

# **waste REDUCTION**

2005 • THE URBAN ENVIRONMENTAL ACCORDS • 2012

**Zero Waste**  
**Manufacturer Responsibility**  
**Consumer Responsibility**

# Oakland: Sustainable City

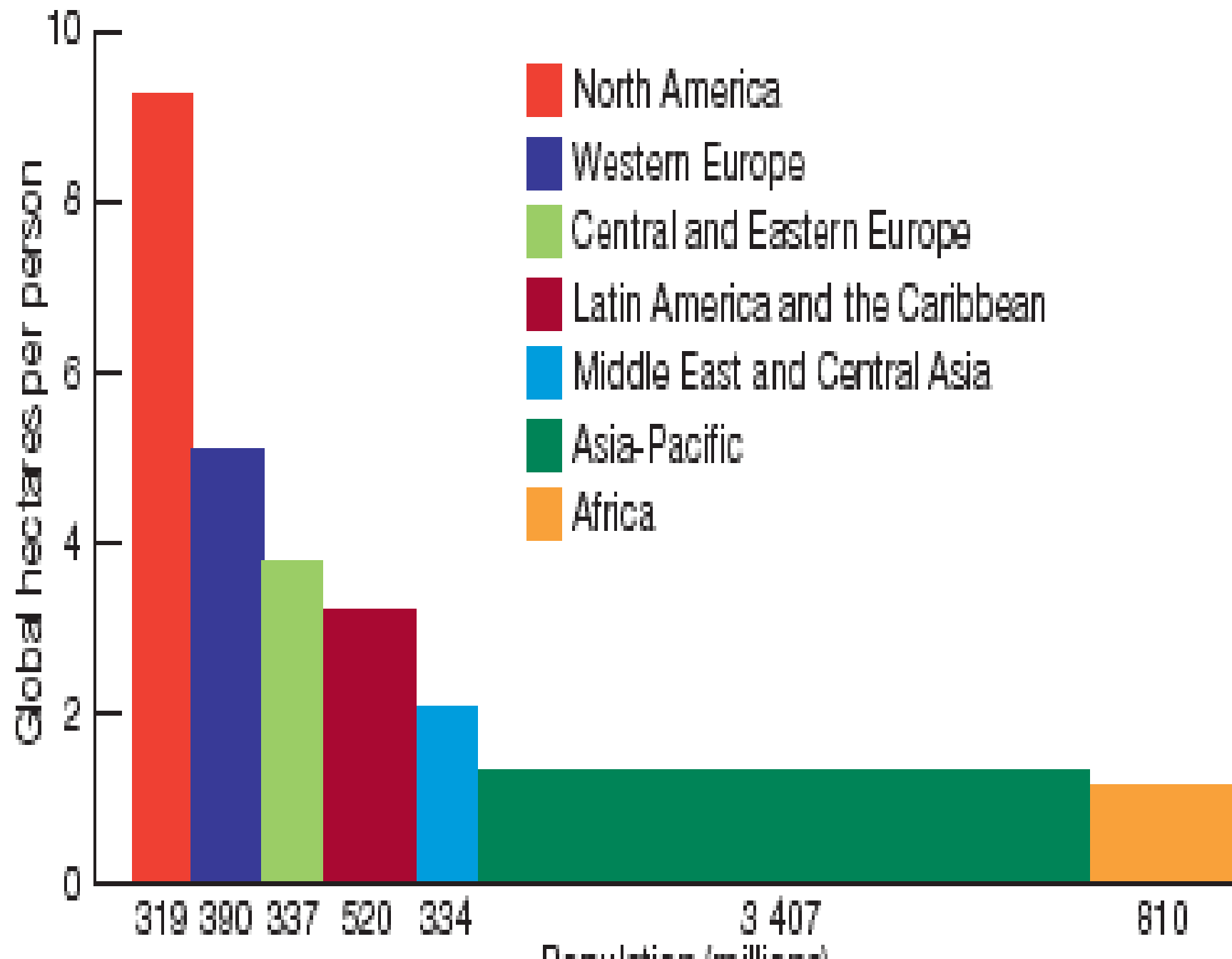
---

A place where we can meet our current needs while ensuring that our children and grandchildren can live rewarding and healthy lives in the future

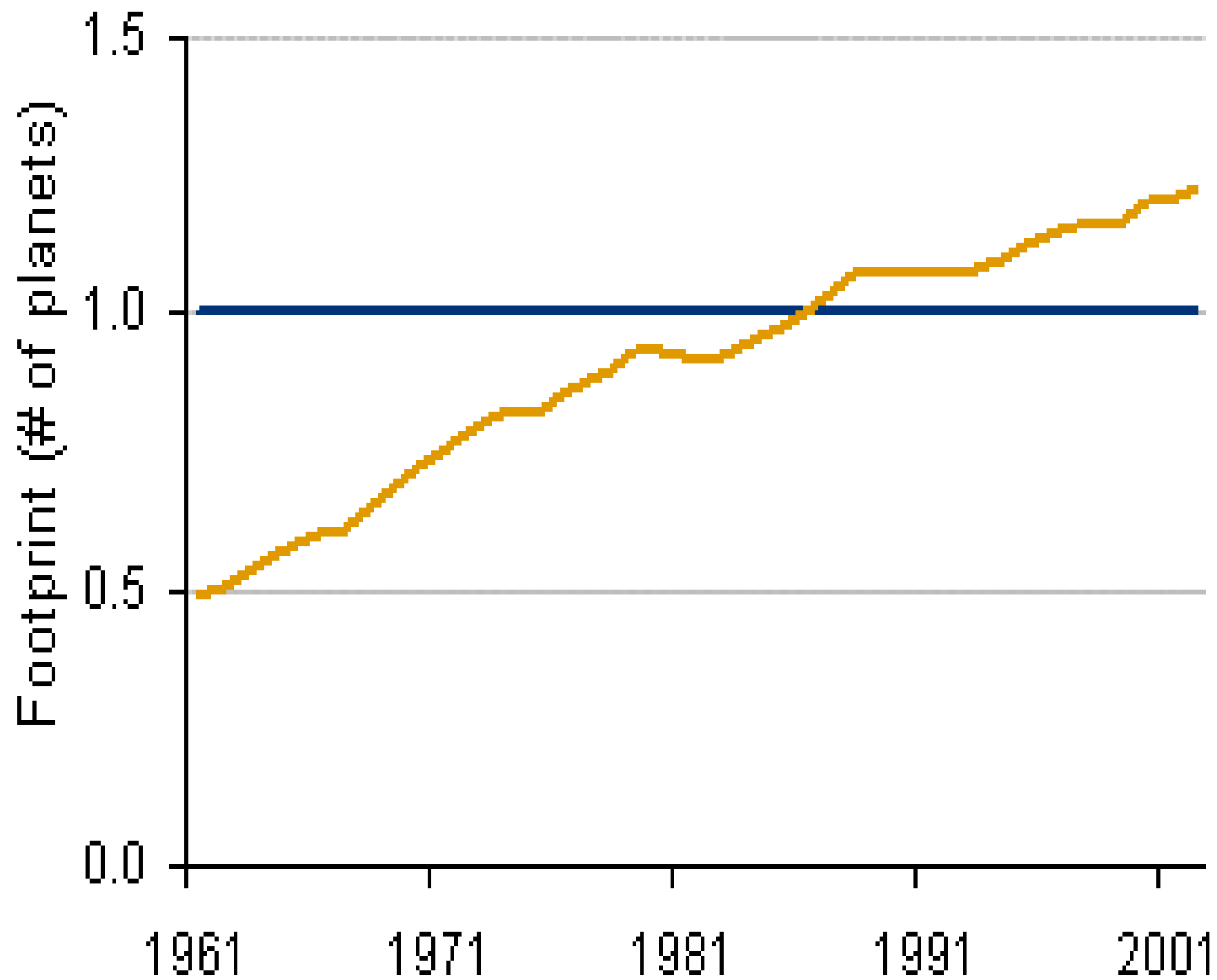


City of Oakland  
Public Works Agency

# Ecological Footprint by Region



# Demand vs. Biocapacity



# Zero Waste Oakland

---

Nexus Of:

- ❑ Sustainable City
  - Sustainable Development Initiative 1998
  - Mayor/Council Goal 2005
  
- ❑ 75% Waste Reduction Goal By 2010
  - 1989 AB-939 – 50% by 2000
  - 75% Goal Adopted in 2002
  - Where We Are Now: 55%
  
- ❑ Zero Waste Goal by 2020
  - Adopted by Council 2006
  
- ❑ Urban Environmental Accords
  - Signed by Mayor Brown 2005
  - To be presented to Council for adoption 2006
  - Zero Waste Goal = Action four (4)



City of Oakland  
Public Works Agency



City of Oakland  
Public Works Agency

# Zero Waste Strategic Plan

## The Zero Waste Economy

Designing a Full-Cycle System—Upstream AND Downstream



© Copyright, Eco-Cycle 2005

[www.ecocycle.org/zerowaste/zwsystem](http://www.ecocycle.org/zerowaste/zwsystem)

**UNDER CONSTRUCTION**

Your Involvement & Input is Welcome!