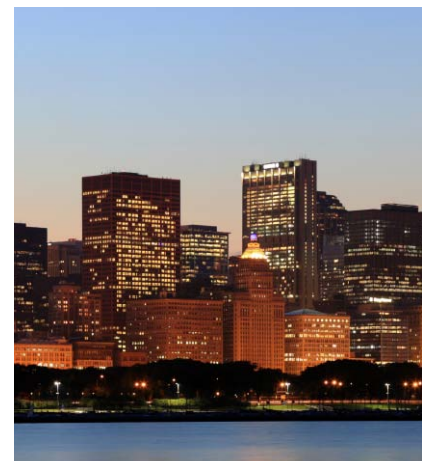


# 2011 ENERGY EFFICIENCY INDICATOR SURVEY: CANADIAN RESULTS

The 2011 Canada results provide insights into the priorities, practices and investments being made by decision-makers today, and offer a glimpse of tomorrow's technologies. The Canada survey had 211 respondents, a more than 300% increase over 2010.

## KEY POINTS FROM 2011 CANADA EEI RESPONSES:

- There is strong interest in energy efficiency among Canada's building executives: 68% report that energy management is "extremely important" or "very important" to their organizations, and 75% said they are paying more attention to energy in 2011 compared to last year.
- Canada's drivers for energy efficiency are fairly consistent with the global averages. Energy cost savings and government/utility incentive/ rebates were the most significant drivers for action. Increasing energy security ranked seventh in importance in Canada, compared to the global ranking of fourth.
- The 2011 survey shows that 41% have a green certified building. Additionally, a wide range of energy efficiency projects were pursued, with 69% of respondents indicating that they switched to energy efficient bulbs, lamps, ballasts or fixtures. 43% adjusted HVAC control set points and schedules, and 39% replaced inefficient equipment before the end of its useful life.
- Among the actions taken in the last 12 months, lighting improvements top the list of energy efficiency measures taken (75% of respondents), followed by HVAC and/or controls improvements (65%) and no-cost/low-cost or behavioral improvements (47%).
- When asked which on-site technologies they expected to see the greatest market adoption over the next 10 years, executives said they expect a significant shift in market adoption of lighting technologies, advanced building materials and smart building technology.



## OVERVIEW

The Global Energy Efficiency Indicator (EEI) survey 2011 reveals the energy priorities, practices, investment plans and barriers facing executives responsible for energy investments and activities in their companies. The global survey included nearly 4,000 facility managers and building owners. The 2011 survey is the 5th global survey conducted by Johnson Controls through its Institute for Building Efficiency.

- Decision-makers are facing significant barriers to efficiency, including technical, organizational and financial challenges. The number one barrier identified by Canadian executives was lack of funding to pay for improvements (29%). While insufficient payback/ROI came in at number two (13%), this barrier was not as high as the global average of 19%.
- How are Canadians doing in four key areas that the survey shows drives increased investment in energy efficiency? 55% have indicated they are setting a reduction goal; 54% analyze energy data frequently; 46% are adding internal or external resources; and 53% plan on using external financing to help them achieve their goals.

## SURVEY RESPONDENT DEMOGRAPHICS

The survey is conducted anonymously. To qualify, 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.

Among Canadian respondents, 49% classified their facilities as commercial, 25% as institutional and 14% as industrial. Thirty-seven percent of respondents indicated their portfolio size was more than 500,000 square feet, 32% had responsibility for 50,000 to 500,000 square feet and 29% managed less than 50,000 square feet.

For additional information on the Canadian and global results, visit the EEI 2011 survey on the Institute for Building Efficiency website: [www.institutebe.com/Energy-Efficiency-Indicator](http://www.institutebe.com/Energy-Efficiency-Indicator).

---

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).

