

Elemental IMPACT

Welcome



The Brown Palace Hotel

Denver, CO

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Elemental IMPACT

Mobilizing an Industry

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Zero Waste Zones
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Elemental Impact

A National Non-Profit in partnership with the National Restaurant Association

Mission:

To return the environment's resources to their natural, balanced state through collaborative, action-oriented projects







Initiatives

Zero Waste Zones

POWER – Perishable Organic Waste to Energy Recycling

Sustainable Food Court Initiative



- Atlanta's response to losing a 2008 convention as client perceived another city as "greener"
- Launched in February, 2009 in an acclaimed press conference led by the Acting Regional EPA Director
- Media Loves ZWZ: CNN Story, Front-Page NY Times story among press
- Four additional zones launched in Atlanta
- Ready for national expansion



Criteria:

- Spent grease collected for production of biofuel
- Common recycling practices in place
- Excess food meeting the Good Samaritan Donation Act donated
- Other excess food and kitchen scraps collected for composting or other approved organics solutions



Media LOVES the ZWZ:

- ZWZ is a WIN story to tell
- 2009 media amazing: CNN, NY Times, Earth911.com
- 2011 Media momentum building Fortune.com





FORTUNE CON The New York Times

Expect the World®



Zone Creation Stages:

- The Assessment
- The Launch
- The Implementation



Collaboration Key to Success:

- Government: local, state & federal
- Non-Profits
- Trade & Business Associations
- Private Enterprise



POWER

Mission:

To explore and evaluate the highest good collection, recycling and use of perishable organics and make recommendations for deployment of economically viable projects within a defined geographic region area.



POWER

Next Meeting:

The Current Scenario: Successes & Challenges

The U.S. Composting Council Annual Conference

January 17 – 20, 2012

Austin, TX





Sustainable Food Court Initiative

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

Co-Chairs: Chris Moyer, NRA Conserve Program Director & Doug Kunnemann, NatureWorks

SFCI Team: National industry experts in packaging, organics management, foodservice industry



Hartsfield-Jackson International Airport

- Six month project designed to bring organics collection to front and back-of-the-house concession operations
- Project stages to simplify process
- Collaborative effort with City of Atlanta, Dept of Aviation, Concessionaires and SFCI Team
- GOAL: Develop a viable game plan to implement organics collection throughout the airport



Hartsfield-Jackson 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



Hartsfield-Jackson International Airport

This is a program, not a pilot.

Michael Cheyne, Director Asset Management & Sustainability



Additional Pilots:

- Simon Properties | HMS Host Mall
- Atlanta Event Venue
- Office Food Court



Recycling Integrity

Maintain maximum value of recyclable material (i.e. contaminant-free) with the least energy expended (electric, transportation, labor + other)



ZWZ Evolves

ZWZ



Sustainable Action Zones



An Integrated Approach to Sustainability







Zero Waste Zone - SC

Let's Explore the Frontier!



Elemental IMPACT

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