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# Welcome



FOODSERVICE PACKAGING  
INSTITUTE

The Brown Palace Hotel

Denver, CO

September 21, 2011



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# 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*



## **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

**FORTUNE**

**CNN**

**The New York Times**  
Expect the World®



## **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



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## 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.*



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Next Meeting:

# The Current Scenario: Successes & Challenges

The U.S. Composting Council Annual Conference

January 17 – 20, 2012

Austin, TX



# 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



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# SFCI Pilot Project

## Hartsfield-Jackson International Airport

*All food vendors must use compostable serveware and consumer-facing packaging and source-separate organics for composting collection.*

Provision in new airport concessions RFP



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# SFCI Pilot Project

**Hartsfield-Jackson International Airport**

***This is a program, not a pilot.***

Michael Cheyne, Director Asset Management & Sustainability



## Additional Pilots:

- Simon Properties | HMS Host Mall
- Atlanta Event Venue
- Office Food Court



# 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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