



ARC SKORU INC.  
**PUBLIC RELATIONS**  
GUIDELINES FOR ARC

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# PUBLIC RELATIONS GUIDELINES FOR ARC

Congratulations! By investing in Arc, you are joining a group of innovative organizations that are focused on improving green performance. If you're looking to showcase your building's use of Arc, here are some ideas to help get you started:

## LANGUAGE FOR MEDIA MATERIALS

If you're talking to media about your sustainability efforts, be sure to include Arc as a part of your updates. Messaging to support your story can be found in these guidelines. You can also [request](#) to use the corresponding Arc logo in your materials.

If your project is certified under LEED or another GBCI rating system, there are additional PR Guidelines available specific to those rating systems. If you are a city or community using Arc, you can also refer to the LEED for Cities and Communities [PR Guidelines](#). Please email Sarah Stanley (contact info on page 6) for materials.

## SHARE YOUR ARC STORY

Show others in the industry how your work in Arc is helping to drive performance. Submit a quote or testimonial about how Arc has benefited you and is supporting your sustainability goals. Fill out this form for [buildings](#) OR this form for [cities/communities](#). Arc is always looking for stories to promote on social media and for consideration in advertisements, articles, presentations and more. Contact our communications department to learn more (contact information on page 6).

## BE SOCIAL

There are active sustainability and real estate technology communities on social media. Promote your achievements and join the Arc conversation on [Facebook](#), [Twitter](#) and [LinkedIn](#). Be sure to let us know about your work and tag us on Facebook and Twitter.

Here is some sample content to get you started:

- Data drives performance, that's why [COMPANY] is tracking #sustainability through @ArcSkoru & finding new ways to improve performance. [PHOTO] #CREtech #REtech
- With @ArcSkoru, [COMPANY] is finding new ways to improve #sustainability performance. Follow our journey. [PHOTO] #CREtech #REtech
- [COMPANY] is committed to improving #sustainability performance using @ArcSkoru. We're working to create greener, healthier spaces. [PHOTO] #CREtech #REtech
- Benchmark, track and improve: We're committed to improving our #sustainability performance with the help of @ArcSkoru! Learn more about our efforts [WEBSITE] [PHOTO] #CREtech #REtech
- #Sustainability is a priority at [COMPANY]! Proud to announce we're using @ArcSkoru to benchmark & track our progress! [PHOTO] #CREtech #REtech

## VISIT [arcskoru.com](https://arcskoru.com)

Visit our [website](https://arcskoru.com) for more information on Arc and how it's helping buildings, cities and communities use real-time data to track and improve green performance. Arc case studies will be available on [arcskoru.com](https://arcskoru.com).

## TALKING ABOUT DATA

Your project is taking important steps to become more sustainable and is committed to improving performance. Arc is designed to help you engage stakeholders and communicate your progress. Here are some ideas on how to use data to tell your story:

- Tours and events: Make Arc a talking point at any planned tours and events for visitors, occupants or other stakeholders.
- Hardware: The Arc hardware is available for purchase and can make a powerful statement in lobbies or high-traffic areas. Get more information on ordering [here](#).
- LEED plaque ceremonies: If you're planning a LEED plaque ceremony and used Arc to certify, incorporate Arc talking points from the section above to show your commitment to improved performance.
- Data visualization: Your score and the analytics available in Arc can be used to paint a persuasive story about your progress and successes. Consider sharing your score and highlighting specific strategies implemented to improve or reach goals related to energy, waste, water, transportation and human experience.

## BRANDING GUIDELINES

### ARC NAME

The official company name is Arc Skoru Inc. and is called Arc for short. The shortened name, Arc, should be used when referring to the digital platform. For example: "Arc is a state-of-the-art digital platform for measuring green performance." You may use "the" before Arc only when referring to "the Arc platform." For example: "The Arc platform is the first-of-its-kind to track green performance using a performance score."

### TRADEMARKS

The Arc™ logo represents the Arc platform, owned by Arc Skoru Inc. and Green Business Certification Inc™. Follow all guidance detailed in the [GBCI Trademark Policy & Branding Guidelines](#), and contact GBCI's Marketing Department, [marketing@gbci.org](mailto:marketing@gbci.org), with any questions about branding or use of the trademark.

# TALKING ABOUT ARC

**My project received LEED [or other GBCI-administered rating system] certification and I used Arc. How should I talk about that?** Here is sample language to help you include Arc as part of your certification announcement. If you are LEED-certified, please also refer to the [LEED PR Guidelines](#).

- [Project Name] earned [GBCI-Administered Rating System Name] [certification level] using Arc™, the state-of-the-art digital platform that benchmarks, measures and improves sustainability performance.
  - EXAMPLE: Company X earned LEED Platinum for their new headquarters in Los Angeles using Arc™, the state-of-the-art digital platform that benchmarks, measures and improves sustainability performance.
- *Additional language:* Arc is the first-of-its-kind to track progress through a performance score enabling projects to connect all actions in one place and make more informed decisions when it comes to sustainability performance. Currently, there is nearly one billion square feet of space being measured in Arc globally.

**My project is not certified, but it is using Arc. How can I talk about that?** Here is sample language if you are using Arc, but your project is not yet certified or you are not pursuing certification.

- [Building/Community/City] uses Arc™ to benchmark, measure and improve sustainability performance. Arc is a state-of-the-art digital platform that uses data to help buildings, communities and cities connect all actions in one place to incrementally improve sustainability performance.
- Projects like [PROJECT NAME] are using Arc™ to track progress towards sustainability goals and identify opportunities to continually improve performance. Arc is the first-of-its kind to track a building's incremental improvements through a performance score.

**Can a project be referred to as “Arc certified”?** No, there is no Arc certification. Arc is a technology platform that uses data to benchmark, measure and improve performance across energy, waste, water, transportation and human experience. Any project teams, regardless of whether they are seeking a green building certification or not, can use Arc. Arc was created by GBCI and supports the missions of USGBC, GBCI and its partners.

**Should I also be referencing the LEED Dynamic Plaque?** No. The LEED Dynamic Plaque could be considered the first version of the Arc platform. Moving forward, projects should refrain from using the term “LEED Dynamic Plaque” and instead mention Arc. Contact the Arc team (see page 6) if you have questions about the platform.

**How does Arc relate to LEED?** Arc is a complement to LEED and other green building rating systems, standards and protocols. Both LEED-certified and non-certified buildings, cities and communities can use the platform to track and measure performance. LEED-certified buildings, cities and communities can use Arc to improve and benchmark with their peers, as well as verify LEED performance on an annual basis to keep their certification up to date. Non-certified buildings can use Arc to track activity and make incremental sustainability improvements to eventually achieve LEED or other green certifications. Arc is the first-of-its kind to track a building's incremental improvements through a performance score. Arc generates a performance score between zero and 100 using data provided by project teams. It assesses performance across five categories: energy, waste, water, transportation and human experience.

**How should I describe what Arc is?** Here is additional language that can be used in public relations materials:

[Arc](#)<sup>™</sup> is a digital platform that uses data to help buildings, cities and communities measure and improve sustainability performance. Established in 2016, Arc Skoru Inc, as the organization is officially known, was created by Green Business Certification Inc. ([GBCI](#)) and is the first-of-its-kind to track progress using a performance score. The platform creates a holistic view of sustainability efforts and helps track and improve performance across energy, waste, water, transportation and human experience with the goal of certifying them to LEED or other GBCI rating system. Arc collects, manages and tracks activity in one place, allowing project teams to benchmark performance and compare progress against local, regional and global averages. Arc provides greater transparency through data so projects can make more informed decisions. <http://www.arcskoru.com>

## SAMPLE QUOTES FROM ARC

You're welcome to use a quote from Arc in your press release or outreach to media. Here are a few samples. If you would like to seek approval on an alternate quote, please contact our public relations department. Contact information is on page 6.

"[Company] is showing tremendous green building leadership through its use of Arc," said Scot Horst, CEO of Arc Skoru Inc. "Through the platform, [Company] is making data-driven decisions about the health of their building and the happiness of their occupants, which is helping us get one step closer to sustainable market transformation."

"The real-time information provided through Arc has challenged building operators and portfolio managers to consistently assess and reassess building performance," said Scot Horst, CEO of Arc Skoru Inc. "[Company] serves as a prime example of a company that is consistently raising the bar in sustainability and helping to transform the built environment."

"Through the use of Arc, [Company] is showing its commitment to performance in key areas of human and environmental health," said Scot Horst, CEO of Arc Skoru Inc. "The use of Arc is helping [Company] take a holistic look at its sustainability efforts while realizing the triple bottom line of people, planet and profit."

"Through the use of Arc, [Company] is committed to improving building performance and occupant health," said Scot Horst, CEO of Arc Skoru Inc. "[Company]'s innovative addition of Arc will allow for real-time assessment of energy consumption, waste, air quality and more, to help better manage and improve building performance."

"Arc showcases [Company]'s commitment to sustainability and performance," said Scot Horst, CEO of Arc Skoru Inc. "This new transformative tool enables them to improve their building's performance in [Location] and make more informed decisions that will yield economic, environmental and social benefits."

"Building operations are nearly 40 percent of the solution to the global climate change challenge," said Scot Horst, CEO of Arc Skoru Inc. "Innovative companies like [Company] recognize that by monitoring and measuring their performance through Arc, they are committing to ongoing improvement."

# HELPFUL CONTACTS

Arc

[contact@arcskoru.com](mailto:contact@arcskoru.com)

## PUBLIC RELATIONS

Sarah Merricks, Chief of Staff, [smerricks@gbci.org](mailto:smerricks@gbci.org)

## LOGO/BRANDING USE

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