

Decarbonizing  
New York City Offices

Guide to

# Creating Sustainability- Focused Marketing Materials



for Building Owners



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# Guide to Creating Sustainability-Focused Marketing Materials

As demand for climate action soars, building owners must anticipate the industry’s growing emphasis on sustainability. More and more, commercial tenants and investors are prioritizing energy efficiency and low carbon emissions when evaluating leases or placing real estate investments. **As such, building owners must begin integrating building system and energy efficiency attributes into real estate marketing materials for prospective tenants.**

**This benefits building owners, real estate investors, and potential tenants alike.** Clearly outlining these building performance characteristics provides tenants and other interested parties insights into how a particular building operates and the owner’s commitments to sustainability. Simultaneously, advertising energy efficient and low- or no-carbon features allows building owners to attract tenants that prioritize sustainability and operating expense reductions, making it easier to comply with building-level regulations, such as Local Law 97 (LL97).

## Purpose

This comprehensive guide includes a list of building systems and performance attributes for owners to include within their building marketing materials. The purpose is to help shape discussions between owners and tenants during the early stages of the site selection phase, ensuring that energy efficiency and carbon emissions reduction are at the forefront.

Providing this information to tenants at this early stage of the leasing cycle is vital, as it lays the foundation for tenants to plan their fit-out and operations in an efficient way that improves building performance and supports LL97 compliance.

This resource is part of a series of actionable resources developed for the [Decarbonizing New York City Offices](#) project, an initiative dedicated to reducing carbon emissions in leased commercial spaces, and aligns with the “Guide to Selecting High-Performance Commercial Spaces” resource, which advises tenants on building system and performance attributes to consider during site selection.

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## Building Performance Attributes

### Energy Consumption, Carbon Emissions, & Local Law 97 Compliance

- Whole building Energy Use Intensity (EUI).
- EUI trajectory over time, indicating the impact of any previous equipment replacements, energy efficiency retrofits, and operational improvements. Provide relevant dates and scopes of work.
- Carbon emissions (GHG/SF of CO<sub>2</sub>e), LL97 compliance status, and emissions trajectory over time, for each emission limit/reporting period.
- Ongoing commitments to emissions reductions, LL97 compliance, and carbon neutrality.
- Financial support or incentives to support high-performance fit-outs or operational improvements in tenant spaces.

## Ratings & Certification

- Current Building Energy Efficiency Rating, including its ENERGY STAR score and corresponding letter grade.
- Sustainability/energy efficiency certifications, including the version and tier if applicable, of any building standards or rating systems, such as ENERGY STAR and LEED BD+C.
- Other certifications, including the version and tier if applicable, of any additional building standards or rating systems, such as WELL and Fitwel.
- Certifications currently being pursued including anticipated timeline.
- Industry awards recognizing owner’s achievements in energy efficiency and carbon emissions reduction efforts at the building or portfolio-level.

### Local Law 33: Building Energy Efficiency Ratings

Under Local Law 33, owners of certain large buildings are required to publicly display Building Energy Efficiency Rating labels which include a 1-100 ENERGY STAR score and a corresponding A-D letter grade. This law provides the public a snapshot of a building’s energy performance relative to other New York City buildings.

The 1–100 ENERGY STAR score compares this building’s energy consumption to similar buildings. Buildings with a score of 75 or better are high performers and eligible for ENERGY STAR certification.

Learn more: [BE-Ex’s Local Law 33: Building Energy Efficiency Ratings brief](#)

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## Building Systems & Operations Attributes

### Mechanical, Electrical, & Plumbing (MEP) Systems

- Heating and cooling, ventilation (HVAC), domestic hot water, and lighting systems list or schedule, including relevant information, primary fuel sources, distribution systems, installation dates, and anticipated “end of useful life” dates.
- Operational information regarding how the HVAC systems serving the tenant space are operated.
- Electric capacity within and throughout the building, available information regarding utility service capacity, and any constraints associated with the delivery of electricity to the building.
- Renewable energy systems such as on-site energy generation, electric vehicle (EV) charging stations, solar or EV “ready” measures, etc.
- Viable nearby source(s) of thermal energy, installed heat sharing/transfer systems, and/or constraints associated with delivering thermal energy to the building.

### Building Operating Hours, HVAC Controls, & Zones

- Standard operating hours and after-hours policies.
- Heating, cooling, and ventilation (exhaust and outdoor air) system layout diagrams, including information regarding zones and associated controls.

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### Data Tracking & Sharing

- Energy data and performance tracking, such as submetering, building management system (BMS), real time energy management (RTEM) system, participation in utility demand response programs, etc.
- Energy data and performance reporting, such as commitments to data transparency, daily report logs, monthly energy consumption or emissions reports including comparisons to relevant benchmarks like previous reporting periods, other tenant consumption, and/or defined reduction targets.

### Recommissioning / Retro-commissioning

- Recommissioning plan and schedule for the base building systems, including a process for how to share the results/final report.
- Any plan, guidance, or support for recommissioning of tenant systems.

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### Building Owner & Tenant Engagement Attributes

- Point(s)-of-contact including name, title, email, and phone number for building system, performance, and sustainability-related questions/efforts.
- High-performance fit-out guidance for tenants to optimize the performance of their leased space prior to move in.
- Tenant engagement program or strategy, including owner-tenant aligned Operations & Maintenance (O&M) plans, regular O&M coordination meetings to review performance, etc.
- Platform or strategy for owner and inter-tenant communications that allows for sharing of best O&M practices and spotlights tenant successes with regards to energy efficiency, emissions reduction, and sustainability efforts.
- Additional sustainability attributes, policies, or resources, such as sustainable operating policies, recycling, composting, and waste management programs, water conservation strategies, indoor air quality monitoring, use of green cleaning products, green roofs, bicycle storage, etc.

**While the primary focus of this guide is to provide prospective tenants with insights into building systems, energy performance, and carbon emissions during the initial stages of site selection, building owners should also highlight other sustainability features in their real estate marketing materials. These additional features will attract tenants who value high-performance and who will serve as an ally in efforts to curb building emissions and comply with LL97.**