



Elemental Impact

HOLLY ELMORE, ELEMENTAL IMPACT

GETTING TO ZERO:

HOW COMPANIES PROFIT FROM ELIMINATING WASTE

SUSTAINABILITY SUMMIT "FROM SUSTAINABILITY TO SAVINGS" MAY 10, 2013





Elemental Impact

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.





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





Focus Areas

Initiative Foundations:

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





ZERO WASTE



ZERO WASTE INITIATIVES

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





RECYCLING INTEGRITY

Maintaining maximum Material Value With Minimal Energy Expended

Contamination: an expensive trip to the landfill



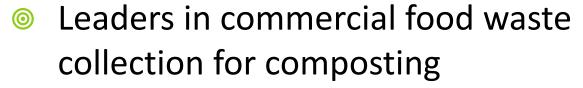


Elemental IMPACT

ZERO WASTE ZONES

Groundbreaking Atlanta Program

- Chair: Laura Turner Seydel
- Response to Atlanta losing a convention
- Launched @ acclaimed February, 2009 press conference









ZERO WASTE ZONES

Media LOVED ZWZ

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







ZERO WASTE ZONES

Acquired by the

National Restaurant Association

September, 2012









SFCI



Sustainable Food Court Initiative

An Integrated Approach to Sustainability









SFCI





Active Pilots:

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





QUOTES

Heritage Interactive Services

Our profitable business model is based on the ability to generate cost-savings by seeking alternatives to traditional landfill disposal.

Amy Moreland
Director of International Business & Supplier
Development
www.elementalimpact.org





QUOTES

Affairs to Remember

"This mega-movement called 'sustainability' is good for business. Embrace it, and profit. Avoid it at your peril."

Patrick Cuccaro, general manager





QUOTES

Piazza Produce

"Piazza Produce's Zero Waste Journey saved the company over \$650,000 in waste-to-landfill expenses over the past seven years."

Scott Lutocka, facilities manager





CONTACT INFORMATION

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