



GREEN BUSINESS CERTIFICATION INC.
PUBLIC RELATIONS
GUIDELINES FOR TRUE

UPDATED FALL 2017

PUBLIC RELATIONS GUIDELINES FOR TRUE CERTIFICATION

Congratulations! You are joining an innovative community dedicated to closing the loop on waste. The TRUE® (Total Resource Use and Efficiency) certification system is owned and administered by Green Business Certification Inc. (GBCI) and helps facilities define, pursue and achieve zero waste goals. If you are looking for a way to tell the story of your TRUE certification, here are some ideas:

DISTRIBUTE A PRESS RELEASE

If you've completed your TRUE project certification, make it known. Press release templates, sample quotes from GBCI and other resources can be found in these guidelines. You can also [request](#) to use the corresponding TRUE logo in your press release.

HOLD A CERTIFICATION CEREMONY

Looking for a GBCI representative to speak at a TRUE certification ceremony? GBCI's management team and [network of local communities](#) may be available. Complete the [Speaker Request Form](#) and a member of our staff will follow up with you.

SEND GBCI YOUR PHOTOS

GBCI is always looking for high-resolution digital photos of certified projects for use in our marketing efforts including promotional advertisements, literature, websites and news articles. Contact our communications department to learn more (contact information on page 6).

BE SOCIAL

There's an active sustainability community on social media. Promote your achievement and join the TRUE conversation on [Twitter](#), [Facebook](#), and [LinkedIn](#). Be sure to let us know of your work and tag TRUE on Facebook and Twitter. Here is some sample content to get you started:

- We're proud to showcase our new @TRUEcertified project! Learn more about our #zerowaste efforts: [LINK] [PHOTO] #greenbuilding
- We're dedicated to pursuing #zerowaste and proud that [PROJECT NAME] is officially @TRUEcertified! [LINK] [PHOTO] #greenbuilding
- #Sustainability is a priority at [COMPANY]! Proud to announce our new @TRUEcertified #zerowaste project! [PHOTO] [LINK]
- At @TRUEcertified [PROJECT NAME], we're dedicated to curbing waste and rethinking how we use our resources #zerowaste. [PHOTO] [LINK]
- Our @TRUEcertified #zerowaste facility is leading the way and working to close the loop on #waste. [LINK] [PHOTO]

SEND US A TESTIMONIAL

[Submit](#) a quote or testimonial about how TRUE has benefited you and your community.

VISIT true.gbci.org

The [TRUE projects page](#) shares insights and knowledge from other certified projects. As a TRUE project, you have access to [resources](#) on how to get started.

BRANDING GUIDELINES

GBCI NAME

The official organization name is Green Business Certification Inc.TM 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 the second reference. Follow all guidance detailed in the [GBCI Trademark Policy & Branding Guidelines](#), and contact GBCI's marketing department, marketing@gbci.org, with any questions about branding or use of the trademark and logo.

CERTIFICATION LEVELS

There are four levels of TRUE certification – Certified, Silver, Gold and Platinum. When a project achieves certification it should be referred to as a TRUE-certified project. If appropriate, supporting text may be written that gives additional detail 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 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.

SAMPLE PRESS RELEASE - CERTIFICATION

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

[COMPANY] Works to Close the Loop on Waste and Increase Resource Efficiency

CITY, State – DATE – Today, [ORGANIZATION] announced [PROJECT] was awarded [LEVEL] under the TRUE (Total Resource Use and Efficiency) certification system. Administered by [Green Business Certification Inc.](#) (GBCI), TRUE helps facilities define, pursue and achieve zero waste goals while becoming more resource efficient.

[Insert details about the project]

[Quote about the project]

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

- *Operations and system changes*
- *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]

The TRUE Zero Waste certification strives to change the way materials flow through society so that all products are eventually reused and diverted from landfill, incineration (waste-to-energy) and the environment. TRUE provides best practices and training that enable businesses, property managers, schools, government agencies and nonprofits to rethink how resources are used. TRUE-certified projects are environmentally responsible and achieve a minimum of 90 percent waste diversion. The program helps facilities turn waste into savings, cut greenhouse gas emissions, manage risk, reinvest resources and create jobs.

About Green Business Certification Inc. (GBCI)

GBCI is the premier organization independently recognizing excellence in green business industry performance and practice globally. 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 Sustainable SITES Initiative (SITES), TRUE Zero Waste Certification, Parksmart, the PEER standard for power systems, the WELL building standard, EDGE (Excellence in Design for Greater Efficiencies), Investor Confidence Project (ICP) for energy efficiency retrofits and the GRESB benchmark, which is used by institutional investors to improve the sustainability performance of the global property sector. www.gbci.org.

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SAMPLE QUOTES FROM GBCI

You're 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 alternate quote, please contact our communications department, contact information on page 6.

“As markets continue to urbanize and industrialize, cities and businesses are faced with an increasing amount of waste that puts strain on resources and communities,” said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. “[COMPANY’S] dedication to pursuing TRUE certification moves us closer to becoming a zero waste community that’s healthier for us all.”

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

“Zero waste is an important part of any company’s sustainability strategy,” said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. “Through TRUE, we’re helping company’s like [COMPANY] enhance operations in a way that is transforming our built environment and improving our quality of life.”

“[COMPANY’S] TRUE Zero Waste certification is paving the way for a more sustainable future,” said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. “When we restructure our operations and production systems in a way that improves business, the environment and our communities we become true leaders.”

“Without a zero waste strategy, companies miss an opportunity to understand how our systems impact business across all levels,” said [Mahesh Ramanujam](#), president and CEO, [U.S. Green Building Council](#) and GBCI. “[COMPANY] has made the commitment to improving their performance and impact and our TRUE Zero Waste certification verifies their efforts are moving them in the right direction.”

HELPFUL CONTACTS

GBCI

1-800-795-1746 (within the U.S.)
1-202-828-1145 (outside the U.S.)

www.gbc.org/contact

PUBLIC RELATIONS

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LOGO/BRANDING USE

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CERTIFICATION CEREMONY REPRESENTATIVE REQUEST

[Speaker Request Form](#)