



ZWZ National Team Strategy Session



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What is a ZWZ


- ▶ A collective gathering of community working together on changing the current disposable methods of consumed products




ZWZ History

- ▶ Driving Force → in 2008 the City of Atlanta lost a convention to the City of Orlando because the client perceived Orlando as a greener city.
- ▶ Development of Criteria, Phases, Stages
- ▶ Recruit Charter Participants
- ▶ February 10, 2009 Press Conference


ZWZ Media Exposure

- ▶ Immediately 3.2 media impressions
 - ▶ April, 2009: CNN Story ~ home page
CNN.com, 132,000 viewings
 - ▶ July, 2009: Earth 911.com Cities of Change
story
 - ▶ October, 2010: Front-page NY Times
 - ▶ Proposal in place for NY Times magazine
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ZWZ Speaking Engagements

- ▶ January, 2010 ~ US Composting Council Annual Conference: ZWZ: Mobilizing an Industry to Make a Difference
 - ▶ March, 2010 ~ Southface GreenPrints Conference: A Building in Balance, Zero Energy, Waste & Water
 - ▶ March, 2010 ~ Emory Business School: ZWZ: the Business Case
 - ▶ **May, 2010 ~ National Restaurant Association: Compost: The Silent Hero (90 min solo session)**
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ZWZ Template

- ▶ Atlanta Zones are prototypes to template for state, regional & national expansion
 - ▶ ZWZ Training Program
 - ▶ ZWZ Strategic Communication/Branding
 - ▶ Metrics Collection
 - ▶ On-line ZWZ participate document system
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ZWZ Evolution

- ▶ If participant serves alcoholic beverages, glass must be separated for collection
 - ▶ Waste Audit to determine what is still going to landfills
 - ▶ Stage II ~ Energy Conservation (water, gas & electricity)
 - ▶ Stage III ~ Toxic-Free Environments (cleaning, pest control & maintenance)
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Why create ZWZ

- ▶ Environmental Impact
- ▶ Revenue Retention & Generation
- ▶ Cost Savings
- ▶ Employee Morale


Chef at Doubletree Hotel Buckhead-Atlanta Sending Food to Compost as Part of the ZWZ~Buckhead




Zone Creation Process

- ▶ Determine if ZWZ Criteria is applicable
 - ▶ Determine supporting infrastructure available and local market for recycled material
 - ▶ Assess the current waste stream going to landfills and recycling efforts in place
 - ▶ Determine starting base line and create a metrics tracking system
 - ▶ Ensure a training program is in place to prevent & eliminate contamination
 - ▶ Develop a promotion & marketing plan
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Common ZWZ Challenges

- ▶ Lack of sufficient infrastructure to support recycling efforts
 - ▶ No permitted food composting facility within economic distance
 - ▶ Contamination due to poor source separation
 - ▶ Perception the program will cost money
 - ▶ Absence of a quality training program and supporting signage
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Taking ZWZ into ACTION

- ▶ Recruit Zone Champions, well-respected industry leaders
 - ▶ Develop a collaborative team including government, non-profits, trade & business associations and private enterprise
 - ▶ Target and meet with Charter Participants
 - ▶ Launch the ZWZ with a meeting and possible press conference
 - ▶ Implement training and metric collection programs
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Closing the Loop

- ▶ Use compost in building landscape and other green areas
- ▶ Create chef's gardens and other edible landscape
- ▶ Research how products made from recycled material may be used in operations and construction


Chef at Affairs to Remember Catering Closing the Loop with Compost in an On-Site Garden as Part of ZWZ~Off-Premises Caterers



Holographic Integrity

- ▶ Understand the end use of recycling efforts
 - ▶ Perform waste audit to determine what items are still going to the landfill
 - ▶ Product responsibility ~ use the power of consumer demand to change package to clearly marked 100% recyclable or compostable materials
 - ▶ Carbon footprint of the program
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ZWZ National Team

- ▶ Develop a team of national stakeholders committed to taking the ZWZ program to enthusiastic cities across the nation
 - ▶ Determine important characteristics for city selection
 - ▶ Create committees for action plans
 - ▶ Announce ZWZ National Team at the NRA Show in May at Compost: The Silent Hero session; possible press conference
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ZWZ Future

Remember:

We are just beginning ... Stay Tuned



The ZWZ National Team Strategy Session

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