

# TWITTER POLL

## NOVEMBER 2015

### HIGHLIGHTS

Country: United States of America | Interest: Green Solutions

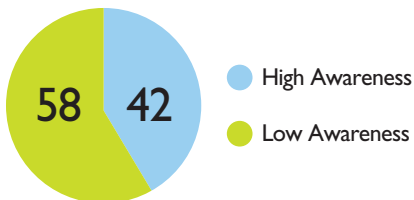
Followers of: EEL, NRA, RILA, DoE, Green Hotelier, HuffPost Green

Total Votes (for 20 questions): 3,575

### Section I – Awareness and Usage Tracking

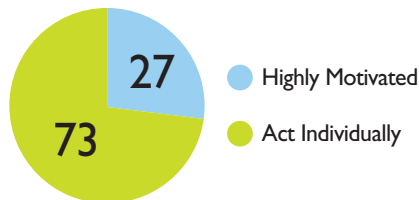
#### Q1/20

What is the level of awareness of where energy is consumed in your facilities?



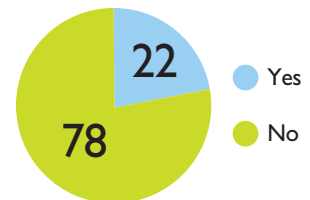
#### Q2/20

How motivated is staff to save energy at your workplace?



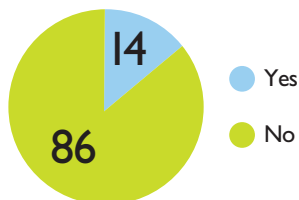
#### Q3/20

Do you have defined metrics to track energy usage like kWh/sq.ft. etc at your workplace?



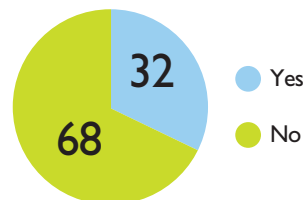
#### Q4/20

Is there an energy savings training program for employees at your workplace?



#### Q5/20

Do you make conscious efforts to save energy at your workplace?

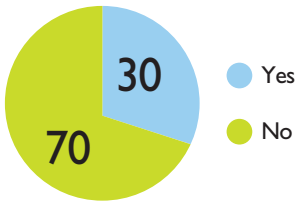


**SECTION INFERENCE:** Organizations need to take notice of the culture and processes within, with regards to energy efficiency. Organizations can easily reach the low-hanging fruit by simply defining key parameters, informing employees through awareness programs, and training them to tackle energy leakages.

## Section 2 – Data Availability and Usage of Analytics

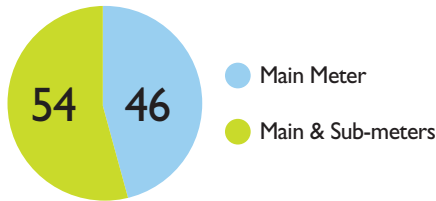
### Q6/20

Does your organization currently perform any energy data analysis for generating intelligence to save energy?



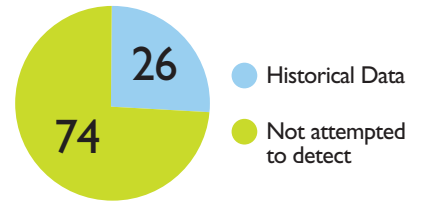
### Q7/20

Choose the existing meter infrastructure in your facility.



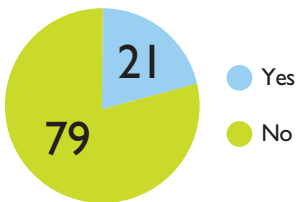
### Q8/20

Which is the most common mode used to detect equipment faults (like sensor/damper failure) in your organization?



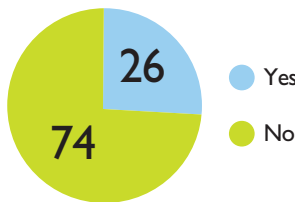
### Q9/20

Do you believe Energy Analytics can help identify and eliminate energy waste?



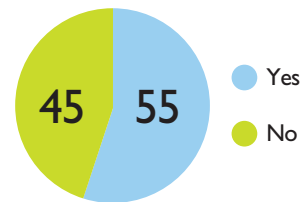
### Q10/20

Do you believe that your CFO is able to understand the business case of operational energy savings?



### Q11/20

Do you believe Energy Analytics would help your organization sustain energy saving over a multi-year period?

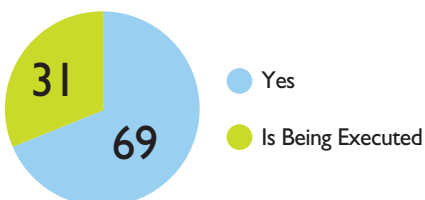


**SECTION INFERENCE:** Organizations are yet to tap into the potential of using analytics to drive energy efficiency at their facilities. It is a less capital intensive method. It also ensures organizations can protect their investments in their facilities by improving the performance of available equipment through monitoring the performance data.

## Section 3 – Retrofits-based Savings over Data-driven Operational Energy Savings

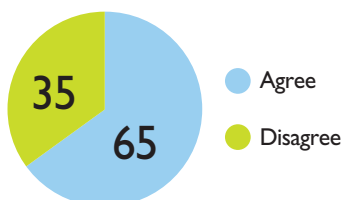
### Q12/20

Has any energy efficiency retrofit project been executed in your property?



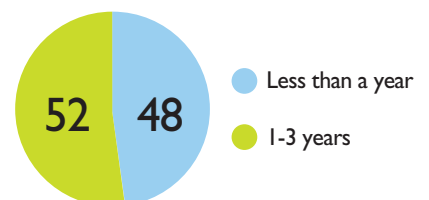
### Q13/20

Energy savings obtained from retrofit programs can be sustained for longer as compared to data-driven operations.



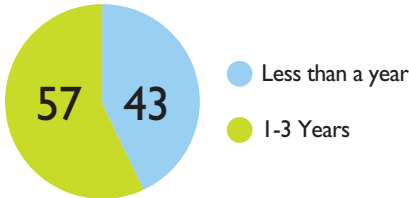
### Q14/20

Simple payback expectation for retrofitting projects?



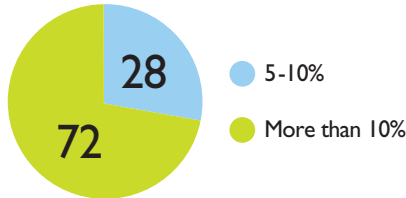
**Q15/20**

Simple payback expectation for data-driven operational energy savings program?



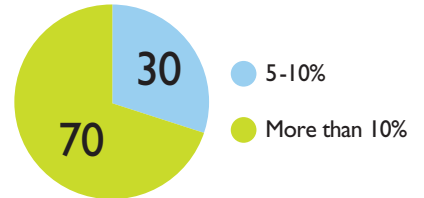
**Q16/20**

Energy savings expected from retrofitting projects?



**Q17/20**

Energy savings expected from data-driven operational energy savings program?

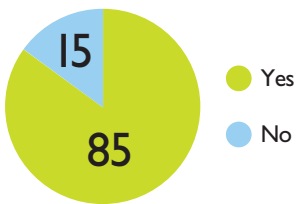


**SECTION INFERENCE:** When data is used, it not only saves energy costs but also optimizes facilities. This is because the data will advise when equipment needs to be repaired, serviced or replaced and how best the equipment can be used to truly unlock the potential of the facility, while still delivering services that delight the end customers.

**Section 4 – Reputation**

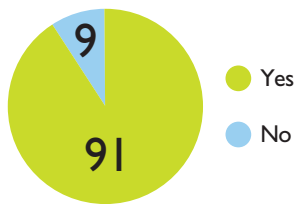
**Q18/20**

Do you feel a company with efficient energy management policies gains a competitive advantage?



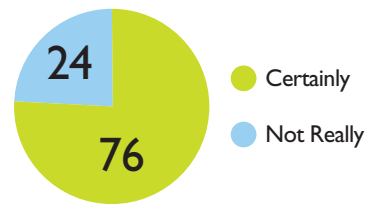
**Q19/20**

Would you want your organization to train employees in energy conservation?



**Q20/20**

Would a company's energy management policies determine its reputation in your mind?



**SECTION INFERENCE:** Organizations that are concerned about the environment create a better impression in the minds of their employees, prospective employees as well as consumers who may buy their products or use their services. It is imperative that organizations invest in energy management programs – data-driven programs that can enable them deploy, manage and report the energy saving initiatives.

**OVERALL INFERENCE:** Organizations understand that energy efficiency is important and that managing energy consumption has multiple benefits. However, the key is to realize that energy efficiency is a journey and not a destination. Organizations need to constantly expend efforts to be energy efficient and a data-driven energy program is one the best vehicles to carry them in this journey.