



REDESIGN. RETHINK. REDUCE. REUSE. GO BEYOND RECYCLING.

WHAT IS ZERO WASTE?

Zero waste is a philosophy that encourages the redesign of resource life cycles so that all products are reused; a process that is very similar to the way that resources are reused in nature. Although recycling is the first step in the journey, achieving zero waste goes far beyond. By focusing on the larger picture, facilities and organizations can reap financial benefits while becoming more resource efficient.

According to the EPA, the average American generates 4.4 pounds of trash each day, and according to the World Bank, global solid waste generation is on pace to increase 70 percent by 2025. For every can of garbage at the curb, for instance, there are 87 cans worth of materials that come from extraction industries that manufacture natural resources into finished products—like timber, agricultural, mining and petroleum. This means that while recycling is important, it doesn't address the real problem.

THE TRUE ZERO WASTE RATING SYSTEM

The TRUE (Total Resource Use and Efficiency) Zero Waste Rating System enables facilities to define, pursue and achieve their zero waste goals, cutting their carbon footprint and supporting public health. It helps facilities quantify their performance and find additional ways to improve their progress towards zero waste.

WHY EARN TRUE ZERO WASTE CERTIFICATION?

TRUE certified spaces are environmentally responsible, more resource efficient and help turn waste into savings and additional income streams. TRUE certified projects are saving on operational costs, reducing greenhouse gas emissions, managing risk, reducing litter and pollution, reinvesting resources locally, creating jobs and adding more value for their company and community.

TRUE IS A WHOLE SYSTEMS APPROACH

TRUE profoundly changes our approach to resources, production and facility operations, changing how materials flow through society and resulting in no waste. TRUE is about restructuring product and distribution systems to prevent waste from being manufactured in the first place. TRUE encourages the redesign of resource life cycles so that all products are reused and promotes processes that consider

the entire lifecycle of products used within a facility. With TRUE, your facility can demonstrate to the world what you're doing to minimize your waste output.

HOW DOES CERTIFICATION WORK?

The TRUE Zero Waste certification program is an Assessor-based program that rates how well facilities perform in minimizing their non-hazardous, solid wastes and maximizing their efficient in the use of resources. A TRUE project's goal is to divert 90 percent or greater overall diversion from the landfill, incineration (waste-to-energy) and the environment for solid, non-hazardous wastes for the most recent 12 months.

Certification is available for any physical facility and their operations, including facilities owned by: companies, property managers, schools, government agencies and nonprofits. Facilities achieve TRUE certification by meeting 7 minimum program requirements and attaining at least 31 out of 81 credit points on the TRUE Zero Waste scorecard. The number of credit points that a project earns determines the certification level it receives (Certified, Silver, Gold or Platinum).

BENEFITS OF TRUE ZERO WASTE CERTIFICATION:

SAVE MONEY: Waste is a sign of inefficiency and the reduction of waste reduces costs.

FASTER PROGRESS: A zero waste strategy improves upon product processes and environmental prevention strategies, which can lead to larger, more innovative steps.

SUPPORT SUSTAINABILITY: A zero waste strategy improves your triple bottom line and supports the three Ps—people, planet and profit.

IMPROVE MATERIAL FLOWS: A zero waste strategy uses fewer new raw materials and sends no waste materials to landfills, incineration (waste-to-energy) and the environment.