

POWER

An Elemental Impact Industry Working Group

POWER - Perishable Waste to Energy Recycling



Elemental IMPACT

Mobilizing the Foodservice Industry to Embrace Organics Collection



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Conserve Program



Elemental IMPACT

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

NATIONAL RESTAURANT ASSOCIATION ®

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



solutions for sustainability

RESTAURANT INDUSTRY

FORECAST 2010



p operators ake 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.

waste and save money!





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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



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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







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

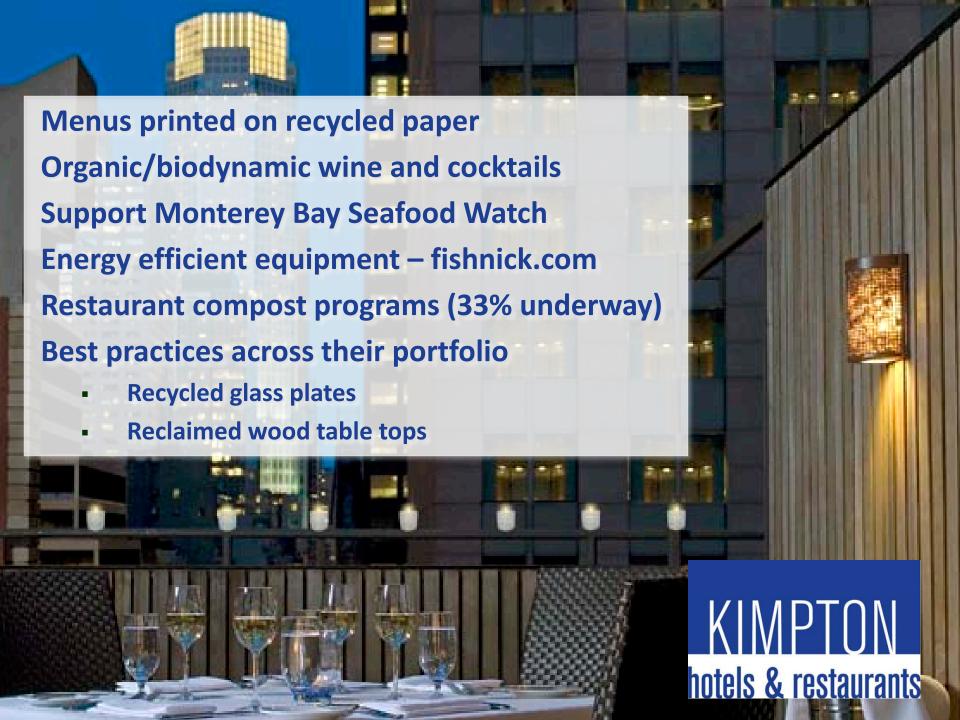




763 times

Fast food chain goes local





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





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