

Zero Waste Zones

Zerowastezones.org

@Zerowastezones



Goal: Building value in our Atlanta Community Through Sustainability



Program Participants



LEGACY
RESTAURANT
PARTNERS

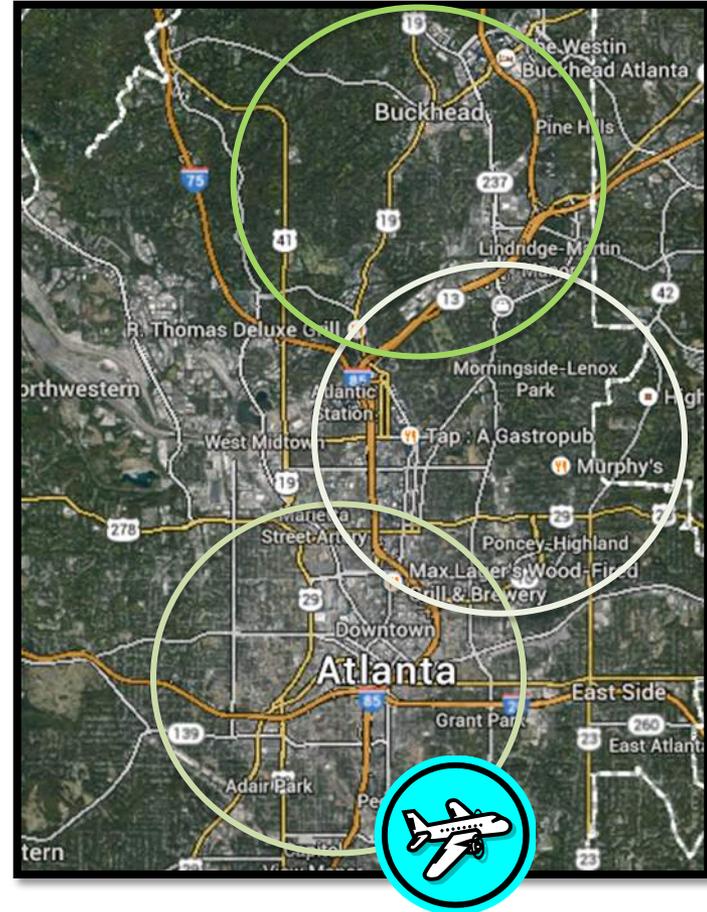


Authentic American Dining



Zero Waste Zones (ZWZ)

- **Zero Waste Zones**
 - Downtown Atlanta
 - Midtown Atlanta
 - Airport
 - Buckhead
- Based on community improvement districts
- Plans for future route density based incentives



Roles

- **Participants:** Restaurants, caterers or foodservice providers, looking to be more sustainable
 - **Suppliers:** Offer sustainable solutions that will help participants accomplish their goals; suppliers can reside anywhere
 - **Sponsors:** Provide resources that help the program grow and thrive, through education and outreach
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Helping improve businesses

- Assess
- Collaborate
- Make a plan
- Educate
- Overcome hurdles
- Track progress



Where Do Best Practices Come From?



- Adapted for Atlanta from **Conserve**:
 - National Restaurant Association's sustainability program
 - 50 how to videos
 - Dozens of best practices
 - 25 video interviews of chefs, CEOs, & industry leaders



Reduce Waste in Your Restaurant: Composting



Save Water in Your Restaurant: Reduce Water Use in



Save Water in Your Restaurant: Install Connectionless Steamer.

Best Practice Video



Example of Success

- Affairs to Remember Caterers:
 - ZWZ partner for 5+ years
 - Diverted more than **1 million pound of waste** from city landfills
 - Received award from City of Atlanta
 - Tuesday, November 11, 2014, declared "Affairs to Remember Caterers Day"
 - Attributed **\$300,000 in new business** from environmental efforts



Current Efforts

We help 58 ZWZ participants with:

- Recycling
- Equipment start-up schedules
- Food donation
- Saving money via:
 - Efficient lighting
 - Fixing leaks
 - Waste reduction



ZWZ starter kit for new participants

Some of our Testimonials

“From the start of our relationship they were beyond rapid on finding the best sourcing for waste management, recycling and composting, as well as finding the best pricing. We ended up saving approximately \$200/month on overall waste removal. Aside from the just the waste side, they were able to educate us on water and energy conservation decisions that would save us more money at the end of the day, aside from just doing the right thing.”



–Nick Melvin, *Executive Chef and
Owner, Venkman's, Atlanta, GA*

VENKMAN'S

Some of our testimonials



“Not only is a resource like Zero Waste Zones valuable, it’s necessary. If all small businesses don’t consider the adverse effects of not being thoroughly educated about where their waste goes, our world will only feel that adverse outcome. Having Zero Waste Zones as part of your opening checklist, makes the process of engaging the best vendor to fit your needs easier and in the long run better for everyone.”



–Jen Hidinger, *Business Manager for Staplehouse Restaurant, and TGK Spokesperson, Atlanta, GA*

Thank you



Kelly Johnson
Zero Waste Zones Manager
Georgia Restaurant Association
E: kjohnson@garestaurants.org