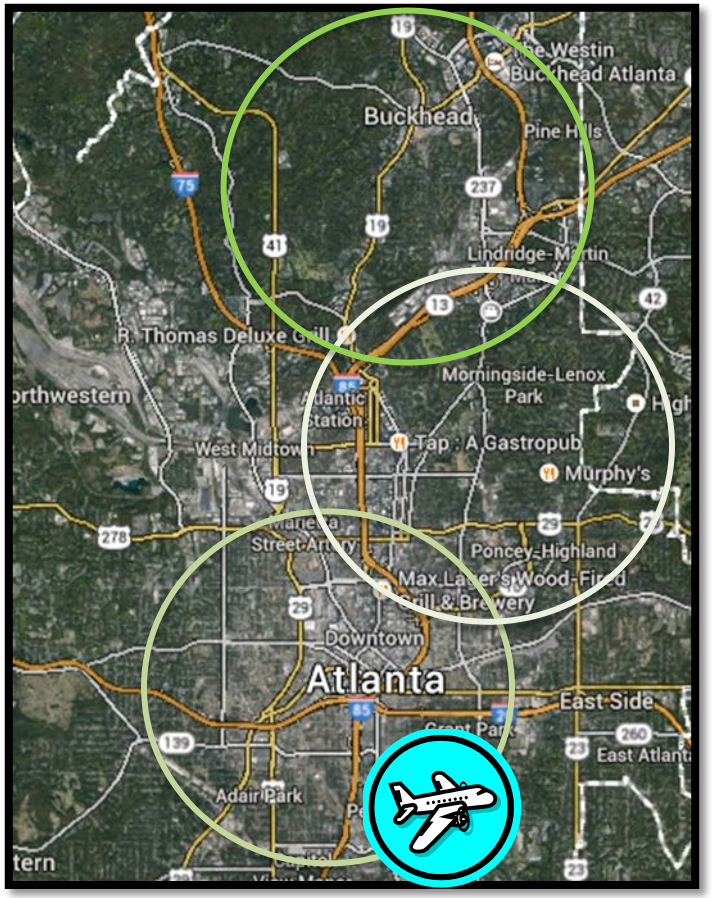
Zero Waste Zones

Goal: Building value in our Atlanta Community Through Sustainability

Zero Waste Program Participants

Zero Waste Zones (ZWZ)

- **Zero Waste Zones**
  - Downtown Atlanta
  - Midtown Atlanta
  - Airport
  - Buckhead
- Based on community improvement districts



The Zero Waste Program Roles

- **Participants**: The momentum creators, and sustainable trendsetters
- **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

What is the process for progress?

- Grow

- Track

- Educate

- Connect

Paths to Zero Waste

Staff and Customer Engagement

Waste Diversion

Energy Efficency

Water Conservation

Find Your Story

"When a restaurateur **grabs hold of the role of storyteller** and starts telling about where the food is coming from and how you can **connect with people** in your community who have supplied some of it, suddenly the restaurateur takes on a role that is, to me, sort of the ground level of **real sustainability**."

- Chef Rick Bayless

Where Do Best Practices Come From?

- **Conserve**: the National Restaurant Association's sustainability initiative.
    - 64 how to videos
    - 95 best practices
    - Success stories from accomplished restaurateurs

  - Best practices are adapted for Atlanta

  - Each business should implement ~8 best practices per year.

Best Practice Example

Maintain and Repair Refrigerators

Thank you

Kelly Schenck
Zero Waste Zones Manager
Georgia Restaurant Association
E: kschenck@garestaurants.org