



Elemental Impact

HOLLY ELMORE, ELEMENTAL IMPACT

ZERO WASTE, SOUTHERN STYLE
SWANA, ROAD TO ZERO WASTE
ATLANTA, GA
FEBRUARY 25, 2013





Elemental Impact

Sustainability in ACTION

Work with industry leaders to create best operating practices where the entire value-chain benefits, including corporate bottom lines and the environment. Through education and collaboration, establish the best practices as standard practices.





A CATALYST

Ei: Creates Corporate | Community Initiatives

- What could be done
- That is not being done
- © Ei gets it done

Bring the Possible out of Impossible







PARTNER PROGRAM

2012 Shift from Sponsors to Partners:

- Active Participation
- Strong Working Relationship Among Partners
- © Ei Partner Tours
- Smaller yet Powerful Program





Focus Areas

Initiative Foundations:

- Product Stewardship
- Toxin-Free Environments
- Zero Waste Initiatives





ZERO WASTE



ZERO WASTE INITIATIVES

- Recycling Integrity
- Sustainable Food Court Initiative
- Zero Waste Zones





RECYCLING INTEGRITY

Maintaining maximum Material Value With Minimal Energy Expended

Contamination: an expensive trip to the landfill





RECYCLING INTEGRITY

- Focus on source-separation at large venues
- Direct sales to mills & recycling destinations
- © Creation of recycling profit centers



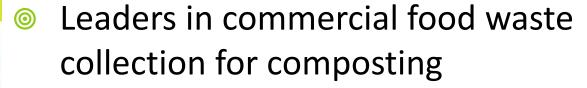


Elemental **IMPACT**

ZERO WASTE ZONES

Groundbreaking Atlanta Program

- © Chair: Laura Turner Seydel
- Response to Atlanta losing a convention
- Launched @ acclaimed February, 2009 press conference









ZERO WASTE ZONES

Media LOVED ZWZ

- © CNN.com home page story; run internationally prime time
- NY Times front-page article
- Fortune.com profile







ZERO WASTE ZONES

Acquired by the

National Restaurant Association

September, 2012











Sustainable Food Court Initiative

An Integrated Approach to Sustainability











Mission:

To bring zero waste initiatives to food courts and develop industry, sustainable best practices for Back-of-the-House and Front-of-the-House operations

Chair: Doug Kunnemann, NatureWorks





IMPACT

SFCI



Food Court Challenges:

- Common property waste & recycling contracts
- Landlord | Tenant Relationships
- Franchisee | Franchisor Relationships
- Consumer Disposal of FOH Packaging
- Third Party Items Brought to Food Court
- Multiple Packaging Products Used





IMPACT

SFCI



Powerful Team:

- Non-Profits | NGO's
 - Foodservice Packaging Institute
 - Global Green's CoRR
 - Institute for Local Self-Reliance
 - National Restaurant Association
 - Sustainable Packaging Institute





Elemental IMPACT

SFCI



Powerful Team:

- For-Profits Industry Experts
 - Asean | Stalkmarket
 - BASF
 - CleanRiver
 - Heritage Bags
 - Heritage Interactive Services
 - ♦ HMSHost
 - Kimberly-Clark
 - NatureWorks
 - Simon Property Group
 - ❖Tomra | Orwak





Elemental IMPACT

SFCI



Active Pilots:

- Airport Atlanta Airport
- Shopping Mall Concord Mills (Charlotte)
- Event Venue Georgia Dome (Atlanta)
- Office Complex
- Government Center
- College | University







Hartsfield-Jackson Atlanta International Airport

All food vendors must use compostable serviceware and consumer-facing packaging and source-separate organics for composting collection.

Provision in airport concessions contract







Hartsfield-Jackson Atlanta International Airport

- Issued Compostable Foodservice Packaging Info Packet - in p'ship with ILSR
- Working on Materials Usage Forms







Georgia Dome

- ❖ BOH Food Waste Collection & Compostable F&B Packaging- in place
- Tailgate Recycling Program
- Compostable Bag Pilot
- On-Site Material Source Separation







Concord Mills

- BOH Food Waste Collection
- Wasted Food Donation Program
- Plastic Film Recycling Pilot
- ❖ FOH Recycling Bin Pilot





NEW HORIZONS

Foodservice Focus Areas

- Manufacturing
- Office Building Complexes
- Corporate Campuses
- Government Centers





CONTACT INFORMATION

Holly Elmore

holly@elementalimpact.org

404-261-4690