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# Elemental Impact

HOLLY ELMORE, ELEMENTAL IMPACT

**BUILDING THE PATH:**  
*EXPLORING THE VALUE CHAIN OF FOOD &  
BEVERAGE PACKAGING*  
WASHINGTON D.C.  
DECEMBER 12, 2012



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# Elemental Impact

## ***Sustainability in ACTION***

*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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# A CATALYST

## Ei: Creates Corporate | Community Initiatives

- ⊙ What could be done
- ⊙ That is not being done
- ⊙ Ei gets it done

*Bring the Possible out of Impossible*



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# PARTNER PROGRAM

## 2012 Shift from Sponsors to Partners:

- ◎ Active Participation
- ◎ Strong Working Relationship Among Partners
- ◎ Ei Partner Tours
- ◎ Smaller yet Powerful Program



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# FOCUS AREAS

## Initiative Foundations:

- ◎ Product Stewardship
- ◎ Toxin-Free Environments
- ◎ Zero Waste Initiatives



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# ZERO WASTE

## ZERO WASTE INITIATIVES

- ◎ Recycling Integrity
- ◎ Sustainable Food Court Initiative
- ◎ Zero Waste Zones





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# RECYCLING INTEGRITY

***Maintaining maximum Material Value  
With Minimal Energy Expended***

**Contamination: *an expensive trip to the  
landfill***



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# RECYCLING INTEGRITY

- ◎ Focus on source-separation at large venues
- ◎ Direct sales to mills & recycling destinations
- ◎ Creation of recycling profit centers





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# ZERO WASTE ZONES

Acquired by the  
**National Restaurant Association**  
September, 2012





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# Sustainable Food Court Initiative

*An Integrated Approach to Sustainability*





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## 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*



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## Food Court Challenges:

- ❖ Common property waste & recycling contracts
- ❖ Landlord | Tenant Relationships
- ❖ Franchisee | Franchisor Relationships
- ❖ Consumer Disposal of FOH Packaging
- ❖ Third Party Items Brought to Food Court
- ❖ Multiple Packaging Products Used



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## Active Pilots:

- ❖ Airport - Atlanta Airport
- ❖ Shopping Mall - Concord Mills (Charlotte)
- ❖ Event Venue - Georgia Dome (Atlanta)
- ❖ Office Complex
- ❖ Government Center
- ❖ College | University

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# Hartsfield-Jackson Atlanta International Airport

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

Provision in airport concessions contract

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# Hartsfield-Jackson Atlanta International Airport

- ❖ Issued Compostable Foodservice Packaging Info Packet - in p'ship with ILSR
- ❖ Working on Materials Usage Forms



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## Concord Mills

- ❖ BOH Food Waste Collection
- ❖ Wasted Food Donation Program
- ❖ Plastic Film Recycling Pilot
- ❖ FOH Recycling Bin Pilot







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## Georgia Dome

- ❖ BOH Food Waste Collection & Compostable F&B Packaging- in place
- ❖ Tailgate Recycling Program
- ❖ Compostable Bag Pilot
- ❖ On-Site Material Source Separation





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# NEW HORIZONS

## Foodservice Focus Areas

- ❖ Manufacturing
- ❖ Office Building Complexes
- ❖ Corporate Campuses
- ❖ Government Centers



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