

A photograph of an industrial facility, likely a power plant or refinery, featuring a complex network of large, silver, insulated pipes and metal walkways. The sky is clear and blue. A white box containing the text 'GBCI' is overlaid on the left side of the image.

GBCI

Green Business Certification Inc.  
**Public Relations  
Guidelines**

For PEER (Performance Excellence in Electricity Renewal) Certification

Updated Fall 2023



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Cover photo: University of Texas at Austin | Photo credit: Courtesy of U.S. Green Building Council



City of Chattanooga, TN  
Photo Credit: © Dotson Studios, LLC

# Public Relations Guidelines for PEER Certification

Congratulations! You are joining a select group of innovative and diverse PEER-certified projects from across the world. PEER (Performance Excellence in Electricity Renewal) is the first rating system in the world to measure and improve power system performance and electricity infrastructure. PEER encourages the adoption of reliable, resilient and sustainable practices, and helps utilities solve aging infrastructure, find cost savings, share best practices, build for resiliency and enhance tracking to determine and prevent failures. PEER is owned and administered by Green Business Certification Inc. (GBCI). We highly encourage you to share the news of your certification and offer a few ideas to get you started below.

## Distribute a press release

Once you have achieved PEER certification, please feel free to share the news! A press release template, sample quotes from GBCI and other resources can be found in these guidelines. GBCI staff are also available to review your draft and share the corresponding PEER logo to use in your release. Please email [marketing@gbci.org](mailto:marketing@gbci.org) with any questions.

## Hold a certification ceremony

Plaque ceremonies are a great way to celebrate your achievement and showcase your projects to stakeholders and the media. Start by finding a GBCI representative to speak or present a plaque at a PEER certification ceremony. Complete a [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](mailto:marketing@gbci.org).

## Submit a project profile

Certified projects are featured on our [PEER project profile database](#), which is an excellent opportunity to share your work, including high resolution photos of your project and a testimonial from your project team. If you wish to have your project featured on this page, all you need to do is fill out the [profile submission form](#). If you have additional photos or testimonials you wish to share or have questions while filling out the project profile submission form, please email [marketing@gbci.org](mailto:marketing@gbci.org).

## Be social

Promote your achievement on social media, and tag PEER and GBCI's [Facebook](#), [Twitter](#) and [LinkedIn](#) accounts so we can amplify your post. If you have any photos of your project or links to news/announcements about it, please let us know and we are happy to promote these directly on the GBCI channels. Additionally, you can [subscribe to both GBCI and PEER](#) for email updates. Learn about important program updates, upcoming events and sustainability news. Here are some sample tweets to get you started:



Bangalore International Airport Limited | Bengaluru, India  
Photo Credit: © Kartik Suryanarayanan





**Your Company** @yourcompany



We're proud to announce that our power grid has earned national recognition from @GBCI's PEER program. By improving our reliability, resilience and sustainability through PEER certification, we're investing in a better future for our (customers/students/patients)! [LINK]



We're building resilience into our grid to ensure reliable power for all — no matter the event — thanks to our work towards PEER certification from @GBCI. [LINK] [PHOTO]

We're officially PEER certified by @GBCI! That means we're delivering more reliable, resilient and sustainable power throughout LOCATION. [LINK] [PHOTO]

At [COMPANY/PROJECT], we're modernizing our power system and doubling down on our sustainability efforts to create a reliable, resilient future through PEER certification from @GBCI. [LINK] [PHOTO]

We can't know what the future holds, but with our PEER certification from @GBCI, we have proven that our power system is reliable, resilient and sustainable enough to handle it. [LINK] [PHOTO]

## Share an article

Interested in sharing more about your story? Submit an article to [marketing@gbci.org](mailto:marketing@gbci.org) for consideration to publish on the PEER and GBCI websites. GBCI staff will review the content, work with you to finalize and then promote on GBCI's channels.



Delhi International Airport Limited | New Delhi, India  
Photo Credit: © Delhi International Airport Limited

# 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. Please 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 & Brand Guidelines](#), and contact [marketing@gbci.org](mailto:marketing@gbci.org) with any questions about branding or use of the trademark and logo.

## PEER rating system

PEER®—an acronym for Performance Excellence in Electricity Renewal™—is a registered trademark of GBCI® and should be fully spelled out when referred to for the first time. PEER® is acceptable for the second reference.

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

## Certification levels

There are four levels of PEER certification – Certified, Silver, Gold and Platinum. When a project achieves certification, it should be referred to as a PEER-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 PEER certification marks in connection with PEER registered projects.

- » “PEER certification” with lowercase “c” is used to describe the certification process.
- » “PEER-certified” with lowercase “c” is used to describe a project that has been certified.
- » “PEER 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 PEER Silver” or “project ‘X’ is PEER certified to the Silver level” or “project ‘X’ is PEER Silver certified.” Due to repetition, the wording “project ‘X’ is PEER Certified certified” is not recommended. “Certified” to reference both certification and level is sufficient.



University of Texas at Austin  
Photo credit: Courtesy of U.S. Green Building Council



University of Texas at Austin  
Photo credit: Courtesy of U.S. Green Building Council

# Sample Press Release

## [ORGANIZATION NAME] Awarded Performance Excellence in Electricity Renewal (PEER) Certification

[PROJECT] working to improve resilience and quality of life through access to sustainable power

CITY, State – DATE – Today, [COMPANY] announced that [PROJECT NAME] has achieved Performance Excellence in Electricity Renewal (PEER) certification. Administered by Green Business Certification Inc. (GBCI), PEER is the first rating system in the world to measure and improve power system performance and electricity infrastructure. PEER encourages the adoption of reliable, resilient and sustainable practices, and helps projects solve aging infrastructure, find cost savings, share best practices, build for resiliency and enhance tracking to determine and prevent failures.

*[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, particularly as extreme weather events wreak havoc on communities' consistent access to power supply.
- » Energy efficiency and environment –Assesses the environmental impact of electricity generation and transmission and prepares systems for the adoption of clean and efficient energy.
- » Operational effectiveness—Identifies and eliminates waste within the system.
- » Consumer contribution – Provides pathways to interact with customers.

*[Quote from GBCI – see sample quotes below]*

Through certification, PEER recognizes industry leaders who are improving their efficiency, day-to-day reliability overall resiliency, and who are preparing for severe events, such as flooding and hurricanes. [COMPANY]'s PEER certification signifies that its power system is resilient in the face of disasters, reliable in its ability to meet every day needs and sustainable in a way that prioritizes efficiency and mitigates the impacts of climate risk.

### About Green Business Certification Inc. (GBCI)

GBCI is the world's leading sustainability and health certification and credentialing body, independently recognizing excellence in performance and practice globally while promoting adoption of building and business practices that continually and measurably improve health, equity, resilience and environmental wellbeing for all. GBCI administers project certifications and professional credentials and certificates including, 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](#)), [EDGE](#) (Excellence in Design for Greater Efficiencies), [TRUE](#) certification for zero waste and Investor Confidence Project ([ICP](#)) for energy efficiency retrofits.



# Sample Quotes from GBCI

You are 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 alternative quote, please contact our communications department at [marketing@gbci.org](mailto:marketing@gbci.org).

“At USGBC and GBCI, we believe that increasing access to affordable and reliable energy is crucial to encouraging smart growth that improves quality of life and ensures community resiliency,” said Peter Templeton, President and CEO of USGBC and GBCI. “[PROJECT]’s PEER certification demonstrates a commitment to these goals and the creation of a brighter future.”

“[COMPANY]’s PEER certification sets the bar higher for sustainable electricity,” said Peter Templeton, President and CEO of USGBC and GBCI. “By implementing a framework that will transform the efficiency and effectiveness of electricity systems, [COMPANY] in turn positively affects its community and customers.”

“Access to reliable, clean and affordable electricity is an essential component of quality of life. When power systems fail – lives are immediately interrupted and put at risk,” notes Peter Templeton, President and CEO of USGBC and GBCI. “By achieving PEER certification, [COMPANY] is investing in the wellbeing of everyone who relies on their power system by providing reliable, sustainable service.”

“As climate change continues to cause worsening weather events, electricity reliability issues will only increase,” notes Peter Templeton, President and CEO of USGBC and GBCI. “Our grid systems must be built to withstand severe shocks to the electrical system and ensure our safety and security are not compromised. By certifying their power system through PEER, [COMPANY] ensures that their customers can expect resilient power for their businesses, homes and communities.”

## 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

Deisy Verdinez, PR & Communications Director

[dverdinez@usgbc.org](mailto:dverdinez@usgbc.org)

### Logo/Branding Use

[marketing@gbci.org](mailto:marketing@gbci.org)

### Certification ceremony representative request

[Speaker Request Form](#)

