



A Building in Balance: Zero Energy, Waste & Water



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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 and local market for recycled material
 - ▶ Assess the current waste stream going to landfills and recycling efforts in place
 - ▶ Determine starting base line and create a metrics tracking system
 - ▶ Ensure a training program is in place to prevent & eliminate contamination
 - ▶ Develop a promotion & marketing plan
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Closing the Loop

- ▶ Use compost in building landscape and other green areas
- ▶ Create chef's gardens and other edible landscape
- ▶ Research how products made from recycled material may be used in operations and construction


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



Common ZWZ Challenges

- ▶ Lack of sufficient infrastructure to support recycling efforts
 - ▶ No permitted food composting facility within economic distance
 - ▶ Contamination due to poor source separation
 - ▶ Perception the program will cost money
 - ▶ Absence of a quality training program and supporting signage
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Holographic Integrity

- ▶ Understand the end use of recycling efforts
 - ▶ Perform waste audit to determine what items are still going to the landfill
 - ▶ Product responsibility ~ use the power of consumer demand to change package to clearly marked 100% recyclable or compostable materials
 - ▶ Carbon footprint of the program
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ZWZ Future

Remember:

We are just beginning ... Stay Tuned



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