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Elemental Impact

HOLLY ELMORE, ELEMENTAL IMPACT

GETTING TO ZERO: *HOW COMPANIES PROFIT FROM ELIMINATING WASTE*

SUSTAINABILITY SUMMIT
"FROM SUSTAINABILITY TO SAVINGS"
MAY 10, 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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FOCUS AREAS

Initiative Foundations:

- ③ Product Stewardship
- ③ Toxin-Free Environments
- ③ 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

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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SFCI



Sustainable Food Court Initiative

An Integrated Approach to Sustainability





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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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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

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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



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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



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