

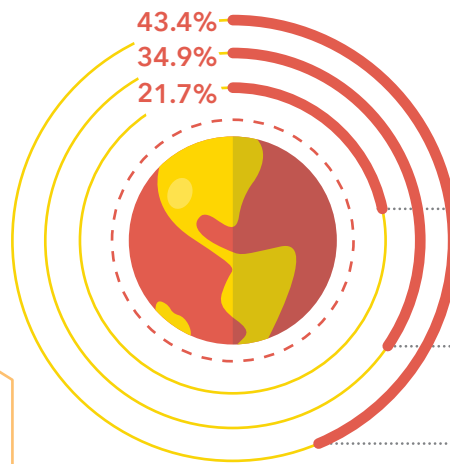
ENERGY

EFFICIENCY



THE SURVEY

The survey was conducted in **April 2015**. It involved **1,557 professionals** from companies across different industries worldwide. The sample includes **67 leaders**.



companies with **less than 50** employees

from 50 to 249 employees

more than 250 employees



COMPANIES' MATURITY IN ENERGY EFFICIENCY



68.5%



Think **energy efficiency** issues are relevant



57.2%



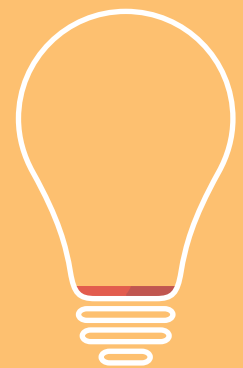
Adopt **strategies** for energy efficiency



54.5%



Set measurable **goals** on energy efficiency



4.0%



Are **leaders** in energy efficiency



KEY INITIATIVES

66.7% of the companies invested in energy efficiency initiatives in the last 3 years.



46.2%
Investment in energy efficient devices and equipment



46.2%
Reduction of energy consumption and cost



39.9%
Reporting of energy consumption



39.6%
Adoption of specific energy reduction goals



34.6%
Active tracking of energy usage



32.8%
Identification of energy savings potential

KEY DRIVERS



55.2%
Energy and money saving



36.9%
Internal policies



29.9%
Competitive advantage and brand reputation



28.9%
Compliance with laws and regulations



MAIN BENEFITS



54.3%
Financial savings



28.4%
Compliance with laws and regulations



24.1%
Competitive advantage and increased brand reputation

MAIN OBSTACLES



36.4%
Other priorities demand resources



32.9%
Implementation and maintenance are expensive



25%
Lack of return on investment



INVEST IN ENERGY EFFICIENCY

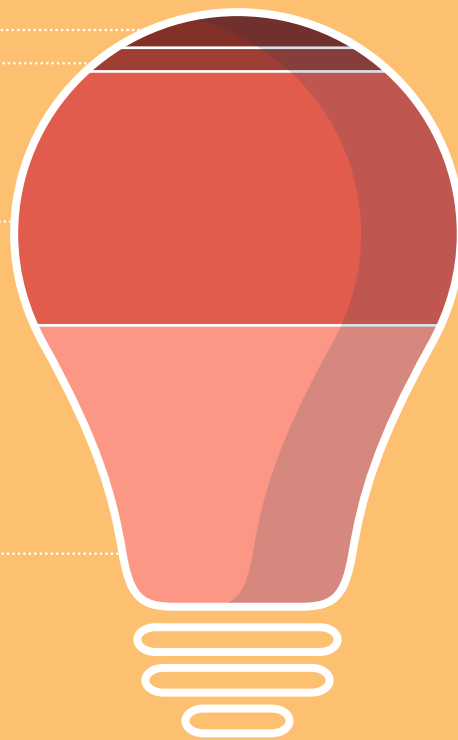
IN THE NEXT 3 YEARS

4.6%
No investments at all

4.1%
Less than today

43.5%
Same as today

47.8%
More than today



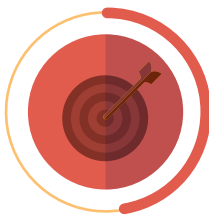
FUTURE INITIATIVES

The top 3...



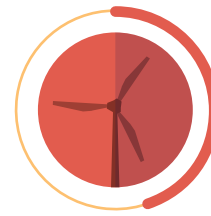
57.5%

Reduction of energy consumption and cost



47.3%

Adoption of specific energy reduction goals



45.8%

Investment in energy efficient devices and equipment

FUTURE INITIATIVES

And those emerging...



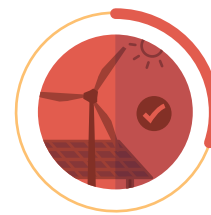
33.6%

Training staff on energy management



32.6%

Preparation of an energy management plan



30.1%

Focus on equipment maintenance management



LEADERS APPROACH

TO ENERGY EFFICIENCY



#1

... consider energy efficiency issues in their business



#2

... follow strategies on energy efficiency



#3

... set specific goals at all organizational levels



#4

... establish energy managers, train the staff, perform audit activities and use benchmark data



#5

... quantify the energy savings obtained from the activities carried out



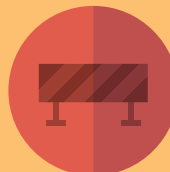
#6

... are pushed by the intention of safeguarding company assets and pressures from stakeholders and customers



#7

... profit more than others, especially in decreasing environmental accidents



#8

... face obstacles better than others



#9

... communicate externally what they do



#10

... will increase investments for energy efficiency



BASIC STEPS TO IMPLEMENT AN EFFECTIVE ENERGY MANAGEMENT SYSTEM

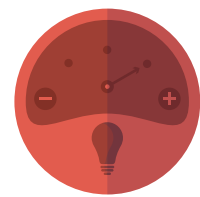
Companies should...



Analyse the energy use and consumption and investigate opportunities



Make a plan and develop an energy policy based on the strategic directions



Implement the energy management system and monitor performance indicators regularly

