



# Zero waste certification designed for live experiences.

TRUE for EVENTS

**Turn your event into a sustainability showcase with third-party reviewed zero waste certification.**

Events create waste at scale, driven by single-use materials and tight timelines. For events, TRUE offers a points-based roadmap to dramatically reduce that impact, and turn your event into a live demonstration of sustainability leadership.

**By focusing on upstream decisions, TRUE helps you prevent waste before it happens—guiding purchasing and planning choices that reduce materials, save time, and cut costs.**



Photo: © Silver Art Photography

## THE TRUSTED STANDARD FOR ZERO WASTE EVENTS.

Same rigorous TRUE program framework

Adapted for the unique challenges of temporary gatherings

Third-party verified

### BRAND LEADERSHIP & MARKET DIFFERENTIATION

Join the elite ranks of certified sustainable events and demonstrate real environmental commitment to attendees, sponsors, & media.

### MEET STAKEHOLDER EXPECTATIONS

Align with attendee values, satisfy sponsor ESG requirements, and meet regulatory compliance.

### COST SAVINGS & MEASURABLE IMPACT

Reduce waste, save money, and improve operational efficiency with upstream planning.

## Created for events of all types & sizes

TRUE for Events applies to one-time events, recurring events, and events of any size. Event types include:

- Conferences & conventions
- Music festival & concerts
- Sporting events
- Trade shows
- Corporate events
- Food & beverage festivals
- Community gatherings
- And more!

## How it works

The TRUE rating system's foundation is applied with minor adaptations for credits impacted by an events setting. Key elements include:

- Application submitted after the event (within 3 months)
- Adjusted point ranges and certification levels
- No ongoing maintenance requirements post-event
- Streamlined re-certification for recurring events

Register your project today at

[true.gbci.org](https://true.gbci.org)

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