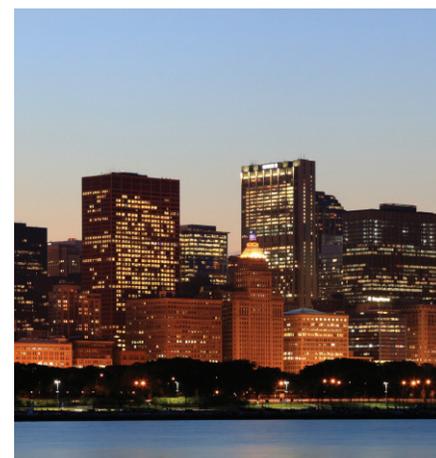


# 2012 ENERGY EFFICIENCY INDICATOR SURVEY: UNITED KINGDOM RESULTS

The Johnson Controls Institute for Building Efficiency conducts an annual Energy Efficiency Indicator survey tracking the energy priorities, practices and investments being made by executive decision-makers for buildings in markets around the world. In 2012, nearly 3,500 executives from the commercial, industrial and institutional sectors provided insights into their energy management practices, the barriers to energy efficiency they face, and what motivates them to act. This is the third year the survey has extended to Europe, where there were 944 respondents this year. Respondents were concentrated in the UK (331), Germany (307) and France (296). The complete results can be found at [www.InstituteBE.com](http://www.InstituteBE.com).

## FINDINGS FROM THE 2012 UNITED KINGDOM EEI SURVEY RESPONSES:

- There was strong interest in energy efficiency among building executives in the UK: 84% said energy management was very or extremely important to their organizations (compared to 64% in 2011), and 82% said they were paying more attention to energy in 2012 than in 2011 (Figure 1).
- Sixty percent of UK respondents had invested in energy efficiency in the past year, the highest percentage in Europe. Thirty-four percent had invested in renewable energy, more closely aligned to the global average (Figure 2). Forty percent of business executives planned to increase spending on efficiency and renewables in the next 12 months while 41% expected investment to stay the same.
- Top carbon reduction strategies in the UK were improving energy efficiency in buildings (25%) and implementing behavior programs targeting employees and building occupants (13%) (Figure 3).
- Energy cost savings, government or utility incentives or rebates, and increasing the asset value of buildings led as drivers for energy efficiency action. Globally, the main drivers were energy cost savings, government or utility incentives or rebates, and enhanced brand or public image.
- Thirty-two percent of respondents planned to pursue green certification in new buildings, and 38% percent in existing buildings; 50% had at least one certified green building.
- The UK led Europe in behavior-based engagement as an energy savings approach. Energy-focused behavioral or educational programs were undertaken by 46% of the organizations. The other measures in the top three for the UK were lighting improvements (64%) and HVAC and/or controls improvements (50%).



## OVERVIEW

The 2012 Global Energy Efficiency Indicator (EEI) survey reveals the energy priorities, practices, investment plans and barriers facing building decision-makers responsible for energy investments and activities in their companies. The global survey included nearly 3,500 facility managers and building executives and owners. The 2012 survey is the sixth global EEI survey conducted by Johnson Controls through its Institute for Building Efficiency.

- When asked which on-site technologies they expected to see the greatest market adoption in the next 10 years, executives selected lighting technologies (29%), solar PV (24%), and advanced building materials (23%) as their top three choices.
- The UK had the longest allowable payback among the EU countries surveyed, though payback requirements are tightening in the UK as well: the average allowable payback on efficiency projects averaged 3.5 years, versus 3.7 years in 2011.
- The top barrier to pursuing energy efficiency in UK was lack of funding to pay for improvements (25%), followed by uncertainty regarding savings or performance (18%) and insufficient payback or ROI (13%).
- When asked which energy policy would have the greatest impact on improving energy efficiency in buildings, 29% of executives selected tax credits/incentives, 21% said low-interest financing for energy upgrades, and 20% chose stricter building codes and equipment standards.
- Sixty percent of UK respondents measured and recorded data at least weekly, and 21% reviewed and analyzed data at least weekly, both higher than the global averages (56% and 20%).
- The top three energy management practices already adopted in UK respondents' facilities were tracking and analyzing energy data (55%), measuring and verifying energy project savings (48%), and performing energy audits of facilities or equipment (45%).

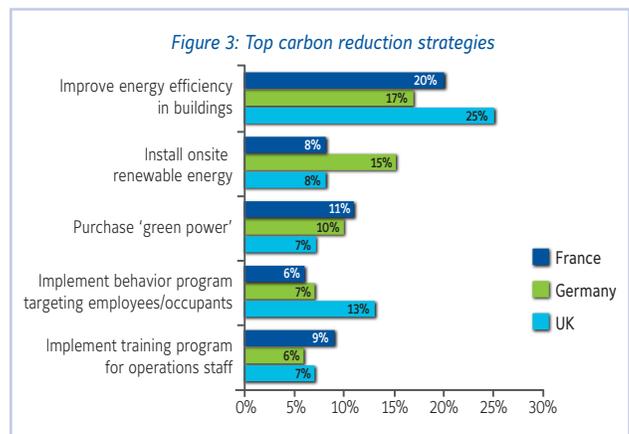
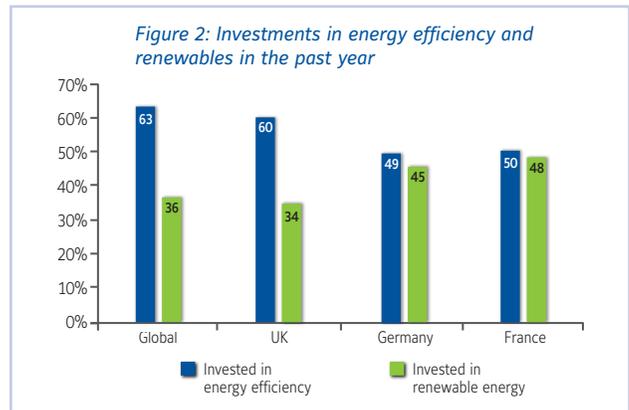
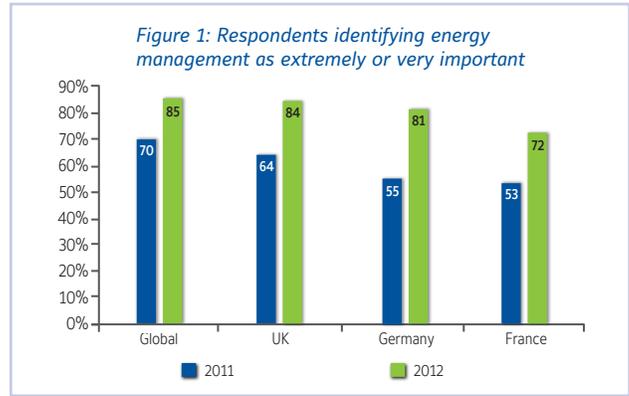
## SURVEY RESPONDENT DEMOGRAPHICS

To qualify for the EEI survey, respondents must have budget responsibility for at least one nonresidential building, and their responsibilities must include energy use, either through monitoring of usage or proposing or approving energy-related projects. The EEI survey is conducted anonymously.

Among UK respondents, 64% classified their facilities as commercial, 21% as institutional (government buildings, hospitals and schools), and 16% as industrial. Thirty-one percent of respondents managed more than 500,000 square feet.

The Institute for Building Efficiency is an initiative of Johnson Controls providing information and analysis of technologies, policies, and practices for efficient, high performance buildings and smart energy systems around the world. The Institute leverages the company's 125 years of global experience providing energy efficient solutions for buildings to support and complement the efforts of nonprofit organizations and industry associations. The Institute focuses on practical solutions that are innovative, cost-effective and scalable.

If you are interested in contacting the authors, or engaging with the Institute for Building Efficiency, please email us at: [InstituteforBE@jci.com](mailto:InstituteforBE@jci.com).



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