



**The Atlanta  
Journal-Constitution**

U.S.

**zerowaste**<sup>TM</sup>

BUSINESS COUNCIL

# Accomplished In One Year!



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**BREAKING NEWS:** [Globe and Mail asking for buyouts](#) The Globe and Mail is asking staff

## AJC virtually waste-free

Story **Comments**

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Posted: Tuesday, January 26, 2016 11:52 am

0 comments

The Atlanta Journal-Constitution was awarded the Gold level certification from the U.S. Zero Waste Business Council for successfully diverting nearly 99 percent of its waste from landfill, incineration and the



**Why Did We Do It?**

# Aggressive Goals

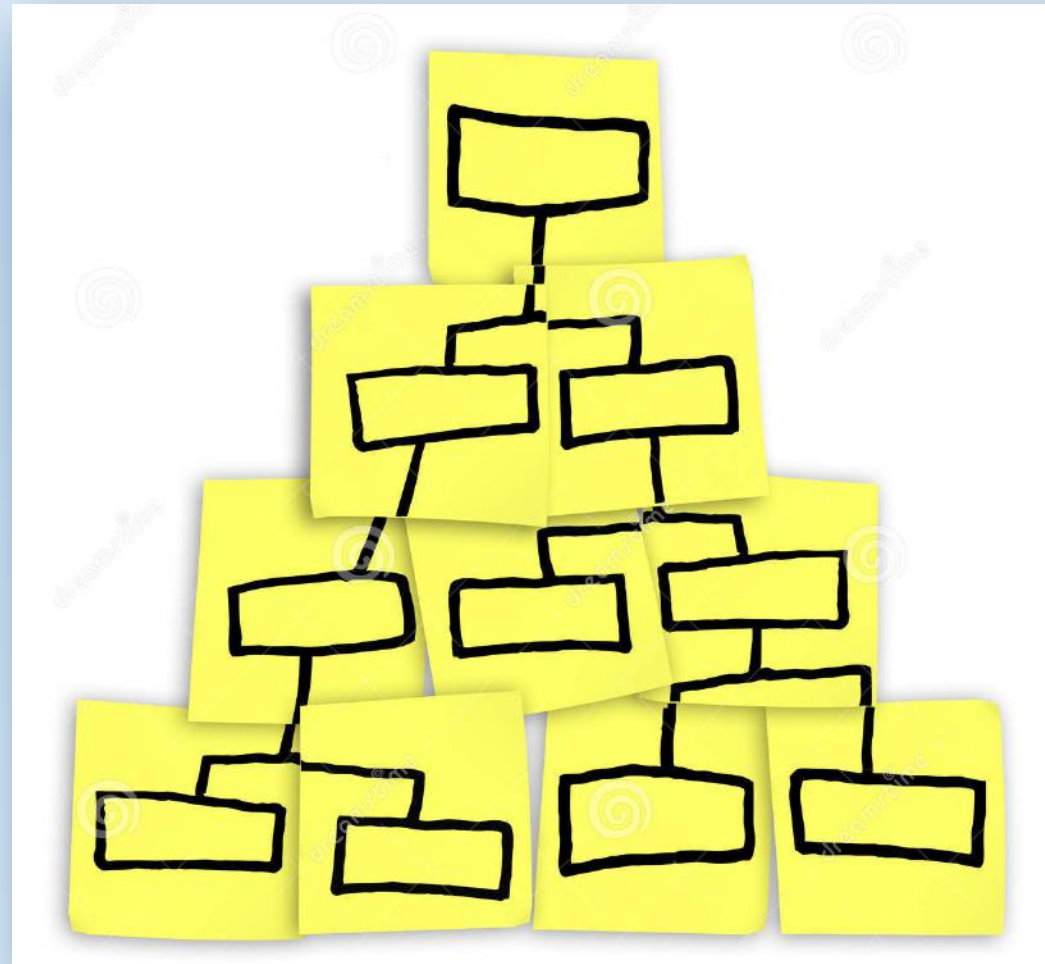


By 2024



**By 2044**

**How Did We Do It?**



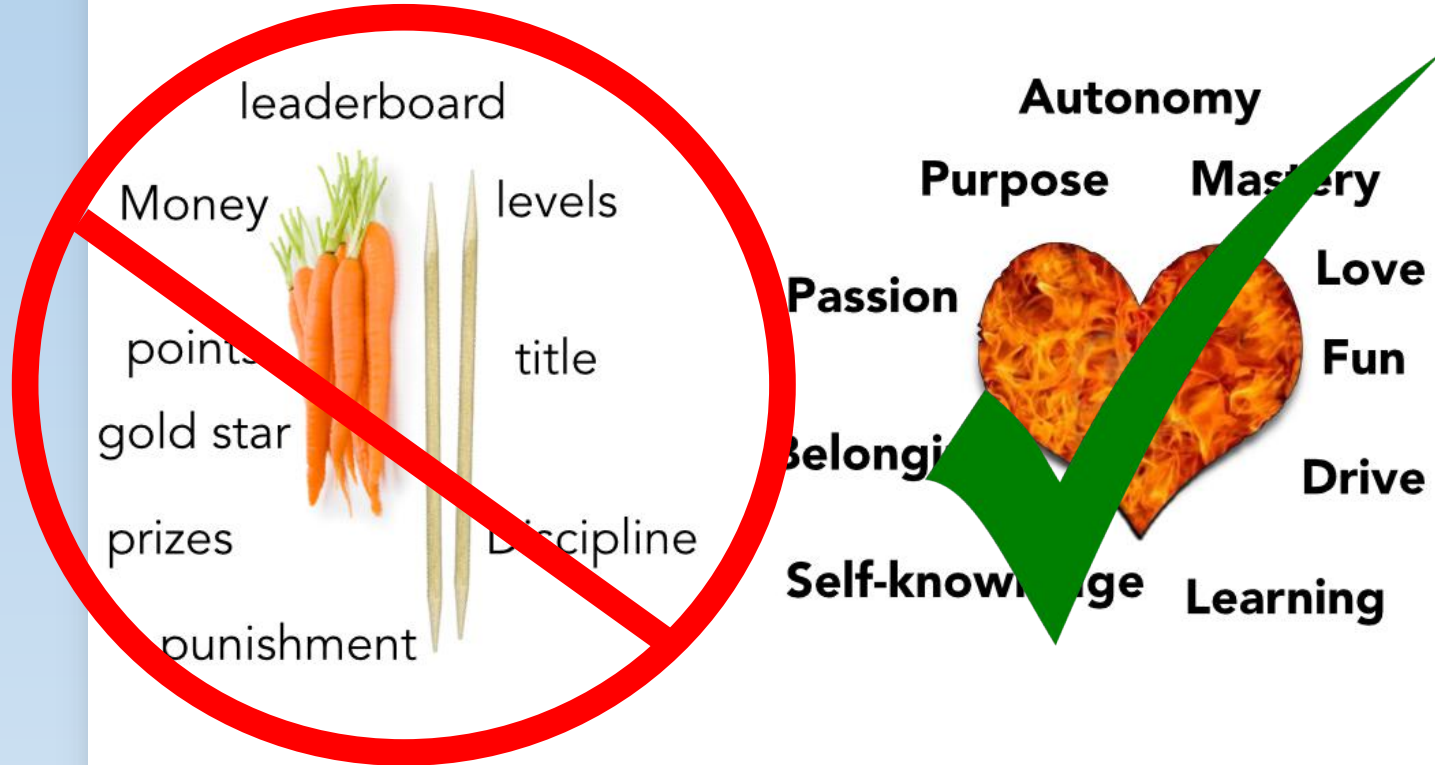
**Buy-In**





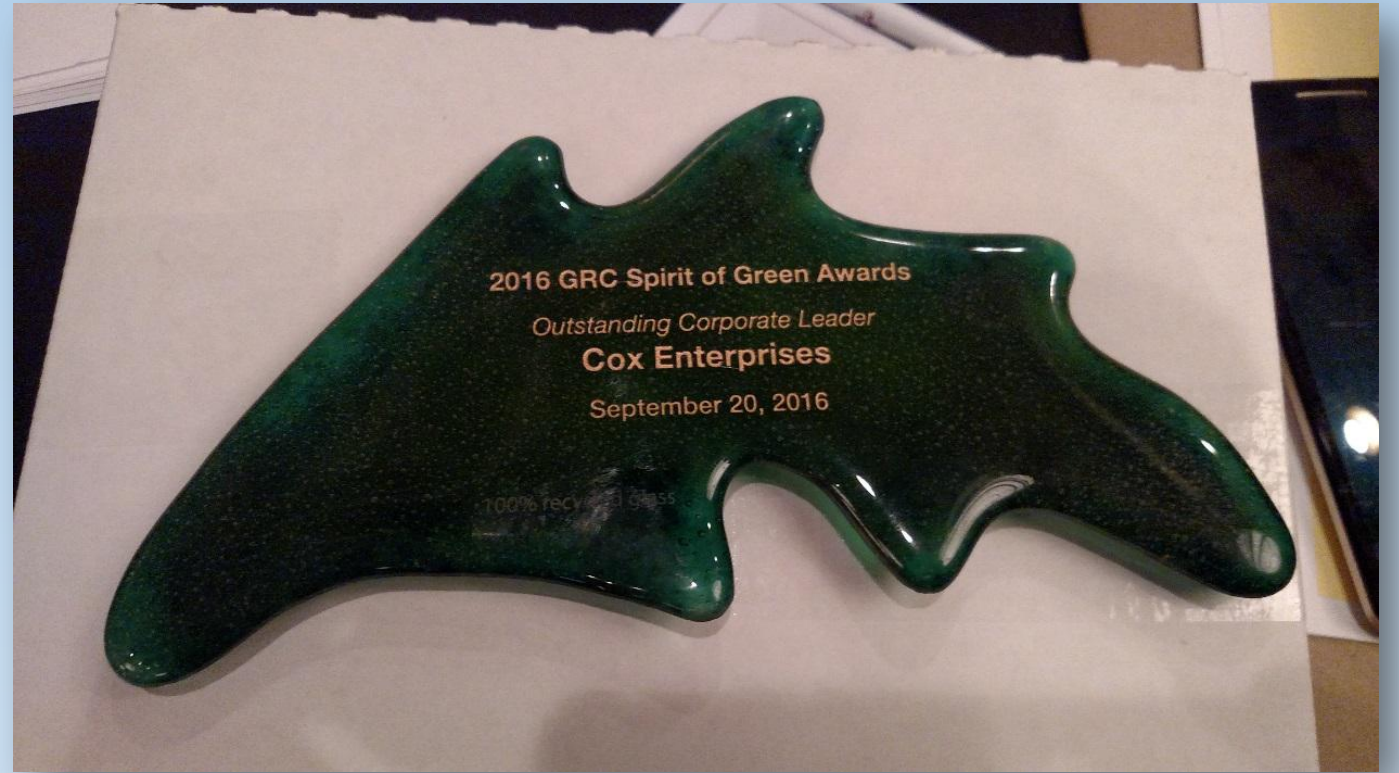
# Collaboration

# Extrinsic vs Intrinsic



# Motivation

**What Were the Results?**



**511 Tons Of Waste  
Diverted From Landfill**



**Converted to SSR**

8,000





**190,000**  
**Gallons**



**200,000**  
**KWH**





**3,500,000**  
**Gallons**

**\$70,000**



**What's Next?**



**Cox Conserves<sup>SM</sup>**

**COX**  
ENTERPRISES



**Aggressive Goals**

## MEDIA BRANDS AND MARKETS

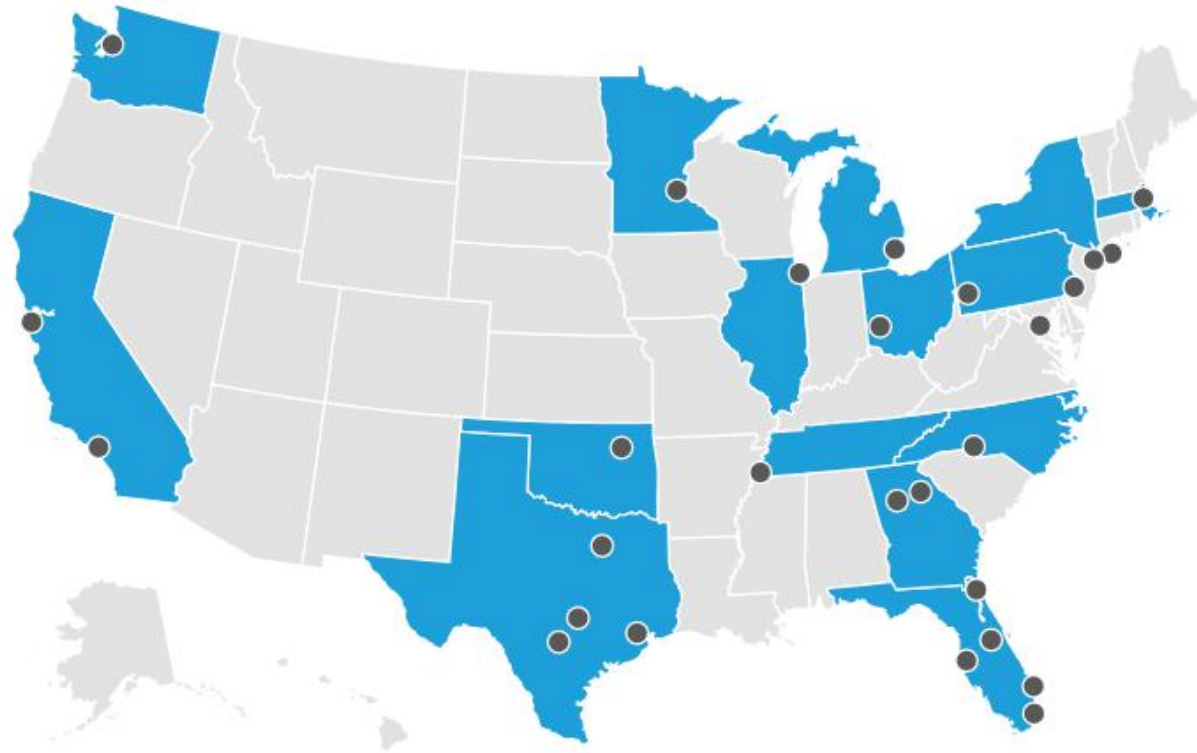
Newspaper

Radio

Television

Digital

Direct Mail







**Call To Action!**





Leave **No Stone...**



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