

New Zero Waste Zones

New website at:
Zerowastezones.org



***Goal:* Help shift Atlanta's business culture toward environmental sustainability**



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Sustain]able
Atlanta

ATLANTA RECYCLES



Find Your Story

“When a restaurateur **grabs hold of the role of storyteller** and starts telling about where the food is coming from and how you can **connect with people** in your community who have supplied some of it, suddenly the restaurateur takes on a role that is, to me, sort of the ground level of **real sustainability.**”

- Chef Rick Bayless



Zero Waste Zones (ZWZ)

- **Zero Waste Zones**
 - Downtown Atlanta
 - Midtown Atlanta
 - Airport
 - Buckhead
- Based on community improvement districts

Participants, Suppliers, & Sponsors

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- **Participants:** businesses with a physical location within one of Atlanta's four Zones.
- **Suppliers:** offer products, services, or both to participants; suppliers can reside anywhere.
- **Sponsors:** a company that assists the overall ZWZ program but does not necessarily act as a Supplier.

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Overview: Participants

- First, recycle cardboard (where ever possible).

Overview: Participants

- First, recycle cardboard
- Second, community outreach

Community Outreach



Overview: Participants

- First, recycle cardboard
- Second, community outreach
- Third, choose one of three tracks for first 12 months:

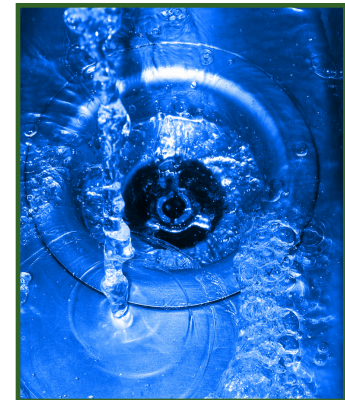
Waste Reduction



Energy Efficiency



Water Conservation



Where Do Best Practices Come From?

- **Conserve:** the National Restaurant Association's sustainability initiative.
 - 64 how to videos
 - 95 best practices
 - Success stories from accomplished restaurateurs
- Modifying best practices for Atlanta.
- Each business should implement ~8 best practices per year.



Thank you

Jeff Clark

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National Restaurant Association

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