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# Zero Waste Zones: Mobilizing an Industry

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The logo consists of the letters 'Ei' in a white, sans-serif font, positioned within a teal square.

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# ZERO WASTE ZONES

## **Welcome & Overview**

# What is a ZWZ?

A collective gathering of community working together on changing the current disposable methods of consumed products

zero   
wastezOne™  
MIDTOWN

zero   
wastezOne™  
DOWNTOWN ATLANTA

zero   
wastezOne™  
ACADEMIA

zero   
wastezOne™  
BUCKHEAD

zero   
wastezOne™  
CATERERS

# ZWZ History

- Driving Force → in 2008 the City of Atlanta lost a convention to the City of Orlando because the client perceived Orlando as a greener city.
- Development of Criteria, Phases, Stages
- Recruit Charter Participants
- February 10, 2009 Press Conference



# ZWZ Criteria

- Spent Grease to Local Production of BioFuel
- Common Recycling Practices in Place
- Excess Food Donated in Accordance with Good Samaritan Food Donation Act
- Excess Food Not Donated, Prep Scraps and Food Residuals Collected for Composting

# ZWZ Media Exposure

- 3.2 media impressions immediate
- April, 2009: CNN Story ~ home page CNN.com, 132,000 viewings



# ZWZ Media Continues

- July, 2009: Earth 911.com Cities of Change story
- October, 2009: Front-page *New York Times*
- April, 2010: Article in *Waste Age* magazine at the Waste Expo 2010
- Many local & regional articles
- Blog Posts

# ZWZ Speaking Engagements

- January, 2010 ~ US Composting Council Annual Conference: ZWZ: Mobilizing an Industry to Make a Difference
- March, 2010 ~ Southface GreenPrints Conference: A Building in Balance, Zero Energy, Waste & Water
- May, 2010 ~ National Restaurant Association: Compost: The Silent Hero (90 min solo session)
- November, 2010 ~ USDA Forestry Reserve Sustainable Options 2010 Summit (two one-hour sessions)

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# ZWZ Template

Atlanta Zones are prototypes to template  
for state, regional & national expansion

# Zone Creation Process

- Determine if ZWZ Criteria is applicable
- Determine supporting infrastructure available and local market for recycled material
- Assess the current waste stream going to landfills and recycling efforts in place
- Determine starting base line and create a metrics tracking system
- Ensure a training program is in place to prevent & eliminate contamination
- Develop a promotion & marketing plan

# Common ZWZ Challenges

- Lack of sufficient infrastructure to support recycling efforts
- No permitted food composting facility within economic distance
- Contamination due to poor source separation
- Perception the program will cost money
- Absence of a quality training program and supporting signage



# Taking ZWZ into ACTION

- Recruit Zone Champions, well-respected industry leaders
- Develop a collaborative team including government, non-profits, trade & business associations and private enterprise
- Target and meet with Charter Participants
- Launch the ZWZ with a meeting and possible press conference
- Implement training and metric collection programs

# Atlanta Metrics

## 16,581Tons

Food Residuals Collected for Composting

- 627 metric tons of methane gas NOT produced over ten years in a landfill
- 13,165 tons of carbon equivalent
- 2,508 cars off the road for one year

# Atlanta Metrics

## 16,581Tons

Food Residuals Collected for Composting

- 8300cubic yards of compost, 100 tons of organic matter and 100 tons of carbon returned to the soil
- Equivalent to 100 of the largest tracker trailers

# Atlanta Metrics

- Affairs to Remember Caterers
  - 56.10 tons (16 months)
- Hyatt Regency Atlanta
  - 486 tons (19.5 months for 1260 room hotel)

# Hyatt Potential Impact

## National

- 63,486 full-service rooms
- 15,871 tons food residuals annually
- 13,900 metric tons CO<sub>2</sub>e
- 2,636 cars off the road for one year
- \$57,367 carbon credits

## Global

- 98,485 full-service rooms
- 24,485 tons food residuals annually
- 21,500 metric tons CO<sub>2</sub>e
- 4,089 cars off the road for one year
- \$88,995 carbon credits

# The Impact Expands

## FreshPoint of Atlanta

- Began sending organics to compost in August, 2009
- Sends 100 – 110 tons of organics to composting

# Beyond Original Criteria

- If participant serves alcoholic beverages, glass must be separated for collection
- Waste Audit to determine what is still going to landfills
- Assess packaging changes to create a zero waste environment

# Holographic Integrity

- Understand the end use of recycling efforts
- Product responsibility ~ use the power of consumer demand to change package to clearly marked 100% recyclable or compostable materials
- Carbon footprint of the program



## **P**erishable **O**rganics **W**aste to **E**nergy **R**ecycling

### **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.*

# Closing the Loop



- Use compost in building landscape and other green areas
- Create chef's gardens and other edible landscape
- Research how products made from recycled material may be used in operations and construction

Chef at Affairs to Remember Catering Closing the Loop with Compost in an On-Site Garden as Part of ZWZ~Off-Premises Caterers



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# Doubletree Hotel Buckhead Atlanta



Chef's Garden Groundbreaking

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# Doubletree Hotel Buckhead Atlanta



2010

Chef's Garden



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Condensate Water used for Irrigation



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# ECCO Roof Garden





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# ECCO Irrigation System





# The Boeing Classic

## Striving for Zero Waste

Over three days, 65,000 + spectators

92% of the overall volume of waste was either recycled  
or composted.

6 compost hauls and 7 recycling hauls to 1 garbage haul!

When teamed with the Cedar Grove Packaging (brown) line, the public had an easy  
to identify, end of life solution for both package and food waste.



# ZWZ Evolves

**ZWZ**  **Sustainable Action Zones**

Additional Stages:

- Energy Conservation
- Toxic Free Environment



# SAZ Broadens Impact

- SAZ Auxiliary Program
- Cultivating Nutrition
- The Impactors

# CALL TO ACTION

- Determine the easiest, most impactful changes you can make in operations
- Develop a long-run implementation plan for sustainable practices
- Learn who is doing what in your community ~ what infrastructure is currently available?
- Consider bringing the ZWZ/SAZ to your city
- Take ACTION ~ communicate action to customers, employees, and friends

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# The Future



**Remember:**

We are just beginning ... Stay Tuned

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SAZ:

# Mobilizing an Industry



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