

Everything
Connects with



Moving toward a decarbonized future

*The carbon intensity of electricity generation in the United States will decrease by more than 26% from 2020 to 2050.**

As we move towards this **decarbonized future**, we cannot ignore those who will inhabit it: today's young people.

In 2050, today's kindergartners will be 33 years old. With **renewable resources** powering more of the grid and **electrification** powering more of our world energy efficiency becomes more important than ever. Inspiring the generation that will live in this decarbonized world to **adopt energy efficient behaviors** today will empower them to influence the world of tomorrow.

NTC's **ELECTRIFICATION NATION** is a K-5 customizable educational outreach program dedicated to **energy-wise behavior change** that provides a key to unlocking **beneficial electrification** and a decarbonized future.

*According to the U.S. Energy Information Administration (EIA) as reported by the US Green Building Council (USGBC), July 2022.

www.ntccorporate.com



AN INTERACTIVE PROGRAM

ELECTRIFICATION NATION is a fun, engaging program delivered to students and educators through NTC's **interactive learning tools**. The outreach focus is on **school-aged children and their parents**, which results in scores of families and communities becoming advocates and adopters of **electrification and electric vehicles** to greatly impact our collective carbon future.

We employ live actor-educators to **inspire active, sustainable behavior change**. Students are engaged to become **active participants** in educational offerings that encourage the adoption of **behaviors that make a difference**.

ELECTRIFICATION NATION supports students and educators with the following educational points:

- How electricity is generated
- What clean energy or renewable resources are
- What a carbon footprint is
- What our communities and families can do to conserve energy, including EV's

EDUCATIONAL ENGAGEMENT EXPERTS

NTC is an implementer of educational outreach programs for utilities, municipalities, and associations through multi-platform creative content. As an award-winning customer engagement trade ally, we create **effective community outreach initiatives** that make an emotional connection with residential customers, employees and key stakeholders.

Our customizable communications platforms include:

- Live in-school performance events
- Interactive livestream engagements
- Digital and print educational materials
- Story-based graphic novels and chapter books
- On-demand video production
- Customizable and secure web-based delivery
- Classroom gamification strategies



RESULTS THAT COUNT

ELECTRIFICATION NATION creates a powerful impact that transforms the schools into energy conservation influencers, establishing a ripple effect into residential homes and across whole communities. Our highly visible and **scalable programs** have consistently demonstrated **measurable ROI** for our energy clients. Through **social norming and behavior change science** NTC programming affects real, **measurable change** at the school, household and community levels. NTC puts our clients' messaging to work in the community, inspiring **effective energy-wise behaviors** now and into a decarbonized future.

For more information email:
mmartin@ntccorporate.com
www.ntccorporate.com



The National Theatre for Children (NTC) is a woman-owned, award-winning educational outreach provider that creates live events in schools, livestream performances, standards-aligned educational materials, teacher training, graphic novels and more to teach, entertain and inspire students, families and educators on behalf of organizations that want to make a difference in their communities.

Since 1978, we have formed connections and helped develop relationships between thousands of schools and corporations, nonprofits and governmental organizations. Our value is not just in the impact we create; our turnkey services also change the lives and trajectories of students, mobilize parents and entire families with beneficial messages, and cultivate community-wide goodwill for clients.