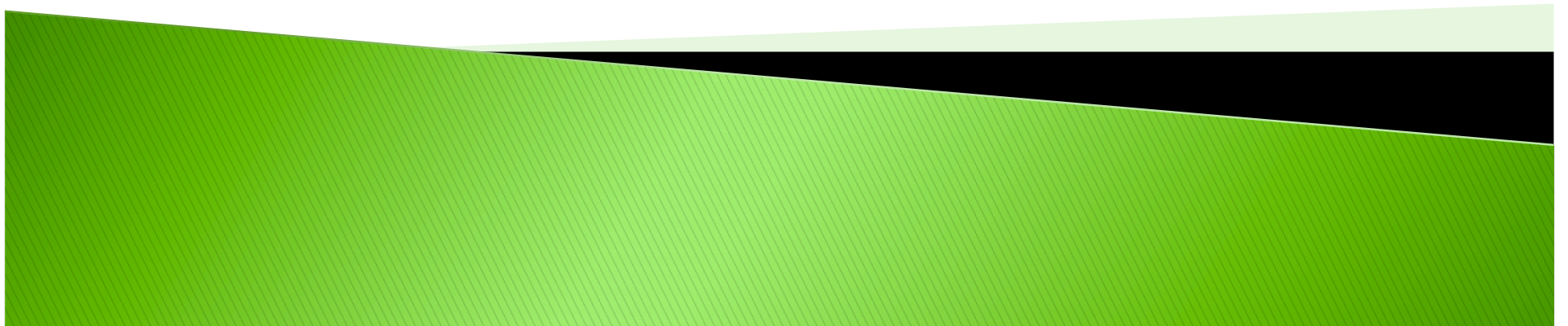




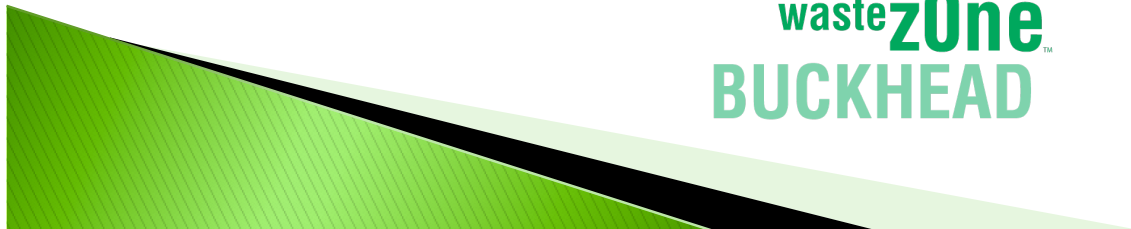
# Mobilizing an Industry to Make a Difference

Holly Elmore, Director  
Zero Waste Zones



# What is a ZWZ

- ▶ A collective gathering of community working together on changing the current disposable methods of consumed products



# Why create ZWZ

- ▶ Revenue Retention & Generation
- ▶ Cost Savings
- ▶ Employee Morale
- ▶ It's the Right Thing to Do

Chef at Doubletree Hotel Buckhead-Atlanta Sending Food to Compost as Part of the ZWZ~Buckhead



# How to Create a ZWZ

- ▶ Identify Zone Champions
- ▶ Determine supporting infrastructure available
- ▶ Involve business associations, non-profits government and private enterprise
- ▶ Ensure a training program is in place to prevent & eliminate contamination
- ▶ Develop a promotion & marketing plan



# When to create a ZWZ

- ▶ Supporting infrastructure in place to ensure zone integrity
- ▶ Strong Participant enthusiasm

**The time is NOW to make a difference!**

Chef at Affairs to Remember Catering Closing the Loop with Compost in an On-Site Garden as Part of ZWZ~Off-Premises Caterers



# ZWZ Future

Remember:

We are just beginning ... Stay Tuned





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