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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Holly Elmore, Director
Zero Waste Zones
404.261.4690
holly@hollyelmore.com