If your design project has achieved Designed to Earn the ENERGY STAR recognition, be sure to promote this achievement alongside other sustainability efforts. For example, when talking about LEED, also show your clients and stakeholders whole-building energy and CO2 reduction goals from achieving Designed to Earn the ENERGY STAR. This recognition differentiates your projects by showing measurable goals for reducing emissions, minimizing operating costs, and aligning design intent with the energy performance for operating the building.

The messaging below will help you write or talk about recognition from ENERGY STAR in various situations including websites, sustainability reports, case studies, press releases, social media, and other communication materials.

**Resources for creating communication materials about Designed to Earn the ENERGY STAR**

- Use the performance metrics from the Statement of Energy Design Intent when writing about a Designed to Earn the ENERGY STAR recognized project.
- View the [sample press release](#) about achieving Designed to Earn ENERGY STAR recognition to get started.

**Project Messaging**

Use these messages to promote a specific project:

- Achieving Designed to Earn the ENERGY STAR for [project name] shows [organization name’s] strong commitment to pursuing efficient building design and its importance as the first step to achieving our corporate energy performance goals.
- Achieving Designed to Earn the ENERGY STAR for [project name] helps us mitigate risks to operational performance by validating assumptions made during design development, such as energy costs and emissions. It signals to potential clients, investors, and tenants our intent to operate the building to perform among the nation’s top 25th percentile than similar median buildings.
- Establishing an energy use intensity target for [project name] using [Target Finder/Portfolio Manager] at the start of design helped us select the best strategies to achieve our energy goal.
- [Project name] received an ENERGY STAR score of [design score] using EPA’s [Target Finder/Portfolio Manager] tool which indicates that it is designed to perform in the top [*100 - project score] percent of similar buildings nationwide.
Note: *Subtract your score from 100 to determine percentile relative to similar buildings.

- [Commercial project name] achieved Designed to Earn the ENERGY STAR and is estimated to use [percentage energy reduction] percent less energy than similar buildings nationwide. This will reduce operating costs and increase asset value and rental rates of the property.

- [K-12 School project name] achieved Designed to Earn the ENERGY STAR and is estimated to use [percentage energy reduction] percent less energy than similar buildings nationwide. This will reduce school operating costs and provide a healthy, high-quality learning environment for our students.

- In addition to incorporating holistic sustainable design principles for [project name], achieving Designed to Earn the ENERGY STAR recognition helped us target energy as a key metric for quantifying [a measurable goal, e.g., carbon emissions reduction]. Meeting the goal will help us increase our bottom line while reducing the environmental impact of the building.

**Organization Messaging**

Use these messages to promote your organization’s engagement with ENERGY STAR:

- Using EPA's standardized energy performance metrics helps us establish measurable energy goals, assess progress toward meeting those goals, and track performance after occupancy. This process allows [company name] to know if design strategies were executed properly and whether energy goals were achieved.

- Designed to Earn the ENERGY STAR recognition demonstrates that [company name] is leading the way with efficient building design by targeting energy and emissions from the very beginning of a building’s lifecycle.

- Designed to Earn the ENERGY STAR is a key part of achieving [company name] goal to [insert goal: e.g., reduce carbon emissions 80% by 2030, EUI target, etc.].

- [Company name] has [# of property type] projects in [state/city/region] that achieved Designed to Earn the ENERGY STAR during [qualify year or timeframe].
  - Note: Users can retrieve the total number of projects from the list of projects that achieved Designed to Earn the ENERGY STAR.

- [Company name] has [designed/developed] more than [square footage #] square feet of Designed to Earn the ENERGY STAR space over the past [# of years] years, representing an estimated annual greenhouse gas emissions reduction of [emissions reduction] Metric Tons of CO₂ per year. These buildings are estimated to use [average percentage, or range of percentages] percent less energy and reduce CO₂ emissions than similar median buildings.

- [Company name] used the ENERGY STAR [Target Finder/Portfolio Manager] tool to set an energy target and help with selecting design strategies, specifying an energy goal in
contract proposals and balancing aesthetics and budget while maximizing energy performance.

- [Company name] found that achieving DEES was an effective path to responding to energy efficiency mandates and legislation. Specifying and validating an energy target at design put us in a better position to meet the requirements once the building is built and operating.

- Using EPA's standardized energy performance metrics helps us establish measurable energy goals, assess progress toward meeting those goals, and track performance after occupancy. The ENERGY STAR Portfolio Manager tool displays design metrics alongside metered energy data confirming that the design strategies were executed properly to achieve our performance goal.

See sample press releases and articles about Designed to Earn the ENERGY STAR recognition

- Northwood Office Building Project Recognized as Designed to Earn the ENERGY STAR®
  - www.goballantyne.com/whats-new/designed-to-earn-the-energy-star/

- Northwood Office Press release

- Bedford: ENERGY STAR Certification benefits
  - www.bedfordteam.com/energy-star-certification/

- TOP 3 REASONS YOUR NEXT RETAIL ARCHITECTURE PROJECT SHOULD BE ENERGY STAR CERTIFIED
  - https://sgadesigngroup.com/energy-efficient-retail-architecture/

- Six New Irvine Company Office Projects Only in Nation to Receive ‘Designed to Earn the ENERGY STAR’ so Far in 2017