Elemental Impact

FOOD & BEVERAGE PACKAGING VALUE CHAIN ANNUAL MEETING
DECEMBER 12, 2013
WASHINGTON, D.C.

THANK YOU
GLOBAL GREEN USA

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Elemental Impact

HOLLY ELMORE
ELEMENTAL IMPACT
FOUNDER & CEO

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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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Ei Creates Corporate | Community Initiatives

- What could be done
- That is not being done
- Ei gets it done

Brings the Possible out of Impossible

Identifies Pioneers & Creates Heroes

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2012 Shift from Sponsors to Partners

- Active Participation
- Strong Working Relationship Among Partners
- Ei Partner Tours
- Smaller yet Powerful Program

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Tours: *Seeing is Believing*

- Two Ei Partner Tours – Charlotte & Ann Arbor
- Many industry tours
- Exploring new frontiers – TRICOR

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Education

- Conference Participation
- Panel Orchestration
- Classroom Presentations
- ZWA & IMPACT Blog

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Cyberspace Network

- Website
- Blogs
- Newsletter
- Social Media
  - Twitter
  - Facebook
  - Pinterest

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Industry Expertise

- Sub-grantee under SPC’s EPA Grant
  “Scaling Up Composting in Charlotte”
- ATL Airport Sustainability Team with AECOM
- Offer accessible industry expertise

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Ei Connects

- NRA | USCC
- F&B Packaging Value Chain Meeting
- GA Tech | GWCCA

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PRODUCT STewardSHIP

Water Use | Toxicity

Recycling Refinement
moving beyond landfill diversion...

Plastic Film Recycling

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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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Recycling Integrity

- Working with industry pioneers
- Source separation at large venues
- Direct sales to mills & recycling destinations
- Creation of recycling profit centers

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Water use and toxicity addressed together

Reduce “spent water” released into sewer systems | waterways with toxic chemicals
G.R.E.A.S.E.

Grease Recycling & Energy Alternative Solutions for the Environment

Grease Types:

- Spent Grease
- Fats, Oils & Grease (FOG)
- Airborne Kitchen Grease

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Airborne Kitchen Grease

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**PRODUCT STEWARDSHIP**

*Integrity throughout the entire product life-cycle*

- Engage the power of consumer demand
- Work in partnership with supply chain
- Begin with transport packaging – focus on bringing in product packaged in recyclable or reusable material

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Sustainable Food Court Initiative
An Integrated Approach to Sustainability
Active Pilots

- Airport - Atlanta Airport
- Shopping Mall - Concord Mills (Charlotte)
- Event Venue - Georgia Dome (Atlanta)

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Future Pilots

- Office complex
- Government Center
- College | University
- Annual Event
Concord Mills

- Food donation
- Plastic film pilot
- Food waste collection for composting

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Atlanta Airport

- Concessionaire contracts compostable packaging provision
- Compostable Foodservice Ware Packet
- Materials Usage Form

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Atlanta Airport

- International Terminal 1 year anniversary
- New concessionaire contract 18 month rollout
- Hired Liza Milagro
Georgia Dome

- Compostable packaging
- Tailgate Recycling
- Game day materials
- Plastic film recycling

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Picking the Bowl!

- Evaluation of compostable packaging
- Assessing material decomposition

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Holly Elmore
Ei Founder & CEO
Holly@Elementalimpact.org
W: 404-261-4690
C: 404-510-9336