



Navigating the Energy Labyrinth

How the pursuit of energy resilience in Ireland is unlocking business opportunities

Enter →

Gaining more control of energy is now mission critical for organisations in Ireland

Irish businesses are searching for ways to meet ambitious net zero targets while they manage increasing demands for energy¹. A third of the Irish organisations (**32%**) admit that they are unlikely to meet 2030 emissions targets, and a lack of budget is their **number one obstacle**.

These are two of the findings from Centrica Business Solutions' latest research, which surveyed 500 organisations across Europe – including **75 senior executives** in energy roles across Ireland. The research explored how businesses that gain greater control of their energy supply are better positioned to address complex challenges and open new revenue streams.

But our research also finds that many organisations in Ireland are already working to improve their energy resilience. They are securing greater cost control, setting themselves up to meet long-term sustainability targets and – crucially – unlocking new business opportunities.

¹ <https://www.seai.ie/data-and-insights/seai-statistics/key-publications/energy-in-ireland>

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Key findings in the Irish market include:

31%

see energy as an asset that can generate additional revenue and competitive advantage.

Energy modernisation is viewed as a tool to drive business growth.

47%

say they have made excellent progress on delivering cost predictability.

Irish organisations are already securing more energy control.

By 2028

Irish organisations expect to be generating an average of **38%** of their total energy on site, up from **29%** today.

On-site energy generation will help to address resilience challenges.

77%

plan to conduct employee training or awareness programmes on energy efficiency over the next 12 months.

People-related challenges are the number one business concern.

The energy challenge in Ireland

Businesses in Ireland say they are focusing on their customers. Their top business priority (cited by **59%**) is to become more agile to take advantage of emerging customer and market opportunities more quickly, and this is followed by a need for stronger brand (**47%**). But underpinning these goals is the ambition to operate more **responsibly, sustainably and efficiently**.

Irish organisations see energy modernisation as an important way to achieve these business goals:

- Only **15%** say that energy is viewed solely as a business cost in their organisation, compared with **21%** of the global sample.
- **31%** see energy as an asset that can generate additional revenue and competitive advantage.
- **31%** say they need to have a reliable energy supply above all else.

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In the next three years, which five of these areas will be among your organisation's main priorities?

Ability to respond quickly to new customer and market requirements



Becoming a leading brand in our market



Complying with legislation and regulation



Operating a sustainable business model



Being efficient and well-run



Ireland Total

Irish organisations have clear energy goals

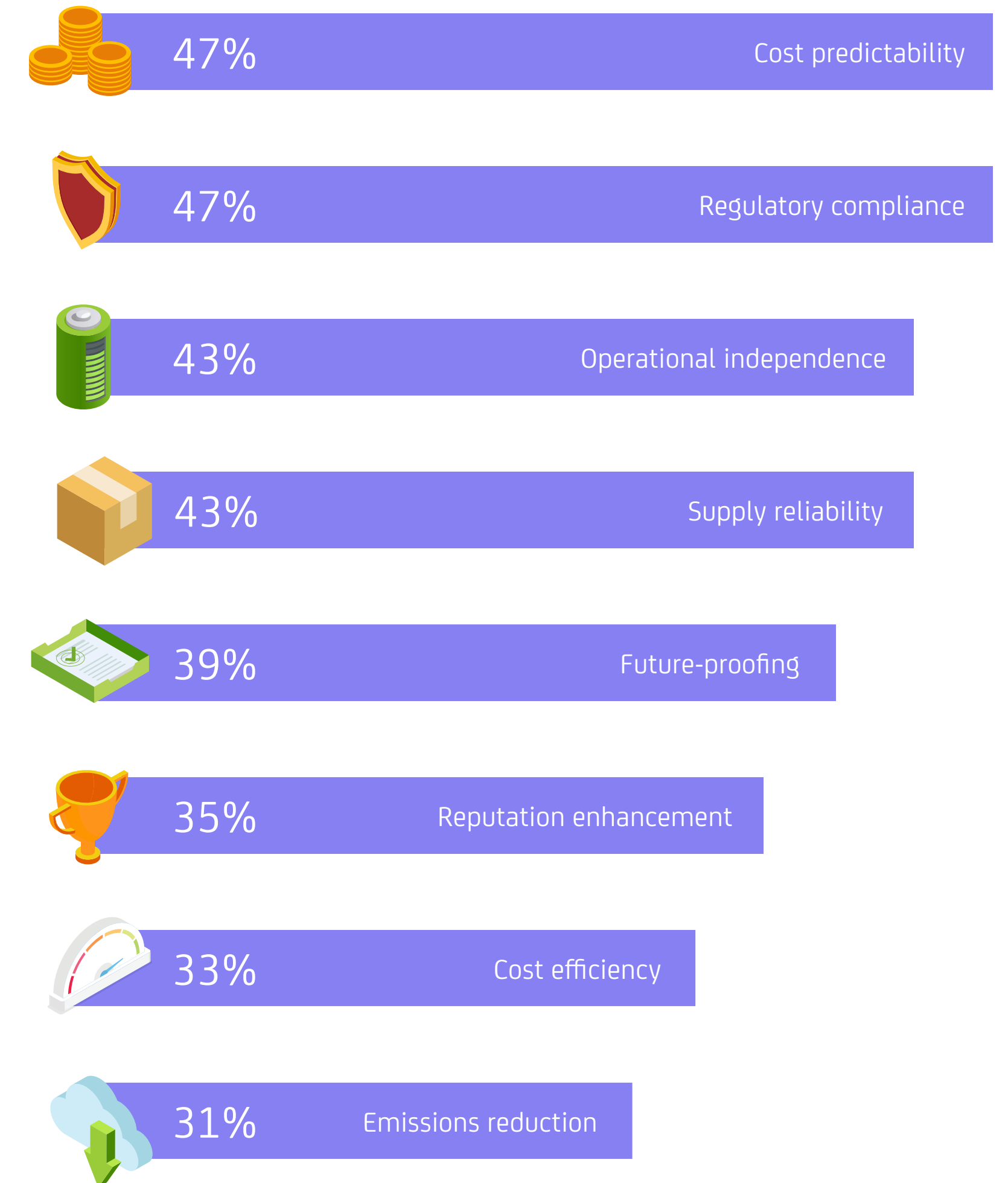
Executives say that reputational enhancement, cost efficiency, regulatory compliance and operational independence are the most important aims of their current energy strategy. This strong alignment between business priorities and energy goals means organisations are already seeing results:

- **47%** say they have made excellent progress on delivering cost predictability and regulatory compliance.
- **43%** are well on their way to achieving operational independence and supply reliability.

But only **31%** say their current energy strategy is excellent for delivering emissions reductions. Irish executives know they need to modernise their energy strategies further and they demonstrate a proactive mindset and a willingness to experiment:

- **75%** believe that investing in carbon-intensive but lower-cost energy could facilitate a faster transition to net zero, as it has the potential to overcome budget constraints.
- **56%** are prioritising long-term gains over quick return and low-risk strategies.
- **68%** say their organisation is willing to experiment with different technologies to build a long-term business case for investment.

Do you view your organisation's current energy strategy as being excellent across the following areas?



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Faster deployment of Artificial Intelligence could deliver huge value

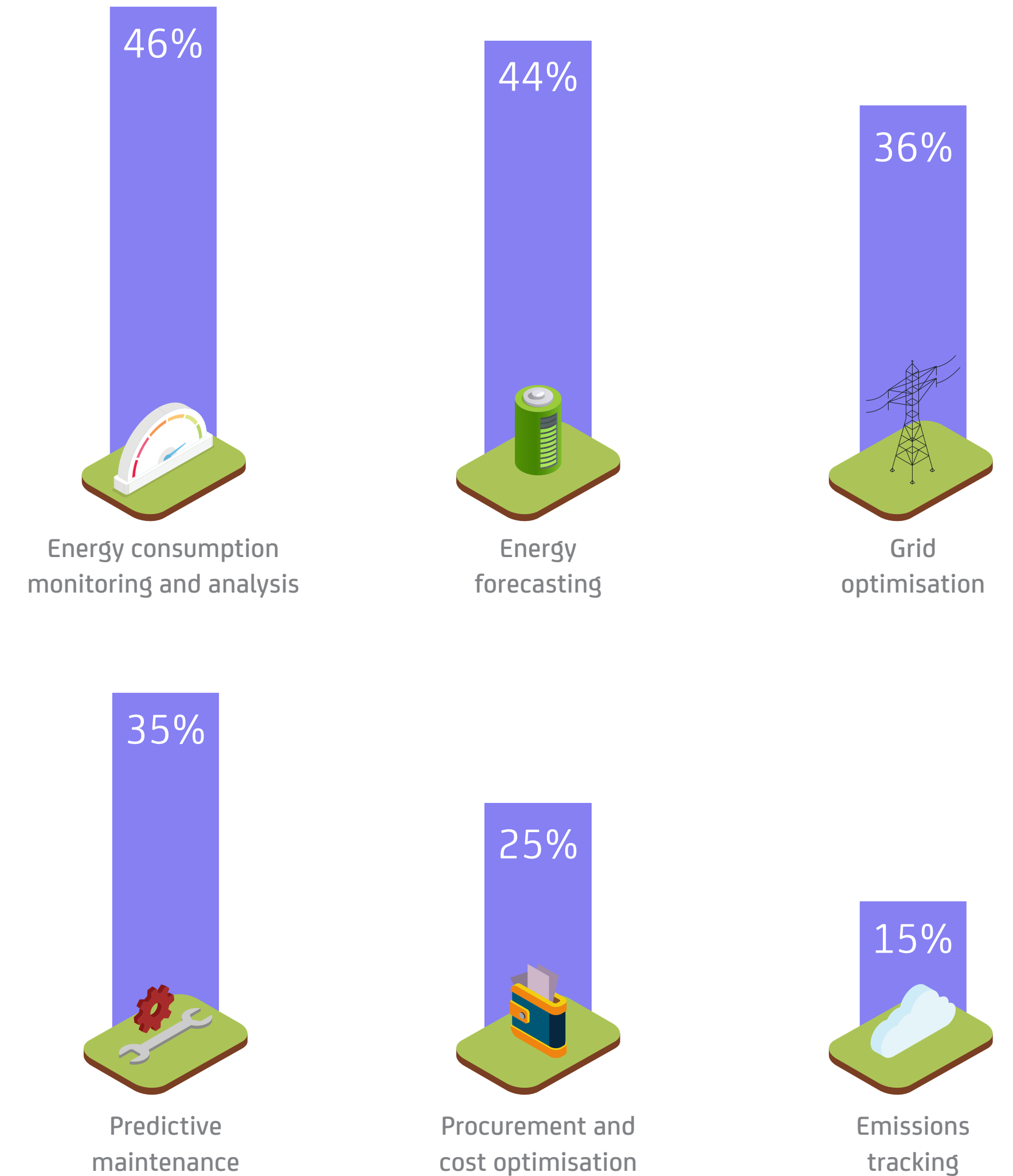
Organisations in Ireland say Artificial Intelligence is already delivering value in many areas of energy management even though they are yet to fully modernise their sensor infrastructure.

Just under half (**46%**) say they are seeing benefits from using Artificial Intelligence to monitor energy consumption even though only **27%** have adopted wireless sensors and analytics so far.

But with a further **41%** expecting to adopt wireless sensors over the next two years, there is huge potential for Artificial Intelligence to deliver more value in all areas of energy management.

Currently, only around one-third say Artificial Intelligence is successfully supporting grid optimisation (**36%**) and predictive maintenance (**35%**), and just **15%** say the same about emissions tracking.

Do you agree that Artificial Intelligence is delivering measurable value in the following areas of energy management?



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On-site energy generation delivers operational independence

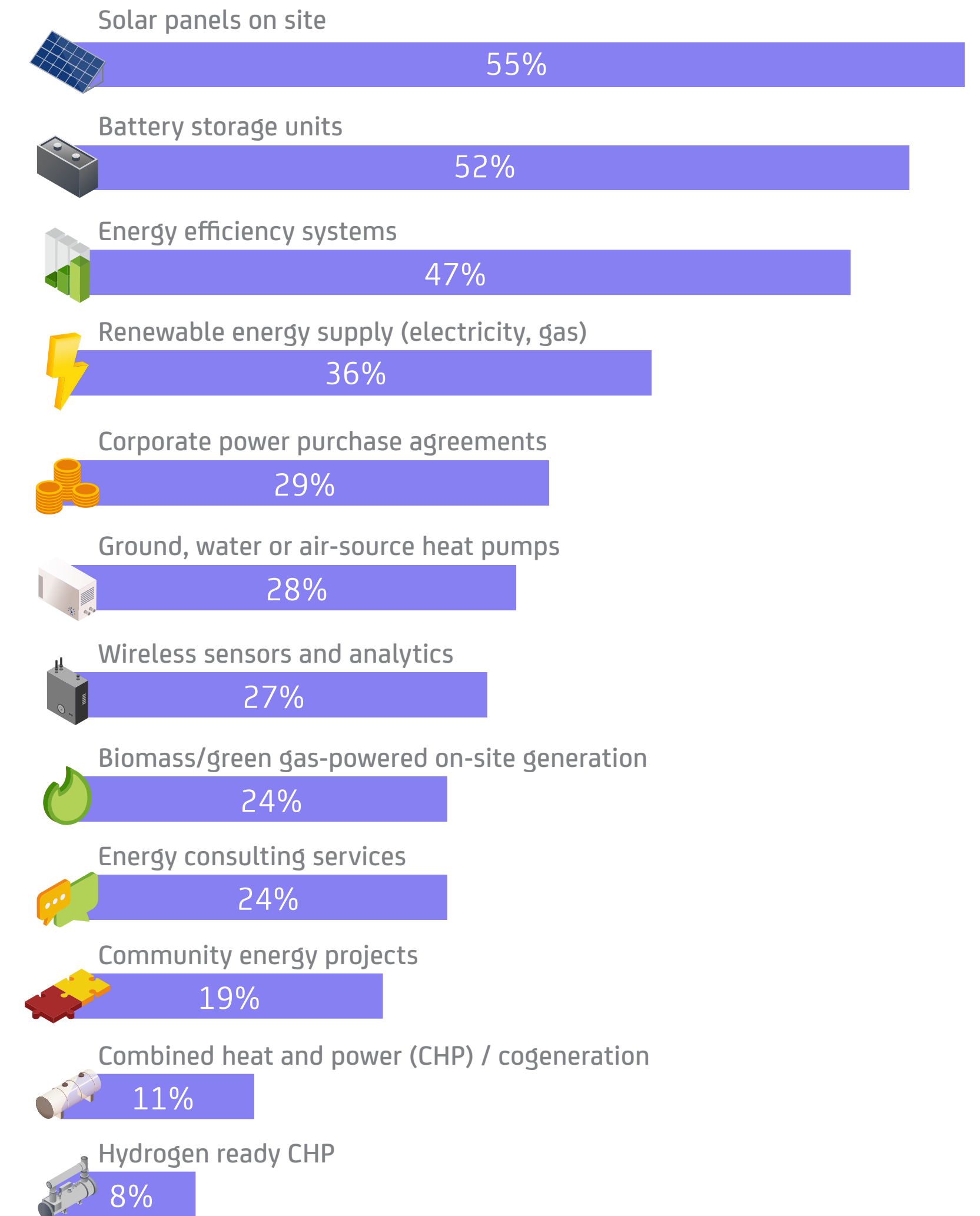
The second way that Irish businesses are addressing their resilience challenges is by heavily investing in on-site energy generation technologies. This does not just support sustainability goals – it also gives businesses control of their energy supply by reducing reliance on the grid and increasing resilience against market volatility.

By 2028, Irish organisations in our research expect to be generating an average of **38%** of their total energy on site, up from **29% today**. But despite these ambitions, our research shows that Ireland has a way to go on its adoption journey.

Solar panels, battery storage units and energy efficiency systems are the most common measures implemented so far, by around half of organisations. But all other energy improvement measures are lagging – with only around a third or less already investing in any area.

To support with implementation of onsite energy generation technologies, many organisations are looking for expertise outside the organisation. They're partnering with third-party organisations to fill their knowledge and people-related gaps: **81%** say they are likely to partner with third-party providers to enhance energy operations within the next 12 months.

Which of the following energy improvements have your organisation already adopted?

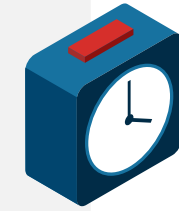


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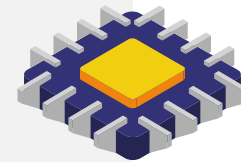
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How Irish businesses can achieve resilience



Start with strategic clarity

A well-defined energy strategy should reflect what matters most to your organisation. This clarity ensures that energy investments are purposeful and measurable, and helps secure buy-in across leadership and operational teams.



Leverage smart technologies

Artificial intelligence can play a transformative role in reducing waste, forecasting demand, and automating decision-making. Choose tools that integrate with your existing infrastructure and meet your energy goals.



Invest in on-site energy generation

Installing onsite energy solutions can reduce reliance on the grid and protect against energy price volatility. This not only enhances resilience but also contributes to your sustainability targets.



Seek outside expertise to plug skills gaps

Energy resilience isn't just about technology – it's also about people. Where internal expertise is limited, bring in external partners to fill gaps, accelerate progress and deliver long-term energy improvements.

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Want more insights on building energy resilience?

Download our full research report for more insights on how you can strengthen your control of energy.

Download →

Find out more

Centrica Business Solutions helps organisations to balance the demands of planet and profit.

We build, operate and maintain on-site, large-scale energy assets including Solar PV, Heat Pumps and Combined Heat and Power (CHP) – to help organisations to decarbonise and save money.

We also help organisations across Ireland to define an actionable pathway of decarbonisation activities and implement on-site energy generation solutions, to achieve their net zero ambitions.

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