



Ei

Elemental
IMPACT

Elemental Impact

F&B PACKAGING MEETING

DECEMBER 11, 2014

WASHINGTON D.C.

THANK YOU GLOBAL GREEN



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

Elemental Impact

2012: Year of Accomplishments | Completions

2013: Year of Transitions | Introductions

2014: Year of Foundations | Evolutions



Ei

Elemental
IMPACT

PLATFORMS

Tri-Platform Focus:

- ◎ 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



Ei

Elemental
IMPACT

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



Ei

Elemental
IMPACT

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



Ei

Elemental
IMPACT

RECYCLING REFINEMENT

..... moving beyond landfill diversion

Recycling Integrity:

Maintaining maximum Material Value

With Minimal Energy Expended

Contamination:

an expensive trip to the landfill



Ei

Elemental
IMPACT

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*



Ei

Elemental
IMPACT

SUSTAINABILITY IN ACTION

Atlanta Ei Partner Tours

Day 1: Pratt | Novelis Tours & dinner





Ei

Elemental
IMPACT

SUSTAINABILITY IN ACTION

Atlanta Ei Partner Tours





Ei

Elemental
IMPACT

SUSTAINABILITY IN ACTION

Atlanta Ei Partner Tours

Day Two:

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





Ei

Elemental
IMPACT

SUSTAINABILITY IN ACTION

USZWBC 2014 Conference

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





Ei

Elemental
IMPACT

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*





Ei

Elemental
IMPACT

SUSTAINABILITY IN ACTION

EPA Grant Scaling Up Composting in Charlotte





Ei

Elemental
IMPACT

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





Ei

Elemental
IMPACT

SFCI

Sustainable Food Court Initiative

An Integrated Approach to Sustainability





Ei

Elemental
IMPACT

SFCI

SFCI Pilots:

- ◎ Atlanta Airport
- ◎ Georgia Dome
- ◎ Concord Mills

Post-consumer food waste stated focus



Ei

Elemental
IMPACT

SFCI

Atlanta Airport:

- © Compostable Packaging Contract Provision in implementation phase Georgia Dome
- © SFCI Vendor Fair
- © BPI Products Manual under development



Ei

Elemental
IMPACT

S-SMRT

Source-Separated Materials Recycling Template

- ◎ Metro-wide template with Atlanta serving as the pilot city
- ◎ Total Materials Management Approach

Contamination is a Mistake!



Ei

Elemental
IMPACT

S-SMRT

GWCC joins as a Lead Template Pioneer

- ◎ Template expands from plastic film to total materials
- ◎ Introduce GWCC Lead Pioneer role @ Atlanta Ei Partner Tours





Ei

Elemental
IMPACT

S-SMRT

Total Materials Management Approach:

- ◎ Template pioneers commit to viewing their waste | material stream in its entirety
- ◎ Business model developed where high value materials “subsidize” lower value material or those with challenging end markets



Ei

Elemental
IMPACT

S-SMRT

Template success grounded in:

© VOLUME

© CLEAN MATERIAL



Ei

Elemental
IMPACT

S-SMRT

*If it was easy,
it would already be done!*

*Challenges Abound...
Ye, Ei bring the possible from the
impossible!*



Ei

Elemental
IMPACT

ELEMENTAL IMPACT

Holly Elmore

Founder & CEO

Elemental Impact

holly@elementalimpact.org

404-261-4690