



ENERGY STAR®

# ENERGY STAR® TENANT SPACE RECOGNITION™ COMMUNICATIONS TOOLKIT

Congratulations on the success of earning EPA's ENERGY STAR® Tenant Space™ recognition! Celebrating your success helps sustain momentum for continued improvement and recognizes everyone's contributions. Aligning your organization with ENERGY STAR lends credibility, and by educating your stakeholders about ENERGY STAR and what your savings mean, you may just lead them down their own path of energy savings and environmental protection.

To facilitate your outreach, the ENERGY STAR Tenant Space recognition toolkit provides easy-to-use instructions, messaging, and materials.

## TOOLKIT TABLE OF CONTENTS

Overview

Sample Text

Additional Resources

## OVERVIEW

Leased spaces that have earned ENERGY STAR Tenant Space recognition save money and help protect the environment by generating fewer greenhouse gas emissions than other leased spaces in your building.

We encourage all partners to amplify the ENERGY STAR energy-saving and climate protection message by sharing their energy achievements through social media posts and other communication channels. By sharing this message publicly, your organization understands the value of linking your program with the well-known ENERGY STAR.

## WHAT DO YOUR EMPLOYEES CARE ABOUT?

Employees are ultimately responsible for most of the energy consumption in a leased space, and thus can have a big impact on the overall energy performance of your space(s). It is often the case that small decisions and behaviors can add up to make significant impacts, so start by sharing energy savings tips that the employees can easily implement during their time in the office.

## ADDITIONAL INFO

Eligibility for Tenant Space recognition means your leased space has achieved greater transparency into your energy use, helping your organization save money and reduce your environmental impact.



## SAMPLE TEXT

### SOCIAL MEDIA POSTS

Use this sample social media content to share news about your recent Tenant Space recognition with your social media followers.

SAMPLE TWITTER POSTS		Approximate Character Count
TWITTER	We're excited that our office at [BuildingName] has earned @EPA's @ENERGYSTAR Tenant Space recognition! [Placeholder for image]	127
TWITTER	By cutting energy waste and doing our part to protect the environment, we have earned @ENERGYSTAR Tenant Space recognition! [Placeholder for image]	147
TWITTER	Our office at [BuildingName] has earned Tenant Space recognition @ENERGYSTAR for our energy reduction efforts! [Placeholder for image]	134
TWITTER	We earned Tenant Space recognition from @ENERGYSTAR, representing increased energy efficiency in our leased space [Placeholder for image]	137
TWITTER	U.S. EPA has awarded our office at [BuildingName] @ENERGYSTAR Tenant Space recognition for our sustainability efforts! [Placeholder for image]	142
SAMPLE FACEBOOK POSTS		
FACEBOOK	By cutting energy waste and doing our part to protect the environment, our office at [BuildingName] has earned @ENERGYSTAR Tenant Space recognition! Learn more at <a href="http://energystar.gov/buildings/building_recognition/tenant_space_recognition">energystar.gov/buildings/building_recognition/tenant_space_recognition</a> [Placeholder for image]	257
FACEBOOK	We are proud to announce our office at [BuildingName] has earned @ENERGYSTAR Tenant Space recognition for superior energy performance and transparency. Thank you to our energy management team and all our employees for helping us save energy! [Placeholder for image]	265
FACEBOOK	We're excited to have earned @EPA's @ENERGY STAR Tenant Space recognition. Here's to another year of cutting energy waste, reducing greenhouse gas emissions, and doing our part to protect the environment! [Placeholder for image]	228
FACEBOOK	Our office at [BuildingName] has earned @ENERGYSTAR Tenant Space recognition! We're proud to work together with @[PropertyManagementTeam] to reduce our joint impact on the environment. [Placeholder for image]	208
FACEBOOK	Our office at [BuildingName] has earned @ENERGYSTAR Tenant Space recognition, representing our hard work to understand and reduce our energy use! [Placeholder for image]	169



## PRESS RELEASE

Use this sample press release to share news of your ENERGY STAR Tenant Space recognition with your stakeholders and community. Use the optional sentences/paragraphs to highlight the number of years your leased space has earned recognition.

**COMPANY NAME** earns ENERGY STAR Tenant Space recognition; Reduces energy use and improves energy efficiency  
[Date]

[LOCATION] – [CompanyName] has announced that their office in [BuildingName] in [City, State] has earned the U.S. Environmental Protection Agency’s (EPA) ENERGY STAR® Tenant Space™ recognition. *Optional – include if your space has earned recognition for multiple years: This is the [Xth] year that [company name] at has earned ENERGY STAR Tenant Space recognition, reflecting a legacy of continued energy savings.*

ENERGY STAR Tenant Space recognition signifies efforts to estimate, meter, and reduce energy use in a leased space. Though reducing the environmental impact of a leased space can be hard given a tenant’s limited control over some aspects of building management and operation, Tenant Space recognition acknowledges considerable steps toward increased energy efficiency, including introducing electricity submeters, installing efficient lighting, and upgrading equipment.

*“[We’re honored to earn ENERGY STAR Tenant Space recognition at [Office] and appreciate the efforts of everyone who has been involved in its efficient operation,]” said [Company representative]. “[Saving energy is just one of the ways we show our community we care, and that we’re committed to doing our part to protect the environment and public health, both today and for future generations.]”*

[Company representative] credits this success to [energy efficiency measures implemented at your office].

For more information about ENERGY STAR Tenant Space recognition, visit [https://www.energystar.gov/buildings/building\\_recognition/tenant\\_space\\_recognition](https://www.energystar.gov/buildings/building_recognition/tenant_space_recognition).



## EMAIL

Use this content to notify your employees about your recent ENERGY STAR Tenant Space recognition. Distribute it as an announcement or include it in your next newsletter.

Subject line: Office at earns ENERGY STAR Tenant Space recognition!

We're excited to announce that [Company Name] at [location] has earned ENERGY STAR® Tenant Space™ recognition from the U.S. Environmental Protection Agency (EPA).

The next time you visit, check out the little blue label on display at our entrance – it represents our hard work to estimate, meter, and reduce our energy use through improving our overall energy efficiency. Reducing environmental impact can be hard in a leased space, but Tenant Space recognition signifies that we're doing taking steps to protect the environment.

Thank you for being a part of our sustainability story by taking simple actions to cut energy waste – like turning off the lights in empty rooms, and reporting energy waste to our facility manager [replace with any actions that are critical to saving energy in your building].

Here's to another year of cutting energy waste, reducing greenhouse gas emissions, and doing our part to protect the environment – together!

Learn more at [energystar.gov](http://energystar.gov)

## WEB PAGE

Use this content to let your website visitors know that your office has earned ENERGY STAR Tenant Space recognition. Feel free to use the text as-is or modify it as you see fit.

Our office at [Building] has earned ENERGY STAR® Tenant Space™ recognition from the U.S. Environmental Protection Agency! The next time you visit, check out the little blue label on display at our entrance – it represents our hard work to estimate, meter, and reduce our energy use through improving our overall energy efficiency. Reducing environmental impact can be hard in a leased space, but Tenant Space recognition signifies that we're doing taking steps to protect the environment.

This is the [number of years certified] year that [Office] has earned Tenant Space recognition. By taking steps to reduce our energy use, [Organization] is saving energy, saving money, and helping protect the environment by generating fewer greenhouse gas emissions than other offices in our building.

For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment – today, thousands of facility owners and managers use ENERGY STAR to improve the energy performance of their buildings.



## LETTER TO EXECUTIVES

Use this sample letter to notify your company executives and other decision-makers about your recent ENERGY STAR Tenant Space recognition, and to briefly explain its value.

Recipient Name

Title

Company Name

Address Line 1

Address Line 2

Re: ENERGY STAR Tenant Space Recognition at [BuildingName]

Dear [Name],

I'm pleased to tell you that our office space at [BuildingName] has earned the U.S. Environmental Protection Agency's (EPA) ENERGY STAR® Tenant Space™ recognition. This recognition is awarded to occupants of leased spaces who take significant steps to estimate, meter, and reduce energy use. [This is the Xth year that we have earned ENERGY STAR Tenant Space at BuildingName, representing our sustained commitment to environmental protection and energy performance.]

Though reducing the environmental impact of a leased space can be hard, given our limited control over some aspects of building management and operation, Tenant Space recognition signifies our considerable efforts to understand and reduce our energy use. We have taken steps including introducing electricity submeters, installing efficient lighting, and upgrading equipment to improve our energy efficiency and reduce our energy use.

I'm very proud of our company-wide commitment to sustainability. Thank you for your continued support for our energy management program and personnel.

Thank you,

[Name]

[Title]



## LETTER FROM PROPERTY MANAGEMENT TEAM TO OTHER TENANTS

Give this letter to your building's property management team to send to other tenants to educate them about your success in saving energy and money and encourage them to seek Tenant Space recognition as well. Consider setting up a time together to answer other tenants' questions on Tenant Space. If your property management supported you in seeking Tenant Space recognition, include that below, too.

Re: ENERGY STAR Tenant Space recognition in [Office]

Dear tenants,

I'm pleased to tell you that [Company] in [Office] has earned the U.S. Environmental Protection Agency's (EPA) ENERGY STAR® Tenant Space™ recognition for superior energy efficiency, transparency, and reduction efforts in a leased space. This recognition is awarded to tenants who take steps to estimate, meter, and reduce their energy use.

Reducing environmental impact can be hard in a leased space, but Tenant Space recognition signifies that [Company] is doing everything they can to protect the environment.

We'd like to invite you to learn more about ENERGY STAR Tenant Space recognition and how it can help your organization track and reduce your energy use. We supported [Company] through [list actions], and we'd be proud to partner with you to support you in seeking Tenant Space recognition as well. For more information, please contact [Company Representative] or [Property Management Representative] or visit [https://www.energystar.gov/buildings/building\\_recognition/tenant\\_space\\_recognition](https://www.energystar.gov/buildings/building_recognition/tenant_space_recognition).

Congratulations to [Company] for their accomplishment. We look forward to collaborating with more of you.

Thank you,

[Name]

[Title]

## ADDITIONAL RESOURCES



### DOWNLOAD AND USE THE ENERGY STAR CERTIFICATION MARK

Download the image files for the [ENERGY STAR certification mark](#) (JPG and EPS). You may use these marks only in conjunction with this specific building. Before using the mark, refer to the ENERGY STAR [logo use guidelines](#) to ensure you don't violate rules surrounding this Federal trademark.



### GO SHOPPING AT THE ENERGY STAR ONLINE STORE

Purchase plaques, decals, flags, and banners, as well as promotional items such as lapel pins, mousepads, and tote bags in our [online store](#).



Video: [How to install the ENERGY STAR Decal](#)



How to make [your own glass or acrylic plaque](#)



How to [install your ENERGY STAR decal](#) like a pro

---

For more resources and materials, please visit the [ENERGY STAR Tenant Space](#) site.