Highlights from the 2017 Argentina Survey:

- Energy efficiency is increasing in importance and investment remains high. 70% of organizations are paying more attention to energy efficiency than they were one year ago, which is translating into investment. 47% of organizations plan to increase energy efficiency and renewable energy investments in the next year, with an additional 42% planning to keep their investment level the same.

- Energy cost savings and customer attraction and retention are the most important drivers in energy investment decisions in Argentina. 66% of organizations rated energy cost savings and customer attraction and retention as very or extremely important in driving investment decisions. Other important drivers included existing government policy (65% of respondents rating it as very or extremely important) and enhanced brand or public image (63% of respondents rating it as very or extremely important).

Drivers of energy efficiency investments:
Organizations rating as very or extremely significant

- Energy cost savings: 66%
- Customer attraction/retention: 66%
- Existing government policy: 59%
- Enhanced brand or public image: 52%
- Attracting, retaining employees: 55%
- Increasing energy security: 55%
- Increasing the asset value of your building: 53%
- Government/utility incentives/rebates: 50%
- Argentina: 35%
- Global: 77%

- The top energy efficiency measures adopted over the past twelve months include heating, ventilation, and air conditioning improvements (84%), building controls improvements (58%), energy focused behavioral or educational programs (58%), and thermal energy storage (55%).

- When asked about planned investment over the next twelve months, onsite renewable energy led the way with 63% of respondents indicating they would invest. It was followed by heating, ventilation, and air conditioning improvements (52%), thermal energy storage (52%), energy focused behavioral or educational programs (48%), and building controls improvements (48%).
Highlights from the 2017 Argentina Survey:

- For 33% of respondents, the top barrier to pursuing energy efficiency is lack of funding to pay for improvements. Other common barriers include lack of technical expertise to evaluate or execute projects (23%), insufficient return-on-investment (23%), and lack of awareness about opportunities (16%).

- Even with demand for green buildings increasing, more organizations plan to have net zero energy buildings than certified green buildings in the future. 39% of organizations already have or plan to have at least one certified green building in the future and 48% of organizations are willing to pay a premium for space in a certified green building. More organizations plan to achieve near zero, net zero or energy positive status for at least one building in the next 10 years, with 80% indicating it is very or extremely likely.

- Resiliency is an increasingly important consideration for building infrastructure investments. 89% of organizations stated that maintaining critical operations during severe weather events or extended power outages is very or extremely important when considering future infrastructure investments. In addition, 35% of organizations are very or extremely likely to have one or more facilities able to operate off the grid in the next 10 years.

- Building systems integration continues to build momentum as the focus on smart buildings increases. 44% of organizations invested in systems integration in the past 12 months and 40% plan to invest in the next 12 months. Security systems are leading the way with 39% of respondents indicating they have already been integrated with other building technology systems. This is followed by lighting systems (integrated with other building technology systems for 37% of respondents) and energy management systems (integrated with other building technology systems for 33% of respondents).

- In Argentina, government leadership in leasing, building design, and retrofits is the most effective policy driving energy efficiency improvements with 87% of respondents ranking it as very or extremely important. Other policies that are effective in driving energy efficiency improvement are performance benchmarking and certifications (79% of organizations rated as very or extremely important), public and private sector building efficiency targets (79% of organizations rated as very or extremely important), and financial incentives and programs (62% of organizations rated as very or extremely important).

Policies driving energy efficiency improvements:
Organizations rating as very or extremely important

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