

IFDA Sales & Marketing Conference

The Sustainability Triangle

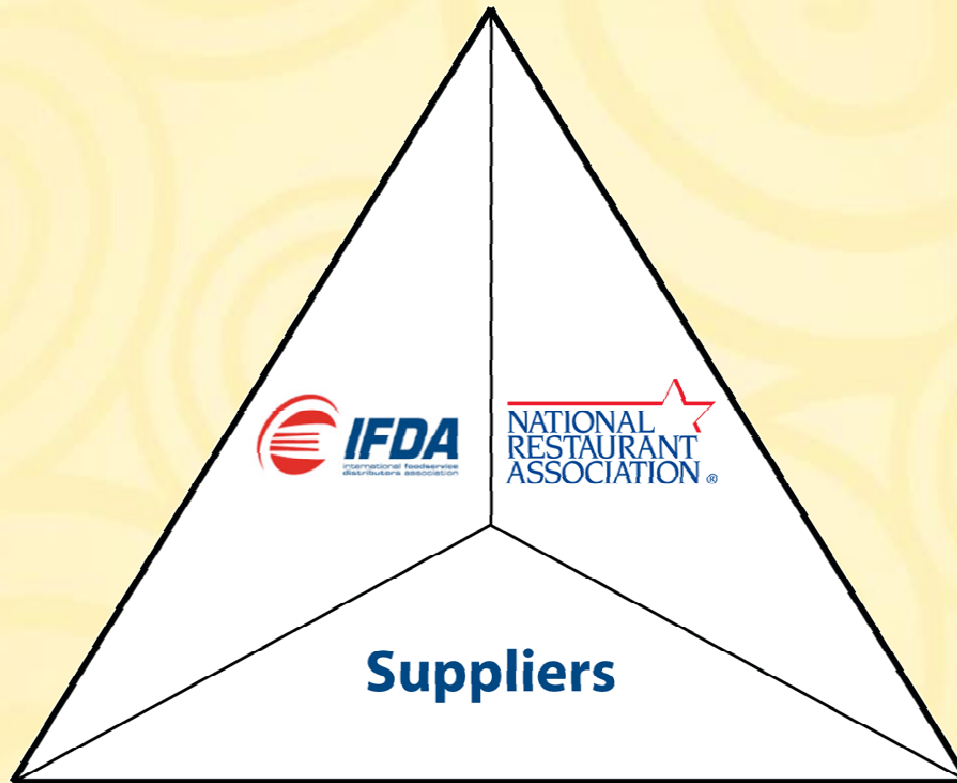
Conserve: Solutions for Sustainability

Chris Moyer

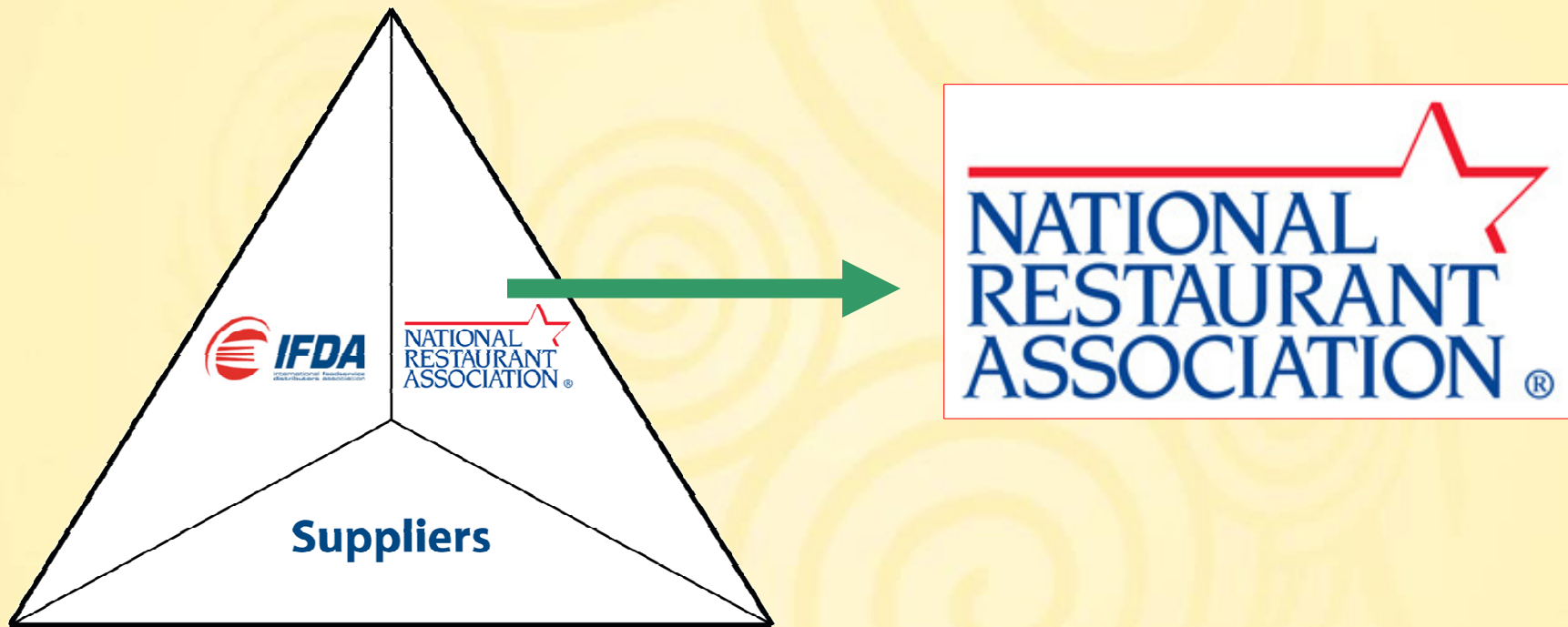
Manager, Conserve Initiative, National Restaurant Association



IFDA Sales & Marketing Conference



The Sustainability Triangle



The Sustainability Triangle

Solutions for Sustainability

What does “Solutions for Sustainability” mean to your business?

It’s individualized

A distributor’s sustainability goals are different than those of an operator’s. There is no one stop solution that works for everyone.

There has to be a plan

It’s important to have a plan that has realistic achievable goals and have a strategy that will help them achieve those goals.

It doesn’t have to be hard

Simple things, like an operator just making sure that staff is turning off the lights when leaving a room. Little things can have the biggest impact.

Solutions for Sustainability

The National Restaurant Association
and their environmental initiative
Conserve provides operators with a
place to get started...

www.conserve.restaurant.org

conserve.restaurant.org is a place where an operator can receive education on the issues

News & Events | Understand the Issues | Conserve Now



coffee houses conserve

See how Spoons Coffee Café, Baltimore, Md., uses its influence to create positive change. The company uses renewable energy to decrease its environmental impact, while educating customers.

[Learn More](#)

Did You Know?

More than 60% of restaurants invested in energy-saving equipment in the last two years.



2008 Industry Forecast

Find out green trends and more in restaurants in 2008.

[Learn More](#)



Welcome to NRA Conserve



Join the Movement

The National Restaurant Association's Conserve initiative helps restaurant operators take small and large steps to protect the planet and grow their business.

What's New



- [Interact with our Virtual Green Restaurant](#)
- [The "Greening" of the NRA Show](#)
- [Watch conservation in action!](#)
- [Learn about NRA Conserve partners](#)

Conserve Success Stories



Energy Efficiency Pays Off

Turning lights off, making sure your dishwasher is full when it runs and implementing other energy saving steps help our environment. But, more important, being energy efficient helps your bottom line.

[See how one restaurant is saving money](#)

Tips & Tools

- [Top 10 Tips](#)
- [Facts & Stats](#)
- [Glossary](#)



Conservation News

- [ENERGY STAR set June 30 deadline for Small Business Award applications](#)
- [Hard Rock children's menus include tree-seed packets to encourage kids to plant tree](#)
- [Chicago restaurants use 100 percent solar-electric car for catering deliveries](#)
- [See all news](#)



turner foundation, inc.

The website has lots of tools operators can utilize.

News & Events | Understand the Issues | **Conserve Now** | Find Resources | About NRA Conserve

Success Stories | Top 10 Tips | Facts & Stats | Glossary | Watch Conservation in Action | Tell Your Story

Home > Conserve Now > Top 10 Tips


Top 10 Tips

- 1. Turn Off**
Turn off interior/exterior lights and cooking hoods when not in use. Install motion detectors in storerooms, offices and restrooms. Set lights on timers.
- 2. Fix Leaks**
Repair leaky faucets and toilets. Stop air leaks by caulking and insulating around leaky windows and doors and installing energy curtains in freezer rooms.
- 3. Replace Lighting**
Replace incandescents with longer lasting CFL light bulbs or LED lights. Replace traditional exit signs with LED exit lighting.
- 4. Reduce, Reuse, Recycle.**
Follow the 3 R's of sustainability. Reuse furniture, flooring. Recycle paper, plastics, glass and aluminum.
- 5. Unplug**
When not in use, unplug computers, electronics, coffee machines, POS system and any small appliances.
- 6. Use Less Water**
Serve customers water only upon request. Run dishwashers, washing machines only when full. Install low-flow toilets, waterless urinals, tankless water heaters.
- 7. Train and Inform**
Train employees on energy saving procedures and on the importance of energy conservation and water use. Tell customers about your energy efforts.
- 8. Clean and Maintain**
Clean equipment runs more efficiently. Regularly dust and clean appliances, top to bottom. Perform routine preventive maintenance on HVAC, plumbing, appliances, major equipment.
- 9. Remodel or Build Green**
Use low VOC or no VOC paints, recycled flooring and managed forest wood. Install a reflective roof, sun lights and energy-efficient windows.
- 10. Look for the Energy Star Label**
Purchase appliances, electronics and other EPA-tested equipment that carries the Energy Star label.

→ Download PDF
→ Submit a Tip


Did You Know?

By using a broom instead of a hose to clean your sidewalk, you can save up to 80 gallons of water every time to clean them.




Tips & Tools

- Top 10 Tips
- Facts & Stats
- Glossary



Watch Conserve in Action



Related Content

Features include resources to help operators take the first steps toward becoming an environmentally sustainable business

[home](#) > [Find Resources](#) > [State Resources](#)

State Resources

Your state may provide tax rebates or other incentives for reducing your impact on the environment. Stay informed about new programs and resources so you can take advantage of these benefits.

Select your state

Georgia

Georgia

[Department of Energy: Georgia Programs](#)

Federal and state incentives and rebates for renewable and efficient energy projects.

[Georgia Incentives for Renewable Energy and Energy Efficiency](#)

Federal and state incentives and rebates for renewable and efficient energy projects.

[Green Power Switch](#)

A list of Green power providers.

[Georgia Farm Bureau](#)

News and information on agriculture.

[Recycle Georgia](#)

Find out where you can recycle in Georgia from pallets to aluminum cans.

Did You Know?

According to the U.S. Department of Energy's Center for Sustainable Development, buildings consume 40% of the world's total energy, 25% of its wood harvest and 16% of its water.



Tips & Tools

- ▶ [Top 10 Tips](#)
- ▶ [Facts & Stats](#)
- ▶ [Glossary](#)



Conservation News

- ▶ [ENERGY STAR set June 30 deadline for Small Business Award applications](#)
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- ▶ [See all news](#)

Home > Conserve Now > Success Stories

Conserve Now

Restaurants at all levels are embracing environmentally friendly practices to see more green in their wallets and in the world. The following stories offer ideas to help your restaurant start down a green path by reducing, reusing and recycling. Read some success stories and contribute your own.



Subway Builds 'Eco Stores'

After an energy audit three years ago, Subway started looking at ways to reduce the worldwide carbon footprint for the chain's 29,000 locations.

[Learn More](#)



'The Pennies We Saved Soon Became Dollars'

Cuher's, Wisconsin, implemented simple processes such as having employees turn cooling hoods off at night. "The pennies we saved soon became dollars," says a company official.

[Learn More](#)



Spoons "Greens" 120-Year-Old Building

This Baltimore, Md., restaurant put on a "cool" roof so the internal cooling system didn't have to work so hard. That was just the start.

[Learn More](#)



26 Years of Green Steps, and Counting

Fresh Sourdough Express owners Donna and Kevin Moltz, Homer, Alaska, began implementing environmentally conscious business practices from the time they opened in 1982.

[Learn More](#)



Going Tankless Yields Savings

The owner of Osteria Nonna Maria, Sheboygan, Wis., says installing tankless water heaters has resulted in water, money and energy savings.

[Learn More](#)



Employees Help Cut Water Use

Snappy Salads owner Chris Dahlender says employee involvement has been critical in an aggressive water-saving program in his Dallas, Texas, stores.

[Learn More](#)

Submit a Story

Are you conserving resources in your restaurant? We want to know! Submit your success story here.

[Submit a story](#)

It is also a place where an operator can learn from other operators by reading about the efforts already being made in the industry.

When replacing a roof, installing a reflective roof can directly save up to 40% in heating and cooling energy costs.



Tips & Tools

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Watch Conserve in Action



Solutions for Sustainability

Efforts being made within the restaurant industry

McDonald's USA – EPA Energy Star Partner of the year 2007



Pizza Fusion – LEED Certified – Hybrid Delivery Vehicles



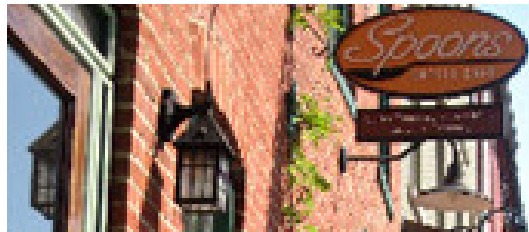
Solutions for Sustainability

Efforts being made within the restaurant industry

The Rockfish – EPA Green Power Partner – Rockfish Recycles



Spoon's Coffee Café



Spoons "Greens" 120-Year-Old Building

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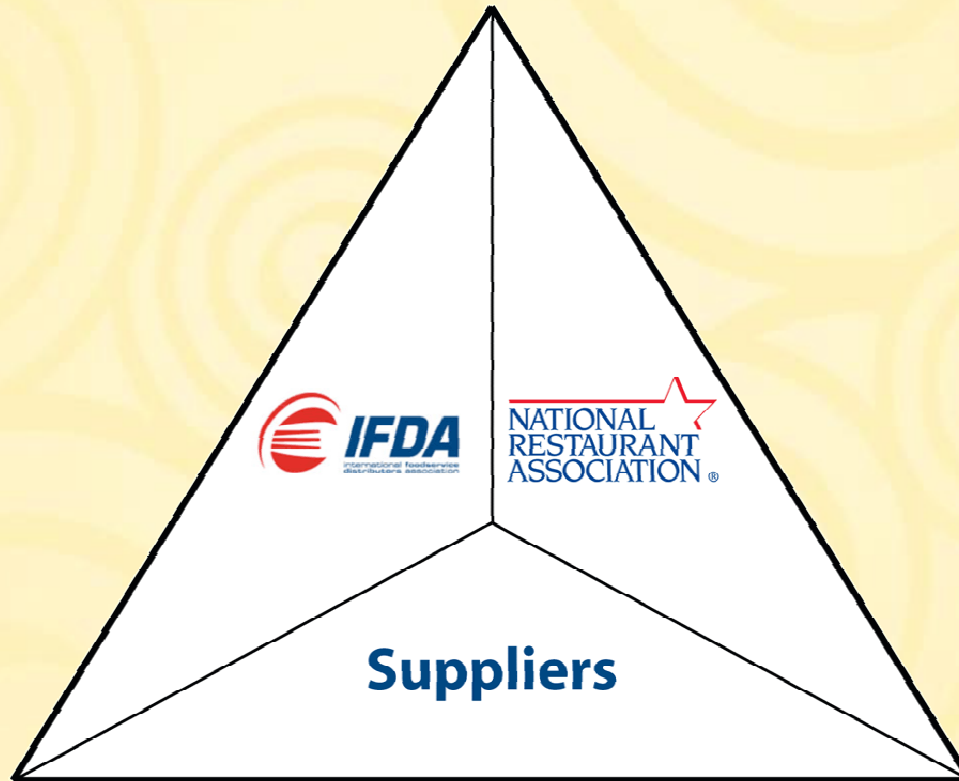
▶ [Learn More](#)

Solutions for Sustainability

***The National Restaurant Association
is leading by example***

- Created a sustainability team to work toward the goal of making the association's offices more sustainable
- Made improvements at the NRA Show in Chicago; in 2009 it will be their "Greenest" show to date
- Offers many of its programs online, like ServSafe™

What can we accomplish together?



The Sustainability Triangle

Solutions for Sustainability

What can we accomplish together?

Efficient Delivery

Condense delivery routes or educate operators to become better at ordering, balancing trucks

Shared Success

Work together to promote our industries' successes

Create Solutions for Sustainability

Find the opportunities to work together and improve the environmental impact of the industry

Thank You!

www.conserve.restaurant.org