

Electrify for Peace | DPA Announcement

Talking Points and Social Media Toolkit

June 6, 2022

On June 6, 2022, [President Biden](#) invoked the **Defense Production Act (DPA)** to boost **the domestic production capacity of critical clean energy technologies including heat pumps, solar panels and building insulation**. The Presidential directive strengthened the resiliency of our supply chains for heat pumps, building insulation solar photovoltaic (PV) panels and their key components, as well as other clean technologies. This action is in line with Rewiring America's [Electrify for Peace Policy Plan](#) for the U.S. market. [Read our full statement here.](#)

This executive action will **enable American families to more easily access heat pumps and solar panels by:**

- Ensuring heat pumps, building insulation, and solar panels are manufactured onshore at scale, making them readily available domestically.
- Reducing heat pump, building insulation, and solar panels' retail price through manufacturing at scale, and increasing efficiency in the supply chain.
- Maintaining American competitiveness and [energy security](#) by onshoring key technologies.
- Reshoring up to 500,000 good-paying manufacturing jobs between [solar](#) and [clean heating](#).
- Supporting the creation of [over 450,000 installation and maintenance jobs](#) in the clean heating sector alone.

President Biden's decisive action will **combat inflation and improve the quality of life** for Americans by:

- Saving American households money on their energy bills—[up to almost \\$1,000 annually from space heating alone](#).
- Protecting American households from energy bill volatility, [providing financial security](#).

- [Clean the air Americans breathe at home](#), protecting all people from diseases like asthma, and from toxic pollutants like benzene and formaldehyde, which cause cancer.

In addition, the President used his authority to bring certainty to the domestic solar industry through using the Tariff Act. This will support continued deployment of solar panels at the pace and scale that's necessary to take on the climate crisis.

These actions **must be complemented by Congress finishing the job, passing historic climate investments through reconciliation**. Rebates, tax credits and low cost financing are needed to empower American households to electrify their lives, saving money on their bills, creating local and family-sustaining jobs in their communities and doing their part to combat climate change and the threats posed by dictators a world away. By supporting the onshoring of growing clean energy industries, particularly solar and clean heating, this directive will allow American businesses and workers to lead in the clean energy transition. Building on the prior directive for critical minerals and battery materials, these two actions will ensure that American workers receive the economic opportunities from the investments in the reconciliation package. Combined, these directives for critical clean energy will drive real U.S. energy independence, reduce energy inflation and volatility for households and will increase the resilience of U.S. supply chains.

Social Media Toolkit

- Hashtags:
 - #DPA
 - #Electrifyforpeace
 - #HeatPumpMan
 - #MrHeatPump
 - #getpumped
 - #bringsolarhome
 - #solar

Economy/Jobs

- We [company/organization name] support President's Biden decisive #DPA action today so that our economy, our workers and our climate can continue to thrive.

- President's Biden #DPA action today will strengthen American competitiveness, enabling American companies and workers to lead in the energy transition. Thank you, @POTUS.
- President Biden's #DPA action today will build the growing solar and clean heating industries home, enabling American workers to lead in the energy transition.
- We applaud President Biden's #DPA action today that could result in 80,000 new good-paying manufacturing jobs for heat pumps alone. [\[Link to Citation\]](#)

Cost Savings & Anti-Inflationary

- Heat pumps, solar and insulation save American families money on their monthly energy bills, combatting Putin's price hikes and inflation. Thank you, @POTUS!
- Clean heating, through heat pumps and renewables like solar, will save Americans up to \$1,000 a year!
- Heat pumps deliver clean heating and cooling at maximum efficiency, driving down costs for American families all year round! Thank you, @POTUS!

Energy Independence / Security

- Clean heating, aka heat pumps, deliver Americans true energy independence - especially when paired with local renewables like solar! Thank you, @POTUS!
- Mr. Heat Pump went to Washington to talk about the Defense Production Act. People listened!
- Heat pumps not only deliver clean heating and cooling, they increase energy security by providing energy more affordably and from local renewable sources.

Climate

- President Biden's #DPA actions support the growth needed for solar + heat pumps if we want a chance at keeping warming at/below 1.5°C. Thank you @POTUS!

Reconciliation

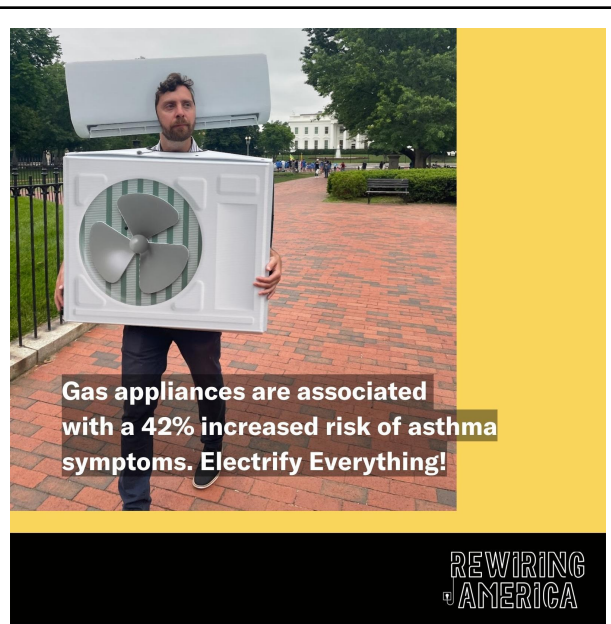
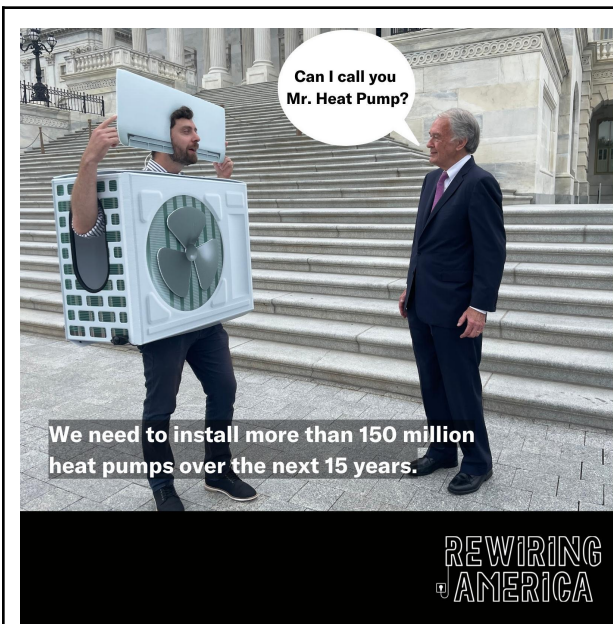
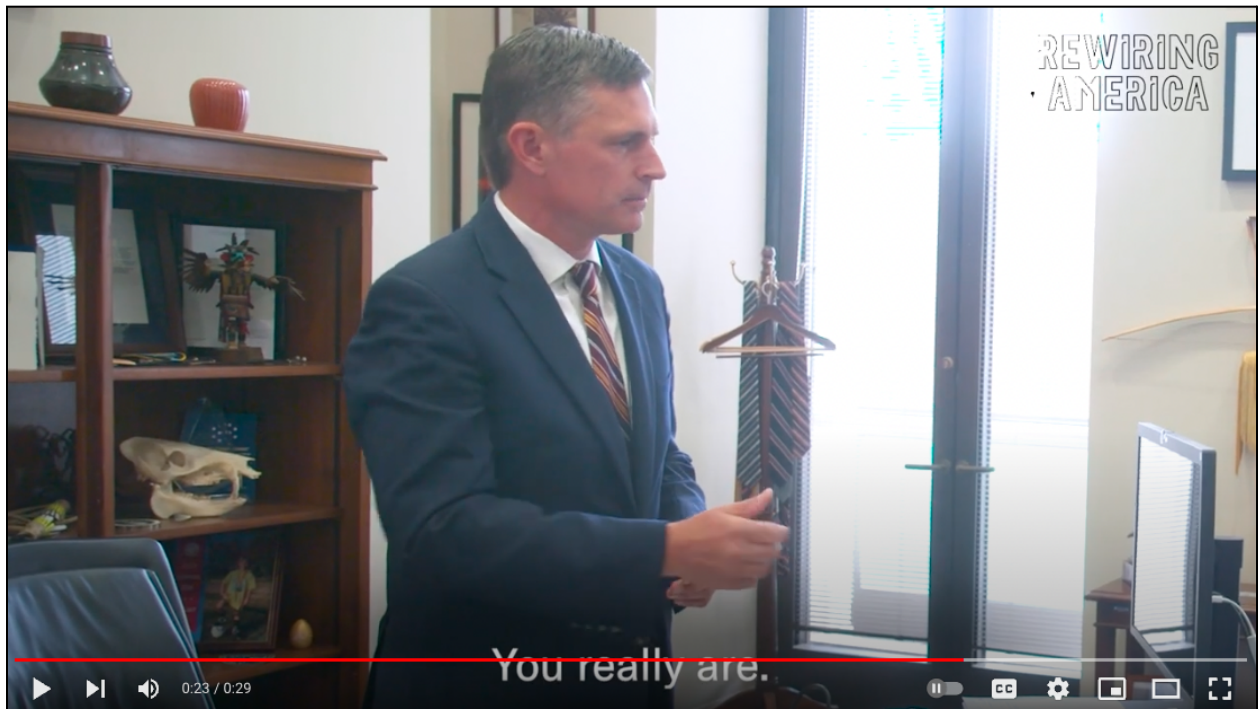
- President Biden's actions to support critical clean energy tech - batteries, solar, heat pumps - will ensure that the historic investments in the reconciliation package go to American businesses and workers. Thank you @POTUS! #passthe555

SOCIAL IMAGES FOR ALL PLATFORMS CAN BE [FOUND HERE](#).

[Heat Pump Takes the White House video!](#)



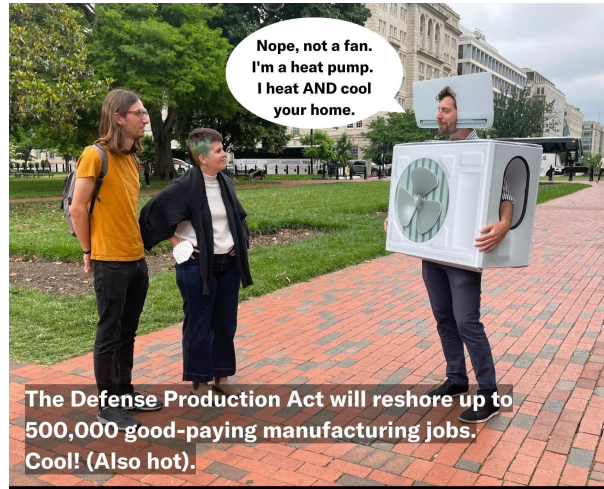
[Senator Heinrich Meets Heat Pump!](#)





"I'd love to come to Minnesota to show everyone how well I work in cold climates."

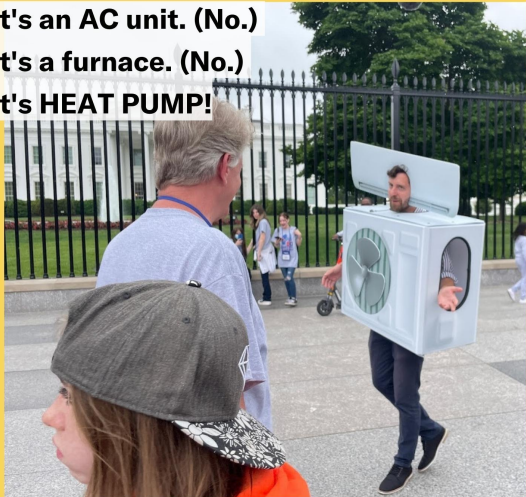
REWIRING
AMERICA



The Defense Production Act will reshore up to 500,000 good-paying manufacturing jobs. Cool! (Also hot).

REWIRING
AMERICA

It's an AC unit. (No.)
It's a furnace. (No.)
It's HEAT PUMP!



REWIRING
AMERICA

Heat Pumps V. Inflation

Rising energy prices got you down?
Heat pumps save money in almost every American household.



REWIRING
AMERICA

**We can reduce
75% of current
carbon pollution.**

With clean energy and the electrification of buildings, transportation and half of heavy industry.



Get a heat pump today!
(Man inside optional)

REWIRING
AMERICA

It cools.
It heats.
It saves money.
What is it?
It's Heat Pump!



Heat Pump visits the White House.

REWIRING
AMERICA

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Key Facts

Heat Pumps and Solar are Necessary to Meet President Biden's Climate Goals

- 87% of US emissions are energy-sector related; [42% of these emissions can be traced back to decisions made by households "at the kitchen table."](#)
- We can reduce 75% of current carbon pollution with clean energy and the electrification of buildings, transportation and half of heavy industry.

Today's Heat Pumps are the Most Efficient Heating Technology

- Modern electric heat pumps are efficient. Heat pumps are 3-5 times more efficient than even the most efficient fossil gas machine.
- This means that even as more electric appliances are brought onto today's grid, [emissions will still be lower](#) than when they were fossil-powered.

Heat Pumps and Solar Deliver Cost-Savings & Energy Security

- [At least 103 million American families](#) (out of 121 million households) will save money every month on their energy bills from using a heat pump for just their water heating or space heating needs. Cumulative annual savings would be \$37.3B.
- Importantly, [45.6 million low- and moderate-income households would save \\$17.2B](#) annually, with average savings of approximately \$400 per year by switching just one appliance to a heat pump. Space heating savings [can be up to \\$1,000 per year](#) for families switching to a heat pump from oil heating, per the Northwest Energy Efficiency Project (NEEP).
- [Clean heating cost savings are maximized when paired with rooftop or community solar](#), in addition to insulation and air sealing.
- Heat pumps insulate families from the volatility of the global fossil fuel markets, [providing energy bill security and financial stability](#).
 - During the oil and gas price shock of winter 2021, estimated costs for families that used a heat pump paid \$21 more while families using delivered fuels such as propane or fuel oil paid over \$500 more.
- Heat pumps and solar also localize a community's energy sources, making them independent from globally-set oil and gas prices.

Heat Pumps and Solar Boost Jobs & Community-Driven Economic Development

- Solar and clean heating will [create millions of new jobs](#) in every part of the country.
- Installation and maintenance jobs for heat pumps and solar are inherently local, enhancing community economic development.
- In addition, these jobs will be good-paying, long-lasting, and have the opportunity to be union jobs.
- Solar and clean heating keeps local money in the community instead of sending it elsewhere to pay for energy imports.

Heat Pumps Provide Healthy Homes

- By removing indoor stationary sources of direct fossil fuel combustion, heat pump technologies mitigate harmful indoor air quality.
- Gas appliances are associated with a [42% increased risk of asthma symptoms](#) and 24% increased risk of being diagnosed with asthma.
- These fossil fuel machines [also leak harmful toxins into the air at all times](#) - even when they're off - including carcinogens like formaldehyde and benzene.

