

Johnson Controls' Energy Efficiency Indicator: Interest in Energy Efficiency Rises in France as Motivations Shift

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 France.

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.
- France saw a significant increase this year in respondents who said they were paying “a lot more” attention to energy efficiency, up to 43 percent from 30 percent last year.
- Thirty-three percent of respondents said energy management was “extremely important” to their organizations. While this remains below the global average (41% 2012 and 41% in 2013), it has increased from 28% since 2012.
- French respondents reported the key drivers of energy efficiency investment and action as energy cost savings, government and utility incentives and rebates, increased real estate asset value, enhanced brand or public image, and energy security (reliability, availability and supply of energy). France is one of three countries – with the U.S. and Australia – that now sees improved asset value as one of the top three drivers for energy efficiency.
- Last year, energy security and decreasing greenhouse gas emissions footprints ranked high on the priorities list, but fewer French respondents cited these as their top concerns in 2013.
- Capital availability was the leading barrier to efficiency investments for 24 percent of French executives in 2013, with other top barriers including internal financial criteria such as payback requirements and uncertainty about the savings or performance of energy efficiency investments.
- Advanced building materials and solar technologies (thermal and solar photovoltaic) were expected to have the greatest increase in market adoption in France in the next 10 years.
- At 22 percent, France had the lowest expectations of increased market adoption of advanced lighting technologies among countries in the 2013 survey.

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.

Contact:

Sarah L. Zwicky
sarah.zwicky@jci.com
+1 414-524-6916