

ELS FACT SHEET

Top 4 Reasons to Invest in Energy Efficiency



Energy efficiency is one of the best investments any business can make. Why? Because it is the easiest way to affect your bottom line without the trouble of having to increase your top-line.

According to a recent report from the Southeast Energy Efficiency Alliance (SEEA), energy efficiency retrofits across eight states from 2010-2013 created a **387% return on investment**. \$20.2M was invested and \$78.3M was returned. Depending on each industry's net profit margin, that could have a \$1.6B impact on the economy.

Here are the top four reasons investing in energy efficiency is a must:

1. **Going Green Saves Green!** Energy efficiency is the best way to reduce costs and increase profits. Cutting energy use by 20% is like increasing the bottom line by 5%. Studies show that every \$1 spent on energy efficiency projects yields \$2.84 in savings over the life of the project. Where else could you invest your money and get that kind of return?
2. **Reduce Your Carbon Footprint.** Technological advances have improved the energy efficiency of many building systems by as much as 30%-60%, resulting in lower utility bills and reduced environmental impacts, often without sacrificing quality or comfort. Using less energy reduces emissions of carbon dioxide, air-borne mercury, and other harmful pollutants from power plants that burn fewer fossil fuels to meet the lower energy demand.
3. **Keep Pace with Your Competition.** Your peers are getting greener, so why aren't you? From industrial giants to the shop next door, business owners are getting on board with energy efficiency. More than 100 leading industrial firms, from 3M to Whirlpool, have committed to reduce their energy intensity by 25% in the next 10 years. It's the best way to save money, reduce risk, and maintain a competitive edge, even in the most challenging economic environments.
4. **Increased Employee Productivity.** People prefer to work in energy-efficient buildings designed to provide fresh air, daylight and a greater sense of control over airflow, temperature, and lighting levels. Studies show that productivity increases by 3%-5% and sick days decrease by 20%-25% when energy efficiency measures are implemented. Even small improvements in employee health and productivity can have substantial financial impacts, potentially much larger than operational energy savings from building retrofits.