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POWER

An Elemental Impact Industry Working Group

POWER – Perishable Waste to Energy Recycling

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Mobilizing the Foodservice Industry to Embrace Organics Collection



Holly Elmore,
Zero Waste Zones | Elemental Impact



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National Restaurant Association
Conserve Program

ZWZ History

- Driving Force ➡ in 2008 the City of Atlanta lost a convention to the City of Orlando because the client perceived Orlando as a greener city.
- Criteria includes organics collection, IF a composting facility is within economic distance
- February 10, 2009 Launch
- Atlanta zones are a template for national expansion

Foodservice Industry

The catalyst to bring the community together to embrace zero waste initiatives



Restaurant.org

Foodservice Industry Facts

- Almost 1 million locations
- Employs almost 13 million Americans
- Over \$580 billion in revenue
- Controls 49% of the food dollar
- Overall economic impact exceeds \$1.5 trillion
- Every dollar spent in a restaurant generates an additional \$2.05 spent in the nation's economy
- 91% of foodservice operations employ less than 50 employees
- Today – 130 million people will be foodservice patrons

SHARED VISION of the National Restaurant Association, National Restaurant Association Educational Foundation and State Restaurant Associations:

We will lead America's restaurants into a new era of prosperity, prominence and participation, enhancing the quality of life for all we serve.

Our Vision

Restaurant.org

Industry Imperatives



Jobs

and Careers

Food and

Healthy Living

Profitability

and Entrepreneurship

Sustainability and

Social Responsibility



**We create value
for our members in five ways**

**Advocacy and representation
Tools and solutions
Education and networking
Research and insights
Responsible stewardship**

Restaurant.org

conserve
solutions for sustainability

NATIONAL
RESTAURANT
ASSOCIATION®

RESTAURANT INDUSTRY
FORECAST 2010

conserve

conserve will
help operators
take small
and large steps
to protect
the planet
and grow
their business."

Conserve: Solutions for Sustainability is the National Restaurant Association's sustainability initiative that encourages foodservice operators to become more sustainable businesses by adopting voluntary, restaurant-specific best practices that reduce environmental impact and promote business growth.

energy and
waste and save money!
restaurant.org

American Society of Association Executives Associations Advance America Award of Excellence 2010



conserve
solutions for sustainability

**NATIONAL
RESTAURANT
ASSOCIATION®**

Vital to Composting

- Largest producer of the 31 million tons per annum of food residuals going to landfills – these are 2008 numbers
- Influence up stream with food processors
- Influence down stream with consumers ~ chefs are local heroes

Composting Challenges

- **Permit timing** ~ 18 months average time to receive a permit
- **Contamination** ~ top management buy-in & training key to preventing/eliminating
- **Heavy & wet** ~ transportation challenges
- **Strong market for compost** ~ a MUST for industry economic vitality

NRA Answer to Challenges

- Top 20 advocacy group in Washington
- The industry leaders serve in NRA leadership ~ subtle influence behind the scenes
- NRA addresses industry training ~ ability to develop protocol for operating practices dedicated to a contaminant-free organics stream

Beyond Foodservice

- Focus on corporate campuses with foodservice operations
- Impact on corporate carbon footprint
- Multi-use buildings give general office & residential organics collection options

Local Restaurant

- Burgerville
- Kimpton Hotels and Restaurants

Industry Leaders





FRESH ■ LOCAL ■ SUSTAINABLE



FRESH • LOCAL • SUSTAINABLE

Local / seasonal food offerings

Wind power

100% - 39 units & corporate office

17.4 million tons of CO₂

1,700 cars or 19 million miles

FOG to Fuel


53,000 gallons of FOG into 39,750 gallons of biodiesel in 2007

763 times!



Fast food chain goes local





Menus printed on recycled paper
Organic/biodynamic wine and cocktails
Support Monterey Bay Seafood Watch
Energy efficient equipment – fishnick.com
Restaurant compost programs (33% underway)
Best practices across their portfolio

- Recycled glass plates
- Reclaimed wood table tops

KIMPTON
hotels & restaurants

Focused on proper training and education
Staff involvement – Green teams
Compostable / biodegradable products
Local / seasonal food offerings
Roof top gardens
Greener landscaping
Water saving devices



Los Angeles, CA



Washington DC

Recycling and composting

Cardboard

630 tons/yr of cardboard recycled per restaurant

Saves 10,710 trees/year

Saves 1,890,000 kWh/year

Saves each restaurant at least \$750 per year

One restaurant saved over \$10,000

Paper, plastic and metal recycling

270 tons/yr of comingled recycling

Saves each restaurant at least \$250



With over 45 locations, Kimpton's restaurant recycling programs save more than \$90,000/year, almost 2 million kWh of electricity and more than 10,000 trees!

NRA – ZWZ Partnership

- Exploring the potential
- ZWZ Presentation at NRA Board Meeting

The Future



Remember:

We are just beginning ... Stay Tuned