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Elemental Impact

EI ANNUAL PARTNER MEETING

NOVEMBER 20, 2014

ATLANTA, GA

THANK YOU HLB GROSS COLLINS



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HOLLY ELMORE
FOUNDER & CEO
ELEMENTAL IMPACT

EI ANNUAL PARTNER MEETING

ATLANTA, GA
NOVEMBER 20, 2014



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THANK YOU!

Thank you to our generous host...



Gross
Collins



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2012: Year of Accomplishments | Completions

2013: Year of Transitions | Introductions

2014: Year of Foundations | Evolutions



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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

Brings the Possible out of Impossible

Identifies Pioneers & Creates Heroes



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PARTNER PROGRAM

2013: Introduced Shift from Sponsor to Partner Program

2014: Partner | Supporter Programs evolved to Pioneer & Industry Expert Categories

2015: Website updates & announcement



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PARTNER PROGRAM

New Partners!

Natur-Bag®





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PARTNER PROGRAM

Status Evolution

M-PASS Environmental

◎ Friend → Partner



Ellis Fibre | Grease Lock Filter

◎ Partner → Sustainer





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PARTNER PROGRAM

New Partner Opportunities:

- ◎ Recycling Bin Manufacturer
- ◎ Commercial Janitorial Service
- ◎ Fiber End Market



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SUPPORTER PROGRAM

New Supporters!

ECOSAFE[®]
ZERO WASTE



Good things
come from
Sysco[™]



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PLATFORMS

2013 Introduced Three Ei Platforms:

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



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PLATFORMS

2014 Added Platform Taglines & Programs:

- ◎ 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



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WATER USE | TOXICITY

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



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WATER USE | TOXICITY

2013: Reactivated GREASE from the Zero Waste Zones days

2014: Airborne Kitchen Grease, a proactive approach to a costly cooking by-product

2015: FOG | sewer system impacts



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WATER USE | TOXICITY

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

Grease Recycling & Energy Alternative
Solutions for the Environment

Grease Types:

- ◎ Spent Grease - addressed in 2010 with ZWZ
- ◎ Airborne Kitchen Grease - top 2014 focus
- ◎ Fats, Oils & Grease (FOG)- 2015 focus



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WATER USE | TOXICITY

Airborne Kitchen Grease

A proactive approach to a costly kitchen by-product

2014 ACTION:

- ⊙ National contract with HMSHost - rollout program slated for 2015
- ⊙ AKG article in American Association of Airport Executives' bimonthly *Airport Magazine* March issue
- ⊙ Campus-wide Atlanta Airport Grease Lock Filter installation approved



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RECYCLING REFINEMENT

Recycling Integrity:

*Maintaining maximum Material Value
With Minimal Energy Expended*

Contamination:

an expensive trip to the landfill



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RECYCLING REFINEMENT

moving beyond landfill diversion...

2013 Plastic Film Recycling





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RECYCLING REFINEMENT

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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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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SUSTAINABILITY IN ACTION

Atlanta Ei Partner Tours

Novelis

Not just aluminum. Novelis Aluminum.™

 NatureWorks®



Set the stage for S-SMRT meeting & launch



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SUSTAINABILITY IN ACTION

Atlanta Ei Partner Tours

Day 1: Pratt | Novelis Tours & dinner





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Atlanta Ei Partner Tours





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Atlanta Ei Partner Tours

Day Two:

- ⦿ GWCC Tour
- ⦿ Lunch presentations
 - ⦿ ATL Airport
 - ⦿ New Falcons Stadium





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SUSTAINABILITY IN ACTION

U.S. Zero Waste Business Council Conference Evolution

- © 2012 - Holly presented @ inaugural conference
- © 2013 - Ei orchestrated first Ei Partner Industry Panel: *Zero Waste is a Team Sport*
- © 2014 - Ei named conference media partner and more!



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SUSTAINABILITY IN ACTION

USZWBC 2014 Conference

- © Ei orchestrated the opening plenary panel: *Atlanta's Zero Waste Story*





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SUSTAINABILITY IN ACTION

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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SUSTAINABILITY IN ACTION

EPA Grant Scaling Up Composting in Charlotte





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SUSTAINABILITY IN ACTION

EPA Grant Scaling Up Composting in Charlotte

- ⊙ 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
- ⊙ Grant extension





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SUSTAINABILITY IN ACTION

Sustainable F&B Packaging Value Chain Annual December Meeting

- ⊙ Hosted at Global Green's D.C. offices
- ⊙ Leadership from trade associations & NGOs within entire F&B packaging value chain
- ⊙ Powerful industry discussions & strategy sessions
- ⊙ Quarterly call
- ⊙ Federal EPA folks attending for first time



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SUSTAINABILITY IN ACTION

Sustainable F&B Packaging Value Chain Annual December Meeting





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EI TRAVELS

2014 Ei Travels:

- ◎ March - SPC Conference in Seattle
 - ◎ May - NRA Show in Chicago
 - ◎ April | July - Charlotte visits
 - ◎ December - D.C. for F&B Pkg Mtg
- ... more active travel in 2015



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SFCI

Sustainable Food Court Initiative

An Integrated Approach to Sustainability

