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Ei Sponsor & Advisory Council Meeting

November 16, 2011



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Welcome & Introductions

2011 – An Amazing Year!

- National Speaking Engagements
- Two-Yr Anniversary Press Conference
- NRA ConServe Partnership
- Susan Montgomery joins Ei | ZWZ

2011 – An Amazing Year!

- ZWZ Launches National Zone
- SFCI Atlanta Airport Launches – wins national award
- Host SC Hospitality ATL Tours
- ZWZ Blog Ready to top 25,000 pages views

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SFCI

Sustainable Food Court Initiative

An Ei Task Force in Partnership with the NRA



NATIONAL
RESTAURANT
ASSOCIATION®

**ConSERVE™**
SOLUTIONS FOR SUSTAINABILITY

Mission:

To bring zero waste initiatives to food courts and develop industry, sustainable best practices for Back-of-the-House and Front-of-the-House operations



Co-Chairs:

Chris Moyer, NRA ConSERVE
Program Director

Doug Kunnemann, NatureWorks



SFCI Team:

Trade Associations/Non-Profits:

- Elemental Impact
- Foodservice Packaging Institute
- National Restaurant Association
- Institute for Local Self Reliance



SFCI Team:

Foodservice Operators:

- HMSHost

Property Owners|Managers:

- City of Atlanta | Atlanta Airport
- Simon Property Group



SFCI Team:

Industry Suppliers:

- Asean/StalkMarket
- Clean River
- MeadWestvaco
- NatureWorks
- Solo Cup Company
- Tomra



Hartsfield-Jackson Atlanta International Airport

- Six month project designed to bring organics collection to front and back-of-the-house concession operations
- Project stages to simplify process



Hartsfield-Jackson Atlanta International Airport

- Collaborative effort with City of Atlanta, Dept of Aviation, Concessionaires and SFCI Team
- GOAL: Develop a viable game plan to implement organics collection throughout the airport



Hartsfield-Jackson Atlanta International Airport

*All food vendors must use compostable
serviceware and consumer-facing
packaging and source-separate organics
for composting collection.*

Provision in new airport concessions RFP



2011 Going Green Airports Award:

Sustainable Food Court Initiative Atlanta Airport Pilot.

Michael Cheyne accepted award on
October 31



Atlanta Airport ACTION Team

Three Subcommittees:

- Baseline & Metrics Reporting
- Sustainable Packaging
- FOH Recycling Centers



Additional Pilots:

- Simon Properties | HMShost Mall
- Atlanta Event Venue
- Office Food Court



HMSHost – A Valuable Partner

Linda Dunn
VP Supply Chair & Analysis



Partnership Scope

HMSHost's participation with Elemental Impact (Ei) and the National Restaurant Association's ConServe helps increase our knowledge of opportunities & best practices.



Partnership Fit

Helps achieve some of our objectives related to Sustainability:

- **Identify additional target organizations & alliances to join, support or participate in; become a collaborative voice to develop realistic solutions.**
- **Increase depth of HMSHost's knowledge of sustainability issues, potential solutions and external resources.**
- **Identify additional best practices (internal and external) and communicate across our system.**
- **Get acknowledgement for our progress.**



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The Evidence Of Change

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- **Benchmarking usage is important exercise to identify required alternatives and questions for suppliers**
- **Use of a compactor can help solve space issue**
- **More materials can be recycled than originally thought (e.g., film)**
- **External knowledge and broader partnerships within a community can help identify more opportunities and create the necessary markets**
- **Need market forces to drive down cost of greener disposables**
- **Just starting so...more to come**



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BREAK



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Thank You

