

# Elemental Impact

## **USGBC ZW Presentation**

### Recycling Refinement

July 26, 2017  
Atlanta, GA

*The Epstein Group*

# Recycling Refinement

*Moving beyond landfill diversion ...*

## **Recycling Integrity:**

*Maintaining maximum Material Value With Minimal Energy Expended*

## **Contamination:**

*an expensive trip to the landfill*

# Source-Separated Materials

## Source-Separated Materials

- *Identify highest value, largest quantity materials.*
- *Source-separate with mini or regular size baler.*
- *Sell directly to manufacturers as raw material or within the commodities market.*
- *Aluminum, cardboard | other fibers & certain plastics are generally the highest value items.*



# Plastic Film Recycling

## Plastic Film Recycling

- *Contaminant in single-stream recycling.*
- *Value often exceeds OCC.*

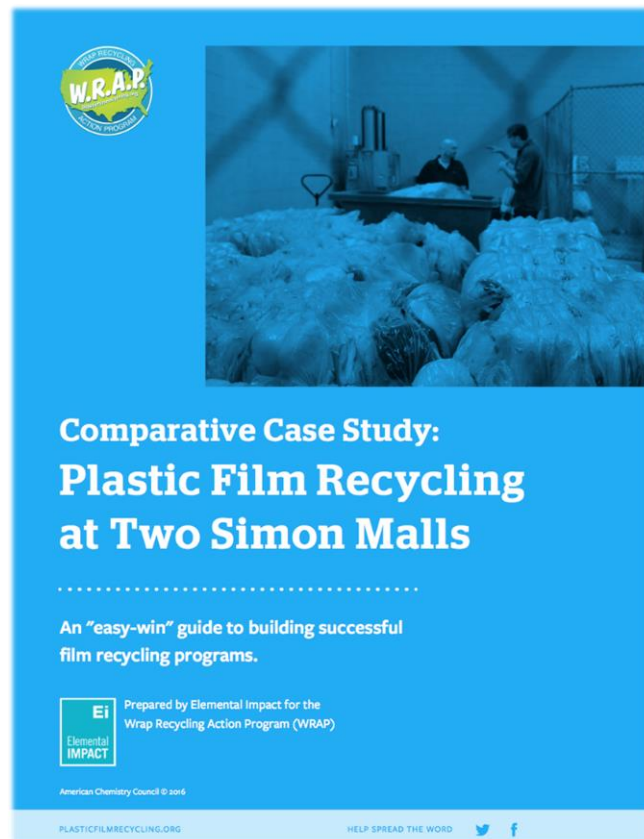


***If it was easy, it would already be done!***

# Plastic Film Recycling

## Concord Mills, a Simon Mall

- *Sustainable Food Court Initiative Shopping Mall Pilot*
- *First mall plastic film recycling pilot in nation.*
- *ACC Plastic Film Recycling Group Case Study.*



# Plastic Film Recycling

## FreshPoint Atlanta

- *Nation's largest produce distributor.*
- *Shrink wrap on incoming & outgoing pallets.*
- *Returned shrink wrap used for customer deliveries.*
- *Ei film on pilot.*
- *Shared with ATL & GWCC*





# Plastic Milk Jug Recycling

## HMSHost

- *Starbucks - City's largest generator of plastic one-gallon jugs – highly recyclable yet most go to landfill.*
- *HMSHost operated 9 ATL Starbucks in 2011.*
- *2600 milk jugs recycled PER WEEK.*
- *Program broke even to made some \$\$\$.*
- *Mini baler in back of ATL Starbucks.*
- *ATL Starbucks achieved 90% zero waste.*



# Food Waste



## Zero Waste Zones

- *Launched in 2009 at the GWCC.*
- *THE nation's forerunner for the commercial collection of food waste for compost.*
- *2009 MPI lunch for 1200 FIRST event where ALL food was consumed, donated or collected for compost!*
- *CNN prime-time story; NY Times front page article*



# Food Waste

## Zero Waste Zones

- *Perfected back-of-the-house prep food waste collection practices.*
- *Hyatt Regency quote: This is EASY, why wouldn't everyone separate kitchen food waste?!!*



# Post-Consumer Food Waste

## Atlanta Airport

- *Sustainable Food Court Initiative Airport Pilot.*
- *Compostable food & beverage packaging provision in 2011 concessionaire contract.*
- *Set the stage for legally binding (vs. regulatory) zero waste compliance.*
- *Compostable Packaging Info Packet*
- *2011 Greening Airport Award*



# Post-Consumer Food Waste

## GWCC | Georgia Dome

- *Sustainable Food Court Initiative Event Venue Pilot.*
- *Levy Restaurants shifted to reusable serviceware in suites & compostable packaging for concessions.*
- *Post-Falcons game food waste collection pilots.*
- *Compostable F&B Packaging Education session.*



# Source-Separate Materials Recycling Template

## Source-Separated Materials Recycling Template

- *Contamination is a mistake!*
- *Source-separated material is baled via mini-balers.*
- *Bales collected to common recycling center, baled into standard sized bales, stored until accumulate trucker trailer load, sold in local or commodities market, rebates distributed to participants.*
- *Begin with high value / volume material.*
- *Community-based program.*

# Source-Separate Materials Recycling Template

## S-SMRT City-Wide Template

- *Georgia Dome served as base generator.*
- *Orwak donated a multi-bin mini-baler for pilot.*
- *Atlanta Penitentiary in partnership with UNICOR served as the recycling center.*



# Total Materials Management Approach

## Total Materials Management Approach

- *Evaluating the entire materials stream in one cost / revenue center.*
- *Begin with high value / high quantity material.*
- *Create a recycling profit center.*
- *Use profits from high value items (aluminum, plastics, paper /fiber) to offsets costs associated with challenging materials (food waste, glass)*



# Contact Information

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