

## Elemental Impact

### **Ei Annual Partner Meeting**

November 19, 2015 Atlanta, GA

Thank You HLB Gross Collins



# Elemental Impact

Holly Elmore
Founder & CEO
Elemental Impact

**Ei Annual Partner Meeting** 

Atlanta, GA November 19, 2015



#### THANK YOU!

Thank you to our generous host...





#### THANK YOU!

Thank you to our excellent caterer...

Chef D Cuisine



## Elemental Impact

**2012:** Year of Accomplishments | Completions

**2013:** Year of Transitions | Introductions

**2014:** Year of Foundations | Evolutions

**2015:** Year of ACTION!



## 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



#### **Platforms**

#### Ei Platforms:

- 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



## **Product Stewardship**

#### Integrity throughout the entire product life-cycle

- Engage the power of consumer demand
- Work in partnership with supply chain
- Initial transport packaging focus



## **Product Stewardship**

#### PetroWax-Free Cardboard Initiative

- Began working on initiative foundation in 2012
- Indy visit with Ted's Montana Grill in 2013
- Global Green's CoRR tremendous work at the farm level
- Ei focus on end user, use basic economics & engage the power of consumer demand



## Recycling Refinement

Moving beyond landfill diversion ...

#### **Recycling Integrity:**

Maintaining maximum Material Value With Minimal Energy Expended

#### **Contamination:**

an expensive trip to the landfill



#### Recycling Refinement

#### **Post Consumer Food Waste Focus:**

New SFCI Annual Event Pilot:

Les Dames d'Escoffier International Afternoon in the Country

 Compostable F&B Compostable Packaging Education Session



#### Water Use | Toxicity

# The Water Footprint: the new sustainability standard

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



### Water Use | Toxicity

- 2014: Airborne Kitchen Grease, a proactive approach to a costly cooking by-product
- 2015: Ei AKG & Cooling Tower Blowdown Initiatives announced
- 2016: Launch Initiatives & move into the action plan; establish a complementary green cleaning-oriented initiative



# 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!
- 2015 Ei named USZWBC media partner



#### **EPA Grant Scaling Up Composting in Charlotte**







#### **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
- Ei moderated an EPA Grant | Strategy Session at SPC Advance in Charlotte





# Sustainable F&B Packaging Value Chain Annual December Meeting

Elementa

Mission accomplished!!!

Evolved into an annual call





#### Ei shares expertise:

- World Chefs Waste | Recycling Curriculum
- Zero Food Waste Journeys
  - RayDay
  - Afternoon in the Country







Ei Blogs, a valuable industry resource

# Zero Waste in ACTION & The Impact

- Renamed to on-line magazines
- Combined pageviews: 302,000!



#### The Impact Stats:

- 74,000 pageviews
- 121 articles
- Average 610 pageviews per article
- Most popular article:
  - Ei New Mission Statement (12/12) 2750 views



#### The ZWA Stats:

- 228,000 pageviews
- 335 articles
- Average 681 pageviews per article
- Most popular article:
  - Reduce First, Donate Second, Compost Third (02/11)12,500 views; 475 views in last month



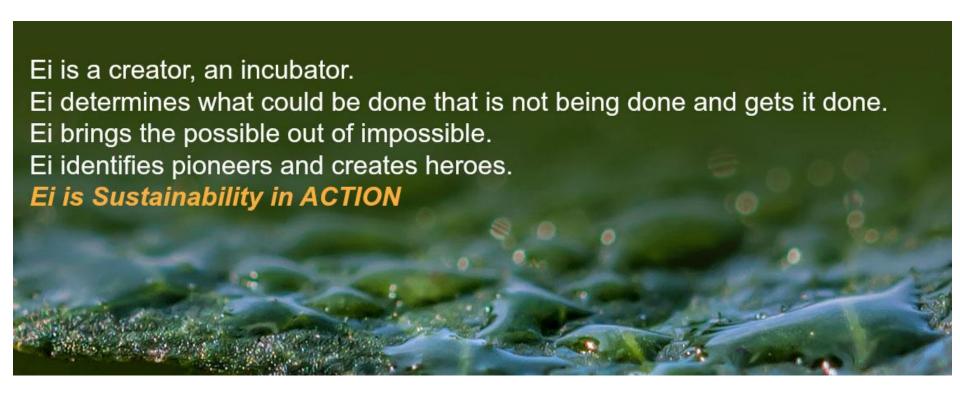
#### First ZWA Guest Blogger!

- Ei Program Administrator, Melissa Selem
- The Rebirth of Fertile Earth
- More guest bloggers to come





#### **New Website Coming Soon!**





#### **Contact Information**

Holly Elmore

holly@elementalimpact.org

404.261.4690

- /elementalimpact
- @elementalimpact