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IMPACT

Elemental Impact

HOLLY ELMORE, ELEMENTAL IMPACT

CHARLOTTE EI PARTNER TOURS

CONCORD MILLS, NC

MARCH 04, 2013



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THANK YOU!

SIMON
PROPERTY GROUP




CleanRiverTM
RECYCLING SOLUTIONS
A division of Midpoint International Inc.

www.elementalimpact.org



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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

- ③ Recycling Integrity
- ③ Sustainable Food Court Initiative





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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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MEDIA

Food Waste Focus Media

- ◎ November Whole Living
- ◎ January CBS SmartPlanet

Powerful Blogs

- ◎ ZWA Blog topped 75,000 pageviews
- ◎ The IMPACT Blog nearing 25,000 pageviews





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CONTACT INFORMATION

Holly Elmore

holly@elementalimpact.org

404-261-4690