Green is Good for Business

September 13, 2011
Zero Waste Zones: Mobilizing an Industry

Holly Elmore, Director
Zero Waste Zones
CEO, Elemental Impact
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*
Initiatives

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
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
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
Zero Waste Zones

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
SFCI Pilot Project

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 Evolves

ZWZ Sustainable Action Zones

An Integrated Approach to Sustainability
Let’s Explore the Frontier!
For additional information contact:

Holly Elmore
Ei Founder & CEO
ZWZ Director
404-261-4690
holly@elementalimpact.org
www.elementalimpact.org