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Zero Waste Zones: Mobilizing an Industry



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What is a ZWZ?

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

zero 
wastezOne™
MIDTOWN

zero 
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DOWNTOWN ATLANTA

zero 
wastezOne™
ACADEMIA

zero 
wastezOne™
BUCKHEAD

zero 
wastezOne™
CATERERS

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 Criteria

- Spent Grease to Local Production of BioFuel
- Common Recycling Practices in Place
- Excess Food Donated in Accordance with Good Samaritan Food Donation Act
- Excess Food Not Donated, Prep Scraps and Food Residuals Collected for Composting

ZWZ Media Exposure

- 3.2 media impressions immediate
- April, 2009: CNN Story ~ home page CNN.com, 132,000 viewings

ZWZ Media Continues

- July, 2009: Earth 911.com Cities of Change story
- October, 2009: Front-page *New York Times*
- April, 2010: Article in *Waste Age* magazine at the Waste Expo 2010
- Many local & regional articles
- Blog Posts

ZWZ Template

Atlanta Zones are prototypes to template for state, regional & national expansion

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

16,581 Tons

Food Residuals Collected for Composting

- 627 metric tons of methane gas NOT produced over ten years in a landfill
- 13,165 tons of carbon equivalent
- 2,508 cars off the road for one year

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

ZWZ → Sustainable Action Zones

Additional Stages:

- Energy Conservation
- Toxic Free Environment



CALL TO ACTION

- Determine the easiest, most impactful changes you can make in operations
- Develop a long-run implementation plan for sustainable practices
- Learn who is doing what in your community ~ what infrastructure is currently available?
- Consider bringing the ZWZ/SAZ to your city
- Take ACTION ~ communicate action to customers, employees, and friends



Remember:

We are just beginning ... Stay Tuned

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SAZ:

Mobilizing an Industry



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