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## PRESS RELEASE

### The Center for Sustainable Materials Management Announces Selected Projects for Zero Waste Certification

June 28, 2023, [Syracuse, NY] – The Center for Sustainable Materials Management (CSMM), housed at the SUNY College of Environmental Science and Forestry (ESF) is excited to announce the projects selected to pursue [TRUE](#) (Total Resource Use and Efficiency) Certification and Precertification for zero waste in collaboration with Green Business Certification Inc. (GBCI).

The CSMM vision is to make New York state a driving force of the future by galvanizing and leading all sectors of the state to apply the principles of sustainable materials management, propelling the state to become the least resource consumptive and most circular in the country.

“The Center is thrilled to kick-off our zero waste program with GBCI to support six dynamic New York organizations. By implementing zero waste strategies these facilities will increase efficiency and reduce overall community environmental impact. We are excited to share the lessons learned through these partnerships to increase public education and engage more New York employees and residents in workplace sustainability,” said **Kate Walker, CSMM’s Executive Director**.

The TRUE rating system offers a comprehensive framework to help facilities, portfolios, events, and even construction sites design waste out of their system and commit to a streamlined, circular model. TRUE certification for zero waste measures a facility, event, or construction project’s diversion rate with a requirement of a minimum of 90% diversion from landfill, incineration, and the environment.

“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 Celeste McMickle, GBCI’s director of client relations with TRUE. “By pursuing TRUE certification, these six projects are not only diverting 90% of their waste, they are also helping turn waste into savings and potentially new income streams.”

CSMM and GBCI have selected four New York state organizations to support in achieving [TRUE Certification](#) and two organizations in achieving [TRUE Precertification](#). CSMM will provide technical and financial assistance to the project partners. One [TRUE Advisor](#) certificate registration, which educates individuals on the rating system’s implementation, is included for each facility.

Project partners were selected based on the strength of their zero waste goals, need for innovative solutions, and potential to impact sustainable materials management across their industry. Small businesses and organizations located in potential environmental justice areas were also prioritized.

Our project partners pursuing TRUE Precertification are **Goodwill of the Finger Lakes** and the **UBS Arena**. Our partners pursuing TRUE Certification are **Chanel** (5th Avenue location), **Maison Jar**, **Re:Dish**, and **Staach**. Learn more about our project partners below -

[Goodwill of the Finger Lakes](#) is a caring, local person-centered nonprofit organization that does a lot of good across the Greater Rochester community and the Finger Lakes Region. Goodwill upholds its mission of “Elevating people, community, and planet for a good today, and a better tomorrow” by creating employment opportunities for people with barriers to independence while generating revenue to support community programs and services.

[UBS Arena](#), the state-of-the-art sports and entertainment venue that opened in November 2021, serves as the home for the NHL’s New York Islanders. The arena takes pride in their growing sustainability initiatives, all while providing fans with an unparalleled entertainment experience. UBS Arena is a LEED v4 certified venue and is a founding member of the Green Operations and Advanced Leadership (GOAL) program.

[Chanel](#), one of the most widely recognized luxury brands in the world, leads their US operations out of New York City. Dedicated to exceptional creation, the company invests significantly in R&D, sustainable development and innovation. Chanel is focused on delivering positive impact – both within and beyond the House – through key impact areas including nature and climate, circularity, thriving people and communities and the autonomy of women.

[Maison Jar](#) is a small woman-owned, neighborhood low waste grocery and refillery serving the Greenpoint community in Brooklyn. They focus on not only providing a low-waste experience for customers, but also strive to reduce waste between the store and their vendors.

[Re:Dish](#), a woman-owned New York based company, provides reuse-as-a-service to clients, supplying the warewashing infrastructure and software that makes reuse possible at scale. Re:Dish helps companies, schools, hospitals, senior living communities, production sets, arenas – all places where large numbers of people are dining – move away from single-use disposable packaging and towards an operations process that prioritizes reuse. Re:Dish's flexible reuse washing model allows them to address a variety of client needs, from reducing disposable packaging waste generated by cafeterias and other large food service settings to supporting the washing infrastructure and tracking for other reusable services.

[Staach](#), a small Rochester-based sustainable furniture company prides themselves on breaking away from the “fast furniture” trend by designing high-quality pieces that are built to last.

Learn more by visiting the Center for Sustainable Materials Management [website](#).

The Center for Sustainable Materials Management was established at ESF in the spring of 2020 through a New York State Environmental Protection Fund (EPF) grant administered by the New York State Department of Environmental Conservation (DEC). The Center places ESF, DEC, and their partners in leadership roles regarding materials (waste) reduction, reuse, and recycling in New York and the U.S.

New York State Department of Environmental Conservation (DEC) Commissioner Basil Seggos said, “DEC applauds our partner, SUNY College of Environmental Science and Forestry, on promoting sustainability and advancing New York’s circular economy for the public and private sectors. Reducing waste is a key strategy for New York State to achieve the emission-reduction objectives of the Climate Leadership and Community Protection Act. The TRUE Certification and Precertification for zero waste is an important tool to reduce waste and divert materials from landfills and redirect recovered materials into a more resilient supply chain.”

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*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.*

*Founded in 1911, ESF is one of the nation’s premier colleges focused exclusively on the study of the environment, developing renewable technologies, and building a sustainable future. The College is a recognized leader in the practice of sustainability and is consistently ranked as one of the “greenest” colleges in the nation.*

*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 [www.gbci.org](http://www.gbci.org)*