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# ***Setting the Stage: ZWZ National Expansion***

**zero**  
waste**zOne**<sup>TM</sup>

# Setting the Stage – ZWZ National Expansion

## Documenting Our Success:

- ZWZ Leadership / History since 2009
- Expansion of Program in 5 ATL Zones
- Launch of ZWZ National Zone
- Partnership with NRA ConSERVE

# Zero Waste Zones



Laura Turner Seydel

## ZWZ Leadership:

- Laura Turner Seydel (Chair)
- Holly Elmore (Director)
- Chris Moyer (National Restaurant Association)
- Susan Grider Montgomery (Program Director)

# Zero Waste Zones

## Founding ZWZ-Downtown Participants (2009):

- Georgia Dome
- World Congress Center
- Centennial Park
- Phillips Arena
- World of Coca-Cola
- Georgia Aquarium
- Marriot Marquis
- Westin Peachtree Plaza
- Hyatt Regency
- Ted's Montana Grill



# Zero Waste Zones

## ZWZ Program History:

- 2008: Atlanta seeks to be more competitive in the “green conference industry.”
- February 2009: ZWZ launched in an acclaimed press conference led by the Acting Regional EPA Director.
- Media Loves ZWZ: FORTUNE.com, CNN Story, Front-Page NY Times story among press.

The logo for FORTUNE magazine, featuring the word "FORTUNE" in white, serif, all-caps font on a dark blue rectangular background.The logo for CNN, consisting of the letters "CNN" in a bold, red, sans-serif font with a white outline and a slight 3D effect.The logo for The New York Times, featuring the words "The New York Times" in a black, gothic-style serif font, with the tagline "Expect the World®" in a smaller, sans-serif font below it.

# Setting the Stage – ZWZ National Expansion

## Recycling Integrity:

- Concept launched May 2011 at IFSS;
- National and international audiences up-front;
- Maximum impact, minimum decision-makers.

# Setting the Stage – ZWZ National Expansion

## Recycling Integrity:

***Maintain maximum value of recyclable material (i.e. contaminant-free) with the least energy expended (electric, transportation, labor + other)***

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# Setting the Stage – ZWZ National Expansion

## Recycling Integrity:

- Collaboration and Economies of Scale are key!!!

# Setting the Stage – ZWZ National Expansion

## Packaging Our Success:

- ZWZ Media and Awards
- ZWZ Website Development & Launch
- ZWZ Recruiter and Trainer PPTs
- ZWZ Process Overview
- ZWZ Lessons Learned

# Setting the Stage for Other National Expansion

## Applying our Success:

- Zero Waste Zones as one Ei Initiative
- Ei's role to serve as an Incubator
- Potential parallel efforts:
  - SFCI
  - POWER
  - GREASE
  - Toxic-Free Environments

# Setting the Stage for Other National Expansion

## Applying our Success:

- SFCI is already off to a great start!
- Hear more about SFCI later!