

89%

of energy professionals believe government incentives trump markets in driving energy efficiency uptake by consumers.

Energy

Smart grid solutions facilitate the use of renewable energy and can help reduce energy demand, making them an increasingly attractive opportunity.

So much so that energy industry experts are stepping up calls for governments around the world to provide incentives to drive the adoption of energy efficiency and renewable energy. Stronger policies that are most favored by industry stakeholders are those that focus first on improving and incentivizing smart grid technology and then funding energy efficiency measures and setting minimum energy efficiency standards. Taken together, making efficiency a valued resource means applying the resources of government to prime the energy efficiency pump.

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