Elemental Impact

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Holly Elmore Ei Founder & CEO Zero Waste Zones Director

GREEN Real Estate Summit | BOMA Atlanta, GA March 8-9, 2012 GREEN

www.elementalimpact.org

GREEN Real Estate Summit 2012 **Elemental Impact**



Sustainability in ACTION

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









ZERO WASTE ZONES POWER

Perishable Organic Waste to Energy Recycling

SFCI

Sustainable Food Court Initiative



Ei Elemental IMPACT

Zero Waste Zones

Atlanta's response to losing a 2008 convention as client perceived another city as "greener"

- Launched in February, 2009 in an acclaimed press conference led by the Acting Regional EPA Director
- Four additional zones launched in Atlanta
- Ready for national expansion



Zero Waste Zones

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Criteria:

Spent grease collected for production of biofuel

Common recycling practices in place

Excess food meeting the Good Samaritan Donation Act donated

Other excess food and kitchen scraps collected for composting or other approved organics solutions





Media LOVES the ZWZ:

ZWZ is a WIN story to tell

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2009 media amazing: CNN, NY Times, Earth911.com

2011 Media momentum building – Fortune.com





Elemental IMPACT

Mission:

To explore and evaluate the highest good collection, recycling and use of perishable organics and make recommendations for deployment of economically viable projects within a defined geographic region area.





Sustainable Food Court Initiative

An Ei Task Force in Partnership with the NRA











SFCI

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









SFCI

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Food Court Challenges:

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







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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







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Additional Pilots:

- Simon Properties | HMSHost Mall
- Event Venue
- Office Complex
- Government Center
- College | University







Elemental IMPACT WHY ~ The Environmental Impact

According to the EPA, 31.8 million tons of food waste is generated per year, with 97.5% going to landfills.

- Organic matter in landfills is the number one source of man-made methane gas, which is 20-25 times more potent than naturally occurring carbon dioxide
- The GHG impact of 31 million tons of food waste sent to landfills annually is the equivalent of taking 5.2 million cars off the road for one year.

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The WHY Overview

Compost:

- Filters storm water ~ keeps pollutants out of surface water (rivers, streams, lakes)
- Restores soil ecology so it may produce food naturally filled with vitamins, minerals and other nutrients
- Increases water retention ~ generally, soil mixed with compost requires 30% less irrigation
- Assists in erosion control



The WHY Overview

Sediment is the #1 source of water pollution

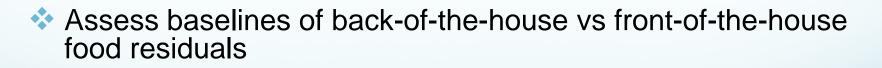
Costs approx. \$44 billion per year

The HOW Overview

Organics Collection:

Determine organic generators in building

Restaurant | cafeteria operations
Tenants with in-house foodservice operations
Catered events



Contact organics hauling company – must have route density

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The HOW Overview

Establish an implementation plan with several phases – baby steps are best

BOH

If numerous outlets, start with those most enthusiastic

FOH

Will be the same for seated dining

- Shifts may be necessary in foodservice packaging
- Collection bin design with clear signage; optimum placement is critical

Multiple-unit and food courts have additional challenges



The HOW Overview

Create or participate in a metrics tracking system

Consider joining ZWZ or similar organization to gain support





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