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## **New McKinsey Study Validates Energy Savings Opportunities**

As reported in the *New York Times*, the biggest opportunity to improve the nation's energy situation is a major investment program to make homes and businesses more efficient, according to a study released Wednesday by the consulting firm McKinsey. An investment of \$520 billion in improvements like sealing ducts, **adding insulation**, and replacing inefficient appliances could produce \$1.2 trillion in savings on energy bills through 2020, the study found. You can link directly to the McKinsey report by clicking below. A separate study released on Tuesday by the National Research Council cited potential energy savings of 15 percent by 2020 and 30 percent by 2030 if more efficient technologies were adopted. Unlike McKinsey, the research council included transportation, acknowledging that it would be a difficult sector to transform quickly.

These updates by McKinsey and other research organizations build arguments and create fertile ground for continued support for PIMA's policy priorities in Washington, state capitals, and in standard setting groups like ASHRAE and ICC.

[http://www.mckinsey.com/client-service/electric-power-natural-gas/downloads/US\\_energy\\_efficiency\\_exc\\_summary.pdf](http://www.mckinsey.com/client-service/electric-power-natural-gas/downloads/US_energy_efficiency_exc_summary.pdf)