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404.261.4690 | www.elementalimpact.org | *Sustainability in Action*

SPEAKING ABSTRACT

Subject: *Zero Waste Zones: Mobilizing an Industry to Make a Difference*

Speaker: Holly Elmore, Elemental Impact CEO, Zero Waste Zones Director

Zero Waste Zones, an Elemental Impact program in partnership with the National Restaurant Association, launched in February, 2009 as Atlanta's response to losing a convention to another city as the client perceived that city "greener." Industry driven, the ZWZ program makes good business sense and is a voluntary program.

With Atlanta's success, the ZWZ Program is staged for national expansion through the NRA's state restaurant association network.

THE WHO:

The ZWZ Program mobilizes the foodservice industry, the nation's second largest industry, to divert material from landfills and back into the production cycle. Atlanta foodservice operators were enthusiastic to serve as pioneers, creating the pathway to bring zero waste initiatives to the industry in simple, easy to implement criteria. ZWZ Participants range from small, independent operators to restaurant chains, college campuses, event arenas, convention centers and hotels. In 2011 enthusiasm expanded beyond the foodservice industry with Participants from a range of business categories joining the program.

THE HOW:

Showcasing the challenges and successes of the foodservice industry, Holly educates on how recycling programs, including organics collection, may be implemented with ease into daily operations. In most instances, the program is cost neutral to cost savings.

The ZWZ presentation may be combined with *Compost: The Quiet Hero*, if organics collection and soil rejuvenation are of interest, or with *Recycling Integrity: Truths, Myths & Emerging Technologies*, if the attendees are eager to learn about the final destination of recycling collection.

Audience:

The ZWZ Program provides corporate as well as civic communities with an ACTION plan. With her versatility, Holly is an excellent complement to panel discussions or singular engagements motivating a community to develop an action plan or a corporate environment ready to dive into the sustainability steam of zero waste.

Contact: Holly Elmore at holly@elementalimpact.org or 404-261-4690 for additional information or to book a speaking engagement.
