

Designed to Earn the ENERGY STAR for Multifamily High Rise

Developers and Architects of Record may use the Designed to Earn the ENERGY STAR mark on drawings and promotional materials for specified design projects that have been approved by EPA. Developers may not promote the units within their project as ENERGY STAR *certified* until all program requirements are met, but using Designed to Earn the ENERGY STAR is an excellent way to get a head start on promoting your project.

Utilizing the mark in promotional materials sends a powerful message to future residents or owners that your project stands apart from conventional buildings, showcasing your commitment to energy efficiency and high-performance design. See the [ENERGY STAR Brand Book](#) for details.



Using the Designed to Earn Mark

Below are some great ways that Developers and Architects of Record can utilize Designed to Earn the ENERGY STAR prior to final certification:

- On advertisements or other promotional materials, either print or electronic, which are specific to the project design. The mark should be located adjacent to the project description or design that achieved the ENERGY STAR.
- On case studies or other project materials, only if the document refers exclusively to the specified project
- Directly on certified project plans, adjacent to the building name in the title block.
- At the project's construction site, adjacent to the project name, architect of record and owner/developer names.

Achieving Designed to Earn the ENERGY STAR for Multifamily Projects

Designed to Earn the ENERGY STAR is awarded to new multifamily properties that are in the design or construction phase, have met the design requirements of the ENERGY STAR Multifamily High Rise Program, and have achieved an ENERGY STAR design score of 75 or higher in Portfolio Manager. Projects submit all application materials to EPA as part of the Proposed Design Submittal in the MFHR program. If the project achieves this designation, EPA will notify the developer and grant access to the Designed to Earn the ENERGY STAR Mark when the Proposed Design Submittal is accepted.

The Architect of Record (AOR) can also access the Designed to Earn the ENERGY STAR recognition graphic to use on promotional materials and drawings/plans for the project if

- 1) The AOR is an ENERGY STAR Service and Product Provider Partner¹, AND

¹ If the AOR is not an ENERGY STAR Partner, access the partner agreement for service and product providers at www.energystar.gov/joinbuildings. In the partner agreement, the AOR must submit the ENERGY STAR Design Profile as part of the application. For multifamily projects, this is the only document required.

- 2) The AOR completes the ENERGY STAR Design Profile by providing an image of the project and a brief description of the energy efficient strategies used in the design. These profiles are posted on the ENERGY STAR website. To submit a profile, the AOR must:
- Go to www.energystar.gov/buildings and select the Tools and Resources link from the navigation menu. View resources for Commercial Building Design and download the ENERGY STAR Design Profile document.
 - Save the profile as a Word document (or similar format) and name the file: "Profile_[Project Name]_[AOR Name]".
 - Submit the ENERGY STAR Design Profile with the Service and Product Provider partner application or, if already a partner, write "MFHR DEES Application" in the subject line of an email and send the design profile to DEES@energystar.gov.

See projects that have [achieved Designed to Earn the ENERGY STAR](#).

Portfolio Manager

Portfolio Manager is a free, online, interactive energy management tool that allows developer/owner to measure and track their building's energy and water consumption, identify investment priorities, and verify improvements over time. Developers/owners can use Portfolio Manager to track weather-normalized energy use intensity (EUI), energy costs, greenhouse gas emissions, and water consumption. For more information on how to use Portfolio Manager, see the [Portfolio Manager - Multifamily Housing Quick Reference Guide](#) document.

EPA's 1-100 score in Portfolio Manager rates the estimated energy use of your design against energy consumption of existing multifamily buildings nationwide, and normalizes for key characteristics such as size, function, and weather. For example, a score of 50 signifies that your design is comparable to the median energy performance. A score of 75 indicates that your design project is intended to perform more efficiently than 75 percent of comparable multifamily buildings nationwide.

