

The following promotional materials containing the Better Plants logo, program language, and usage guidelines are available to help Better Plants partners publicize their participation and achievements in the Program. Energy leaders and managers are encouraged to share these materials with their communications or public affairs departments for use on websites, or in reports, presentations, and other internal and external materials.

Approved Quote

Upon joining the Better Plants Program, partners will receive an official welcome letter from DOE leadership. Program Partners are free to use the following quote from the letter in public materials - such as press releases, annual sustainability reports, and web pages - and/or internal communications, such as newsletters or intranet postings:

"[Company X's*] commitment to improving its energy productivity by 25% over 10 years establishes the company as a leader in efficiency and helps strengthen the nation's manufacturing competitiveness," said Valri Lightner, Acting Director, Advanced Manufacturing Office, U.S. Department of Energy.

* Please insert your organization's name as it appears in the letter.

Recommended Web Text

Partners can use the following standard language to describe their participation in the Better Plants Program for placement on public materials:

"<Company> is a Better Buildings, Better Plants Program Partner

The U.S. Department of Energy's (DOE's) Better Buildings, Better Plants Program is a national partnership initiative to drive significant improvement in energy efficiency across U.S. industry. Through Better Plants, manufacturers set ambitious energy savings goals, develop energy management plans, and track and report their annual progress. More than 235 companies and industrial organizations are leading the way on energy efficiency by participating in Better Plants, and have collectively saved about 1.7 quadrillion British thermal units (TBtu) and \$8.2 Billion in cumulative energy costs, as of 2020."

Better Plants Name, Logo and Usage Guidelines

You can find the Better Plants logo and usage guidelines attached in your welcome email. The guidelines provide examples of how to use the Better Plants name and mark consistently, and acceptable word selection when writing or talking about the Program. Adhering to the guidelines will help maintain and build the value of our Better Plants partnership.

Get the Word Out

Let us know about your energy efficiency successes and we'll work with you to get the word out via trade publications and online outlets like the Better Plants [Twitter](#) and [Linked-In](#) accounts, and the Solutions Center [blog](#).