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Welcome



Green is Good for Business

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Zero Waste Zones: Mobilizing an Industry

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

Mission:

*To return the environment's resources to
their natural, balanced state through
collaborative, action-oriented projects*

Zero Waste Zones

POWER – Perishable Organic
Waste to Energy Recycling

**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
- Media Loves ZWZ: CNN Story, Front-Page NY Times story among press
- 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

Zero Waste Zones

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, bold, serif capital letters on a dark blue rectangular background.The logo for CNN, consisting of the letters "CNN" in a bold, red, sans-serif font with a white outline and a slight 3D effect.The logo for The New York Times, featuring the words "The New York Times" in a black, gothic-style serif font, with the tagline "Expect the World®" in a smaller, black, sans-serif font below it.

Zero Waste Zones

ZWZ Job:

- Identify Pioneers
- Create Heroes
- Promote the Stories
- Witness the Economic Benefits

ZWZ Testimonials:

- **A Trailblazer** – fifth group restaurants
- **It was Easy – Thank You!** – Hyatt Regency
- **A Cost Saving Solution** – Doubletree Hotel
- **Employee Enthusiasm** – Buckhead Life Group
- **A Revenue Generator** – Affairs to Remember

Zone Creation Stages:

- The Assessment
- The Launch
- The Implementation

Zero Waste Zones

Collaboration Key to Success:

- Government: local, state & federal
- Non-Profits
- Trade & Business Associations
- Private Enterprise

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

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

SFCI Team: National industry experts in packaging, organics management, foodservice industry

Hartsfield-Jackson International Airport

- Six month project designed to bring organics collection to front and back-of-the-house concession operations
- Project stages to simplify process
- Collaborative effort with City of Atlanta, Dept of Aviation, Concessionaires and SFCI Team
- GOAL: Develop a viable game plan to implement organics collection throughout the airport

Recycling Integrity

Maintain maximum value of recyclable material (i.e. contaminant-free) with the least energy expended (electric, transportation, labor + other)

ZWZ → Sustainable Action Zones



An Integrated Approach to Sustainability

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Zero Waste Zone - SC

Let's Explore the Frontier!

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