

MEDIA GUIDE: TRUE + Zero Waste

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From straw bans to minimizing food waste, more companies are seeing the business, social and environmental value of zero waste policies. TRUE is helping those companies define, pursue and achieve zero waste goals, cutting their carbon footprint and supporting public health. More than 100 facilities have already achieved TRUE certification and have reported up to \$6.5 million in savings or cost reductions. Learn more about how zero waste is growing across the green building community.

IS04 – From Local to Global: Creating a Zero Waste Infrastructure

Tuesday, November 13, 11:30 a.m. - 12:30 p.m.

- As the zero waste movement grows, local, regional and international policies are helping to expand the field. Hear from business leaders who understand the importance of local infrastructure in designing and implementing successful zero waste policies.
- Presenters: Casey Mahalick from Colgate-Palmolive Company, Frank Jaegtnes and more

LD09 - Driving TRUE Savings and Efficiency Through Zero Waste Operations: Best Practices for Business and LEED Buildings Operators

Tuesday, November 13, 1–5 p.m.

- Take a deep dive into zero waste certification. Explore the TRUE Zero Waste Rating System, synergies with [LEED](#) and the power of employee engagement in developing and implementing zero waste practices and policies.
- Presenters: Vance Merolla, global director at Colgate-Palmolive Company, and Nadereh Afsharmanesh, vice president of sustainability and education at Earth Friendly Products

Additional Sessions on Zero Waste:

Thursday, November 15

- [Zero Waste Design in Food and Hospitality: Eataly Case Study](#)

TRUE Resources:

Project: Read about [TRUE certified facilities](#)

[Infographic](#): The impact of the first 100 TRUE-certified projects

Zero waste [insights](#) from our experts

Directory: [More than 200 TRUE Advisors](#) globally are trained on TRUE and how to help companies get started on zero waste policies.

[Resources](#): Access the Rating System, Guide to Certification and more to understand how TRUE works

Access the TRUE [Press Kit](#)