



Ei

Elemental
IMPACT

Elemental Impact

FOOD & BEVERAGE PACKAGING VALUE CHAIN ANNUAL MEETING

DECEMBER 12, 2013
WASHINGTON, D.C.



THANK YOU
GLOBAL GREEN USA



Ei

**Elemental
IMPACT**

Elemental Impact

**HOLLY ELMORE
ELEMENTAL IMPACT
FOUNDER & CEO**

**FOOD & BEVERAGE PACKAGING
VALUE CHAIN ANNUAL MEETING
DECEMBER 12, 2013
WASHINGTON, D.C.**



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

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

Cyberspace Network

- Website
- Blogs
- Newsletter
- Social Media
 - Twitter
 - Facebook
 - Pinterest



Sunday, October 13, 2013

Scaling up composting in Charlotte, NC

It is official: The Sustainable Packaging Coalition, a project of GreenBlue, is the recipient of an U.S. Environmental Protection Agency, Region IV grant to scale up composting in the Charlotte, NC area. The grant is an excellent opportunity for public |
adjusts packaging with equipment federal



Follow by Email

Email address...

Total Pageviews

125,001

Popular Posts





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





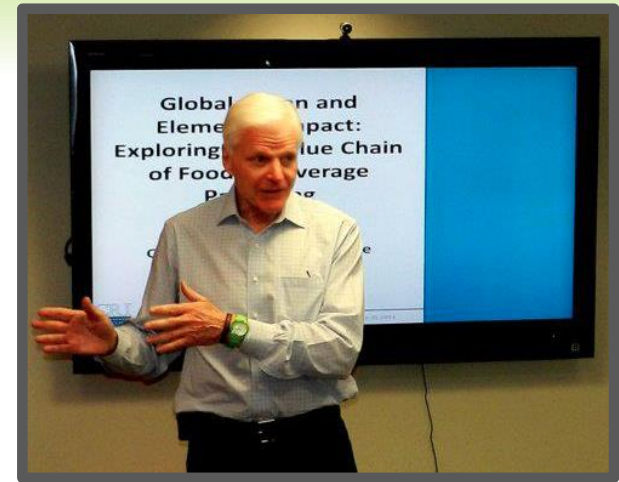
Ei

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

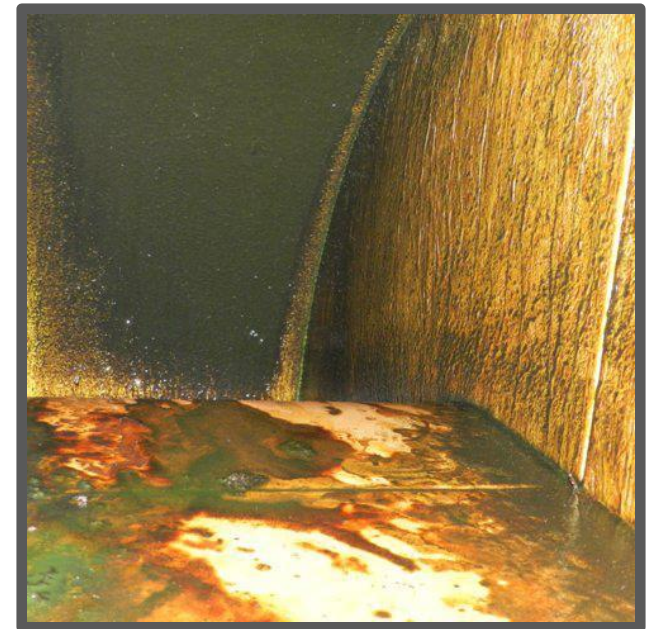
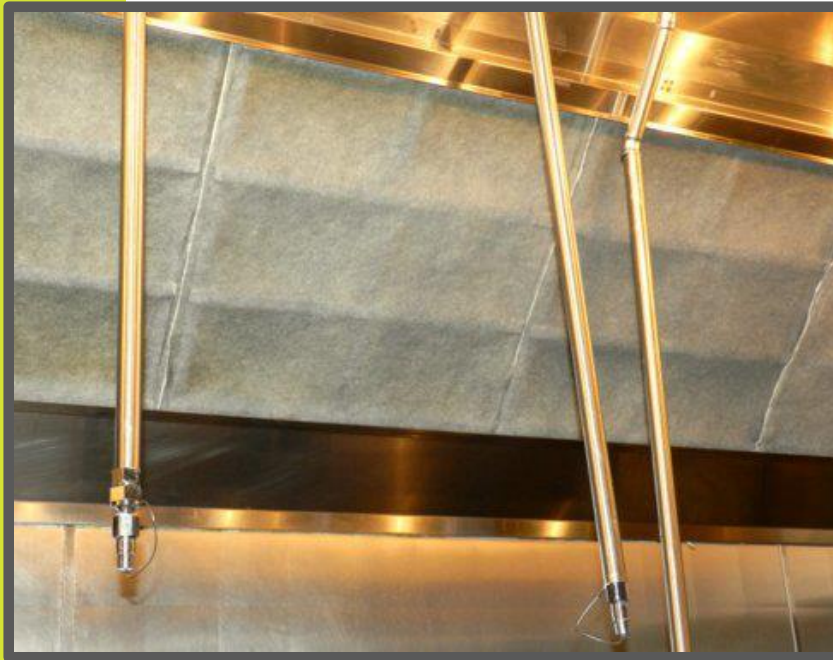


Ei

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

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

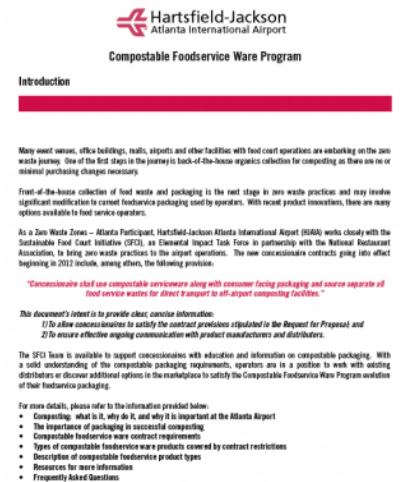
SFCI

Atlanta Airport

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



www.elementalimpact.org





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





Ei

Elemental
IMPACT

SFCI - GA DOME

Picking the Bowl!

- 🎯 Evaluation of compostable packaging
- 🎯 Assessing material decomposition





Ei

Elemental
IMPACT

SFCI ~ GA DOME



©2013



©2013





Ei

Elemental
IMPACT

SFCI ~ GA DOME





Ei

Elemental
IMPACT

ELEMENTAL IMPACT

Holly Elmore

Ei Founder & CEO

Holly@Elementalimpact.org

W: 404-261-4690

C: 404-510-9336