



GUEST CONTRIBUTOR SERIES

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Welcome to Volume 33 of Zpryme's Guest Contributor Series! This week's contributors are getting creative. From thinking about different ways grid operators can meet decarbonization goals, to creating new partnerships to reduce GHG emissions; from detailing how embracing diversity and inclusion can lead to innovation, to literally looking at how electricity is used in art. Read on for some inspiration!



THE GRID IN ARTS & CULTURE: ELECTRIC ARTS

Katy McSurdy, Content Marketing Strategist at Nexant takes us on a virtual artwalk of pieces that incorporate energy: Electricity is mystifying. It is ubiquitous, dangerous, life-saving, and a great majority of end users don't understand how it is transmitted and distributed in the grid. It's also ingrained in pop culture, from Pikachoo to Thor, the eureka light bulb, and innumerable other references. I come from a family of artists (sculptors, clothing designers, photographers, painters, poets), so I wondered what was out there at the intersection of art and electricity. It turns out there is a lot—and it's beautiful.

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BEYOND SOLAR AND WIND: 10 STEPS TO MEET PRESIDENT BIDEN'S CLEAN ENERGY TARGET

Bryce Yonker, CEO of Grid Forward presents a roadmap for meeting new climate goals: President Biden has laid out an ambitious objective to reduce U.S. emissions by 50% over just the next nine years. Coupled with his stated target of having a fully decarbonized energy system by 2035, the direction of the electric sector looks clear. These policy milestones would indeed mean a wave of activity rivaled by few in our nation's history and would generate a massive mobilization. Outlined in this article are some of the actions that electric grid operators can embrace to make the path to decarbonized energy an achievable one.

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WHY YOU NEED TO PRIORITIZE DIVERSITY, EQUITY, AND INCLUSION NOW

Calvin Butler, CEO of Exelon describes how embracing diversity, equity, and inclusion is not a burden for his company, but a benefit: It has been a long road for many groups, and we're still not where we need to be. But what might help us get there is the other very compelling reason to prioritize diversity, equity, and inclusion. It works. It's the future of the workplace. And the future of the workplace looks like America—people of diverse races and religions, sexualities and genders, talents and abilities.

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FROM NUTS TO CLEAN ENERGY: BUYING RENEW- ABLE ENERGY IS JUST ANOTHER WAY TO BRING GOODNESS TO THE WORLD

Mark Kline, Sr. Manager, Nut & Energy Sourcing at Hershey details how his company is using creative partnerships to lower their carbon footprint: The transition from nut sourcing to energy procurement might seem like a stretch, but in practice, our environmental footprint has an influence on the ingredients we rely on every day to bring our portfolio of iconic snacks to market. Hershey recently signed two new renewable energy agreements designed to help us achieve our 2030 goal to reduce Scope 1 and 2 emissions by more than 50 percent.

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CURATED BY ERIN AUTIN

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HAVE A TOPIC YOU'RE INTERESTED IN WRITING ABOUT?

We'd love to hear it. Shoot Erin an email at erin.autin@zpryme.com to get involved.