

Johnson Controls' Energy Efficiency Indicator: Interest in Energy Efficiency in Brazil Higher than Global Average

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 third year the survey was conducted in Brazil.

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.
- Brazil saw a significant increase in executives who say they are paying “a lot more” attention to energy efficiency than last year – up in 2013 to 52 percent.
- Last year, Brazil's respondents were significantly higher than the global average in terms of those who responded that energy management was “extremely important” to their organization. This year, that figure increased slightly to 54 percent, still well above the 41 percent global average.
- Executives in Brazil indicated that the main drivers for pursuing energy efficiency were: energy cost savings, energy security (availability, reliability, security of supply, etc.), customer attraction/retention, greenhouse gas footprint reduction, and brand/public image.
- Brazil was one of the leaders in citing greenhouse gas reductions as an important driver for action surrounding energy efficiency along with India, Singapore and the United Kingdom.
- Brazilian respondents were fairly evenly split when it came to identifying the top barrier for energy efficiency. While lack of awareness about opportunities was the lowest concern, survey results point to lack of technical expertise to evaluate the choices, uncertainty about the performance of actions taken, internal financial requirements and funding availability as barriers.
- Lighting and solar thermal technologies were the top two technology choices expected to penetrate the Brazilian efficiency market in the next 10 years. Further, Brazil was one of only a few markets where over 20 percent of respondents saw electric cars and small onsite wind generation technologies being adopted within the same time frame.

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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