June 2026

Government briefing

Triple Up, Double Down, Electrify Now

Getting to 35 by '35

1. Purpose of this briefing: Boosting electrification in international & national agendas

The current oil and gas supply crisis – the second in four years – has laid bare the economic and energy security risks of continued reliance on volatile fossil fuels.

It highlights that the transition to renewable energy is as much about delivering more affordable and resilient energy systems for people, businesses and industries as it is central to delivering on the 1.5°C-aligned energy transition needed for broader climate security. This is especially true for 75% of the world's population that live in net fossil fuel importing countries (Ember, 2025).

IRENA and IEA analysis demonstrate that under 1.5°C and net-zero aligned scenarios, electricity would meet 35% of global final energy demand by 2035, and over 50% by 2050 (IRENA, 2024).

This briefing sets out the case for elevating electrification as a political and policy priority in international and national agendas, in complement to existing global goals to double the rate of energy efficiency improvements and triple renewable energy capacity (*Double down, Triple up*). It encourages global champions for electrification to cooperate around a shared global ambition to **Electrify Now,** and work towards collectively raising global electrification of final energy use to 35% by 2035[1] (IRENA, 2024).

2. Recommendations to accelerate electrification

The global annual electrification rate must more than quadruple from around 21% today, to 35% of final end-use consumption by 2035, in line with IEA and IRENA 1.5°C aligned scenarios. On current trajectories, the world will achieve only 25% electrification by 2035, **a 10 percentage point implementation gap**, delaying substantial benefits to energy security, economic resilience and emission reductions (IEA, 2025).

At a time of volatility, economic risk and hardship, accelerating electrification in transport, buildings and industries can support the investment case for renewable energy deployment, raise energy productivity and efficiency, and enable the transition away from fossil fuels.

Recognising both the opportunity and the costs of delay, governments should elevate electrification as a central pillar of the energy transition and a priority area for action across international and national agendas. This means building strong political momentum across 2026 and beyond, articulating and strengthening plans and policies needed to close the implementation gap, and clearly demonstrating the benefits for growth, jobs, energy security and access, and affordability.

Over the coming year, champions for electrification can shape global agendas, build confidence, and lay the groundwork for stronger collective ambition.

This year, champions for electrification can realise:

1. A visible global movement for electrification, with high-level political backing, raising awareness on the economic, security and affordability benefits, and opening political space for all to prioritise electrification.
2. A drumbeat of national and sub-national plans and policies, demonstrating tangible progress and coordinating national delivery, across the full system from renewables and grids to efficiency, storage, infrastructure and skills.
3. Deepened businesses engagement, strengthening market confidence and long-term investments that secure energy system end-use shifts.
4. Capital at scale from international financial institutions and regional and bilateral partnerships, enabling more effective mobilisation and deployment of capital.
5. Global collaboration, sharing knowledge and technical assistance on how to plan for and shift economies to secure, affordable, safe clean electricity.

What governments can do

At key economic, energy, security and climate fora, national and sub-national governments are invited to:

Build political momentum and shared direction:

- **Champion electrification as a central pillar of the energy transition in international, regional and national fora** (spanning energy, security, finance and climate), highlighting national and sub-national plans, the benefits of electrification, and the need to accelerate progress to close the 10 percentage point implementation gap.
- **Contribute to building long-term global ambition on electrification**, through joint signal making across these fora, including a potential outcome under the next Global Stocktake, such as increasing the global electrification rates of final energy towards 35% by 2035, as a complement to existing global energy and climate commitments.

Showcase strengthened national delivery frameworks:

- **Integrate electrification more explicitly into national strategies,** including through sectoral deployment plans and efficiency standards for electric vehicles, heat pumps, and industrial applications, ensuring that rising electricity supply is met with reliable, affordable and progressively zero-carbon supply.
- **Align electrification with renewable power, grid development and system planning to enable delivery,** including integrated system planning; effective market and grid regulation; streamlined permitting and connections; resilient supply chains; skilled workforces; and consumer awareness and engagement.

Enable implementation at scale globally:

- **Mobilise investment and financing at scale** by using public finance to crowd in private capital, while ensuring international finance institutions systematically integrate electrification into energy, climate, crisis response, and capacity-building support.
- **Advance international cooperation,** by exchanging experience through bilateral and multilateral meetings, leveraging coalitions of ambition around the energy transition and deploying technical assistance to support electrification planning capacity.

See the **Annex** on **Why we should Electrify Now**, as well as resources on the **Electrify Now web site**, that outline both the compelling benefits and the feasibility of electrifying the overwhelming majority of transport, buildings and industries.

About the Electrify Now campaign

The Electrify Now campaign, officially launched on 23 June 2026, is a multi-year initiative led by more than 40 organisations and alliances from around the world, and backed by governments including the European Commission, UK, Australia, Turkey and Ethiopia. It aims to galvanise support from across governments, business and civil society for raising global ambition and accelerating the rate and rollout of electrification, to fast-track our renewable, electric future.

ANNEX – Why we should Electrify Now

- **Electrification is energy security in action.** When oil and gas prices spike, electrified economies are less exposed. Renewable electricity is generated at home; imported fossil fuels are not.
- **Almost 75% of the global population lives in countries that are net importers of fossil fuels** (Ember, 2025), and 52 countries import more than 50% of their fossil fuel needs (Ember, 2026).
- **Renewable electricity is now the cheapest source of new power in most of the world.** Around 91% of new renewable capacity delivers cheaper electricity than fossil alternatives, reinforcing the economic case for electrification.
- **In the majority of cases, technology is not a barrier to deployment.** Up to three-quarters of global energy demand can already be electrified with technologies available today, across transport, buildings and industry (Ember, 2025).
- **Electric technologies are on average three times more efficient than combustion-based systems, delivering a step change in energy productivity**, shrinking overall energy use for the same economic output (Ember, 2025).
- **Electrification is an economic and growth strategy.** It lowers operating costs, boosts productivity, strengthens industrial competitiveness and keeps more energy spending in domestic economies rather than sending it overseas for fuel imports.
- **Businesses recognise these benefits:** across 18 major markets, 88% of business leaders believe electrification will strengthen competitiveness and support business growth, and 84% expect it to reduce long-term operating costs. (Powering Up poll, 2026)
- **But the world is not electrifying fast enough.** Electricity powers just 23% of global final energy demand today. In a 1.5°C-aligned energy transition, that share should reach 35% by 2035 and exceed 50% by mid-century. The world needs to electrify four times faster than current rates.
- **Accelerating electrification globally creates economic opportunities for green industrialisation.** The global shift toward electric vehicles, renewable energy, battery storage and modern grids is creating unprecedented demand for critical minerals such as lithium, copper, nickel, graphite and rare earth elements. For many countries in Latin America, Africa and Asia, this represents a unique opportunity to capture a larger share of the value generated by the global energy transition from moving up the value chain through processing, refining, component manufacturing and clean technology production. Investments in sustainable mining practices, renewable-powered extraction and circular economy approaches can ensure that critical mineral development supports both economic growth and climate goals.
- **A global electrification push can boost energy access for everyone.** Clean electricity can reach communities faster and more affordably through grids, micro-grids and distributed solutions, helping close the energy access gap for the 666 million people still without electricity.