

Ei

Elemental
IMPACT

Elemental Impact

Ei Annual Partner Meeting

November 17, 2016

Atlanta, GA

Thank You HLB Gross Collins

Ei

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Elemental Impact

Holly Elmore

Founder & CEO
Elemental Impact

Ei Annual Partner Meeting

Atlanta, GA
November 17, 2016

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!

2016: Year of Recognition

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

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
- Focus: waste & toxins generated within raw material production
- Focus: product's impact on end user

Recycling Refinement

Moving beyond landfill diversion ...

Recycling Integrity:

Maintaining maximum Material Value With Minimal Energy Expended

Contamination:

an expensive trip to the landfill

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

Sustainability in **ACTION**

U.S. Zero Waste Business Council 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.
- **2016** – Ei wrote mag. cover article on behalf of USZWBC.

Sustainability in ACTION

2016 Speaking Circuit

Colleges | Universities:

- **GA Tech Engineers for a Sustainable Future: *Sustainability of the Spirit*** 60-min session w/ Q&A
- **GA Tech Supply Chain Modeling class:** 60-min lecture, *Supply Chain's Role in Zero Waste*
- **Emory University *Planet, People, Profits: A Conference on Business and the Environment*:** presented on the *Innovative Practices in Corporate Environmental Sustainability* panel

Sustainability in ACTION

2016 Speaking Circuit

Ei-Hosted Panels @ Industry Conferences:

- **2016 U.S. Composting Council Conference**

Getting to Zero Food Waste: Composting at Special Events



Sustainability in ACTION

2016 Speaking Circuit

Ei-Hosted Panels @ Industry Conferences:

- **2016 National Zero Waste Business Conference**
 - *Food Waste Composting: Challenges, Lessons Learned & Successes* panel
 - *The Macro Cost of Micro Contamination* panel



Sustainability in ACTION

2016 Speaking Circuit

Industry Webinar:

○ **U.S. Zero Waste Business Council:**

- *Recycling: The Business Case* co-presented by Ei Founder Holly Elmore & Container Recycling Institute President Susan Collins.

[A Recycling or Contamination Crisis? an article series](#)

Sustainability in **ACTION**

Mission Accomplished

- World Chefs Waste | Recycling Course Curriculum
- EPA Scaling Up Composting in Charlotte, NC Grant
- Food & Beverage Packaging Value Chain Meetings
- GREASE – Grease Recycling & Energy Alternatives for the Environment
- POWER – Perishable Organics Waste to Energy Recycling
- ZWZ - Zero Waste Zones

a new website page

Sustainability in ACTION

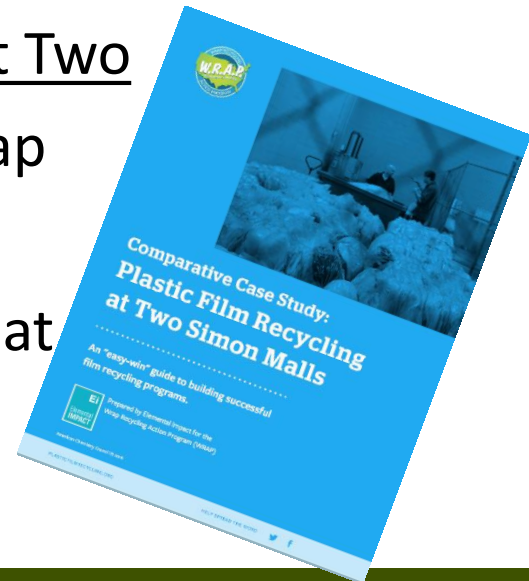
Case Studies

NatureWorks Zero Food Waste

- Highlights challenges, lessons learned, and successes at 2015 RayDay and Afternoon in the Country.

Comparative Case Study: Plastic Film Recycling at Two Simon Malls, prepared by Ei on behalf of the Wrap Recycling Action (WRAP).

- Highlights the SFCI plastic film recycling pilots at Concord Mills & SouthPark Malls in Charlotte



Strategic Allies

Ei Welcomes Two Strategic Allies

- Recycle Across America
- Second Helpings Atlanta



New Ei Website Launched in April!

Ei is a creator, an incubator.

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

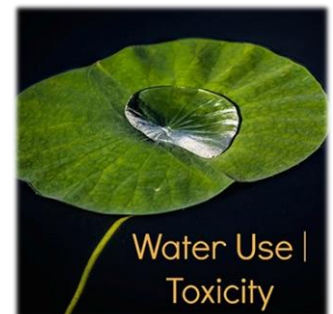
Ei brings the possible out of impossible.

Ei identifies pioneers and creates heroes.

Ei is Sustainability in ACTION

New Ei Website Features:

- Reactive site template
- Overhauled home page
 - Photos for navigation to platforms
 - Blog feature section & Twitter feed added
- Revamped Who We Are section
 - New listing format
 - Added Industry Expert & Pioneer pages



New Ei Website Pages | Sections:

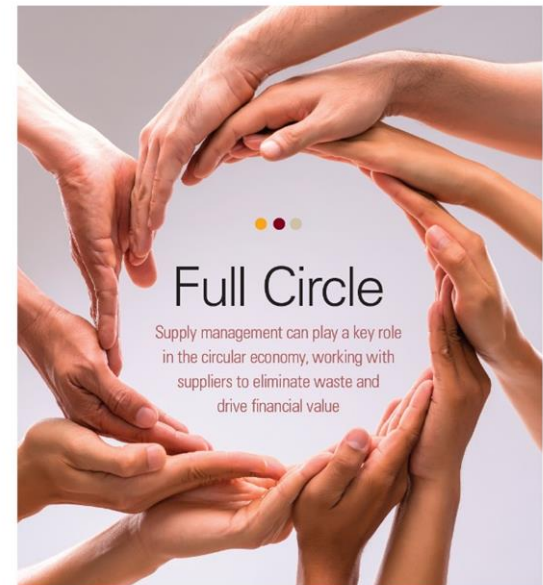
- Ei Initiatives
 - Airborne Kitchen Grease
 - Cooling Tower Blow Down
 - PetroWax-Free Cardboard
- Plastic Film Recycling
- SMAT – Sustainable Materials ACTION Team
- Mission Accomplished

New Ei Website Pages | Sections:

- Lambda Alpha International
- Ei in the Media
 - Online Articles | Blog Features
 - Ei-Published Articles
 - Print Media
 - Radio | Video | Podcasts

INSIDE MAGAZINE
SUPPLY MANAGEMENT

OCTOBER 2016
Vol.27 No.8 \$15.00



Ei: Respected Media

Ei Blogs, a valuable industry resource

Zero Waste in ACTION

The Impact

- Renamed to on-line magazines
- Combined pageviews: 378,500!

Ei: Respected Media

The Impact Stats:

- 93,500 pageviews
- 119 published articles
- Average 785 pageviews per article
- Most popular article:
 - *Ei New Mission Statement (12/12)* 2,845 views

The logo for IMPACT, featuring the word "IMPACT" in a bold, purple, sans-serif font. The letter "I" is significantly larger and positioned to the left of the other letters, creating a stylized, blocky appearance.

Ei: Respected Media

The ZWA Stats:

- 285,000 pageviews
- 334 published articles
- Average 853 pageviews per article
- Most popular article:
 - *Reduce First, Donate Second, Compost Third*
(02/11)13,500 views; 800 views in last month



Ei: Respected Media

A Recycling or Contamination Crisis? an article series

- Published 11/06/16 – 400+ views
- Intended series topics:
 - Waste Prevention – working within the value chain.
 - **WE Consciousness** | Culture – working together is key.
 - Hauler | Generator Responsibility - hauler & customer work together to craft recycling programs that generate clean streams and make solid business sense.

Ei: Respected Media

A Recycling or Contamination Crisis? an article series

○ Intended series topics:

- Clear Communication - educating employers and guests on proper placement for material and trash.
- Local Infrastructure - working with grass roots recycling companies on flexible programs unique to the local end markets



Ei: Respected Media

National Trade Association Publications Front Cover features:

Inside Supply Management, October 2016 issue:

Full Circle, Supply management can play a key role in the circular economy, working with suppliers to eliminate waste and drive financial value

Article closes with quote:

“It’s a matter of corporate culture, stemming from the C-suite, the board of directors and the stockholders,” says Elmore. “Sustainability is a long-term commitment that requires, at times, short-term investments or temporary financial shortcomings. But in the long run, if it is done with integrity and committed planning with the right resources plugged in, the ROI will be there.”

Ei: Respected Media

National Trade Association Publications Front Cover features:

Pallet Central, October | September 2016 issue:

Zero Waste Makes Good Business & Environmental Sense

- Written by Ei Founder Holly Elmore on behalf of the USZWBC.
- Close Ei pal, USZWBC Board Member & Piazza Produce Scott Lutocka's quote:
*"There's Ca\$h in Your Tra\$h!" and
"You don't know what you don't know
(about the value in your waste stream)!"*



Ei: Respected Media

U.S. State Department Press Conference Invite:

In early November the U.S. State Department invited Ei to join the invitation-only COP22 preview press conference call. Journalists from the Wall Street Journal and the New York Times were among the respected, mainstream media on the call.

Lambda Alpha International

- Prominent land economics honorary.
- December 2013 Holly inducted into LAI; Ei Advisory Council Member Wayne King inducted in December 2014.
- September 2016 – Holly represented the Atlanta Chapter at the Global Executive Committee meetings in Toronto and was appointed to the International Public Relations & Communications Committee.
- Focus on Livable Cities.

Ellen MacArthur Foundation

- Biocycle Economy concept paper in development process.
- Focus on the nutrient cycles within cities.
- Ei & Ei Advisory Council Members are sharing industry expertise & guidance during the paper development.
- Ei Chair Scott Seydel sits on the EAF US Board.

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