Holly Elmore, Ei Founder & CEO
SFCI Director

A CoRR Conference
March 2, 2012
New Orleans, LA

www.elementalimpact.org
Elemental Impact

A National Non-Profit in collaboration with the National Restaurant Association

Mission:

To return the environment’s resources to their natural, balanced state through collaborative, action-oriented projects
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.
Co-Chairs:

Chris Moyer, NRA ConSERVE Program Director

Doug Kunnemann, NatureWorks LLC Business Segment Director
SFCI Team:

Broad-Based Representation & Membership

1. Trade Associations/Non-Profits
2. Foodservice Operators
3. Property Owners|Managers
4. Industry Suppliers
SFCI Team:

Trade Associations/Non-Profits:
- Elemental Impact
- Foodservice Packaging Institute
- National Restaurant Association
- Institute for Local Self Reliance
SFCI Team:

Foodservice Operators:
➢ HMSHost

Property Owners|Managers:
➢ City of Atlanta | Atlanta Airport
➢ Simon Property Group
SFCI Team:

Industry Suppliers:
- Asean|StalkMarket
- CleanRiver
- Heritage Bag
- MeadWestvaco
- NatureWorks LLC
- Solo Cup Company
- Tomra
PILOT UPDATE
Hartsfield-Jackson Atlanta International Airport

- Two-month BOH organics collection test – run to understand logistics complete
- New International Concourse opens Spring 2012
- Project stages to simplify process
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 new airport concessions RFP
2011 Going Green Airports Award:

Sustainable Food Court Initiative
Atlanta Airport Pilot.

Michael Cheyne accepted award on October 31
Atlanta Airport ACTION Team

Three Subcommittees:
- Baseline & Metrics Reporting
- Sustainable Packaging
- FOH Recycling Centers
Additional Pilots:
- Simon Properties | HMSHost Mall
- Event Venue
- Office Complex
- Government Center
- College | University
The impact goes beyond Food Courts
Contact Information

Holly Elmore

holly@elementalimpact.org

404-261-4690