use to take action. The energy

and concrete behavioral recommendations they can use to take action. The energy savings accrued from improvements in energy efficiency is the simplest and least expensive path to reducing greenhouse gas emissions.

HOW BIDGELY CAN HELP: Leverage Al-powered disaggregation and behavioral science to build consumer excitement about making smarter energy decisions. Offer practical,

simple and personally relevant steps they can take to lower their carbon footprint and energy costs, leading to an average of up to 3% energy savings.



(4) Promote Demand Side Management





WHAT UTILITIES CAN DO: Identify homes that

behavior patterns.

are not using smart or efficient devices and make efforts to upgrade their energy equipment.

HOW BIDGELY CAN HELP: Through AI-powered appliance disaggregation, identify homes that are

not currently using smart devices and help utilities create a marketplace to offer a personally relevant selection of clean energy products and services.

