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Welcome



Atlanta

Zero Waste Zones Tour

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# Zero Waste Zones: Mobilizing an Industry

Holly Elmore, Director  
Zero Waste Zones

CEO, 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*

## **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
- Media Loves ZWZ: CNN Story, Front-Page NY Times story among press
- Four additional zones launched in Atlanta
- Ready for national expansion

# 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, featuring 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.

# 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

## ZWZ Job:

- Identify Pioneers
- Create Heroes
- Promote the Stories
- Witness the Economic Benefits



## ZWZ Testimonials:

- **A Trailblazer** – fifth group restaurants
- **It was Easy – Thank You!** – Hyatt Regency
- **A Cost Saving Solution** – Doubletree Hotel
- **Employee Enthusiasm** – Buckhead Life Group
- **A Revenue Generator** – Affairs to Remember

## Zone Creation Stages:

- The Assessment
- The Launch
- The Implementation

# Zero Waste Zones

## **Collaboration Key to Success:**

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

## 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.*

# 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

# Recycling Integrity

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

ZWZ → Sustainable Action Zones



*An Integrated Approach to Sustainability*



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# Zero Waste Zone - SC

***Let's Explore the Frontier!***

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**For additional information contact:**

Holly Elmore  
Ei Founder & CEO  
ZWZ Director  
404-261-4690

[holly@elementalimpact.org](mailto:holly@elementalimpact.org)

[www.elementalimpact.org](http://www.elementalimpact.org)