Elemental Impact

F&B Packaging Meeting
December 11, 2014
Washington D.C.

Thank You Global Green

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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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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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2012: Year of Accomplishments | Completions

2013: Year of Transitions | Introductions

2014: Year of Foundations | Evolutions

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Tri-Platform Focus:

- **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*
PRODUCT STEWARDSHIP

*Integrity throughout the entire product life-cycle*

- Engage the power of consumer demand
- Work in partnership with supply chain
- “Trash” within supply chain will be clear once the S-SMRT is activated & replicated

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The Water Footprint: the new sustainability standard

- Water use and toxicity addressed together
- Reduce “spent water” released into sewer systems | waterways with toxic chemicals

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….. moving beyond landfill diversion

Recycling Integrity:  
*Maintaining maximum Material Value*  
*With Minimal Energy Expended*

Contamination:  
*an expensive trip to the landfill*

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2014 ACTION:

- Ei Plastic Film Recycling Pilot @ FreshPoint ATL Video released
- GWCCA joins as template pilot pioneer
- City-Wide Source-Separated Materials Recycling Template, Atlanta pilot city
- UNICOR joins template as the recycling center
- Tagline: *Contamination is a mistake*

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Atlanta Ei Partner Tours

Day 1: Pratt | Novelis Tours & dinner

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SUSTAINABILITY IN ACTION

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Day Two:
- GWCC Tour
- Lunch presentations
  - ATL Airport
  - New Falcons Stadium

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USZWBC 2014 Conference

- Ei orchestrated the opening plenary panel: *Atlanta’s Zero Waste Story*
USZWBC 2014 Conference

Ei moderated three additional panels:

- Scaling Up Composting in Charlotte

- Recycling Refinement ... moving beyond landfill diversion

- Zero Waste - Georgia Grown

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EPA Grant Scaling Up Composting in Charlotte
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- Ei Strategic Ally Sustainable Packaging Coalition is Grantee; Ei is subgrantee
- SMAT - Sustainable Materials ACTION Team - formed during Charlotte visit to support the grant, SFCI & S-SMRT
- Solid Charlotte relationships from early SFCI - Concord Mills formation days growing stronger

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Sustainable Food Court Initiative
An Integrated Approach to Sustainability

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SFCI Pilots:

- Atlanta Airport
- Georgia Dome
- Concord Mills

*Post-consumer food waste stated focus*
Atlanta Airport:

- Compostable Packaging Contract Provision in implementation phase
- Georgia Dome
- SFCI Vendor Fair
- BPI Products Manual under development

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Source-Separated Materials Recycling Template

- Metro-wide template with Atlanta serving as the pilot city
- Total Materials Management Approach

Contamination is a Mistake!

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GWCC joins as a Lead Template Pioneer

- Template expands from plastic film to total materials
- Introduce GWCC Lead Pioneer role @ Atlanta Ei Partner Tours

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Total Materials Management Approach:

- Template pioneers commit to viewing their waste | material stream in its entirety

- Business model developed where high value materials “subsidize” lower value material or those with challenging end markets

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Template success grounded in:

- VOLUME
- CLEAN MATERIAL
If it was easy,

it would already be done!

Challenges Abound...

Ye, Ei bring the possible from the
impossible!
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