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Elemental Impact

HOLLY ELMORE, ELEMENTAL IMPACT

ZERO WASTE, SOUTHERN STYLE

SWANA, ROAD TO ZERO WASTE

ATLANTA, GA

FEBRUARY 25, 2013



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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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PARTNER PROGRAM

2012 Shift from Sponsors to Partners:

- ◎ Active Participation
- ◎ Strong Working Relationship Among Partners
- ◎ Ei Partner Tours
- ◎ Smaller yet Powerful Program



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FOCUS AREAS

Initiative Foundations:

- ◎ Product Stewardship
- ◎ Toxin-Free Environments
- ◎ 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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RECYCLING INTEGRITY

- ◎ Focus on source-separation at large venues
- ◎ Direct sales to mills & recycling destinations
- ◎ Creation of recycling profit centers



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ZERO WASTE ZONES

Groundbreaking Atlanta Program

- ◎ Chair: Laura Turner Seydel
- ◎ Response to Atlanta losing a convention
- ◎ Launched @ acclaimed February, 2009 press conference
- ◎ Leaders in commercial food waste collection for composting





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ZERO WASTE ZONES

Media LOVED ZWZ

- ◎ **CNN.com** home page story; run internationally prime time
- ◎ **NY Times** front-page article
- ◎ **Fortune.com** profile





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ZERO WASTE ZONES

Acquired by the
National Restaurant Association
September, 2012





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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

Chair: Doug Kunnemann, NatureWorks

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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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Powerful Team:

- ❖ Non-Profits | NGO's
 - ❖ Foodservice Packaging Institute
 - ❖ Global Green's CoRR
 - ❖ Institute for Local Self-Reliance
 - ❖ National Restaurant Association
 - ❖ Sustainable Packaging Institute



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Powerful Team:

- ❖ For-Profits - Industry Experts
 - ❖ Asean | Stalkmarket
 - ❖ BASF
 - ❖ CleanRiver
 - ❖ Heritage Bags
 - ❖ Heritage Interactive Services
 - ❖ HMSHost
 - ❖ Kimberly-Clark
 - ❖ NatureWorks
 - ❖ Simon Property Group
 - ❖ Tomra | Orwak

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Active Pilots:

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

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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 airport concessions contract

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Hartsfield-Jackson Atlanta International Airport

- ❖ Issued Compostable Foodservice Packaging Info Packet - in p'ship with ILSR
- ❖ Working on Materials Usage Forms



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Georgia Dome

- ❖ BOH Food Waste Collection & Compostable F&B Packaging- in place
- ❖ Tailgate Recycling Program
- ❖ Compostable Bag Pilot
- ❖ On-Site Material Source Separation





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Concord Mills

- ❖ BOH Food Waste Collection
- ❖ Wasted Food Donation Program
- ❖ Plastic Film Recycling Pilot
- ❖ FOH Recycling Bin Pilot





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NEW HORIZONS

Foodservice Focus Areas

- ❖ Manufacturing
- ❖ Office Building Complexes
- ❖ Corporate Campuses
- ❖ Government Centers



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