



Elemental Impact

EI ANNUAL PARTNER MEETING

NOVEMBER 21, 2013 ATLANTA, GA

THANK YOU HLB GROSS COLLINS





Elemental Impact

HOLLY ELMORE FOUNDER & CEO ELEMENTAL IMPACT

EI ANNUAL PARTNER MEETING

ATLANTA, GA NOVEMBER 21, 2013





THANK YOU!

Thank you to our generous host...







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.





A CATALYST

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





PARTNER PROGRAM

2012 Shift from Sponsors to Partners

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





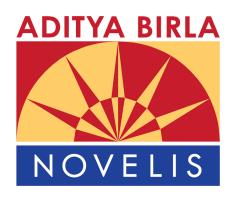
Elemental IMPACT

PARTNER PROGRAM

New Partners & Friends!















Elemental IMPACT

SUPPORTER PROGRAM

New Supporters!

















Elemental IMPACT

SUPPORTER PROGRAM

New Supporters!

















STRATEGIC ALLIES PROGRAM

New Strategic Allies!













Tours: Seeing is Believing

- Two Ei Partner Tours Charlotte & Ann Arbor
- Many industry tours
- Exploring new frontiers TRICOR









Education

- Conference Participation
- Panel Orchestration
- Classroom Presentations
- ZWA & IMPACT Blog









Industry Expertise

- Sub-grantee under SPC's EPA Grant"Scaling Up Composting in Charlotte"
- ATL Airport Sustainability Team with AECOM
- Offer accessible industry expertise









Ei Connects

- NRA | USCC
- F&B Packaging Value Chain Meeting
- GA Tech | GWCCA









PLATFORMS

- Product Stewardship
- Water Use | Toxicity
- Recycling Refinement





RECYCLING REFINEMENT

moving beyond landfill diversion...

Plastic Film Recycling





www.elementalimpact.org





RECYCLING REFINEMENT

Recycling Integrity:

Maintaining maximum Material Value With Minimal Energy Expended

Contamination:

an expensive trip to the landfill

www.elementalimpact.org





RECYCLING REFINEMENT

Recycling Integrity

- Working with industry pioneers
- Source separation at large venues
- Direct sales to mills & recycling destinations
- © Creation of recycling profit centers





WATER USE | TOXICITY

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





WATER USE | TOXICITY

G.R.E.A.S.E.

Grease Recycling & Energy Alternative Solutions for the Environment

Grease Types:

- Spent Grease
- Fats, Oils & Grease (FOG)
- Airborne Kitchen Grease

www.elementalimpact.org





WATER USE | TOXICITY

Airborne Kitchen Grease





www.elementalimpact.org





PRODUCT STEWARDSHIP

Integrity throughout the entire product life-cycle

- Engage the power of consumer demand
- Work in partnership with supply chain
- Begin with transport packaging focus on bringing in product packaged in recyclable or reusable material





PRODUCT STEWARDSHIP

Alternative Coating to Paraffin-based Waxed Cardboard





www.elementalimpact.org





Sustainable Food Court Initiative

An Integrated Approach to Sustainability











Active Pilots

- Airport Atlanta Airport
- Shopping Mall Concord Mills (Charlotte)
- © Event Venue Georgia Dome (Atlanta)









Future Pilots

- Office complex
- Government Center
- College | University
- Annual Event







Elemental IMPACT

SFCI

Concord Mills

- Food donation
- Plastic film pilot
- Food waste collection for composting











Atlanta Airport

- Concessionaire contracts compostable packaging provision
- Compostable Foodservice Ware Packet
- Materials Usage Form



Compostable Foodservice Ware Program

Many event venues, office buildings, mails, airports and other facilities with feed court operations are embarking on the zero waste journey. One of the first steps in the journey is back-of-the-house organics callection for competting as there are no or minimal purchasing changes necessary.

Front-of-the-bouse collection of food waste and packaging is the next stage in zero waste practices and may involve

As a Zero Wasta Zones — Atlanta Participout, Hartsfelf-Lackson Atlanta Infranctional Airport (HAM) works closely with the Statistatish Food Court Intitutes (FCIL), as Elemental Impact Task Fores in participation with the National Restaurant Association, to their per works practices to the airport operations. The new concessionaire contracts going into effect beginning in 2012 include, arming others, the following provisions.

This document's intent is to provide clear, concise information:

1) To allow concessionaires to satisfy the contract provisions stipulated in the Request for Proposal; and
2) To ensure officetive angoing communication with product examinatives and distributors.

The SFCI Team is available to support concessionains with education and information on competable packaging. With a solid suborization of the competable packaging regimenents, operators are in a position to with with editing distributions or discover additional epitions in the manifoliplace to solicity the Competable Foodservice Wave Program evolution of their hadsoration packaging.

re details, please refer to the information previded below: omposting: what is it, why do it, and why it is important at the Atlanta Airport









Atlanta Airport

- International Terminal 1 year anniversary
- New concessionaire contract 18 month rollout
- Mired Liza Milagro









Georgia Dome

- Compostable packaging
- Tailgate Recycling
- Game day materials
- Plastic film recycling



