



SHREWSBURY ELECTRIC AND CABLE OPERATIONS

YOUR COMMUNITY PROVIDED ELECTRIC & CABLE SERVICES

FOR IMMEDIATE RELEASE
February 23, 2022

Contact: Jackie Pratt
Director of Integrated Resources & Communications
508-841-8314
jpratt@shrewsburyma.gov

SELCO Announces Launch of “NextZero” to Accelerate Decarbonization

SHREWSBURY, Massachusetts – Shrewsbury Electric & Cable Operations is pleased to announce the launch of its NextZero energy efficiency program to help public power communities accelerate decarbonization. The NextZero program will replace the residential, commercial and industrial energy efficiency programs previously offered by the SELCO’s partner and the Commonwealth’s designated joint action agency, the Massachusetts Municipal Wholesale Electric Company (MMWEC), in alignment with a shift in focus to a carbon-free future.

MMWEC’s energy efficiency programs, previously known as Home Energy Loss Prevention Services (HELPS) and Green Opportunity (GO), have served MMWEC and its participating municipal light plants (MLPs), including SELCO, well for more than three decades. The driving purpose of the NextZero brand is to help the Commonwealth reach net zero carbon emissions by 2050.

The new brand and its mission were developed through a rigorous strategic planning process with a sub committee consisting of representatives of participating MLPs. NextZero’s mission is to “provide the most efficient, innovative and equitable path to energy decarbonization for our communities.” The new mission emphasizes the critical role that community owned electric systems play in developing the clean energy future.

“We believe the launch of the NextZero program sets the stage for a growing portfolio of new and innovative customer-facing programs,” said Jackie Pratt, SELCO’s Director of Integrated Resources and Communications. “NextZero will play a pivotal role for member utilities as electrification, decarbonization, and environmental justice become major touchpoints for our industry.” SELCO offers appliance rebates, heating and cooling incentives, home energy audits, electric vehicle charging programs, Connected Homes, and more through the NextZero program.

“MMWEC is proud to facilitate these innovative programs for our participating light departments and their customers,” said MMWEC CEO Ronald C. DeCurzio. “Municipal utilities

are committed to supporting the Commonwealth's electrification and decarbonization targets, and NextZero will be part of the solution."

To learn more about the NextZero program, visit nextzero.org/selco. SELCO is a community owned and operated utility serving Shrewsbury, Massachusetts. SELCO provides high-quality electric, cable, telephone, and internet services at competitive prices to residential and commercial customers within the Town of Shrewsbury.

###