

# Bridging The Knowledge Gap to Facilitate EE Projects

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**ARK**&ASSOCIATES

# With over 2500 buildings retrofitted in Dubai, Energy Efficiency Projects have proven their business case

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**21% reduction**

Average electricity savings from retrofit projects versus baseline consumption

**2,465 Buildings**

Cumulative number of retrofitted buildings as of end of Dec 2017

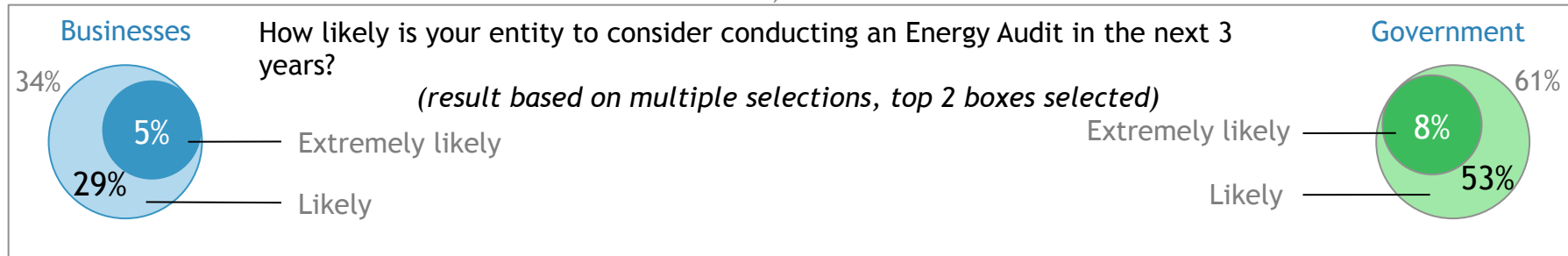
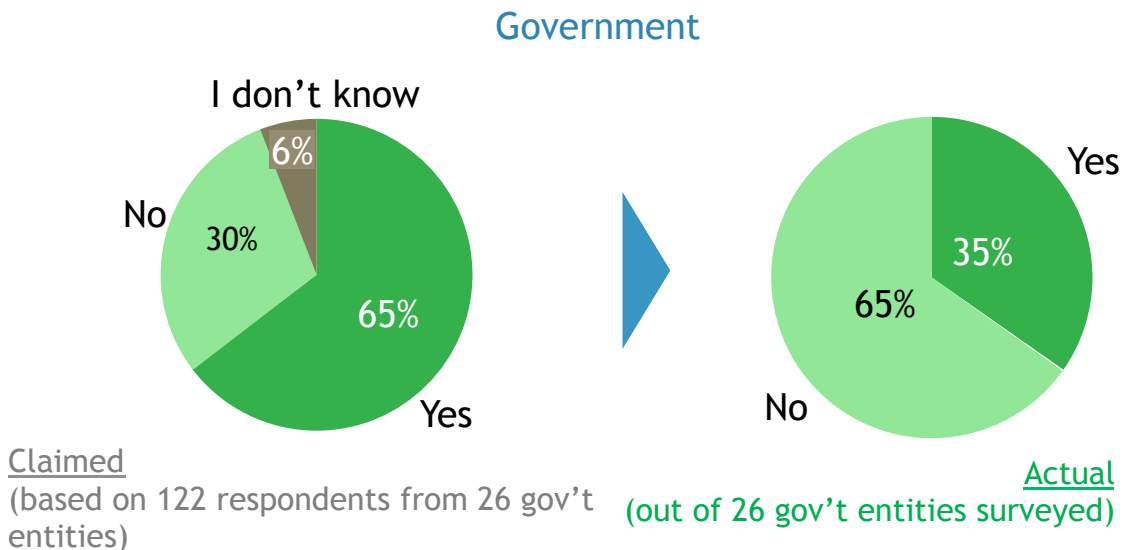
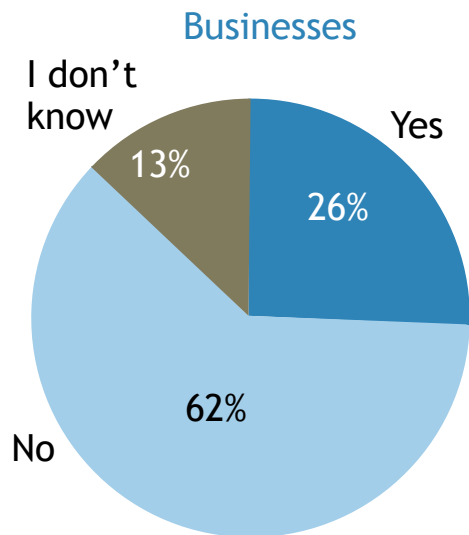
The majority of the buildings retrofitted were Government or State-Owned Entities

# A comprehensive market survey done in July 2017 in Dubai reveals that inclination to conduct Energy Audits for private sector is still relatively low

Have you seen or heard of the following initiative in Dubai: Energy audits on buildings?

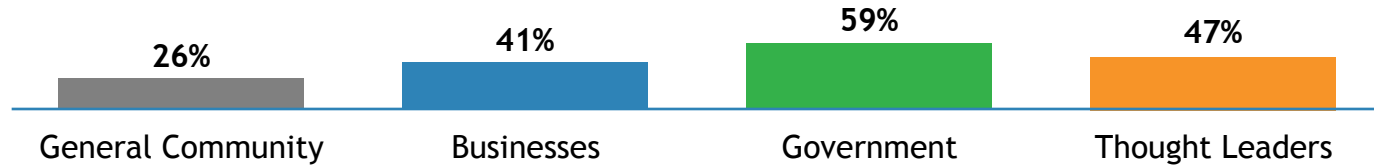


## Organizations which conducted Energy Audits

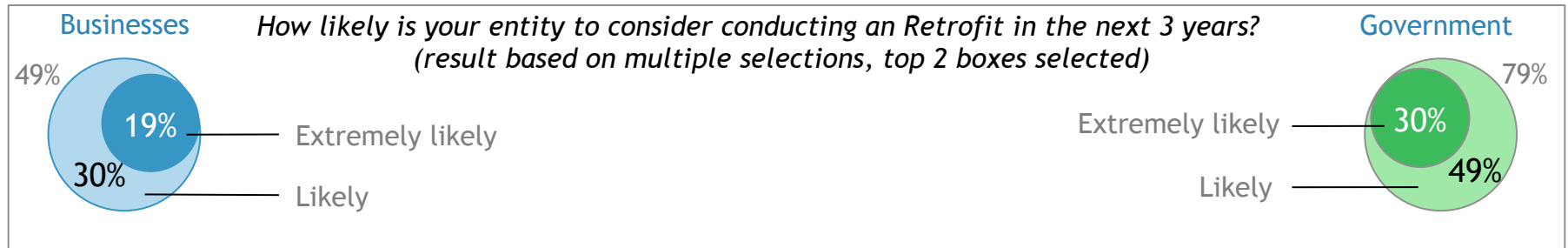
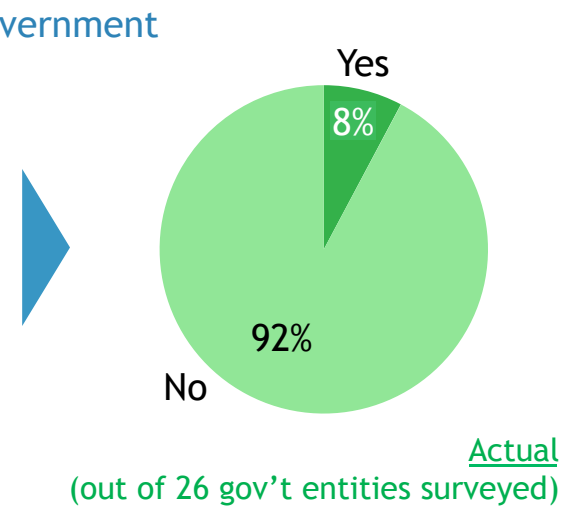
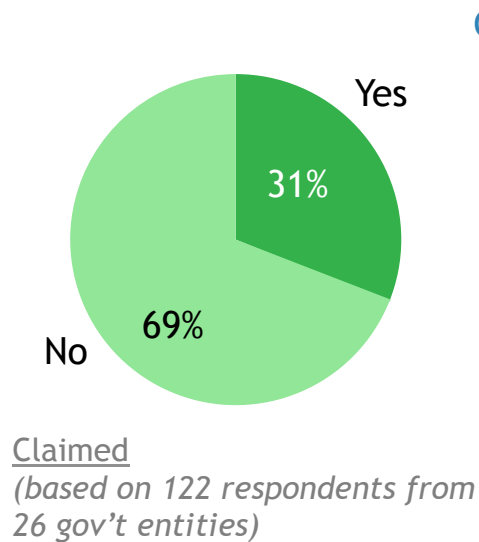
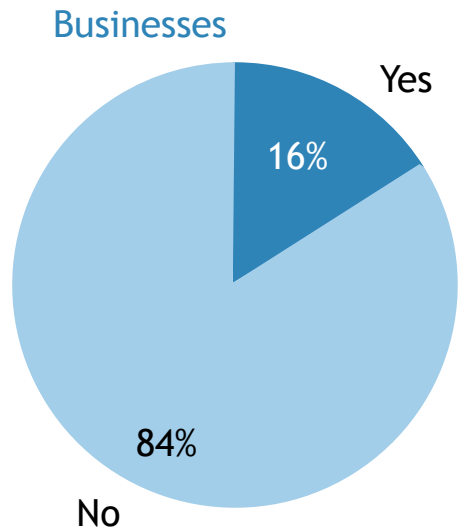


# Interest to do Retrofit shows similar trends, tapping the balance significantly towards Government projects

Have you seen or heard of Dubai's initiative: Retrofitting of buildings with energy efficient materials and equipment?

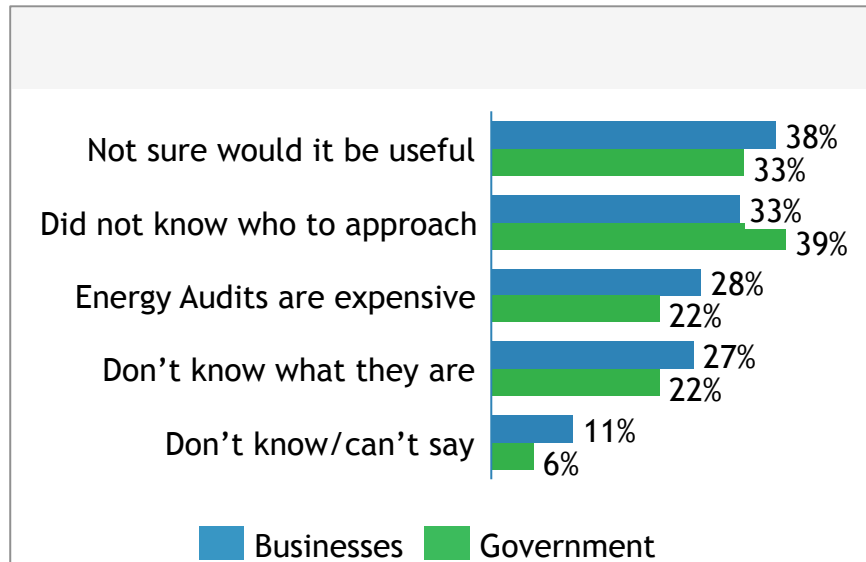


## Organizations which conducted Building Retrofits

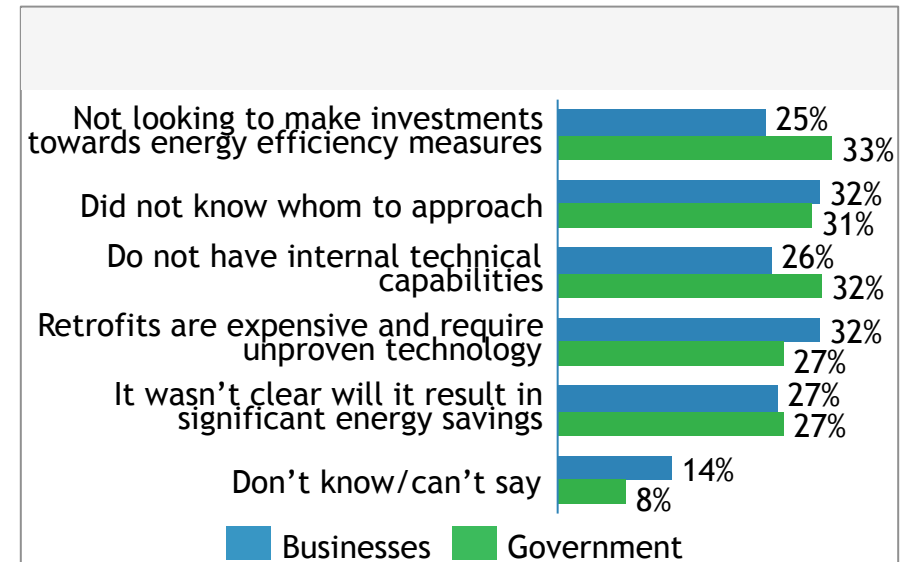


# Despite a proven value proposition for Energy Efficiency projects, actual adoption rates are low due to lack of confidence, awareness and knowledge

Reasons for not conducting an Energy Audit  
(results based on multiple selections)

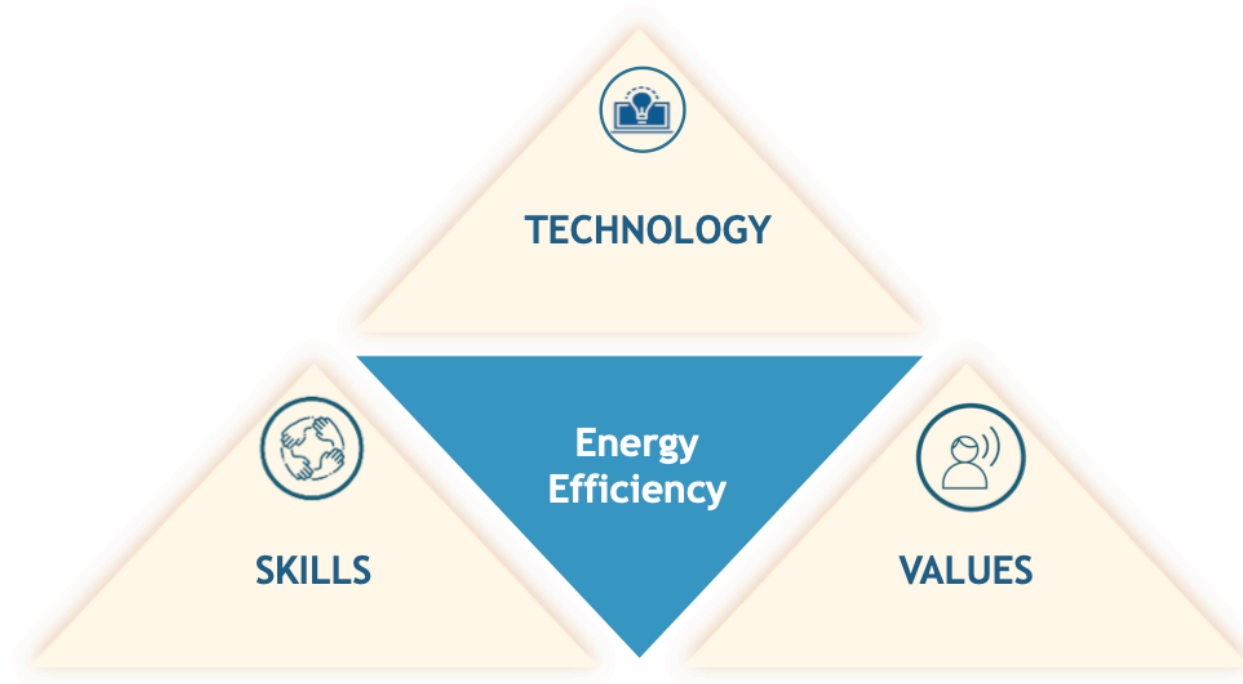


Reasons for not conducting an Retrofit  
(results based on multiple selections)



# The narrative needs to change to become one - not between a Service Provider and a Client – but that of a Trusted Advisor

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- 1 Convene all internal stakeholders to get a buy-in
- 2 Simplify the language
- 3 Educate to create capabilities within
- 4 Have a clear implementation process
- 5 Bring in the technology that fits
- 6 Deliver on the promise

# Thank You

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