

Recycling Integrity: *Truths, Myths & Emerging Technologies*

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

Mission:

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

Zero Waste Zones

POWER – Perishable Organic
Waste to Energy Recycling

**Sustainable Food Court
Initiative**

Zero Waste Zones

- 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
- Four additional zones launched in Atlanta
- Ready for national expansion

Zero Waste Zones

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

Zero Waste Zones

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

The logo for Fortune magazine, featuring the word "FORTUNE" in white, bold, serif capital letters on a dark blue rectangular background.The logo for CNN, consisting of the letters "CNN" in a bold, red, sans-serif font with a white outline and a slight 3D effect.The logo for The New York Times, featuring the words "The New York Times" in a black, gothic-style serif font, with the tagline "Expect the World®" in a smaller, black, sans-serif font below it.

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.

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

SFCI Pilot Project

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

SFCI Pilot Project

Hartsfield-Jackson International Airport

Concessionaire shall use compostable serviceware along with consumer facing packaging and source separate all food service wastes for direct transport to off airport composting facilities.”.

Provision in new airport concessions RFP

Is Zero Waste Possible?

- Best efforts average around 85% diversion rate
- Final ZWZ Stage requires a waste audit to determine profile of remaining “trash”

What is landfill destined?

- Vinyl kitchen gloves
- Caps & lids to recyclable containers
- Transport packaging: polystyrene & plastic film
- Broken plates/dishes
- Kitchen plastic wrap & foil

Tips to Increase Recycling

An Integrated Approach to Sustainability

- Custodial staff is key to successful recycling programs
 - Consider reorganizing labor so one person is responsible for recycling separation
 - Train, Train & Train
 - Develop incentives or rewards

Tips to Increase Recycling

An Integrated Approach to Sustainability

- Top Management buy-in is critical
 - Educate managers on recycling & contamination
 - Encourage managers to lift recycling container lids and look for contamination
 - Explore local recycling companies who will pay for clean, separated material

Recycling Destination

Single-Stream Recycling:

- Materials Recovery Facilities (MRF) separate material to sell as a raw material
- MRF for SS cost 5 times more than for co-mingled
- Most large waste haulers only offer SS recycling option

Single-Stream

GOAL: Increase recycling participation

FOCUS: Diversion from the dumpster

RESULT: Increased recycling rates with a decrease in tonnage recycled

Collection is not recycling. A product is not recycled until it is made into another product.

Container Recycling Institute issued:

Understanding Economic and Environmental Impacts of Single-Stream Recycling

For the highlights & to download 30-page report, visit ZWZ Blog post, [Single-Stream Recycling Controversy](#)

IMPORTANT FACT:

Contaminated material is landfill destined, whether placed in a dumpster, a blue recycling bin or green organics bin

**What is a food court's
biggest contamination
challenge?**

Answer:

**Melted Ice (water) from
fountain beverages**

The Glass Dilemma:

- Compactors & packer trucks crush glass into shards that contaminate paper & plastic
- Glass causes expensive equipment repairs & maintenance

**GLASS RECYCLING:
ALWAYS #1 CHOICE**

Where Glass Recycling is not an option:

- Fiberglass
- Secondary Uses:
 - Roadwork
 - Construction fill
 - Sandblasting
 - Interior Products (countertops, flooring, tiles)

Recycling Goal

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

Zero Waste Zones:

- Provides a network of engaged foodservice operators to pioneer new recycling systems
- Creates route density with the Zones

Zero Waste Zones:

- Start with the large operators (conference centers, hotels) who provide the volume to make the economics work
- Fill-in with the other ZWZ Participants within the route

Source-Separation:

- Cardboard + Paper
- Film Plastic
- Glass
- Other Plastic + Metals

Challenges | Concerns:

- Local markets for material
- Carbon footprint of separated collection

Challenges | Concerns:

- Economics – creating a model that makes good business sense for the operator, collector & recycler
- Industry standards – each market varies so difficult to create a template

What Can You Do?

- Understand your current trash inventory
- Visit the MRF or other recycling material destination – understand contamination & how to eliminate it in your operation

What Can You Do?

- Collaborate with other operators to develop a recycling system that makes sense for your locale
- Start with the easy, high-value items currently in single-stream

**Remember Recycling
Integrity is a Journey**

Take baby steps

Celebrate success!

Ei

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IMPACT

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