

Ei

Elemental
IMPACT

Elemental Impact

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Zero Waste Zones Director

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GREEN 
Real Estate Summit 2012
Presented by BOMA-Atlanta

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



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

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
- ❖ 2009 media amazing: CNN, NY Times, Earth911.com
- ❖ 2011 Media momentum building – Fortune.com

The logo for Fortune magazine, featuring the word "FORTUNE" in white, serif, all-caps font on a dark blue rectangular background.The logo for CNN, featuring the letters "CNN" in a bold, red, sans-serif font with a white outline.The logo for The New York Times, featuring the words "The New York Times" in a black, serif font, with the tagline "Expect the World®" in a smaller, sans-serif font below it.

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



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



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**

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

Additional Pilots:

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

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.

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
- ❖ Assess baselines of back-of-the-house vs front-of-the-house food residuals
- ❖ Contact organics hauling company – must have route density

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

Contact Information

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