Congratulations! You are joining an innovative community dedicated to elevating the economic, social and environmental benefits of land. The Sustainable SITES Initiative (SITES®) is owned and administered by Green Business Certification Inc. (GBCI) and is the most comprehensive program for developing sustainable landscapes. If you are looking for a way to tell the story of your SITES certification, here are some ideas:

Distribute a Press Release
If you’ve completed your SITES project certification or received your SITES professional credential (SITES AP), make it known. Press release templates, sample quotes from GBCI and other resources can be found in these guidelines. You can also request to use the corresponding SITES logo in your press release.

Hold a Certification Ceremony
Looking for a GBCI representative to speak at a SITES certification or SITES AP 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.

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 our 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 SITES conversation on Twitter, Facebook, and LinkedIn. Be sure to let us know of your work and tag SITES on Facebook and Twitter. Here is some sample content to get you started:

- We’re proud to showcase our new @SITEScertified project! Learn more: [LINK] [PHOTO] #greenbuilding
- We’re setting the standard for #sustainable #landscape design with our new @SITEScertified project! [LINK] [PHOTO] #greenbuilding
- #Sustainability is a growing priority at [COMPANY]! Proud to announce our new @SITEScertified project! [PHOTO] [LINK]
- It’s official! I’m a @SITEScertified AP and look forward to helping businesses find sustainable #landscape solutions. #SITESAP
- Congratulations [SITES AP CANDIDATE]! [He/she] is officially a @SITEScertified AP, helping us find sustainable solutions that elevate the value of land. #SITESAP

Send Us a Testimonial
Submit a quote or testimonial about how SITES has benefited you and your community.

Visit sustainablesites.org
The SITES projects page shares insights and knowledge from other certified projects. As a SITES member, you have access to an online site to manage the progress of your project and resources.
on how to get started.
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.

SITES RATING SYSTEM
The Sustainable SITES Initiative® is a registered trademark of Green Business Certification Inc. and should be fully spelled out when referred to for the first time. SITES® is acceptable for the second reference. 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.

CERTIFICATION LEVELS
There are four levels of SITES certification – Certified, Silver, Gold and Platinum. When a project achieves certification it should be referred to as a SITES-certified project. If appropriate, supporting text may be written that gives additional detail about the specific rating system under which the project was certified. Do not use the SITES certification marks in connection with SITES-registered projects.

• “SITES certification” with lowercase "c" is used to describe the certification process.
• “SITES-certified” with lowercase "c" is used to describe a project that has been certified.
• “SITES Certified” with capital "C" (and no hyphen) is used to describe a project that has been certified to the base level: Certified.

When a project is certified, the correct wording is “project ‘X’ is SITES Silver” or “project ‘X’ is SITES certified to the Silver level” or “project ‘X’ is SITES Silver certified.” Due to repetition, the wording “project ‘X’ is SITES Certified certified” is not recommended. “Certified” to reference both certification and level is sufficient.
SAMPLE PRESS RELEASE - CERTIFICATION

[ORGANIZATION/PROJECT NAME] Awarded SITES [LEVEL] for Achievement in Landscape Sustainability

CITY, State - DATE - Today, [ORGANIZATION] announced [it/name of project] was awarded [LEVEL] under the Sustainable SITES Initiative (SITES) rating system. Owned and administered by Green Business Certification Inc. (GBCI), SITES is the most comprehensive program for designing, developing and maintaining sustainable landscapes.

[Insert details about the project]

[Quote about the project]

Discuss the strategies used in the various aspects of SITES certification:

- Long-term commitment to landscape sustainability
- Plant, garden, tree selection and transformation from previous space
- Benefits for the community
- Water and energy savings
- Innovative aspects of your project and use of best practices for land development

The SITES rating system is based on the understanding that land is a crucial part of our built environment and by fostering its resiliency we elevate its economic, environmental and social benefits. SITES provides best practices and benchmarks projects against performance criteria, enabling the market to quantify and rate the sustainable use and performance of land sites. Used by landscape architects, engineers, architects, developers and policy makers, SITES creates regenerative systems and fosters resiliency; ensures future resource supply and mitigates climate change; transforms the market through design, development and maintenance practices; and enhances human wellbeing and strengthens the community. SITES-certified projects are better able to withstand and recover from floods, droughts, wildfires and other catastrophic events. Projects can help reduce water and energy demand, improve air quality and promote human health and wellbeing.

[Quote from GBCI – see sample quotes below]

SITES was developed through a collaborative, interdisciplinary effort of the American Society of Landscape Architects, the Lady Bird Johnson Wildflower Center at the University of Texas at Austin, and the United States Botanic Garden. The rating system can be applied to development projects located on sites with or without buildings and draws on the experience gained from a two-year pilot program involving more than 100 projects. Projects that have achieved certification include corporate headquarters, national and city parks, academic campuses and private homes. Learn more at www.sustainableSITES.org.

About Green Business Certification Inc.

Green Business Certification Inc. (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 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 and the
GRESB benchmark, which is used by institutional investors to improve the sustainability performance of the global property sector. Through rigorous certification and credentialing standards, GBCI drives adoption of green business practices, which fosters global competitiveness and enhances environmental performance and human health benefits.

###
SAMPLE PRESS RELEASE – Professional Credential


CITY, State – DATE - [Name(s), Title(s)] of [Company] have earned the SITES Accredited Professional (SITES AP) credential through Green Building Certification Inc. (GBCI), placing [him/her/them] among an elite group of leading sustainability professionals who are dedicated to elevating the value of landscapes in the built environment.

The SITES AP establishes a common framework to define the profession of sustainable landscape design and development. It provides landscape professionals with the opportunity to demonstrate their knowledge, expertise and commitment to the profession. SITES APs possess the knowledge and skills necessary to support the SITES certification process, including participating in the design and development process, support and encouraging integrated design, managing the application and certification process and providing advocacy and education for the adoption of the Sustainable SITES Initiative (SITES).

[Quote from Organization]

[Discuss how/why organization will utilize SITES APs and/or SITES rating system]

Land is a crucial component of the built environment and can be planned, designed, developed and maintained to protect and enhance the benefits we derive from healthy functioning landscapes. SITES is the first of its kind to offer a systematic, comprehensive rating system designed to define sustainable land development and management. The rating system aligns land development and management with innovative sustainable design. The SITES rating system can be applied to projects located on land with or without buildings—ranging from national parks to corporate campuses, from streetscapes to homes. The SITES rating system is used by landscape architects, designers, engineers, architects, developers, policymakers and more.

By supporting the SITES certification system, SITES APs help create landscapes and places that provide important ecosystem services, conserve resources, create regenerative systems and foster resiliency, mitigate climate change and enhance human wellbeing while strengthening the community. SITES APs are also responsible for elevating landscape architecture and educating the public about the critical role that SITES plays in protecting and healing the environment.

The SITES AP program is one of several professional credentials administered through GBCI, which uses rigorous test development best practices to assess whether professionals have the minimum competencies to perform their jobs. In addition to SITES, GBCI also administers the Leadership in Energy and Environmental Design (LEED) Green Associate credential, the LEED AP with specialty credentials, and the WELL AP credential, which focuses on human health and wellbeing in the built environment. GBCI has received and maintained Personnel Certification accreditation from the American National Standards Institute since 2011. GBCI credentials require ongoing maintenance every two years. To learn more about [firm’s] commitment to sustainable landscape design, development and management, visit [URL]. More information on the SITES AP is available at http://www.sustainablesites.org/sites-ap.

About Green Business Certification Inc.

Green Business Certification Inc. (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 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 and the GRESB benchmark, which is used by institutional investors to improve the sustainability performance of the global property sector. Through rigorous certification and credentialing standards, GBCI drives adoption of green business practices, which fosters global competitiveness and enhances environmental performance and human health benefits.

# # #
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 7.

“[Company’s] dedication to creating a sustainable landscape for their community illustrates tremendous leadership,” said Mahesh Ramanujam, president and CEO, U.S. Green Building Council and GBCI. “Through SITES certification, [Company] is showing their commitment to being green stewards not only in their building design and construction, but site selection and landscape development.”

“[Company] recognizes that land is a crucial component of a sustainable built environment and can be planned, designed, developed and maintained to protect and enhance the benefits of healthy functioning landscapes,” said Mahesh Ramanujam, president and CEO, U.S. Green Building Council and GBCI. “Through their SITES certification, [Company] is reducing water demand and improving air quality and human health while connecting people to nature.”

“[Company] understands that a green environment extends beyond the four walls of a building,” said Mahesh Ramanujam, president and CEO, U.S. Green Building Council and GBCI. “Through the use of SITES, projects like this are creating ecologically resilient communities, reducing water demand, improving air quality and human health by connecting people to nature. Their work is part of the growing movement to holistically approach sustainable development and construct green buildings with accompanying green landscapes in green communities.”

“The company’s pursuit of SITES certification shows incredible leadership as we work towards a sustainable future. The landscapes that surround us define our experience and shape our perspective,” said Mahesh Ramanujam, president and CEO, U.S. Green Building Council and GBCI. “When we spend time in landscapes designed to sustain a healthy and prosperous future, we think differently about our choices and our role as contributors and stewards.”

“[Company’s] certification represents tremendous leadership in sustainable landscape design and development,” said Mahesh Ramanujam, president and CEO, U.S. Green Building Council and GBCI. “SITES has the power to transform land development and to create a more sustainably built environment, and projects like this will play a critical role.”
HELPFUL CONTACTS

GBCI

1-800-795-1746 (within the U.S.)
1-202-828-1145 (outside the U.S.)

www.gbcio.org/contact

PUBLIC RELATIONS

Sarah Stanley, Media & Communications Manager, sstanley@gbcio.org

LOGO/BRANDING USE

marketing@gbcio.org

CERTIFICATION CEREMONY REPRESENTATIVE REQUEST

Speaker Request Form