



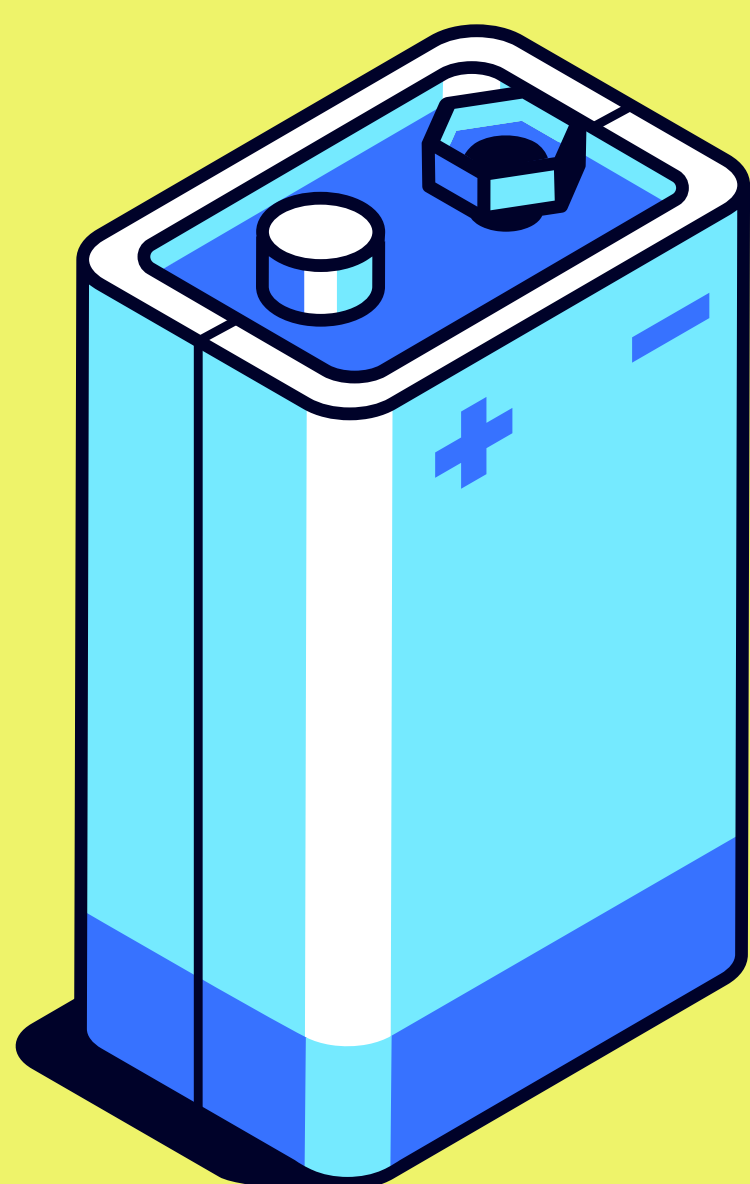
políticas climáticas



Why talk about electrification?

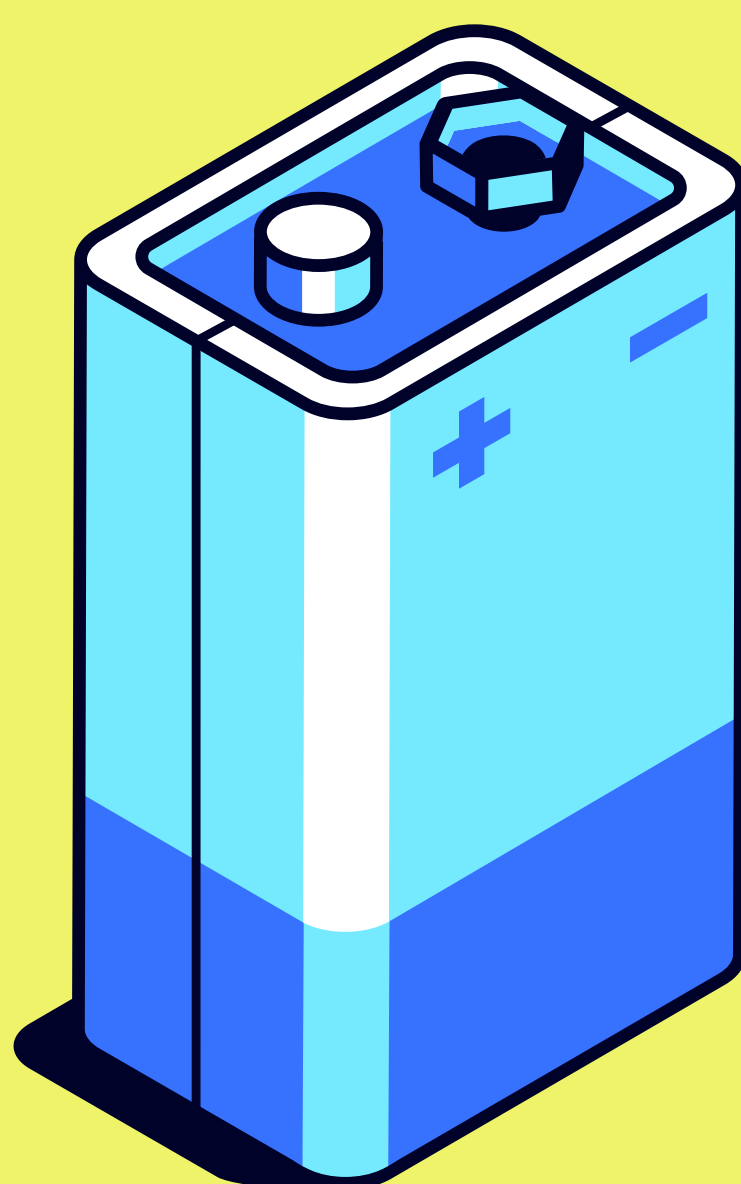
At COP28 in 2023, countries agreed for the first time to transition away from fossil fuels. The challenge now is to turn that commitment into action. Electrification is the most direct way to achieve this: replacing fossil fuels with electricity in final energy consumption

Share of electricity in final energy consumption required to achieve the Paris Agreement's 1.5°C goal



20%

CURRENTLY



35%

2035



>50%

2050

Source: International Renewable Energy Agency (IRENA). *Transitioning Away from Fossil Fuels: A Roadmap Based on Renewables, Electrification and Grid Enhancement. 2026*

What does electrification mean...

Replacing fossil fuel-powered technologies with renewables-powered electric alternatives



TRANSPORT

Gasoline and diesel



Sustainable fuels

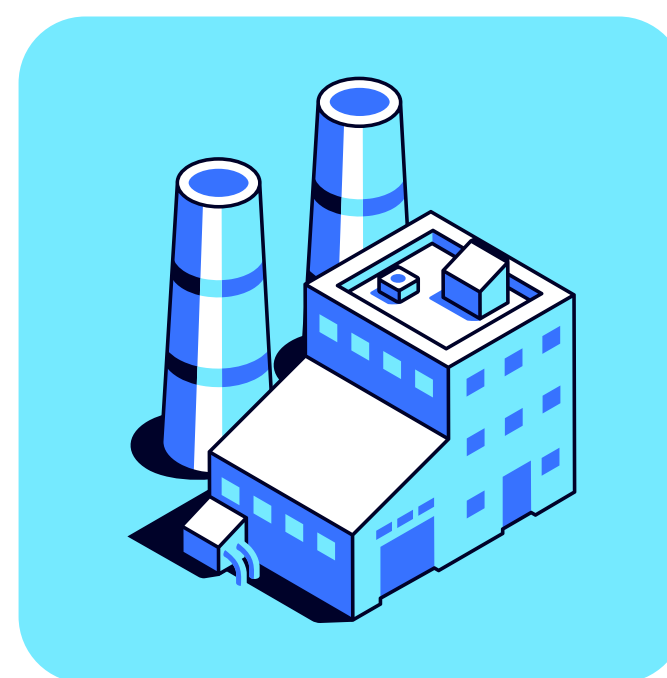


BUILDINGS

Gas for cooking and heating



Electric appliances



INDUSTRY

Fossil fuel-fired furnaces



Industrial electric furnaces

...and why does it matter?

Electrification accelerates the transition away from fossil fuels in three key ways

Lower fossil fuel consumption



Lower greenhouse gas emissions



Higher energy efficiency



To make this transformation feasible across all countries, technical and financial support for developing countries will need to be significantly expanded



- *Technical assistance and capacity building*
- *National capacity development programs*
- *Expansion and modernization of electricity infrastructure*
- *Lower investment costs for industrial electrification*

From COP28 to “35 by 2035”

During the UNFCCC sessions in Bonn in June 2026, the COP31 President introduced a flagship target of this year's Action Agenda: To increase the share of electricity in final energy consumption from 20% to 35% by 2035, accelerating the transition away from fossil fuels



The “35 by 2035” target places electrification at the heart of the global climate agenda



COP28

Transition away from fossil fuels



COP30

From ambition to implementation



COP31

Electrify 35% of Final Energy by 2035

Source: International Energy Agency (IEA) and IRENA. 2026

The campaign begins

ELECTRIFY NOW

*To achieve the “35 by 2035” target, an international coalition is bringing together governments, organizations, businesses, and civil society to accelerate the transition to clean, modern, and resilient electricity systems. Participants include the European Commission, the COP30, COP31, and COP32 Presidencies, IEA, IRENA, and the **Talanoo Institute**. The campaign aims to accelerate a transformation that is already underway:*

23 million
electric vehicles
in operation
(28% of global
vehicle sales)

4x
faster growth
in electricity
demand by
2035

83%
of new power
capacity comes
from renewable
energy

US\$1.6 trillion
in 2026
investment
(up to US\$2
trillion)

Three Pillars Guide the Electrify Now Campaign

- 1** **Increase global ambition:** Raise the share of electricity in final energy consumption from 20% to 35% by 2035, reducing demand for oil, coal, and gas at a pace consistent with the 1.5°C goal
- 2** **Accelerate implementation:** Bring together governments, businesses, the financial sector, and civil society to remove regulatory barriers and expand modern electricity networks
- 3** **Support developing countries:** Scale up finance, technology transfer, **critical minerals recycling,** and promote equitable access to energy

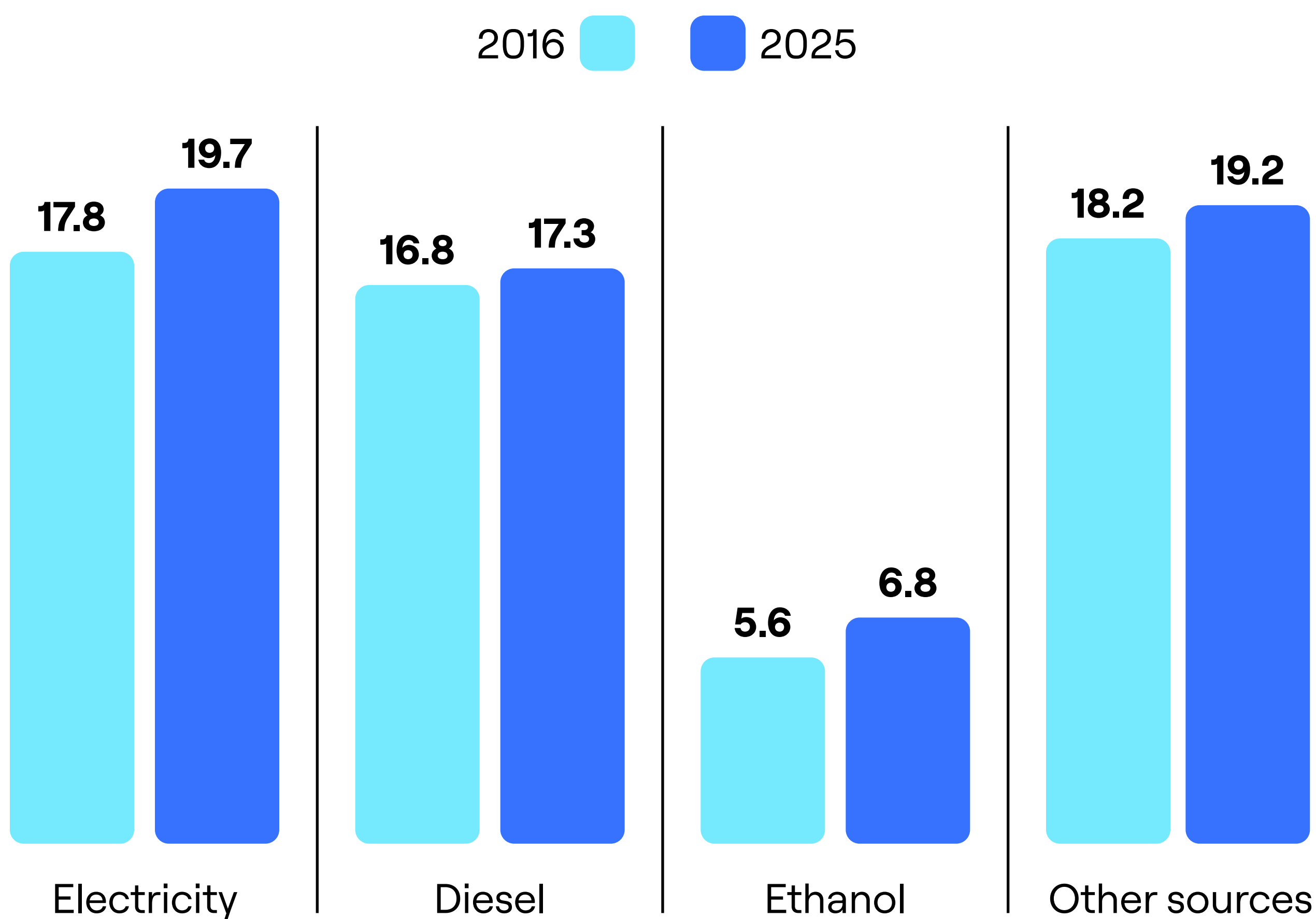


**A Global Call to Action:
Renewables-based electrification is
a structural response to the energy
crisis and the pathway to accelerating
the transition away from fossil fuels**

THE WORLD'S BIGGEST ELECTRIFICATION OPPORTUNITY

No country is as ready to electrify and has as much room to do it as Brazil. The grid is already clean: 86.8% renewable in 2025. And the economy still runs largely outside it: only about 20% of final energy consumption is electric. Every bus, truck, and boiler that switches to electricity cuts emissions immediately, with no need to wait for the power sector to transition. What takes other countries two decades of grid cleanup, Brazil can do with a single decision

Share of major energy sources in final energy consumption (%)



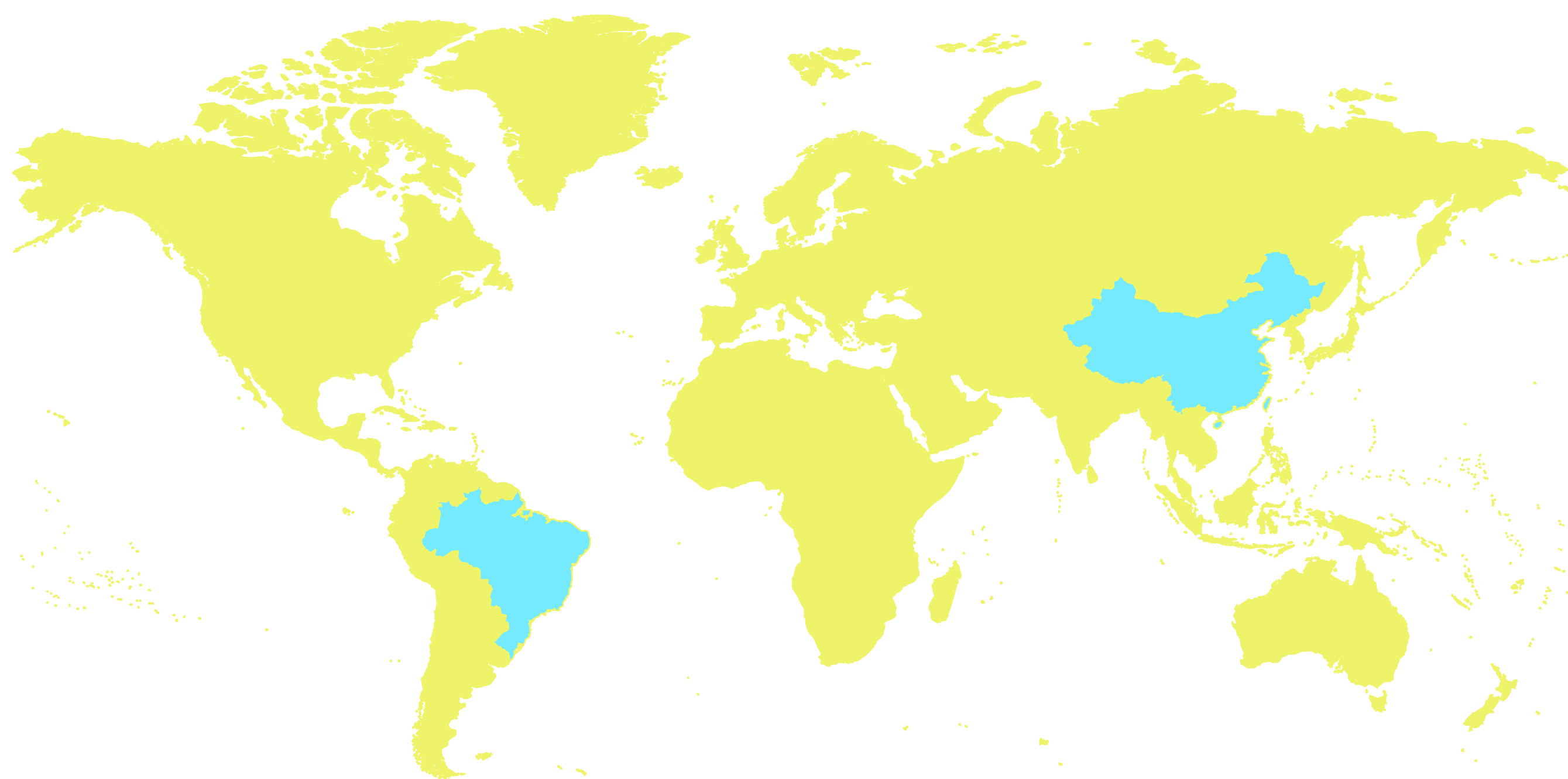
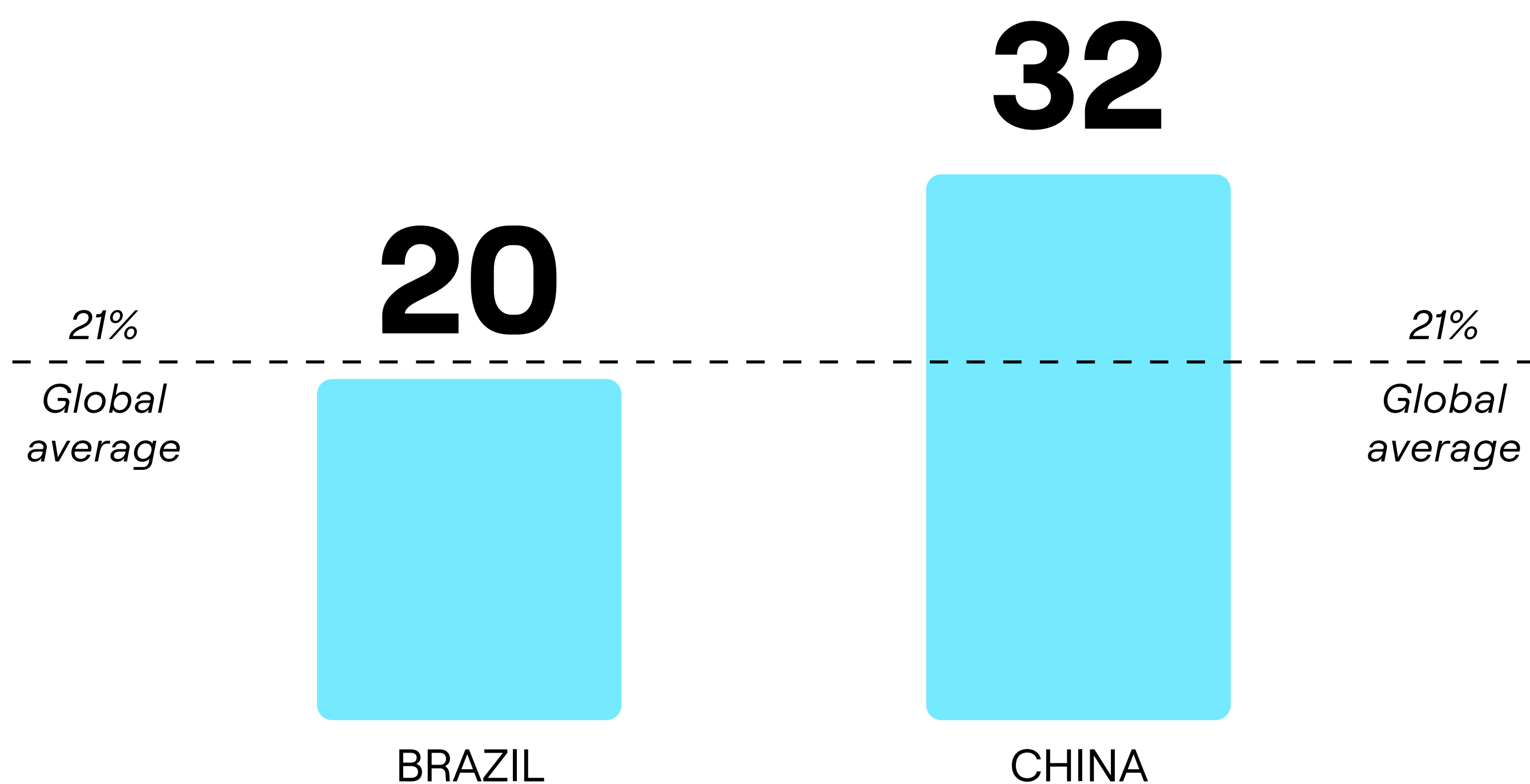
77% efficiency
in Brazil's power generation system,
driven by the strong contribution of
hydropower, wind, and solar energy

Source: Energy Research Office (EPE) and National Energy Balance (BEN). 2026

BRAZIL STILL HAS MUCH TO ELECTRIFY

Electrification currently accounts for about 21% of global final energy consumption, according to the IEA's World Energy Outlook 2025. China is significantly above this average, with electricity representing 32% of final energy consumption in 2023, according to Ember. Brazil remains close to the global average, with electricity accounting for about 20% of final energy consumption in 2024

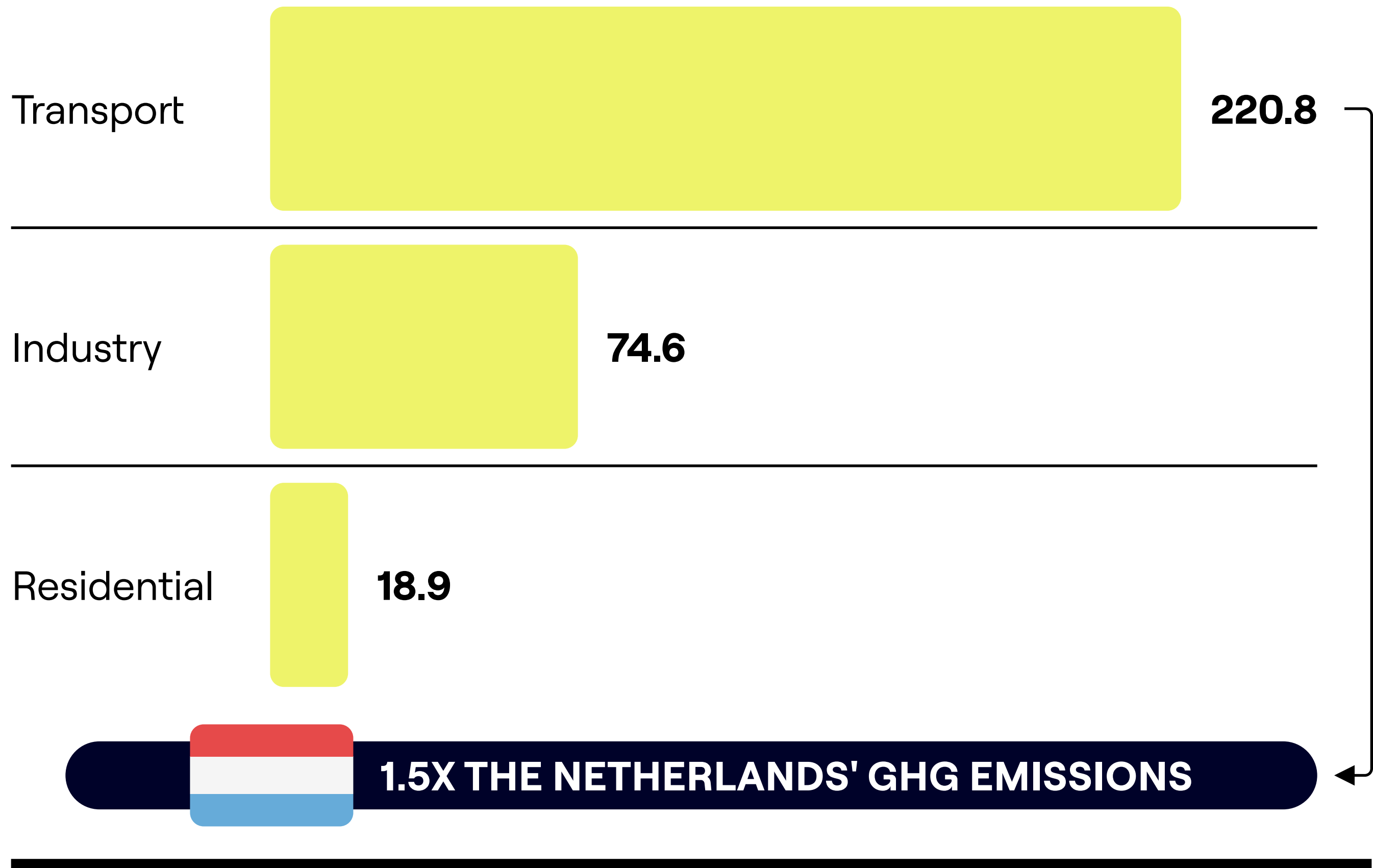
Share of electricity in final energy consumption (%)



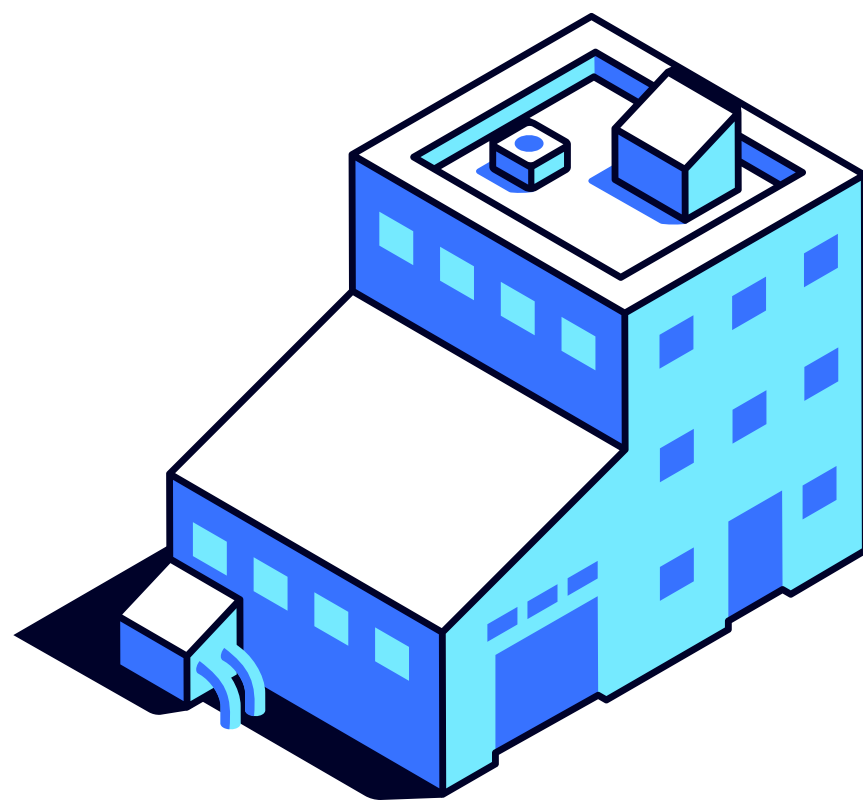
WHERE THE REAL WORK LIES

Energy use accounts for 21% of Brazil's greenhouse gas emissions – and transport and industry dominate that share. Together they emit 295 MtCO₂e a year, 1.5 times the total emissions of the Netherlands. They are also where electrification can go furthest, fastest

Total emissions by sector in 2025 (MtCO₂e)



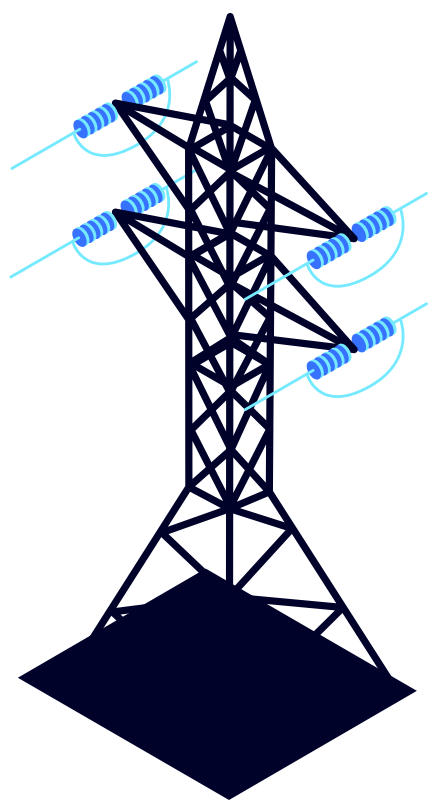
To accelerate electrification, Brazil needs to invest in:



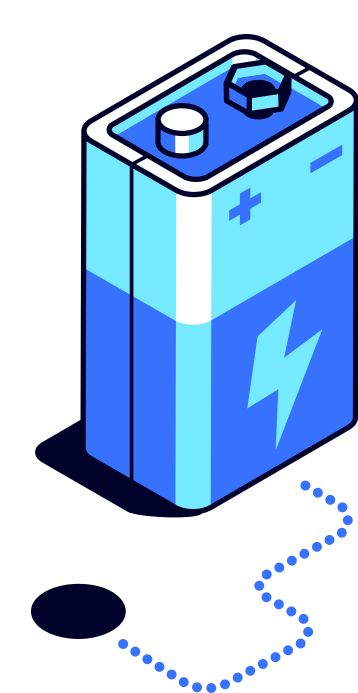
Industrial Electrification



Energy storage



Power Transmission



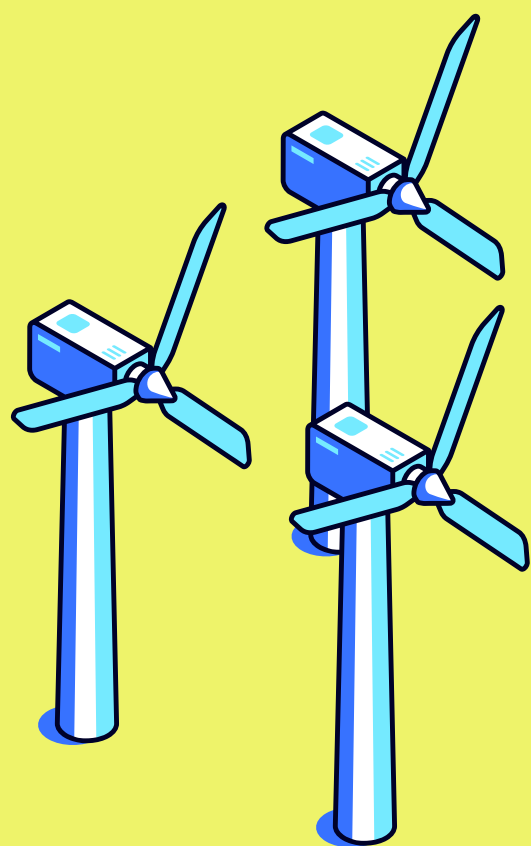
Electric mobility

Source: EPE and BEN. 2026

Electrify now – with clean power

Electrification only delivers climate benefits when it is powered by renewable electricity and supported by a just and well-managed energy transition. In 2025, renewable energy sources accounted for 34% of global electricity generation, surpassing coal (33%) for the first time in more than a century

Climate benefits of electrification depend on how electricity is generated

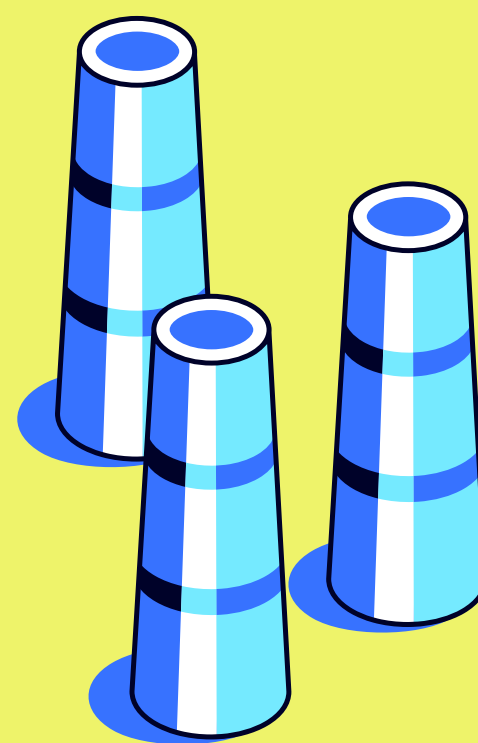


Renewable or low-emissions electricity

Lower greenhouse gas emissions

Reduced fossil fuel demand

Greater energy security



Coal – and fossil gas – generated electricity

Higher greenhouse gas emissions

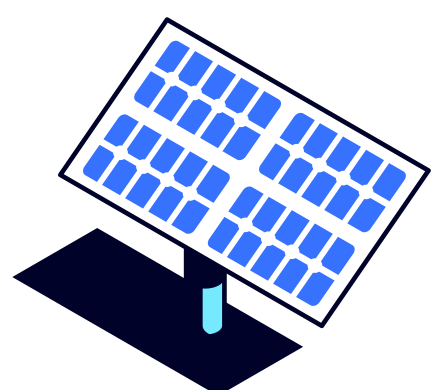
Climate benefits are lost

Increased dependence on fossil fuels

The path we advocate

Electrification is not just about replacing fuels. It is about transforming the entire energy system in a way that is clean, secure, just, and socially responsible

Electrification will increase demand for critical minerals. This expansion must respect biodiversity, Indigenous Peoples' rights, traditional communities, and strong social and environmental safeguards. The energy transition will only succeed if it is clean, just, and grounded in respect for people, territories, and human rights



Renewable Energy

Reduce emissions from the energy sector while increasing the share of renewable energy



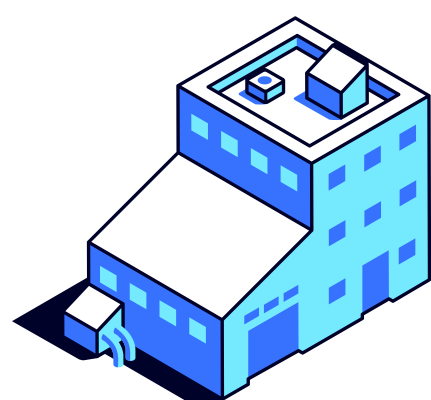
Just Transition

Ensure that electrification is accompanied by inclusive public policies and delivers social benefits



Territorial Rights

Respect biodiversity and the rights of Indigenous Peoples, Quilombolas and traditional communities



National Industry

Electrify industry and strengthen its competitiveness through domestic technological development



Circular Economy

Add value to critical minerals and reduce the need for new extraction through a circular minerals economy



With clean electricity, ambitious public policies, and a just energy transition, Brazil can transform its energy advantage into economic prosperity, social inclusion, and enhanced global leadership