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Elemental Impact



HOLLY ELMORE
ELEMENTAL IMPACT
FOUNDER & CEO

CITY OF NEWARK, OFFICE OF SUSTAINABILITY
MANUFACTURERS *ZERO WASTE WORKSHOP*

www.elementalimpact.org

OCTOBER 03, 2012



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Sustainability in ACTION

Work with industry leaders to create best operating practices where the entire value-chain benefits, including corporate bottom lines and the environment. Through education and collaboration, establish the best practices as standard practices.



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A CATALYST

Ei: Creates Corporate | Community Initiatives

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

Bring the Possible out of Impossible





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FOCUS AREAS



Initiative Foundations:

- ① Product Stewardship
- ① Toxin-Free Environments
- ① Zero Waste Initiatives



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ZERO WASTE



ZERO WASTE INITIATIVES

- ◎ Recycling Integrity
- ◎ Sustainable Food Court Initiative
- ◎ Zero Waste Zones



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RECYCLING INTEGRITY



*Maintaining maximum Material Value
With Minimal Energy Expended*

Contamination: *an expensive trip to the
landfill*



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ZERO WASTE ZONES



Acquired by the
National Restaurant Association

September, 2012





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SFCI



Sustainable Food Court Initiative

An Integrated Approach to Sustainability





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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 Items 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:

- ❖ Shopping Mall - Concord Mills (Charlotte)
- ❖ Event Venue - Georgia Dome (Atlanta)
- ❖ Office Complex
- ❖ Government Center
- ❖ College | University

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NEW HORIZONS



Expanded Foodservice Opportunities:

- ① **Manufacturing**
- ① **Corporate Campuses**



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EI BUSINESS MODEL



Ei Strategic Allies:

- ③ Industry Trade Associations
- ③ Non-Profits
- ③ Local, State & Federal Government

Collaboration is Key to Success



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EI BUSINESS MODEL



Ei Partners:

- ③ **National & Global Leaders**
- ③ **Industry Experts**
- ③ **Active Participation**



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CONTACT INFORMATION



Holly Elmore

holly@elementalimpact.org

404-261-4690