

Ei

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# Elemental Impact

## **Ei Annual Partner Meeting**

November 19, 2015

Atlanta, GA

*Thank You HLB Gross Collins*

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# 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...*



Gross  
Collins

# 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!

## ***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*

## 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

# 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!
- **2015** – Ei named USZWBC media partner

# Sustainability in ACTION

## EPA Grant Scaling Up Composting in Charlotte





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



# Sustainability in ACTION

## Sustainable F&B Packaging Value Chain Annual December Meeting

- Mission accomplished!!!
- Evolved into an annual call



# Sustainability in ACTION

## 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!

# Ei in Cyberspace

## The Impact Stats:

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

# Ei in Cyberspace

## 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

# Ei in Cyberspace

## First ZWA Guest Blogger!

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



# Ei in Cyberspace

New Website Coming Soon!

Ei is a creator, an incubator.

Ei determines what could be done that is not being done and gets it done.

Ei brings the possible out of impossible.

Ei identifies pioneers and creates heroes.

***Ei is Sustainability in ACTION***



# Contact Information

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