



UNIVERSITY OF
CAMBRIDGE

Institute for
Sustainability
Leadership

ELECTRIFY
NOW

Business Leadership for a Clean Electric Future

*The opportunities of clean electrification and how
business can help drive progress*

WEBINAR

8 October 2026

Today's programme

Agenda

14:00	Welcome, housekeeping and introduction <i>Bev Cornaby, Director, CLG UK and Corporate Leaders Network, CISL</i>
14:05	Clean electrification: Why it matters and the <i>Electrify Now</i> campaign - <i>Bev Cornaby</i>
14:15	Panel discussion: Business perspectives • <i>Miguel Muñoz Rodríguez, Head of Climate Policies and Alliances, Iberdrola (CLG Europe)</i> • <i>María José Ruiz-Esquide, Climate Change and Decarbonisation Director, Codelco (CLG Chile)</i> • <i>Dr Sibusiso Nkomo, Programme Director, CLG Africa</i> • <i>Dr Gillian Nelson, Director of Policy and Strategy, We Mean Business Coalition</i> Panel moderator: Bev Cornaby
14:40	Audience Q&A and discussion
14:55	Closing reflections & next steps - <i>Bev Cornaby</i>
15:00	<i>Webinar ends</i>



The recording and slides will be shared with all registrants



Submit your question at any point using the Q&A function

Transforming Markets

We work with leaders in business, policy and finance to drive a whole of economy transition to competitive and sustainable markets.



Building business leadership

We help the private sector develop strategic leadership, build capacity and make the case for action, and demonstrate the potential of new innovations to drive systemic change.



Transforming systems, sectors and places

We build support for new visions of key parts of the economy, connecting entrepreneurs with businesses, finance and research to accelerate innovation, and addressing barriers and creating incentives for change.



Rewiring the financial system

We work to transform the financial system so it can act as an enabler and driver of the sustainable economy, building the case for change through research and radical collaboration; creating tools and new scalable approaches and building leaders' capacity.



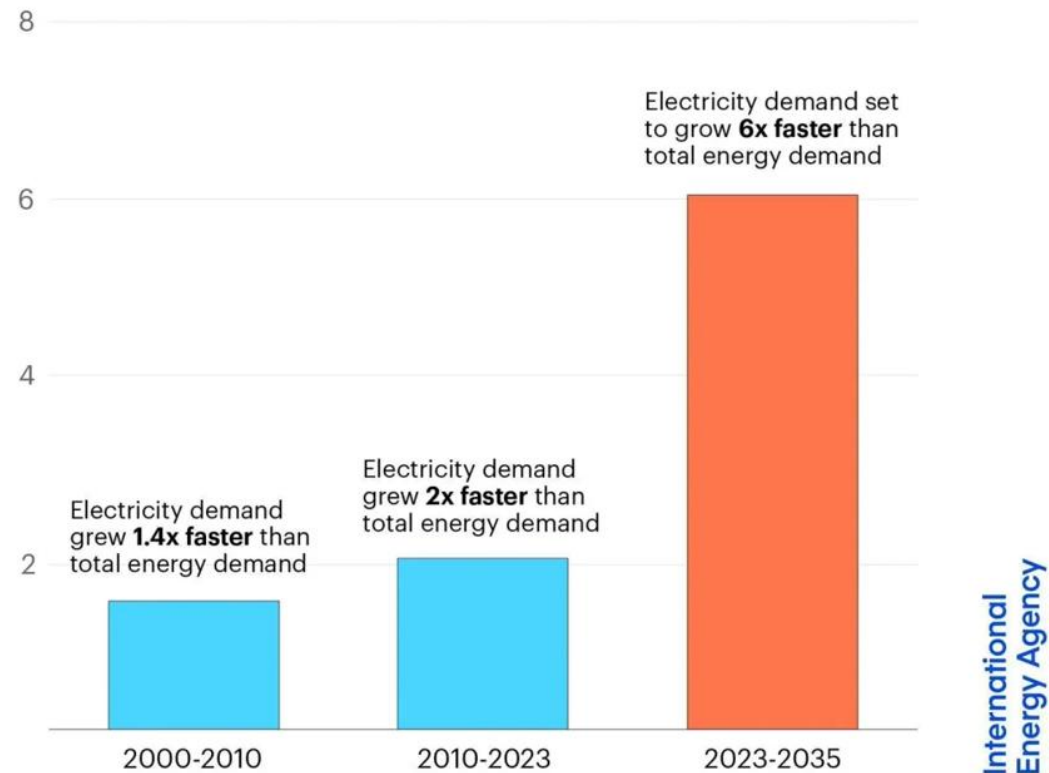
Clean Electrification: Why it matters and the *Electrify Now* campaign

The Age of Electricity is arriving

Electricity is becoming the fastest-growing part of the energy system.

The world is set to move at speed into the **Age of Electricity**, adding the equivalent of Japan's demand to global electricity use each year

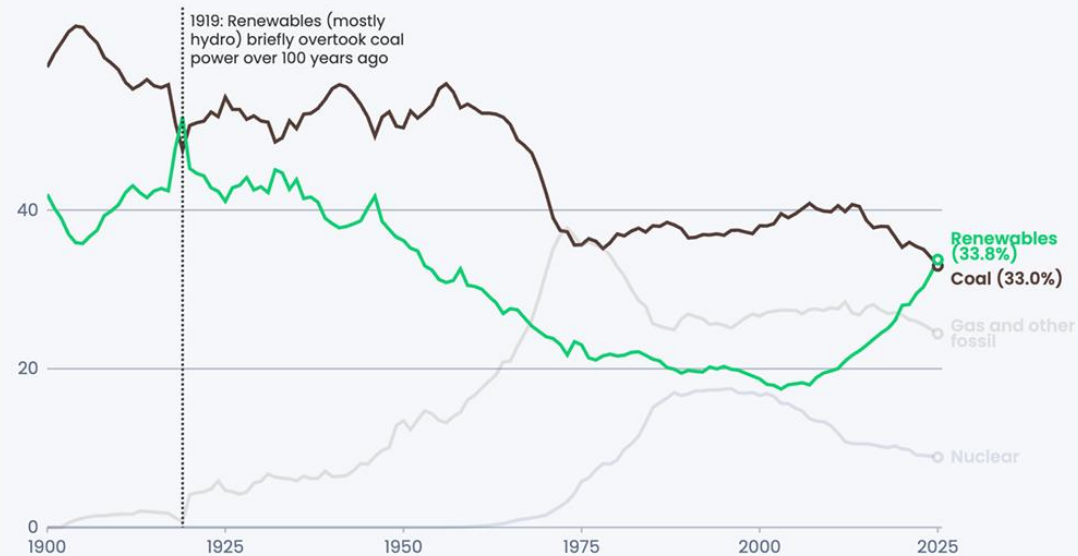
Ratio of electricity demand growth to total energy demand growth, historical and projected under today's policy settings



From clean electricity to a clean economy

Renewables have surpassed global coal power for the first time in over 100 years

Share of global electricity generation (%)



Source: Yearly electricity data, Ember; Pinto et al. (2017)

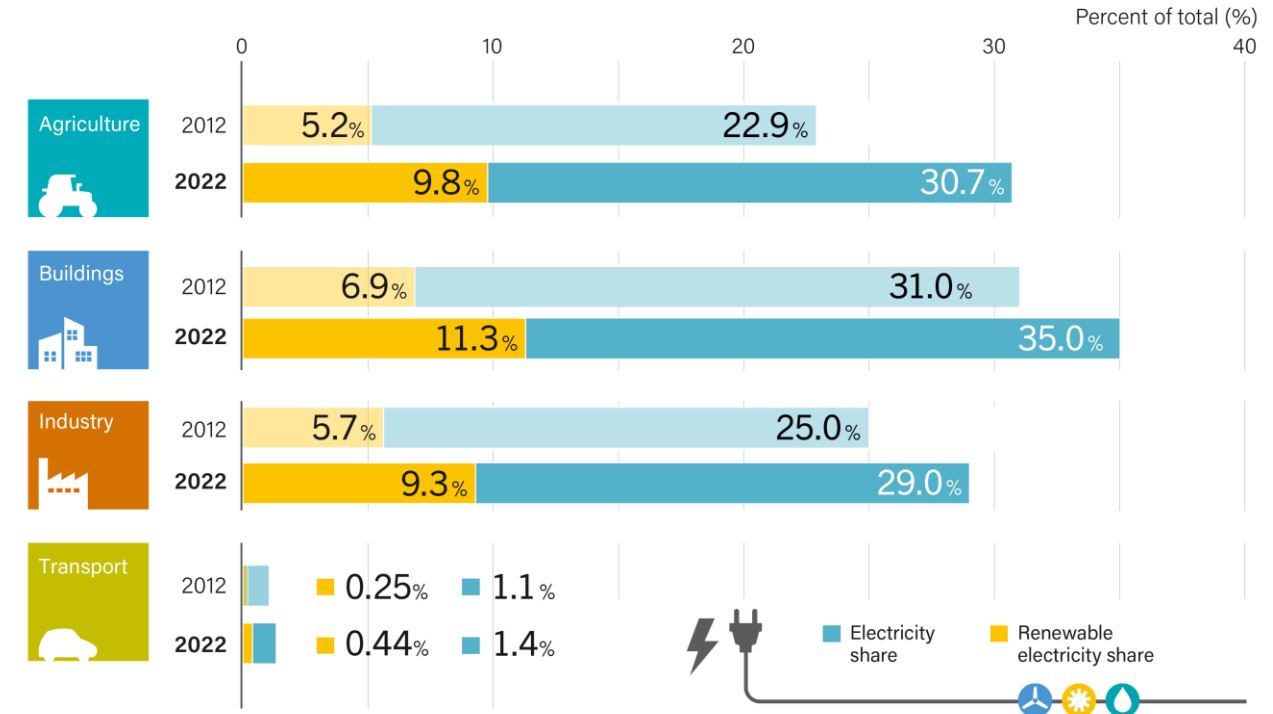
EMBER

Source: Ember, 2026

Electricity met only 22% of global energy demand in 2022

Electricity is decarbonising much faster than the wider energy system

Electricity and Renewable Electricity Shares of Total Final Energy Consumption, by End-Use Sector, 2012 and 2022



Source: REN21, 2025

The energy transition has a missing pillar

Renewable electricity alone does not decarbonise the economy.



Source: Ember analysis based on IEA WEO 2024

Renewable electricity generation is only the first step.

Emissions fall when clean electricity replaces fossil fuels in end-use sectors.

What do we mean by clean electrification?

Expanding access to electricity

- Electricity meets a growing share of humanity's energy needs
- More people, businesses and activities powered by electricity
- Growing role of electricity across the economy

& Replacing fossil-fuel technologies with technologies that use clean electricity

Today	→	Tomorrow
 Petrol vehicle	→	 EV
 Gas boiler	→	 Heat pump
 Fossil-fuelled processes	→	 Electric industrial processes

The scale of the opportunity

Most energy demand can already be electrified.

~20%

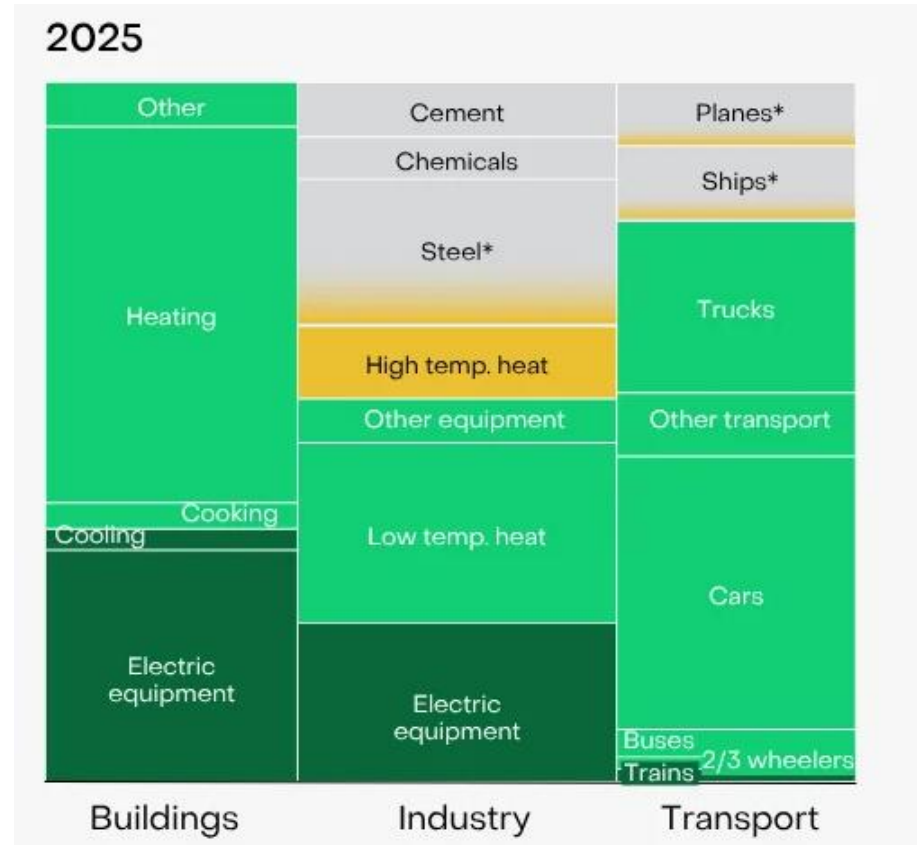
Electricity provides **only ~20% of final energy** today.

>75%

Over **75%** of global final energy demand (transport, buildings and industry) can now be electrified.

35% by 2035

35% of global final energy use must be electrified by 2035 to keep the world on a 1.5°C-compatible pathway (IRENA, 2026).



Share of final energy demand by subsector and electrification potential (%)

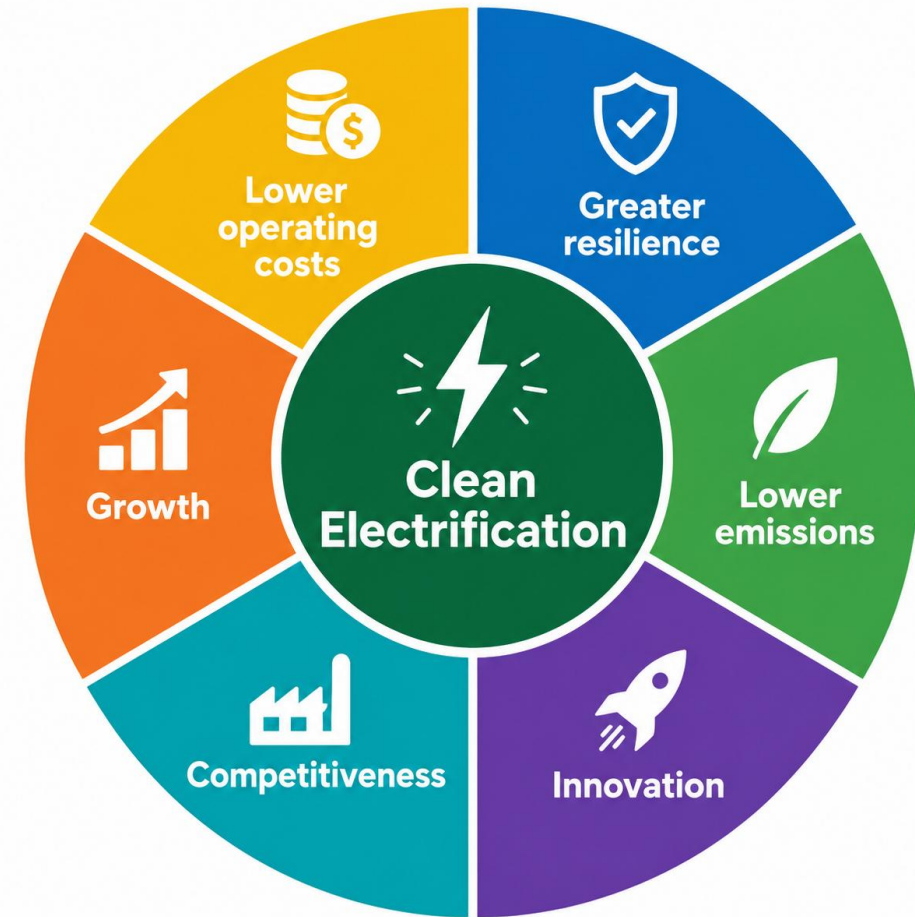
- Already (largely) electrified
- Can be electrified economically
- Can be electrified technically
- Still under development

Source: Ember, 2025

Why clean electrification matters for business

Clean electrification lowers costs, strengthens resilience and supports competitiveness.

Electrification is increasingly becoming a **competitiveness strategy**, not just a decarbonisation strategy.

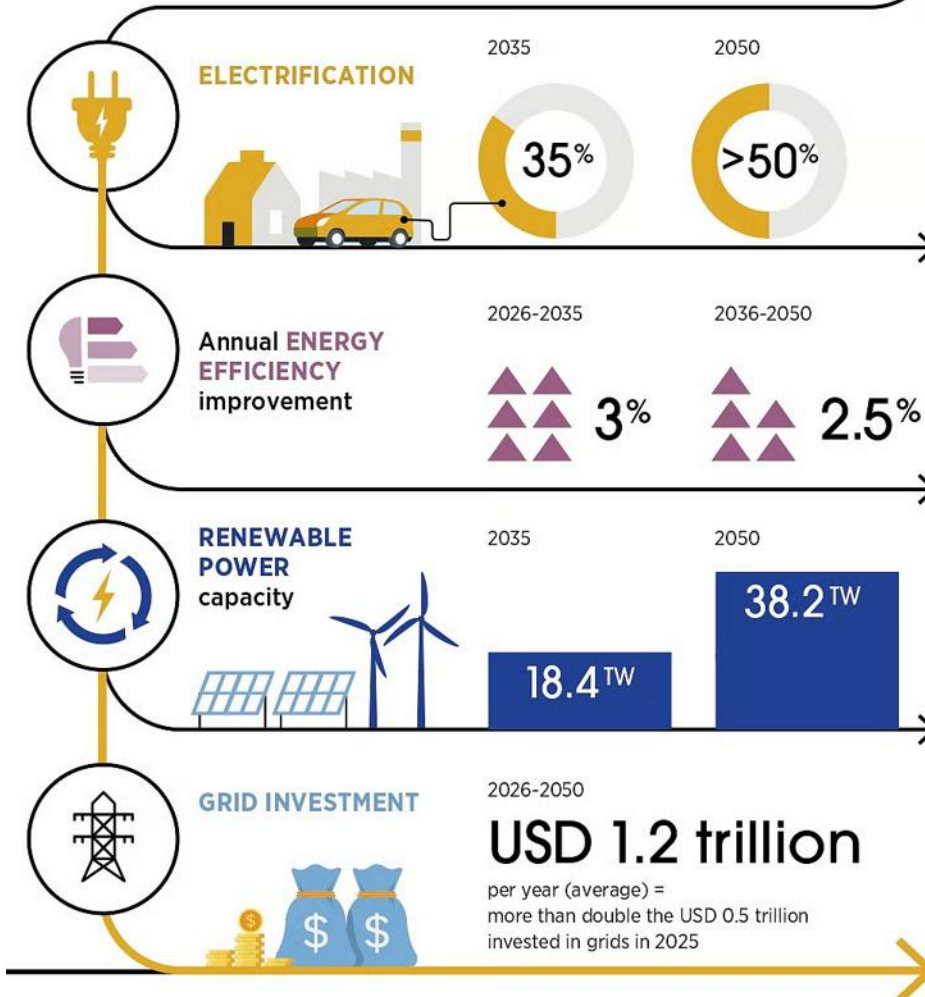


What will accelerate progress?

Delivering the transition requires:

- ⚡ Clean electricity and grids
- 📄 Policy and market incentives
- 🏭 Technologies and supply chains
- 💰 Finance and investment
- 🤝 Collaboration

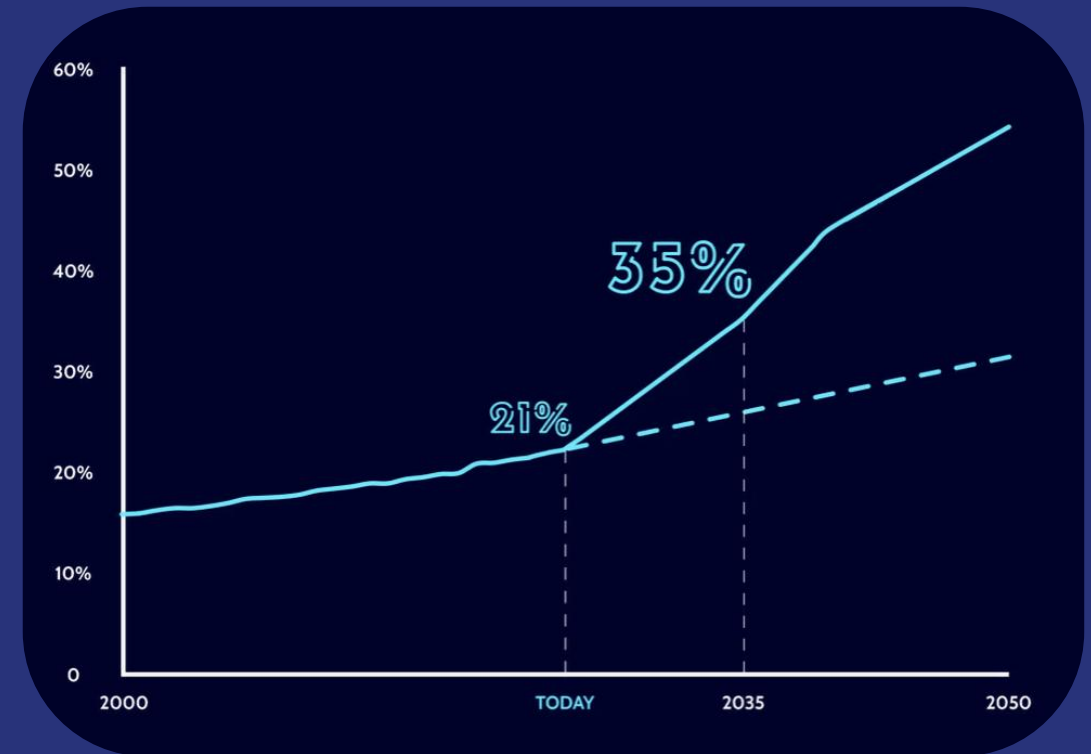
THE TRANSITION AWAY FROM FOSSIL FUELS



Source: IRENA, 2026

The Electrify Now campaign

ELECTRIFY NOW



Electrify Now

Seizing the Electric Advantage – We Mean Business Coalition



A multi-year program that provides a platform for collective business and government leadership to accelerate the transition to modern, clean electrified economies.

Electric Advantage

How CISL is contributing to the clean electrification agenda



Building Evidence



Mobilising Leadership



Shaping an Enabling Environment



Evidence for action



Business momentum



Policy & deployment

- | | | |
|-----------------|-----------------------|------------------|
| • Business case | • Business engagement | • Policymakers |
| • Barriers | • Policy moments | • Investors |
| • Solutions | • 35x35 support | • Implementation |



Published *Powering Prosperity*, making the case for electrification as a growth, resilience and energy security opportunity.



Convened a statement signed by 70+ businesses calling for accelerated clean electrification across the EU.



Mobilising international business support for *Electrify Now*.



Panel discussion

How can business help accelerate clean electrification?



Bev Cornaby

Director, UK Corporate
Leaders Group and
Corporate Leaders Network



Dr Gillian Nelson

Director of Policy and
Strategy, We Mean
Business Coalition



Dr Sibusiso Nkomo

Programme Director,
CISL Africa



María José Ruiz-Esquide

Director of Climate
Change and
Decarbonisation, Codelco



Miguel Muñoz Rodríguez

Head of Climate Policies and
Alliances, Iberdrola



Audience Q&A and discussion



Closing reflections & next steps

ELECTRIFY NOW

Ways to get involved

- Contribute case studies for our electrification campaign towards COP31: cln@cisl.cam.ac.uk
- Sign WMBC's business statement on electrification ahead of COP31: [Business statement: Seizing the Electric Advantage](#)
- Join a Corporate Leaders Group: clg@cisl.cam.ac.uk
- Follow CISL's Electrification work: [Electrification: Powering Business, Prosperity and Resilience](#)
- CISL's newsletter – sign up at cisl.cam.ac.uk