



GREEN BUSINESS CERTIFICATION INC.
PUBLIC RELATIONS
GUIDELINES FOR PEER

UPDATED SUMMER 2017

PUBLIC RELATIONS GUIDELINES FOR PEER CERTIFICATION

Congratulations! You are joining a select group of sustainable and innovative projects that are PEER-certified. [PEER](#) (Performance Excellence in Electricity Renewal) is a certification program and road map for sustainable power system performance. PEER is owned and administered by Green Business Certification Inc. ([GBCI](#)). If you are looking for a way to tell the story of your PEER certification, here are some ideas:

DISTRIBUTE A PRESS RELEASE

Once you've achieved PEER certification, go ahead and make it known! A press release template, sample quotes from GBCI and other resources can be found in these guidelines. You can also [request](#) to use the corresponding PEER logo in your press release.

HOLD A CERTIFICATION CEREMONY

Looking for a GBCI representative to speak or present a plaque for a PEER certification ceremony? GBCI's management team and [network of local communities](#) may be available. Complete the [Speaker Request Form](#) and a member of our staff will follow up with you. For questions about ordering certification plaques, please email marketing@gbci.org.

SEND GBCI YOUR PHOTOS

GBCI is always looking for high-resolution digital photos of certified projects for use in our marketing efforts including promotional advertisements, literature, websites and news articles. Contact the GBCI communications department to learn more (contact information on page 7).

BE SOCIAL

There's an active sustainability community on social media. Promote your achievement and join the PEER conversation on [Twitter](#) and [LinkedIn](#). Be sure to tweet at @PEERCertified and let us know of your work. You can also connect with other power and energy professionals in the PEER LinkedIn Group. Here are some sample tweets to get you started:

- We're proud to be @PEERCertified and are dedicated to build #sustainable power systems! Learn more: [LINK] [PHOTO] #energy #greenbuilding
- Honored to announce our [PROJECT] is now @PEERCertified! [LINK] [PHOTO] #energy #greenbuilding
- We're putting #sustainable #energy on the map with our @PEERCertified project! [LINK] [PHOTO] #greenbuilding
- We're officially @PEERCertified, delivering #sustainable power throughout LOCATION. [LINK] [PHOTO]

SEND US A TESTIMONIAL

How has your PEER certification helped you? [Submit](#) a quote or testimonial about how PEER certification has benefited you.

VISIT peer.gbci.org

Visit our resources page for more information on the [PEER](#) program, including the credit

library, participation overview, and sample scorecards. PEER case studies will be available on peer.gbci.org.

BRANDING GUIDELINES

GBCI NAME

The official organization name is Green Business Certification Inc.[™] and GBCI[®] is the official acronym. GBCI can be used after the first reference. Do not use articles like “the” or “a” when using GBCI as a noun or in the possessive.

TRADEMARKS

Follow all guidance detailed in the [GBCI Trademark Policy & Branding Guidelines](#), and contact GBCI's marketing department, marketing@gbci.org, with any questions about branding or use of the trademark and logo.

SAMPLE PRESS RELEASE

[Organization Name] Awarded Performance Excellence in Electricity Renewal Certification

[Project] working to improve quality of life through access to sustainable power

CITY, State - DATE - Today, the [COMPANY] announced [PROJECT NAME] achieved Performance Excellence in Electricity Renewal ([PEER](#)) certification. PEER is the nation's first comprehensive, consumer-centric, outcome-driven system for evaluating and improving power system performance. Administered by Green Business Certification Inc. ([GBCI](#)), PEER is a comprehensive framework for defining, specifying and assessing sustainable performance of power generation, transmission and distribution. The program enables project teams to assess their current state, develop strategies for improvement, and verify the value of system changes.

[Details about the project]

[Quote about the project]

Discuss PEER's impacts over the following four outcomes:

- *Reliability and resiliency—Ensures the reliable delivery of electricity and reduce injuries, interruptions and power quality issues.*
- *Energy efficiency and environment—Assesses the environmental impact of electricity generation and transmission and encourage the adoption of clean and efficient energy.*
- *Operational effectiveness—Leverages value gap analysis to identify and eliminate waste.*
- *Consumer contribution—Assesses customer contribution to grid service, investment and innovation.*

QUOTE FROM GBCI (Sample quotes)

Projects that meet all prerequisites and achieve the required number of points are awarded PEER certification in recognition of outstanding performance. The PEER criteria are designed to reward implementation of industry best practices and encourage the adoption of new, innovative strategies. PEER helps industry stakeholders dramatically improve system performance by providing operators with a framework for continuous improvement and performance assessment that leads to greater efficiency, reduction in carbon emissions and greater power quality.

PEER was acquired by GBCI in 2014 and modeled after the U.S. Green Building Council's ([USGBC](#)) internationally recognized LEED ([Leadership in Energy and Environmental Design](#)) green building rating system. Educational resources and an introduction to the PEER rating system is available at <http://peer.gbci.org/>.

About Green Business Certification Inc. (GBCI)

GBCI is the premier organization independently recognizing excellence in green business industry performance and practice globally. Established in 2008, GBCI exclusively administers project certifications and professional credentials and certificates within the framework of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) green building rating systems, as well as the PEER standard for power systems, the WELL building standard, the Sustainable SITES Initiative (SITES), Parksmart, EDGE (Excellence in Design for Greater Efficiencies), Zero Waste, Investor Confidence Project (ICP) for energy efficiency retrofits and the GRESB benchmark, which is used

by institutional investors to improve the sustainability performance of the global property sector. www.gbci.org.

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SAMPLE QUOTES FROM GBCI

You're welcome to use a quote from GBCI in your press release. Here are a few samples. If you would like to seek approval on an alternate quote, please contact our communications department, contact information on page 6.

"[Company's] PEER certification sets the bar higher for sustainable electricity," said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. "By implementing a framework that will transform the efficiency and effectiveness of electricity systems, [Company] will positively affect the community and its customers as well as influence other utility industry leaders."

"[Company] recognizes that reliable and resilient power systems are an essential piece of a healthy energy grid," said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. "Through its PEER certification, [Company] is encouraging the adoption of clean and efficient energy, as well as drastically reducing energy waste."

"[Company] understands that a reliable delivery of electricity reduces injuries, interruptions and power quality issue," said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. "[Project's] use of the PEER rating system demonstrates a commitment to holistically approaching sustainable development through all aspects of the built environment."

"[Company's] certification represents tremendous leadership in power system performance," said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. "PEER has the power to transform and innovate power grid performance and initiatives like [Project Name] play a critical role."

"[Company's] drive to transform and innovate its power grid system signifies its dedication to reliability, resiliency and the environment," said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. "Through its PEER certification, [Company] will be able to continually assess and verify the overall sustainable performance of its electricity delivery system design and operations at [Project], and provide reliable electricity to customers and the community."

HELPFUL CONTACTS

GBCI

Within the United States: 1-800-795-1746

Outside the United States: 1-202-828-1145

<http://www.gbci.org/contact>

PUBLIC RELATIONS

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LOGO/BRANDING USE

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CERTIFICATION CEREMONY REPRESENTATIVE REQUEST

[Speaker Request Form](#)