



GBCI

Green Business Certification Inc. Public Relations Guidelines

For TRUE (Total Resource Use and Efficiency) Certification

Updated Fall 2023

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Battery Park City Authority | TRUE Gold
New York, NY | Photo Credit: © Battery Park City Authority

Public Relations Guidelines for TRUE Certification

Congratulations! You are joining an innovative community dedicated to closing the loop on waste. Administered by Green Business Certification Inc. (GBCI), TRUE (Total Resource Use and Efficiency) certification focuses on helping buildings, businesses and communities strengthen their commitment to resource management. TRUE offers several ways to pursue zero waste, including TRUE certification and recertification for a business or facility, TRUE precertification for projects in the planning stage, TRUE for Events certification and the TRUE Advisor certificate for professionals.

Talking about TRUE

Below you can find quick language to explain why your TRUE [pre/re]certification is of significance.

Talking about TRUE Certification

TRUE certification is a leadership standard that helps [facilities/organizations/events] measure, improve and recognize zero waste performance by encouraging the adoption of sustainable resource management and reduction practices. TRUE projects divert 90% or more of their waste from landfill, incineration (waste-to-energy), and the environment.

Talking about TRUE Precertification

Precertification recognizes projects which have implemented the fundamental actions and policies needed to effectively pursue zero waste and have demonstrated a commitment to achieving TRUE certification. It is an optional, incremental pathway to TRUE certification that prioritizes the core actions essential to getting a successful start toward zero waste.

Talking about TRUE Recertification

Recertification recognizes projects that engage in a continuous improvement process and demonstrate leadership after achieving TRUE certification by maintaining or improving their zero waste efforts. TRUE-certified projects recertify by providing annual performance data demonstrating equivalent or improved zero waste performance.

Talking about TRUE Consulting Capabilities

Does your organization have TRUE Advisors on staff that consult on external TRUE projects? That's great! Please email marketing@gbci.org so we can work with you to accurately represent your work. Here is language to get your started:

"[ORGANIZATION]'s TRUE Advisors are zero waste experts trained on the TRUE Rating System. Working with a TRUE Advisor supports a smoother certification process and earns points in the rating system."



Posty Cards | TRUE Platinum
Kansas City, MO | Photo Credit: © Aaron Dougherty

Sharing your achievement

Below are resources to help you spread the word about your achievement.

Distribute a press release

Once you have achieved TRUE certification or precertification, or earned your TRUE Advisor certificate, please feel free to share the news! A press release template, sample quotes from GBCI and other resources can be found in these guidelines. GBCI staff are also available to review your draft and share the corresponding TRUE logo for you to use in your release. Please email marketing@gbci.org with any questions.

Show off your certification

Add the certification mark to your website and collateral following the GBCI Trademark Guidelines. Manufacturing projects can email marketing@gbci.org to use the Manufacturing Mark on their goods. Finally, order certificates and plaques through Greenplaque.

Please note, precertified projects do not have certification marks or plaques, as it is a stepping stone to full certification.

Hold a certification ceremony

Plaque ceremonies are a great way to celebrate your achievement and showcase your projects to stakeholders and the media. Start by finding a GBCI representative to speak or present a plaque at a TRUE certification ceremony: complete a [speaker request form](#) and a member of our staff will follow up with you.

Submit a project profile

Certified and precertified projects as well as events that have achieved certification are featured on our [TRUE project profile database](#). This provides an excellent opportunity to share your work as well as high-resolution photos of your project and a testimonial from your project team with the zero waste community. If you wish to have your project featured on this page, all you need to do is fill out the [profile submission form](#). If you have additional photos or testimonials you wish to share or questions while filling out the form, please email marketing@gbci.org.

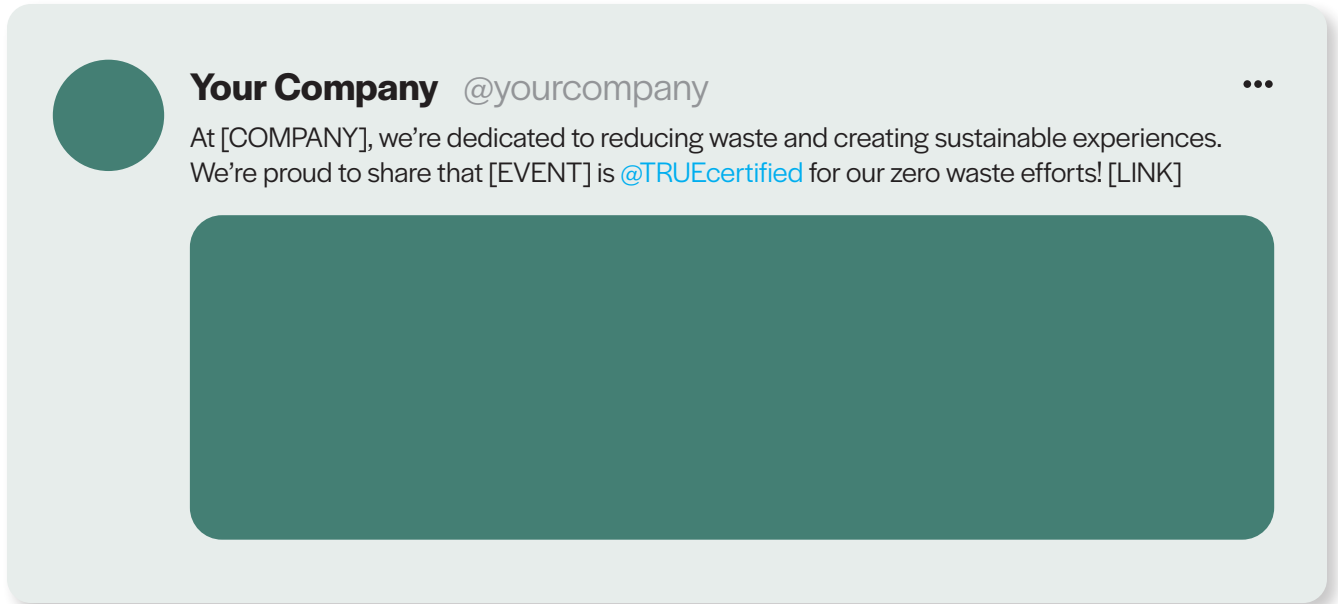
Share an article

Interested in sharing more about your story, your project's journey to zero waste or how TRUE certification has impacted your organization or company? Submit an article to marketing@gbci.org for consideration to publish on the [TRUE](#) and [GBCI](#) websites. GBCI staff will review the content, work with you to finalize and then promote on TRUE's channels.

Be social

Promote your achievement on social media, and tag TRUE's [Facebook](#), [Twitter](#) and [LinkedIn](#) accounts so we can amplify your post. If you have any links to news/announcements about it, please let us know and we are happy to promote these directly. Additionally, you can [subscribe to both GBCI and TRUE](#) for email updates. Learn about important program updates, upcoming events and sustainability news. Here are some sample tweets to get you started:

TRUE for Events:



Your Company @yourcompany

At [COMPANY], we're dedicated to reducing waste and creating sustainable experiences. We're proud to share that [EVENT] is [@TRUEcertified](#) for our zero waste efforts! [LINK]

[IMAGE]

We hold ourselves to a high sustainability standard, and we share that commitment with our [ATTENDEES/FANS/GUESTS]. That's why [EVENT] is [@TRUEcertified](#) for our zero waste efforts with your help. [LINK] [IMAGE]

Precertification:

In our pursuit of a more earth-friendly, sustainable business, [PROJECT] has achieved [@TRUEcertified](#) precertification for our zero waste efforts. We're excited to implement our project in [YEAR]. [LINK]

[COMPANY] is setting the sustainability bar high for [PROJECT]: We have earned [@TRUEcertified](#) precertification for our plans to design waste out of our system to be a zero waste [BUSINESS/FACILITY]! [LINK]

Certification:

As a [@TRUEcertified](#) [PROJECT], we're dedicated to managing resources thoughtfully, designing waste out of our systems, and working toward a circular economy. [LINK][PHOTO]

We're dedicated to pursuing zero waste and proud to announce that [PROJECT] is officially [@TRUEcertified](#)! Through our certification, [PROJECT] diverts XX% of our waste from landfills. [LINK][PHOTO]

[PROJECT] is [@TRUEcertified](#)! By implementing zero waste strategies, we are cutting our carbon footprint, supporting public health, and diverting XX% of our waste from landfills. [LINK][PHOTO]

TRUE Advisors

In earning your *TRUE Advisor certificate*, you have demonstrated your knowledge of zero waste principles and joined a community of people trained on the *TRUE Rating System* who care about reimagining our global approach to resources, production and facility operations, changing how materials flow through society, and thus minimizing waste output.

Becoming a TRUE Advisor is a great first step towards helping facilities achieve zero waste certification. Working with a TRUE Advisor supports a smoother certification process, and earns points in the rating system. Whether working for a company pursuing certification or working as a waste reduction consultant, this certificate provides opportunities to further zero waste success.

Wordmarks

New TRUE Advisors will receive an email which provides our wordmark to be used to advertise that you've earned a TRUE Advisor certificate. Add it to your email signature and make note of it on your LinkedIn. If you have not received an email, reach out to us at true@gbci.org.

Follow all guidance detailed in the *GBCI Trademark Policy & Brand Guidelines* when using your TRUE Advisor wordmark, and contact marketing@gbci.org with any questions about branding or use of the trademark and logo.

Share your news on social

Follow TRUE on social media to get the latest updates on zero waste, including *Twitter*, *Facebook* and the *LinkedIn business page*.

Post your certificate on LinkedIn and be sure to tag *TRUE Certification for Zero Waste* so we can share your good news.

Talking about your TRUE consulting capabilities

Does your organization have TRUE Advisors on staff that consult on external TRUE projects? That's great! Please email marketing@gbci.org so we can work with you to accurately represent your work. Here is language to get your started:

"[ORGANIZATION]'s TRUE Advisors are zero waste experts trained on the TRUE Rating System. Working with a TRUE Advisor supports a smoother certification process and earns points in the rating system."



Cintas Chicago Distribution Center | TRUE Gold
Chicago, IL | Photo Credit: © Cintas

Here are some ways to share your news on social:

Personal sample text for LinkedIn:



Your Name
Your bio text here

I'm proud to announce that I have achieved my TRUE Advisor certificate from [@TRUE Certification for Zero Waste!](#) As a passionate advocate for a circular economy, I'm looking forward to putting my zero waste expertise to work at [COMPANY].

PHOTO OF CERTIFICATE

Company-based sample text for LinkedIn:

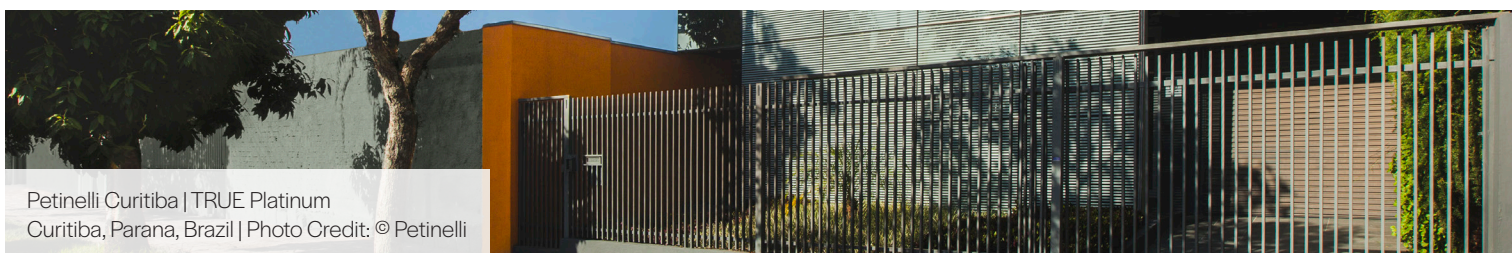


[COMPANY] is dedicated to improving resource management and working toward a circular economy. We're proud to announce that [TRUE ADVISOR], [POSITION] at [COMPANY], has achieved their TRUE Advisor certificate from [@TRUE Certification for Zero Waste](#) to help lead our zero waste efforts through their mastery of the TRUE rating system. [LINK] [PHOTO]

Create a profile in the TRUE Directory

Create your TRUE Advisor profile on our website. This is a great way to ensure that your local zero waste community can contact you for assistance. Then share the opportunity with other zero waste enthusiasts in your network.

- » Log into your profile at true.gbci.org.
- » Select the "Edit" tab in the "Bio" section to update your information. Your Bio information will appear in the TRUE Advisor directory. So, make sure to include contact information, LinkedIn profile, etc.
- » Scroll down to the "TRUE Advisor Directory" section, select the checkbox "I would like to be listed in the TRUE Advisor directory" and "Save."



Branding Guidelines

GBCI name

The official organization name is Green Business Certification Inc.™ and GBCI® is the official acronym. GBCI can be used after the first reference. Do not use articles like “the” or “a” when using GBCI as a noun or in the possessive.

TRUE rating system

TRUE is a registered trademark of Green Business Certification Inc., and should be fully spelled out (Total Resource Use and Efficiency) when referred to for the first time. TRUE is acceptable for a second reference. Additional ways to reference TRUE include “TRUE certification for zero waste” and “TRUE, a zero waste program” – *please do not include “TRUE” and “zero waste” next to each other for trademarking purposes.*

Follow all guidance detailed in the [GBCI Trademark Policy & Brand Guidelines](#), and contact marketing@gbc.org with any questions about branding or use of the trademark and logo.

Certification levels

There are five levels of TRUE certification: Precertified, Certified, Silver, Gold and Platinum. When a project achieves certification, it should be referred to as a TRUE-certified project. Similarly, projects that achieve precertification are TRUE-precertified projects. If appropriate, supporting text may be written that gives additional details about the specific rating system under which the project was certified. Do not use the TRUE certification marks in connection with TRUE-registered projects.

- » “TRUE certification” with lowercase “c” is used to describe the certification process.
- » “TRUE-certified” with lowercase “c” is used to describe a project that has been certified.
- » “TRUE Certified” with a capital “C” (and no hyphen) is used to describe a project that has been certified to the base level: Certified.
- » When a project is certified, the correct wording is “project ‘X’ is TRUE Silver” or “project ‘X’ is TRUE-certified to the Silver level” or “project ‘X’ is TRUE Silver certified.” Due to repetition, the wording “project ‘X’ is TRUE Certified certified” is not recommended. “Certified” to reference both certification and level is sufficient.

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Petinelli Curitiba | TRUE Platinum
Curitiba, Parana, Brazil | Photo Credit: © Petinelli

Sample Press Release

[PROJECT NAME] Awarded TRUE [LEVEL] [PRE/RE] Certification by Green Business Certification Inc. for Zero Waste Efforts

[COMPANY] Works to Improve Facility Sustainability and Community Health through Resource Management and Reduction

CITY, State – DATE – Today, [ORGANIZATION] announced [PROJECT] was awarded [LEVEL] [PRE/RE] certification under the TRUE (Total Resource Use and Efficiency) rating system. Administered by Green Business Certification Inc. (GBCI), TRUE helps facilities measure, improve and recognize zero waste performance by encouraging the adoption of sustainable waste management and reduction practices, which contribute to positive environmental, health and economic outcomes.

[Insert details about the project – including the waste diversion rate the project achieved]

[Quote about the project]

Discuss the strategies used in the various aspects of TRUE certification:

- » *Operations and system change*
- » *Employee engagement and training*
- » *Benefits for the community*
- » *Resource and financial savings*
- » *Innovative aspects of your project and how you incorporated zero waste best practices*

[Quote from GBCI – see sample quotes below]

Waste affects every part of our communities and effective waste management strategies are critical to ensuring both public and environmental health. By pursuing TRUE certification, [COMPANY] demonstrates a commitment to sustainability leadership by shifting to circular thinking and prioritizing processes, operations and actions to reduce waste and resources throughout their system lifecycle. [COMPANY] is committed to creating a cleaner and healthier [product/space] for future generations through waste reduction and elimination efforts.

About Green Business Certification Inc. (GBCI)

GBCI is the world's leading sustainability and health certification and credentialing body, independently recognizing excellence in performance and practice globally while promoting adoption of building and business practices that continually and measurably improve health, equity, resilience and environmental wellbeing for all. GBCI administers project certifications and professional credentials and certificates including, Leadership in Energy and Environmental Design ([LEED](#)) green building rating systems, as well as the [PEER](#) standard for power systems, the [WELL Building Standard](#), the Sustainable SITES Initiative ([SITES](#)), [EDGE](#) (Excellence in Design for Greater Efficiencies), [TRUE](#) certification for zero waste and Investor Confidence Project ([ICP](#)) for energy efficiency retrofits.

Sample Quotes from GBCI

You are welcome to use a quote from GBCI in your press release. Here are a few samples. If you would like to seek approval on an alternative quote, please contact our communications department at marketing@gbci.org.

“[COMPANY] recognizes that by pursuing zero waste they are helping us build a sustainable future for all,” said Peter Templeton, President and CEO of U.S. Green Building Council and GBCI. “Waste impacts all facets of business and changing the way that we use resources will deliver public health benefits, reduce our environmental impact and advance a greener economy.”

“In our current system, many of our globally wasteful practices stem from a lack of design and are the result of inefficient business practices,” notes Peter Templeton, President and CEO of U.S. Green Building Council and GBCI. “Waste is a design failure, and managing waste is a design challenge for which the TRUE Rating System provides a comprehensive framework. By implementing TRUE certification, [COMPANY] demonstrates their commitment to a more thoughtful and sustainably designed business.”

“Zero waste is a powerful part of any company’s sustainability strategy,” said Peter Templeton, President and CEO of U.S. Green Building Council and GBCI. “Through their TRUE certification, [COMPANY] enhances their operations in a way that maximizes the lifecycle of every product to promote a fully circular economy.”

“Businesses must go beyond our current wasteful practices and think critically about how to redesign processes so that less waste is produced in the first place,” notes Peter Templeton, President and CEO of U.S. Green Building Council and GBCI. “Implementing zero waste business practices requires rethinking, retraining, new tools and strong leadership to change current waste systems. With [COMPANY]’s leadership in this endeavor, they are making great strides for their employees, community and consumers at large.”

Helpful Contacts

GBCI

Within the United States: 1-800-795-1746
Outside the United States: 1-202-828-1145
gbci.org/contact

Public Relations

Deisy Verdinez, PR & Communications Director
dverdinez@usgbc.org

Logo/Branding Use

marketing@gbci.org

Certification ceremony representative request

[Speaker Request Form](#)

Cover image:

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