



Ei

Elemental  
IMPACT

# Elemental Impact

## EI ANNUAL PARTNER MEETING

NOVEMBER 21, 2013

ATLANTA, GA

THANK YOU HLB GROSS COLLINS



**Ei**

Elemental  
**IMPACT**

# Elemental Impact

**HOLLY ELMORE**  
**FOUNDER & CEO**  
**ELEMENTAL IMPACT**

**EI ANNUAL PARTNER MEETING**

**ATLANTA, GA**  
**NOVEMBER 21, 2013**



Ei

Elemental  
IMPACT

THANK YOU!

*Thank you to our generous host...*



Gross  
Collins



Ei

Elemental  
IMPACT

# 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.*



Ei

Elemental  
IMPACT

# 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*



Ei

Elemental  
IMPACT

# PARTNER PROGRAM

## 2012 Shift from Sponsors to Partners

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



Ei

Elemental  
IMPACT

# PARTNER PROGRAM

## New Partners & Friends!





Ei

Elemental  
IMPACT

# SUPPORTER PROGRAM

## New Supporters!







Ei

Elemental  
IMPACT

# SUPPORTER PROGRAM

## New Supporters!





Ei

Elemental  
IMPACT

# STRATEGIC ALLIES PROGRAM

## New Strategic Allies!





Ei

Elemental  
IMPACT

# SUSTAINABILITY IN ACTION

## Tours: *Seeing is Believing*

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





Ei

Elemental  
IMPACT

# SUSTAINABILITY IN ACTION

## Education

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





Ei

Elemental  
IMPACT

# SUSTAINABILITY IN ACTION

## Industry Expertise

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





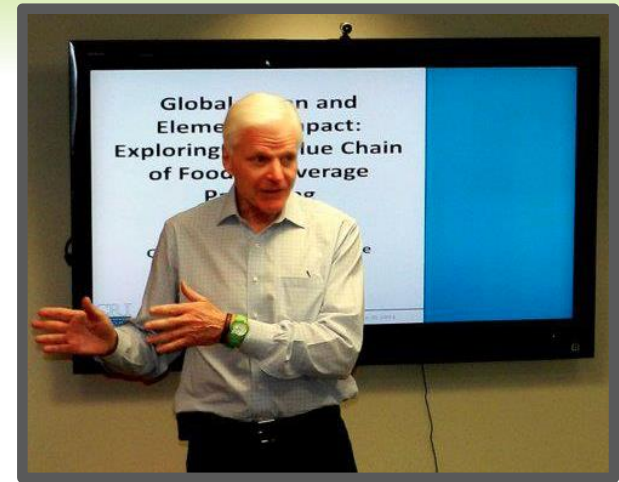
Ei

Elemental  
IMPACT

# SUSTAINABILITY IN ACTION

## Ei Connects

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





Ei

Elemental  
IMPACT

# PLATFORMS

- ◎ Product Stewardship
- ◎ Water Use | Toxicity
- ◎ Recycling Refinement



Ei

Elemental  
IMPACT

# RECYCLING REFINEMENT

*moving beyond landfill diversion...*

## Plastic Film Recycling







Ei

Elemental  
IMPACT

# RECYCLING REFINEMENT

## ***Recycling Integrity:***

*Maintaining maximum Material Value  
With Minimal Energy Expended*

## **Contamination:**

*an expensive trip to the landfill*



Ei

Elemental  
IMPACT

# RECYCLING REFINEMENT

## Recycling Integrity

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



Ei

Elemental  
IMPACT

# WATER USE | TOXICITY

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



Ei

Elemental  
IMPACT

# 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

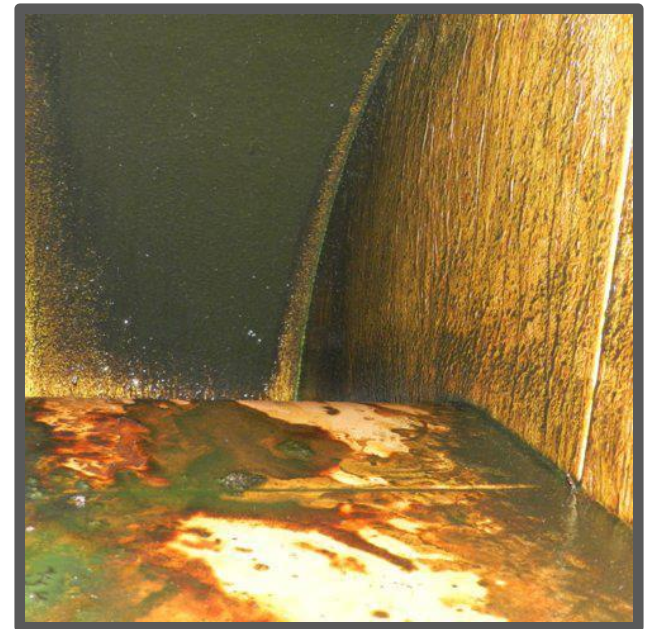
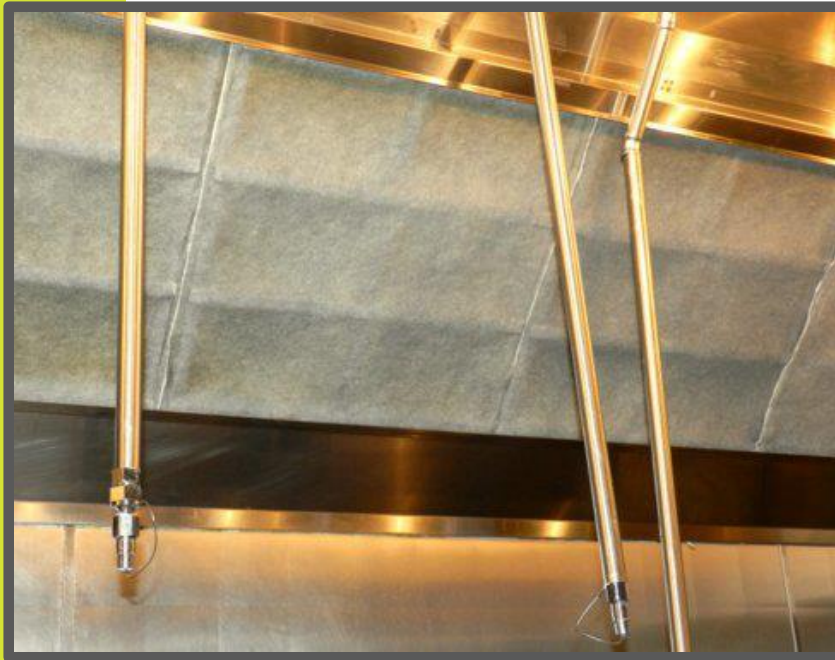


Ei

Elemental  
IMPACT

# WATER USE | TOXICITY

## Airborne Kitchen Grease





Ei

Elemental  
IMPACT

# 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



Ei

Elemental  
IMPACT

# PRODUCT STEWARDSHIP

## Alternative Coating to Paraffin-based Waxed Cardboard





Ei

Elemental  
IMPACT

SFCI

# Sustainable Food Court Initiative

*An Integrated Approach to Sustainability*







Ei

Elemental  
IMPACT

SFCI

## Active Pilots

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





Ei

Elemental  
IMPACT

SFCI

## Future Pilots

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





Ei

Elemental  
IMPACT

SFCI

## Concord Mills

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





Ei

Elemental  
IMPACT

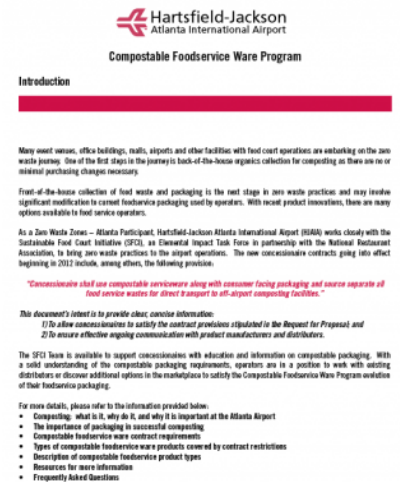
SFCI

# Atlanta Airport

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



[www.elementalimpact.org](http://www.elementalimpact.org)





Ei

Elemental  
IMPACT

SFCI

## Atlanta Airport

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





Ei

Elemental  
IMPACT

SFCI

## Georgia Dome

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

