

US businesses are benefiting from an innovative approach to energy

Our recent research indicates that US businesses' approach to energy is changing. Organizations are seeing energy as an opportunity, not just a cost.

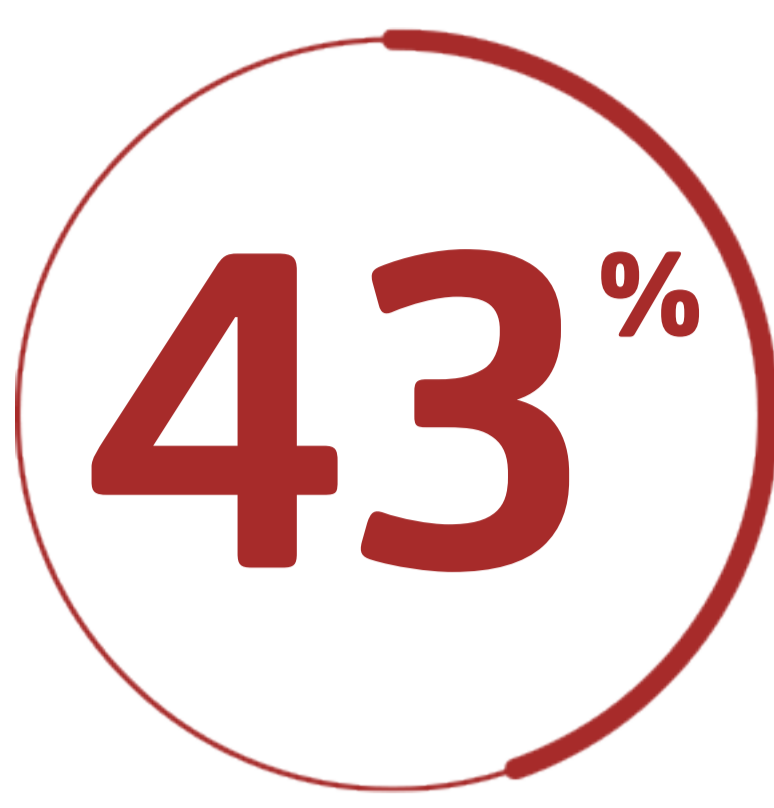
So, what is driving this change?

Changing attitudes to energy

We have seen a significant shift in the way businesses approach and plan for energy.



75% of US businesses with an energy strategy now have specific targets, actions or budgets (up from 64% in 2017).



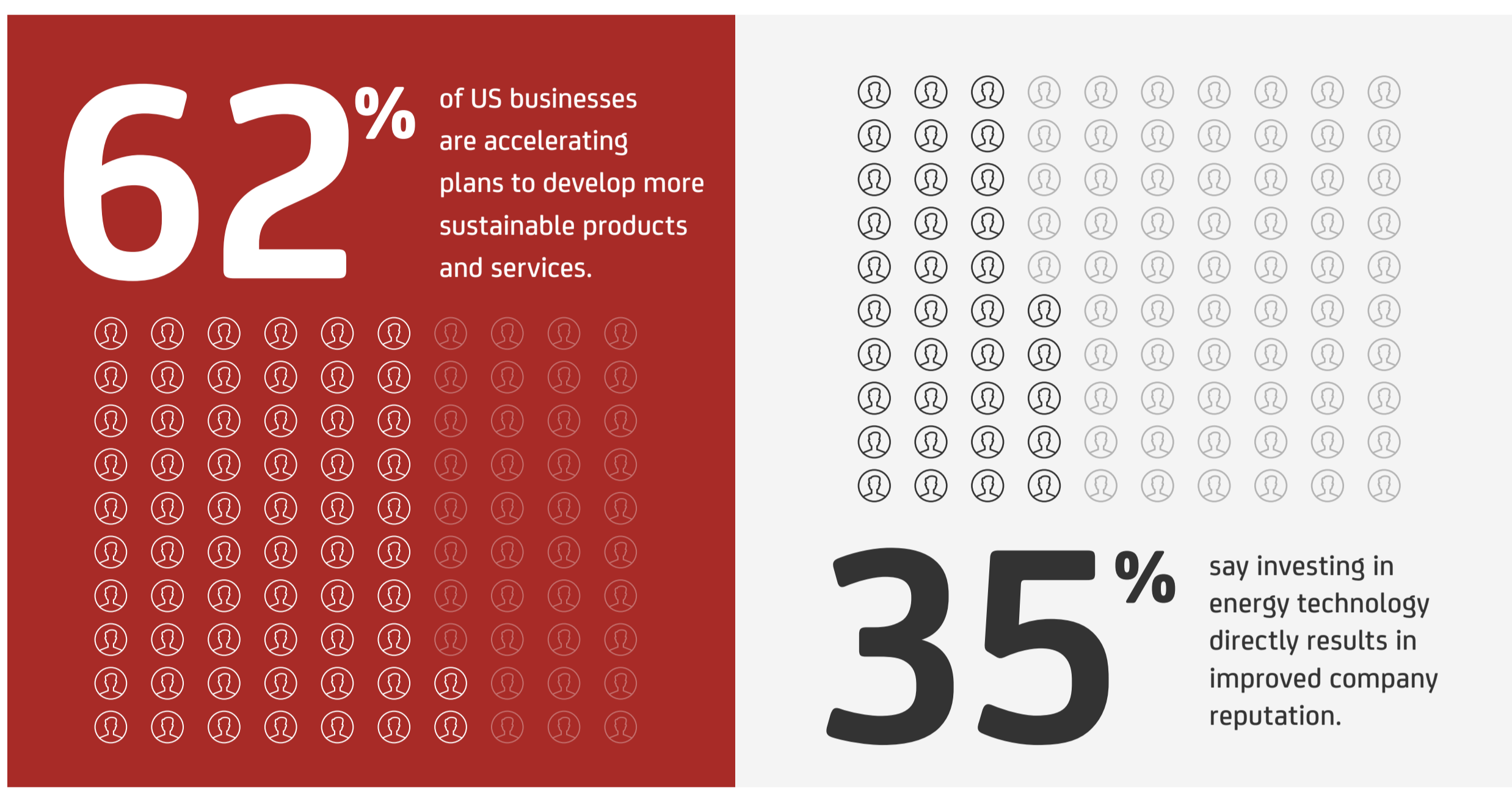
43% of customer-focused businesses have a plan for replacing non-renewable energy sources with renewable ones.



20% of US businesses see energy as an asset to be managed to generate revenue and competitive advantage.

Pressure from customers

Consumers are demanding more sustainable products and services, organizations are responding.



62% of US businesses are accelerating plans to develop more sustainable products and services.

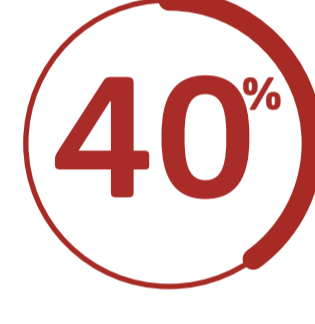
35% say investing in energy technology directly results in improved company reputation.

Greater demand for energy resilience

Concerns regarding energy security, grid reliability and cost volatility are rising across all industries, specifically around cybercrime, natural disasters (eg hurricanes and flooding) and risks around regulation/legislation.



71% of US businesses agree that as they become more digitalized, resilience to power interruptions becomes increasingly important.



40% of US businesses say interruption to energy supply is a growing concern, and 65% report not being well prepared for it.



23% of businesses prioritize reliable energy supply over all other energy considerations.

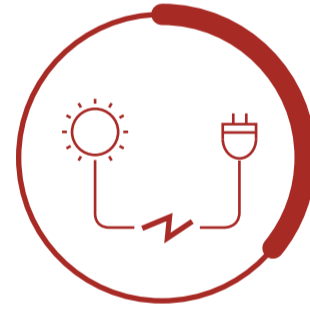
Rise in innovative energy solutions

Energy-efficiency measures are providing a springboard for businesses to invest in smart technologies and on-site power generation.

This can be broken down into 3 areas:



Energy efficiency measures: 52% of US businesses are implementing measures such as LED lighting and insulation



Smart energy management: 38% are introducing solutions like wireless sensors

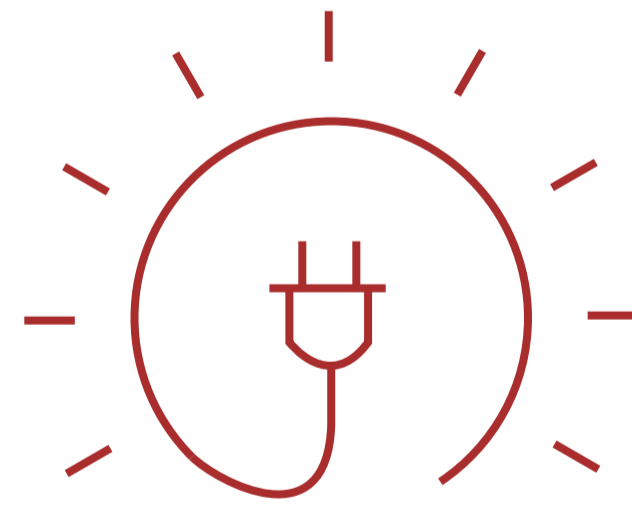


On-site generation: 27% are developing on-site power sources, such as solar and cogeneration

Case Study

Solar investment delivering clean energy and ROI

AER Worldwide, an electronic waste recycler, wanted an energy investment that could add value to its property and strengthen its commitment to its headquarters that will generate approximately 361,819 kWh of clean energy per year – saving almost \$4 million and removing the equivalent of 259 tons of CO2 from the atmosphere. [Read more here.](#)



Rethinking energy leads to sustainable business growth

US businesses that place a strategic focus on energy are better able to balance their efficiency and financial performance with being more socially and environmentally responsible.



83% of US businesses consider sustainability to have economic and environmental dimensions.



Sustainable businesses balance environmental and economic considerations to ensure responsible, ongoing success.

Are you among the 13% of 'sustainable businesses' in the US?

Download our report to discover the 8 characteristics that are typical of a sustainable business.

DOWNLOAD REPORT



Centrica Business Solutions research - statistics based on a ten country survey of more than 1,500 energy decision-makers in large organizations.

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