

## **Johnson Controls' Energy Efficiency Indicator: German Interest in Energy Efficiency Drops as Barriers Remain**

### **Overview**

Johnson Controls Institute for Building Efficiency has released the results of the 2013 Energy Efficiency Indicator (EEI), a global study of how corporations are investing in energy management. The EEI is an industry indicator of change over time in how corporate decision-makers view energy efficiency policies, and helps establish the benchmarks for progress in energy efficiency year after year. This year's respondents come from 10 countries and represent decision-makers from a variety of commercial, industrial and institutional facilities such as hospitals, schools, and government buildings. This is the fourth year the survey was conducted in Germany.

### **Results and Trends in Energy Efficiency**

- Globally, companies are more interested in energy efficiency – a 116 percent increase since 2010 – and nearly half are categorizing energy management as “extremely important” to their organization.
- Thirty-six percent of executives in Germany indicated that energy management is “extremely important” to their organization or company, slightly below the global average of 41 percent.
- The amount of respondents who said they were paying “a lot more attention” to energy efficiency dropped this year to 36 percent, down from 44 percent in 2012.
- Drivers for action on energy efficiency in Germany included energy cost savings, energy security (reliability, availability and supply of energy), enhanced brand or public image, government and utility incentives and rebates, and customer attraction and retention.
- German executives cited capital availability and uncertainty around the savings or performance of the investments as leading barriers to energy efficiency investment.
- Respondents expect lighting and solar photovoltaic technologies to have the greatest increase in market adoption in Germany in the next 10 years, placing Germany alongside China in expectations for increased local adoption of solar photovoltaics technology.

### **About Johnson Controls Building Efficiency**

Johnson Controls delivers solutions that increase energy efficiency and lower operating costs in buildings for more than one million customers. Operating from 700 branch offices in more than 150 countries, we are a leading provider of equipment, controls and services for heating, ventilating, air-conditioning, refrigeration and security systems. Our solutions have reduced carbon dioxide emissions by 19 million metric tons and generated savings of \$7 billion since 2000. Many of the world's largest companies rely on us to manage 1.8 billion square feet of their commercial real estate.

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