



The Center for Sustainable Materials Management (CSMM) and TRUE Certification for zero waste are proud to [announce](#) the continuation of their partnership with a call for interest in certification of zero waste projects in New York State.

Administered by Green Business Certification Inc. (GBCI), TRUE Certification 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. The TRUE (Total Resource Use and Efficiency) rating system offers a comprehensive framework to help facilities, portfolios, events, and even construction sites design waste out of their systems and commit to a streamlined, circular model.

TRUE and the CSMM hope their collaboration to support and certify zero waste projects in New York State will accomplish the following:

- Identify opportunities to increase public awareness of the parties' shared vision and goals for zero waste and waste reduction
- Increase educational opportunities for the TRUE Advisor certificate to the public and within the CSMM staff
- Explore opportunities to increase market adoption of TRUE certification throughout New York State
- Explore opportunities to use selected projects as case studies to promote work being done at the CSMM
- Work cooperatively to promote zero waste programs by more efficiently using shared resources, tools and information

CSMM and TRUE are seeking to support three projects in achieving TRUE Precertification and three projects in achieving full TRUE Certification at their facility. A "facility" is considered the building(s) that will be the focus of the project. Most commonly this is a manufacturing facility and/or an office building, but other structures and operation types will be considered. Three projects will be chosen for precertification and three will be chosen for full certification. [TRUE Certification](#) aims to support facilities and businesses in achieving their zero waste goals by providing a clear path to certification using a points-based rating system and educational tools such as the [TRUE Advisor](#) certificate. Facilities that achieve full certification are required to divert a minimum of 90% of waste from landfill, incineration and the environment along with meeting minimum performance requirements and at least 31 points from a total of 81 points in the rating system. CSMM will encourage the projects selected for TRUE Certification to strive for Gold or Platinum certification level. [TRUE Precertification](#) offers companies and facilities a first stop in the journey to zero waste. These facilities are required to start tracking waste but do not need to meet a minimum diversion number, and are required to meet only a handful of the



prerequisites plus nine points from the rating system. More information and detail on TRUE can be found at [true.gbci.org](https://true.gbci.org) or by reviewing our [rating system](#).

CSMM will provide project management and technical assistance to chosen projects. Costs will be subsidized by both CSMM and TRUE and the individual projects will be responsible for a discounted project registration fee of \$1,000 to be paid directly to the GBCI. One TRUE Advisor certificate registration will be included for each facility.

Projects are being prioritized in the following sectors:

- Healthcare
- Textile manufacturing
- Agriculture
- Construction and Demolition
- Furniture Manufacturing

Facilities must meet the following criteria:

- Project must be located in New York State
- Have strong waste reduction goals
  - *Note: Waste reduction goals will vary from facility to facility, these may be in the form of a formalized goal, plan, or policy, or informal goals and objectives that align with organization's values*
- Be a small to medium size facility (under 1,000 employees and under 250,000 sq. feet)
- Projects located in [environmental justice communities](#) or [MWBE-owned businesses](#) will be prioritized.

Interested projects should fill out the application [here](#) by **3/31/2023**.

About Green Business Certification Inc. (GBCI)

GBCI is the world's leading sustainability and health certification and credentialing body. Established in 2008, GBCI exclusively administers project certifications and professional credentials and certificates within the framework of the U.S. Green Building Council's 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. Visit [gbci.org](https://gbci.org).

About the The Center for Sustainable Materials Management (CSMM)

The Center for Sustainable Materials Management (CSMM) was established at the State University of New York College of Environmental Science and Forestry (ESF) in the spring of 2020 through a NYS Environmental Protection Fund (EPF) grant administered by the NYS Department of Environmental Conservation (DEC). The Center places ESF, DEC, and their partners in a leadership role regarding materials (waste) reduction, reuse, and recycling in New York and the US. The Center's mission is to inspire, lead, and connect a diverse group of people and organizations that will collectively challenge the concept of "waste," through redefining and reimagining how we procure, produce, consume, manage, and market materials.