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Elemental Impact

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SFCI DIRECTOR
ZWZ DIRECTOR

CREATING VALUE THROUGH ZERO WASTE

JUNE 26 - 27, 2012

COSTA MESA, GA

U.S.

zerowaste

BUSINESS COUNCIL

www.elementalimpact.org



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Sustainability in ACTION

A National Non-Profit in collaboration with the
National Restaurant Association

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A CATALYST

Ei: Creates Corporate | Community Programs

- ⊙ What could be done
- ⊙ That is not being done
- ⊙ Ei gets it done

Bring the Possible out of Impossible



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INITIATIVES

Foundation for Initiatives:

- ⊙ Food Safety, first and foremost
- ⊙ Makes Good Business Sense
- ⊙ Flows with Operations



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INITIATIVES

ZERO WASTE ZONES

POWER

Perishable Organic Waste to Energy Recycling

SFCI

Sustainable Food Court Initiative





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ZERO WASTE ZONES



- ❖ Atlanta's response to losing a 2008 convention as client perceived another city as "greener"
- ❖ Launched in February, 2009 in an acclaimed press conference led by the Acting Regional EPA Director
- ❖ Four additional zones launched in Atlanta
- ❖ **Ready for national expansion**



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ZERO WASTE ZONES



Criteria:

- ❖ Spent grease collected for production of biofuel
- ❖ Common recycling practices in place
- ❖ Excess food meeting the Good Samaritan Donation Act donated
- ❖ Other excess food and kitchen scraps collected for composting or other approved organics solutions



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ZERO WASTE ZONES



ZWZ Job:

- ① Identify Pioneers
- ① Create Heroes
- ① Promote the Stories
- ① Witness the Economic Benefits



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ZERO WASTE ZONES



ZWZ Testimonials:

- ◎ **A Trailblazer** – Fifth Group Restaurants
- ◎ **It was Easy – Thank You!** – Hyatt Regency
- ◎ **A Cost Saving Solution** – Doubletree Hotel
- ◎ **Employee Enthusiasm** – Buckhead Life Group
- ◎ **A Revenue Generator** – Affairs to Remember



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ZERO WASTE ZONES



Collaboration Key to Success:

- ⊙ Government: local, state & federal
- ⊙ Non-Profits
- ⊙ Trade & Business Associations
- ⊙ Private Enterprise



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ZERO WASTE ZONES



Zone Creation Stages:

- ① The Assessment
- ① The Launch
- ① The Implementation



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ZERO WASTE ZONES



The Assessment:

- ⊙ Existing Infrastructure
- ⊙ Local Leadership & Champions
- ⊙ Media | Public Relations Plan



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ZERO WASTE ZONES



The Launch:

- ⊙ Optimum Date
- ⊙ Prominent Host Site
- ⊙ Champions & Community Leaders
- ⊙ Invitations with Follow-Up

Sets the stage for successful implementation



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ZERO WASTE ZONES



The Implementation:

- ① Create Ambassador Program
- ① Require Metrics Tool Use
- ① Continue Media | PR Plan
- ① Celebrate Successes



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ZERO WASTE ZONES



Media LOVES the ZWZ:

- ❖ ZWZ is a WIN story to tell
- ❖ 2009 media amazing: CNN, NY Times, Earth911.com
- ❖ Media momentum building – Fortune.com

FORTUNE



The New York Times
Expect the World®



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POWER

Mission:

To explore and evaluate the highest good collection, recycling and use of perishable organics and make recommendations for deployment of economically viable projects within a defined geographic region area.



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Sustainable Food Court Initiative

An Ei Task Force in Partnership with the NRA



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Mission:

To bring zero waste initiatives to food courts and develop industry, sustainable best practices for Back-of-the-House and Front-of-the-House operations





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Food Court Challenges:

- ❖ Common property waste & recycling contracts
- ❖ Landlord | Tenant Relationships
- ❖ Franchisee | Franchisor Relationships
- ❖ Consumer Disposal of FOH Packaging
- ❖ Third Party Contracts Brought to Food Court
- ❖ Multiple Packaging Products Used



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Hartsfield-Jackson Atlanta International Airport

*All food vendors must use compostable
serviceware and consumer-facing
packaging and source-separate organics
for composting collection.*

Provision in new airport concessions RFP



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2011 Going Green Airports Award:

Sustainable Food Court Initiative Atlanta Airport Pilot



Michael Cheyne accepted award on October 31



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Additional Pilots:

- ❖ Simon Properties | HMSHost - Mall
- ❖ Georgia Dome - Event Venue
- ❖ Office Complex
- ❖ Government Center
- ❖ College | University



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RECYCLING INTEGRITY

Maintain maximum value of recyclable material (i.e. contaminant-free) with the least energy expended (electric, transportation, labor + other)





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TIPS TO INCREASE RECYCLING

An Integrated Approach to Sustainability

- ◎ Custodial staff is key to successful recycling programs
 - Consider reorganizing labor so one person is responsible for recycling separation
 - Train, Train & Train
 - Develop incentives or rewards



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TIPS TO INCREASE RECYCLING

An Integrated Approach to Sustainability

- ◎ Top Management buy-in is critical
 - Educate managers on recycling & contamination
 - Encourage managers to lift recycling container lids and look for contamination
 - Explore local recycling companies who will pay for clean, separated material



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OTHER PILOTS

SFCI – catalyst for additional pilots

- ◎ Milk Jug Recycling @ Atlanta Airport Starbucks
- ◎ Source-Separated & Baled Material @ Tampa Airport
- ◎ Plastic Film Recycling @ Simon malls in Atlanta & Charlotte





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THE HOW OVERVIEW

- ❖ **Establish an implementation plan with several phases – baby steps are best**
 - ❖ BOH
 - ❖ Simple, easy procedures developed by ZWZ Participants
 - ❖ FOH
 - ❖ Will be the same for seated dining
 - ❖ Shifts may be necessary in foodservice packaging
 - ❖ Collection bin design with clear signage; optimum placement is critical
 - ❖ Multiple-unit and food courts have additional challenges



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THE HOW OVERVIEW

- ❖ Create or participate in a metrics tracking system
- ❖ Consider joining ZWZ or similar organization to gain support



Join

The February 10, 2009, ZWZ launch put Atlanta in the national spotlight as a Pioneer City in Sustainability with the impressive media coverage. Go to the In the Media page for listings of the national, regional and local ZWZ press, including a CNN story and New York Times front-page article.

At the February, 2011, ZWZ Two-Year Anniversary press conference the National Restaurant Association announced the NRA|Ei|ZWZ national partnership. Visit the ZWZ Blog post, ZWZ Earners National Support, to learn more about the press conference and other exciting milestones.

By joining ZWZ, your company can contribute to your city by showing your best "green" side when bidding on conventions contracts, securing corporate headquarters and/or sporting and entertainment events. Sustainability is an integral component when operators make business decisions.

Join the ZWZ as a Participant

Join the ZWZ as a Supplier



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