For more than three decades, ESCOs have effectively modernized America’s building infrastructure through performance contracting.

Energy services performance contracting has fostered successful public-private partnerships by providing schools, healthcare facilities and workplaces guaranteed savings, enhanced resiliency, increased energy security, reduced emissions and improved occupant comfort and well-being.

The use of NAESCO-accredited ESCOs and affiliate companies means customers can trust that the project will be completed by the most experienced and capable partners at high-quality standards.

The performance contracting market has changed and evolved significantly over the past decade with its expansion beyond the public sector. While energy savings remains crucial in this industry, there is increasing focus on resiliency, energy security, emission reductions and occupant well-being.

As we move into a new decade, The National Association of Energy Service Companies (NAESCO) is modernizing and strengthening our brand using a communications and marketing program to promote and protect the ESCO industry. The new 2020 program will make us a more vocal and visible industry advocate, educator, convener and leader at the federal and state level.

The primary goal for 2020 is Building Trust. What does this mean? To build customer trust and attract new members, we create and strengthen alliances with influential organizations, showcase more ESCO successes and increase the promotion of our accreditation program.

We want you to be a focal part of this program and ask that you frequently share with us project successes at project@naesco.org.

After collecting and analyzing member feedback and market intelligence, the strengthened NAESCO Brand Position reads:

The National Association of Energy Service Companies is the leading advocacy and accreditation organization for Energy Service Companies (ESCOs) and is dedicated to modernizing America’s building infrastructure through performance contracting. Uniting the energy service industry, NAESCO promotes favorable government policies; sponsors a rigorous accreditation program; provides training and education; and champions ESCOs interests across the Nation.

The new logo prominently features buildings as they form the basis of our industry. The lines represent our consistent, streamlined work product. The diminishing lines represent how our projects lower operating and maintenance costs and reduce waste. The solid green lines symbolize the sustainable aspect of our business, renovating and retrofitting buildings to reduce waste, cost, and carbon emissions. NAESCO is poised for a bold future, represented by the strong lettering.