



Program Manual

Version 2.0
July 2018

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Introduction

About EarthCraft

EarthCraft is a green building certification program designed to address climate, energy and water issues unique to the southeastern United States. EarthCraft serves as a blueprint for high performance and sustainable homes, renovation projects, multifamily structures, community developments and light-commercial buildings. The third-party verification process of EarthCraft provides assurance to residents and property owners that their building's certification is a result of accurate inspections and assessments.

Background

The Greater Atlanta Homebuilders Association and Southface Energy Institute developed the EarthCraft House program in 1999 as a response to local demand for a residential green building certification program. The success of the EarthCraft House program led to the creation of additional programs to address other building types and sustainable community development. The EarthCraft family of programs continues to grow and expand its mission of helping professionals design and construct healthy, comfortable buildings and communities that minimize negative environmental impacts.

Since 1999, the EarthCraft Program has grown to include EarthCraft Renovation, Multifamily, Communities, Light Commercial and Sustainable Preservation. To date, the program has certified more than 45,000 individual homes and units.

Regional Presence

Building on the success of the EarthCraft program in the metro Atlanta area and Georgia, EarthCraft has expanded its reach to Alabama, Tennessee, South Carolina, North Carolina and Virginia.

EarthCraft Virginia, started as a partnership between Virginia Community Development Corporation and Southface in 2006, administers single family and multifamily EarthCraft projects in Virginia. Rebranded as Viridiant in 2015, the organization promotes EarthCraft certification in the mid-Atlantic region.

For projects in Virginia, please contact Viridiant at www.viridiant.org for more information.

Benefits

Green Building & EarthCraft

The built environment has a significant impact on natural spaces in terms of resource use, greenhouse gas emissions, stormwater runoff, and waste and ecosystem degradation. Building sustainably provides an opportunity to mitigate these impacts.

EarthCraft is recognized as the regional leader in green building and offers many benefits to builders, developers and residents. By incorporating third-party verification for all projects, EarthCraft provides peace of mind for builders and buyers that a completed project meets project goals and EarthCraft criteria.

High Performance

- EarthCraft buildings achieve a minimum of 15 percent energy savings annually over similarly sized structures built to minimum code standards.
- All EarthCraft structures place an emphasis on durable, air-tight construction, outdoor air ventilation, moisture control and effectively installed insulation.

Health

- Limiting the use of harmful chemicals in the construction process promotes healthy indoor environments.

Comfort

- EarthCraft buildings emphasize well-being by bringing fresh air to occupants through outdoor air ventilation strategies.
- Efficient systems and features, like windows and air conditioning, help regulate indoor temperatures and moisture levels at a comfortable level for occupants throughout the year.

Environment

- EarthCraft promotes measures designed to protect the natural environment by conserving resources such as water, energy and timber throughout construction and over the building's lifetime.

EarthCraft Certification Programs

EarthCraft offers a variety of programs to meet high performance and responsible development building goals:

EarthCraft House

The EarthCraft House program is designed to certify new construction single-family detached homes, townhomes and duplexes.

EarthCraft Renovation

EarthCraft Renovation offers remodelers and contractors the unique opportunity to certify projects of various size and complexity in renovation, remodeling and expansion for single-family and multifamily projects. Renovation projects receive an assessment and recommendations for specific renovation techniques to address environmental performance opportunities.

EarthCraft Multifamily

The EarthCraft Multifamily program is designed to certify new construction low-, mid- and high-rise residential buildings. Multifamily projects are designed to address environmental performance, livability and affordability for each unit as well as the structure as a whole.

EarthCraft Communities

The EarthCraft Communities program is designed to certify sustainably planned and developed communities in urban, suburban or rural areas. The program offers a holistic approach to sustainable development projects.

EarthCraft Light Commercial

The EarthCraft Light Commercial program is designed to certify new or renovated small-scale commercial buildings of 50,000 square feet or less. Projects receive hands-on support during the design and construction process that focuses on energy- and water-efficient design strategies.

EarthCraft Sustainable Preservation

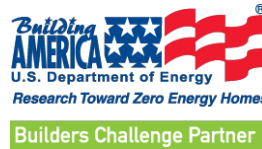
The EarthCraft Sustainable Preservation program is intended to supplement preservation best practices and recognize environmental attributes of historic buildings, while assisting historic preservation projects in meeting their environmental goals.

Partners

EarthCraft is sustained through support of government and industry partners and sponsors.

Government Partners

EarthCraft complies with energy efficiency standards and partners with sustainability programs of the U.S. Department of Energy, the U.S. Environmental Protection Agency and state energy offices.



Industry Partners

EarthCraft works with industry partners to further transform the market and provide the highest quality in green building program administration and services. EarthCraft programs are designed to be compatible with other public and private national energy efficiency, health and green building certification programs.



Sponsors

EarthCraft accepts sponsorship from manufacturers and industry representatives whose products and services comply with the goals of EarthCraft. Sponsors help fund the promotion and administration of EarthCraft programs. More information on EarthCraft sponsors including contact information for regional representatives is available online at www.earthcraft.org/sponsor-directory.



EarthCraft Program Participants

Program Administrators

Southface and the Greater Atlanta Home Builders Association administer the EarthCraft program. Each organization works to support EarthCraft partners and to promote program goals.

The Greater Atlanta Home Builders Association assists with policy, training and marketing activities and the membership process of the program. Specifically, the Greater Atlanta HBA is responsible for:

- Maintaining a list of active EarthCraft Builders
- Collecting annual EarthCraft membership fees
- Hosting EarthCraft Builder training classes
- Providing certificates and documentation of class attendance
- Managing continuing education credits for trainings

Southface develops technical standards for EarthCraft programs, trains program participants, and provides overall program administration. Southface is responsible for EarthCraft program development activities, such as:

- Developing and maintaining EarthCraft program documents, such as manuals, technical guidelines and worksheets
- Managing a quality assurance program to guide participants and improve programs
- Certifying EarthCraft professionals to provide quality service for EarthCraft projects
- Reviewing and certifying projects to ensure program goals are met by each project
- Providing technical assistance to EarthCraft professionals and homebuyers

**Southface will not provide project-specific information to anyone other than the contracted EarthCraft client(s), except for confirmation of whether a project has been registered and/or certified. All project-specific questions should be submitted to Southface via the EarthCraft Builder. Homeowner and tenant inquiries must be addressed by the EarthCraft Builder.*

EarthCraft Technical Advisors

EarthCraft Technical Advisors provide guidance and verification services for EarthCraft projects. In addition to being experienced in construction practices, holistic building assessments and energy modeling, all Technical Advisors must complete a series of trainings and field mentoring to become eligible to provide third-party verification services for EarthCraft programs.

A list of certified EarthCraft Technical Advisors is available online at <http://www.earthcraft.org> along with the Technical Advisor Manual and Technical Advisor certification applications.

EarthCraft Technical Advisors serve as the technical expert on EarthCraft projects by:

- Working with EarthCraft Builders to guide projects through the certification process
- Advising EarthCraft Builders on best building practices and EarthCraft program guidelines
- Educating EarthCraft Builders of all current EarthCraft program requirements
- Providing field technical assistance to EarthCraft Builders and their subcontractors

EarthCraft Technical Advisors serve as the third-party verifier of EarthCraft projects by:

- Performing inspections and developing energy models for current EarthCraft Builders on registered projects
- Providing accurate inspection reporting, field verification, diagnostic testing and documentation for EarthCraft projects

EarthCraft Builders

EarthCraft Builders design, build and certify EarthCraft projects. They work with Technical Advisors to align their projects with EarthCraft standards. Additionally, EarthCraft Builders play an active role in educating residents on the benefits of EarthCraft and high performance building practices and sustainable construction methods.

EarthCraft Builders include builders and site supervisors responsible for the day-to-day activities of projects. EarthCraft requires that every builder or developer register their company with the EarthCraft program and that an on-site representative be certified as an EarthCraft Builder. A list of participating EarthCraft Builders is available online at <http://www.earthcraft.org> along with the EarthCraft Builder Manual.

EarthCraft Builders serve as the building expert on EarthCraft projects by:

- Designing and constructing high performance residences/workplaces in accordance to best building practices and EarthCraft standards
- Developing and maintaining construction sites to have minimal impact on surrounding areas/ecosystems

EarthCraft Builders satisfy administrative requirements by:

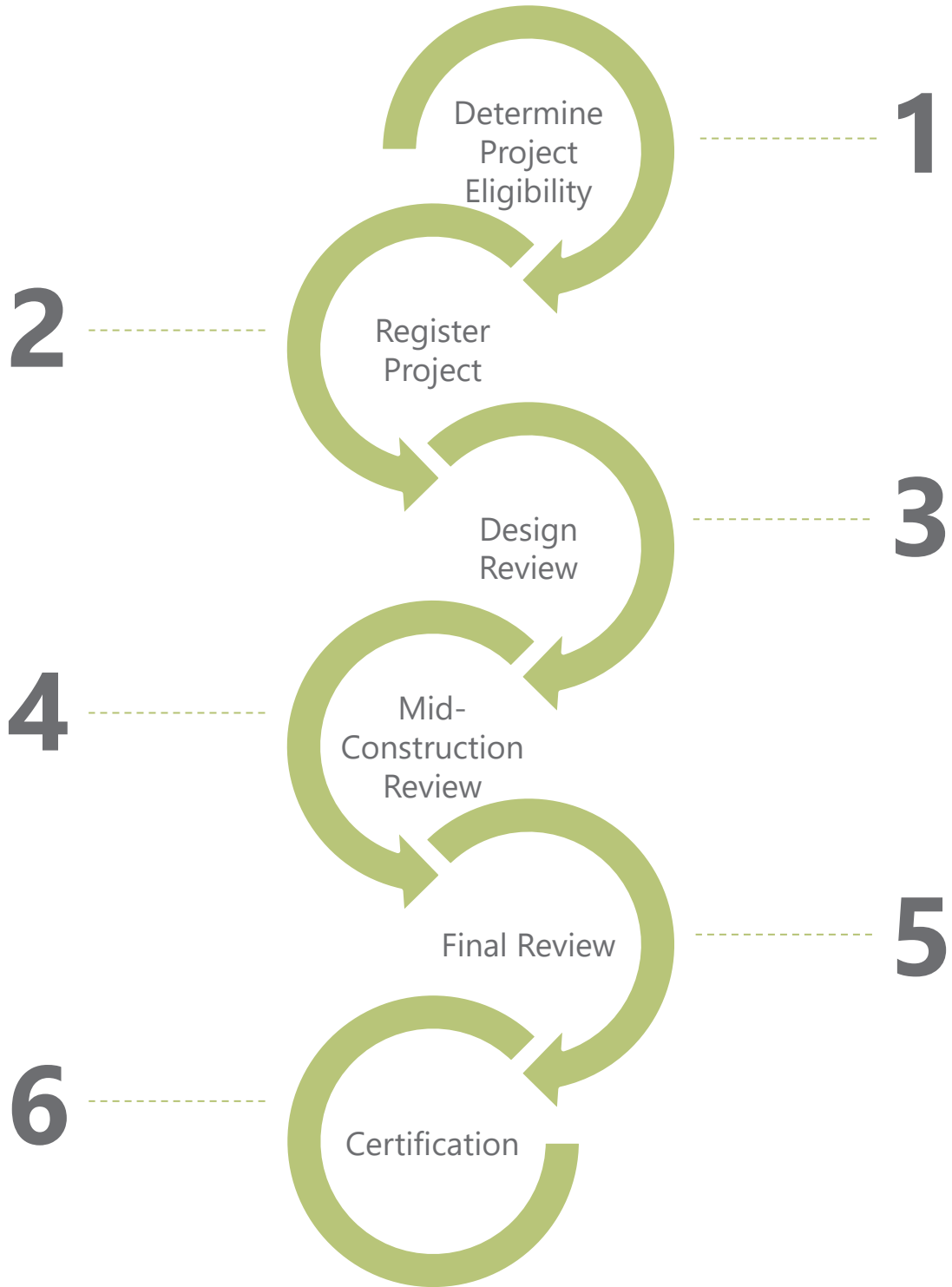
- Registering EarthCraft projects
- Partnering with an EarthCraft Technical Advisor on all projects
- Providing timely and accurate project information and status updates to Technical Advisors

EarthCraft Builders comply with program requirements by:

- Registering their company with the EarthCraft program
- Identifying at least one (1) employee to complete all EarthCraft Builder training requirements
- Maintaining membership as an active EarthCraft Builder.

EarthCraft Program Process

Every project participating in EarthCraft should follow the certification process outlined below.



1. Project Eligibility

Owners, developers and/or builders should discuss the EarthCraft program with an EarthCraft Technical Advisor to determine which certification track best fits their project. Having this conversation early in the process allows the project team to be well-equipped to understand EarthCraft criteria, resulting in a project that maximizes building and resource efficiency.

2. Registration

EarthCraft can only provide technical assistance and certification to projects that have registered with the program. The registration process includes identifying the certified EarthCraft Builder responsible for the project and the certified Technical Advisor responsible for verifying that the project meets EarthCraft standards.

3. Design Review

The EarthCraft Builder, Technical Advisor and members of the design team should meet to determine how the project will achieve EarthCraft certification. This meeting should include a review of the EarthCraft Program worksheet, a review of Program requirements and clarification of each party's responsibilities. Specific design review activities are set by each EarthCraft Program. Project teams should refer to the Technical Guidelines specific to their project type to ensure that all requirements and timelines are understood.

4. Mid-Construction Review

The Technical Advisor will conduct a mid-construction review, which includes site assessment(s) and documentation review to ensure that the project is on track for EarthCraft certification. Project teams should refer to the Technical Guidelines of the certification their project is tracking to make sure all required information is collected during the mid-construction review.

5. Final Review

The Technical Advisor will conduct a final site assessment and complete all diagnostic testing to verify that the project has completed all necessary work for EarthCraft certification. Project teams should refer to the Technical Guidelines of the certification their project is tracking to make sure all required information is collected during the final review.

6. Certification

Once all documentation has been submitted, EarthCraft Program Administrators will review the project for certification.

EarthCraft Marketing

Marketing EarthCraft Projects

Once your project has registered with EarthCraft, you should feel empowered to share its story. Every EarthCraft home, office and community is unique and creates a positive impact on both occupants and the environment through energy performance and sustainable construction.

Marketing your project can enhance the profile and reputation of your business, distinguish you from your competition and generate new leads for future work.

EarthCraft program administrators can provide public relations assistance and marketing collateral to help you showcase your best EarthCraft projects. The following materials and services are available.

EarthCraft Logos

The EarthCraft logo may be used to market an EarthCraft project which has been submitted for, or has received, EarthCraft certification. The EarthCraft logo identifies a project that meets EarthCraft program criteria, and therefore, should only be used in materials that promote this project. Note that the primary EarthCraft logo is used to indicate EarthCraft certification and relation to the EarthCraft brand. Separate EarthCraft logos are no longer used to represent certification of EarthCraft's other programs. The following terms and conditions apply:

Who may use the EarthCraft logo?

Only EarthCraft certified program participants (Builders, Renovators, EarthCraft Technical Advisors, EarthCraft Real Estate Professionals, and EarthCraft HVAC Professionals) in good standing may use the EarthCraft logo specific to their trade EarthCraft certification.

Acceptable uses

EarthCraft certified program participants may use the EarthCraft logo to market registered EarthCraft projects. Acceptable logo placement includes:

- Print ads, brochures, flyers, tradeshow exhibit material and signage publicizing a registered EarthCraft project, and
- Letterhead, business cards or professional Websites that identify an individual or organization as an EarthCraft program participant.

If you have another means of publicizing your EarthCraft project, please check with EarthCraft staff regarding use of the logos.

File Types

The following file types are available:

- JPG: This is the preferred format for Web and PowerPoint applications. It should always be displayed in color and must be scaled to fit specific applications.
- EPS: This is the preferred format for print publications. An EPS can be tailored for four-color printing, two-color spot printing or one-color black-and-white printing. EPS files are infinitely scalable, although printer specific drivers are required. EPS images are ideal for PDF files.

EarthCraft Plaques and Certificates

EarthCraft offers certified program participants the option to order beautiful wall-mounted or free-standing plaques as a visual reminder of the project's focus on high performance and well-being. Plaques are responsibly sourced, designed and crafted by Rivanna Natural Designs. For a full list of available options, please visit www.rivannadesigns.com/collections/earthcraft-store.

A project's Certificate of Sustainable Construction is an additional opportunity to recognize the achievement of EarthCraft certification. Upon a project's certification, a copy of the Certificate is sent to the project's Technical Advisor which can then be distributed to other project team members. All Certificates are personalized with project details, builder name and certification date.

Press Releases

Press releases are an effective way to communicate with the press about an important project or an upcoming event. At its most basic, a well-written press release should identify essential details (who, what, where, when and when) and then expand on the project's most unique, interesting aspects.

How will you know if your story is newsworthy? While all EarthCraft projects are important accomplishments, the following types of projects are particularly well-suited to a press outreach effort:

- Homes or buildings that represent an important "first," i.e. the first EarthCraft Light Commercial building in a city, or the first affordable housing development certified under the EarthCraft Multifamily program.
- EarthCraft homes or buildings with unique or unusual features, such as extensive storm water mitigation strategies, a green roof, geothermal heating and cooling, solar generation, gray water reuse or a town center revitalization plan.
- Projects that have won local, regional or national awards from industry and other trade groups.

For more information about creating a press release for your specific EarthCraft project, please contact marketing@earthcraft.org.

Photo Submittal

The EarthCraft team is always looking for photos of certified projects that can be used to highlight the benefits, quality, and value of EarthCraft through digital advertisement, website and news article promotion. Please send any high-resolution images of your project to marketing@earthcraft.org and a representative will follow up with more information.

Testimonials

One of the most impactful ways that we can help tell the story of EarthCraft to the community is through testimonials. Why do you build EarthCraft? What benefits have you seen for your family or clients? What sets EarthCraft apart from other green building programs? Submit your quote to be featured to marketing@earthcraft.org.

Other Services Available

EarthCraft program administrators can also offer the following assistance to EarthCraft Builders and EarthCraft Technical Advisors to support your public relations efforts:

- Share relevant press releases through EarthCraft communication channels
- Send an EarthCraft speaker to grand opening events
- Photograph EarthCraft projects and events
- Write case studies about relevant EarthCraft projects
- Include articles and photos of EarthCraft projects in the online Southface Journal which reaches a regional audience of more than 5,000 people
- Provide electronic and print brochures for open houses and for client-builder meetings

Please reach out to marketing@earthcraft.org to learn more about these opportunities and how we can help you maximize the impact of your EarthCraft project.