Supplement’s Role in Zero Waste

Georgia Tech
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Elemental Impact

www.elementalimpact.org
**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.

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A Catalyst

Ei Creates Corporate | Community Initiatives

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

*Brings the Possible out of Impossible*

*Identifies Pioneers & Creates Heroes*

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Launched in February 2009

THE forerunner in the commercial collection of food waste for compost

Required food donations in accordance with the Good Samaritan Food Donation Act

Major media: CNN prime time, NY Times front page

Quotes: “This is easy, a no brainer – why would you not collect food waste for compost?!”

2012 Sold to National Restaurant Association

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Ei Platforms:

- **Product Stewardship**
  *Integrity throughout the entire product life-cycle*

- **Recycling Refinement**
  *Moving beyond landfill diversion*

- **Water Use | Toxicity**
  *The Water Footprint: the new sustainability standard*
Recycling Integrity: 
*Maintaining maximum Material Value With Minimal Energy Expended*

Contamination: 
*An expensive trip to the landfill*

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Sustainable Food Court Initiative
An Integrated Approach to Sustainability

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Active Pilots

- Airport - Atlanta Airport
- Shopping Mall - Concord Mills (Charlotte)
- Event Venue - Georgia Dome (Atlanta)

Focus: Post-Consumer Food Waste

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Atlanta Airport

- Concessionaire contracts compostable packaging provision
- Compostable Foodservice Ware Packet
- Materials Usage Form

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Compostable F&B Packaging Education Session

- Requested by GWCCA Director of Sustainability for Levy Restaurants
- Developed by SMAT – Sustainable Material ACTION Team
- Valuable industry tool
- Bottom line: BPI Certified Compostable!

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U.S. Zero Waste Business Council

- Ei Official Media Partner.
- Third Party Zero Waste Facility Certification.

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Ei Blogs

- Zero Waste in ACTION - 240,000+ views.
- The IMPACT - 75,000+ views.
- Respected media & valuable industry resource.

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The Journey to a Zero-Waste Supply Chain

- Emphasizes the bottom line.
- Introduces WE Consciousness; importance of team work for success.
- Features examples.

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What is Zero Waste?

- ZW is journey with no defined destination.
- Begins with goal of 90% diversion of material from landfill, incineration (WTE) and the environment.
- Requires working with Supply Chain:
  - Shift “trash packaging.”
  - Waste within Supply Chain production.

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Transport Packaging

When companies remove recyclable material from the waste stream, often the remaining items destined for landfill are transport packaging.

Thus, a zero waste company must work in unison with their Supply Chain to shift from “trash” packaging to “material” packaging, whether reusable or recyclable.

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The Consumer is the Market Driver

FACT: Manufacturing companies are in the business of making products that consumers, whether corporate or personal, will purchase at a fair market value.

FACT: Manufacturers must make a reasonable profit and adapt to shifts in consumer demand to remain a viable business.

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The Consumer is the Market Driver

FACT: The consumer, whether personal or corporate, may use the power of demand and spending dollars to influence items manufactured along with the related packaging and production practices.

In WE Consciousness, the consumer & supplier work together for solutions where ALL benefit, including the community & environment.

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Piazza Produce

- **Gold Zero Waste Facility Certified** – the only ZW foodservice distributor in the nation.

- **Consumer AND Supplier** – Piazza’s suppliers impact their zero waste success; Piazza’s products impact their customer’s zero waste.

- **Zero Waste Warrior**

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By working with their herb farmer, the Styrofoam liner was no longer glued to cardboard box

- Before: transport box was TRASH
- Post:
  - Box is baled with OCC
  - Styrofoam used as a frame raw material
Piazza Produce

- Piazza delivers produce in reusable hard plastic boxes where feasible; works with customers on returns for reuse.
- Donates other hard plastic boxes to the Gleaner Food Bank for reuse.
- At end-of-life, boxes are recycled.

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Earth Friendly Products (EFP)

- Five U.S. Plants are Platinum Zero Waste Facility Certified.
- Supplier Code of Conduct - requires vendors to complete a sustainability questionnaire & explain any negative answers.
- EFP VP of Sustainability visits vendor manufacturing plants.
- EFP train vendors on zero waste practices.

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Earth Friendly Products

Requires vendors to deliver products in sustainable packaging:

- Supplier changed adhesive labels to recyclable ones.
- No Styrofoam allowed in deliveries.
- Works with vendors to create reusable packaging delivery systems.

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Ted’s Montana Grill

Ted’s mission is to be passionate and responsible in doing the right things for our people and our planet within these guiding principles:

- Make environmental considerations a priority in every decision.
- Act responsibly to preserve what we can.
- Be passionate ambassadors to help raise sustainability consciousness.
- Follow the triple bottom line: Deliver economic profit, provide ecological benefit and impart benefits to local communities.
Ted’s Montana Grill

- Due to no “bare hand contact” mandates across the country, vinyl glove usage grew into a major purchasing item.
- Ted’s worked with glove supplier on a new process that utilizes a smaller cube footprint and generates less packaging waste for the same number of gloves.
- Changes resulted in 7,852 pounds reduced packaging material.

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Piazza Produce | Earth Friendly Products | Ted’s Montana Grill:

- Sustainable packaging shifts impacts the vendor’s entire customer base.
- Industry pioneers who take leadership roles important for necessary supply chain evolution.
- Economics are a key component in their zero waste | sustainability programs.

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USZWBC Zero Waste Certification

Zero Waste Purchasing category

- Environmentally Preferred Purchasing (EPP) policy.
- Durable goods over disposables.
- Sustainably produced items.
- Used, refurbished goods preferred.

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Value chain includes entire spectrum of those impacted by respective products, including customers.

For product | packaging evolution success, solutions must make good business sense for the entire value chain.

Ei hosted Sustainable Food & Beverage Packaging Value Chain meetings in D.C.

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Sustainable F&B Packaging Value Chain
Annual December Meeting

- Hosted at Global Green’s D.C. offices
- Leadership from trade associations & NGOs within entire F&B packaging value chain
- Powerful industry discussions & strategy sessions
- Mission accomplished!

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Value Chain Focus:

- Industry takes responsibility for their product impact on their customers, the community and the environment.
- WE Consciousness at work when value chain representatives use synergies to create sustainable solutions.
- Focus is economic, product quality | safety and community | environmental health driven.

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Value Chain Focus:

Zero waste companies ensure products delivered to their facilities are “waste-free” in the manufacturing process and transport packaging.

Zero waste companies sell products in recyclable | reusable packaging causing “no waste” for their customers.

*Foundation: Power of Consumer Demand | WE Consciousness*

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