

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

### Legislation / Policy

- 1989 AB939 25% solid waste diversion by 1995 and 50% diversion by 2000
- 1990 Alameda County Measure D 75% goal
- 1998 Oakland Sustainable Development Initiative
- 2002 Oakland adopts 75% by 2010 goal
- 2005 Urban Environmental Accords adopted
- 2006 Oakland adopts Zero Waste by 2020 goal

### Major Programs

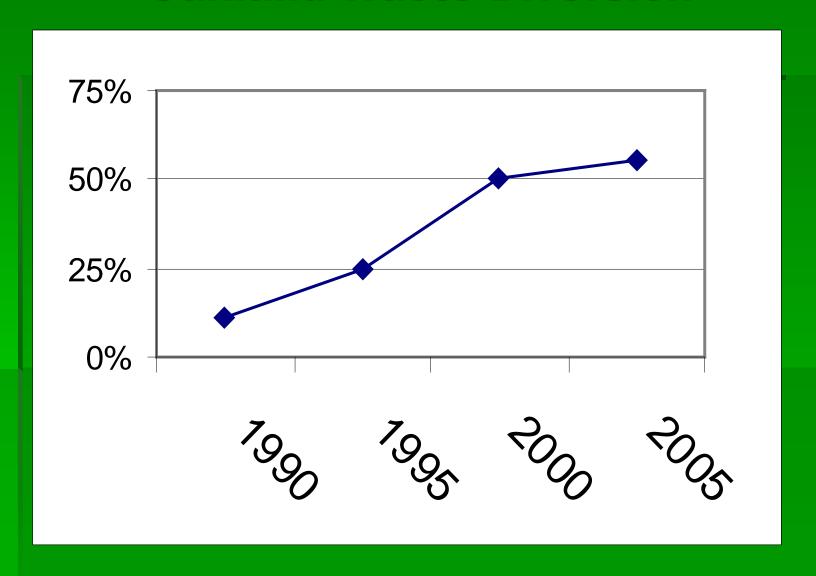
- 1992 Citywide curbside recycling collection
- 1995 Bi-weekly yard trimmings collection
- 2000 Construction/Demolition recycling ordinance
- 2005 Weekly unlimited yard trimmings

Food scraps recycling

One-Cart recycling



### Oakland Waste Diversion





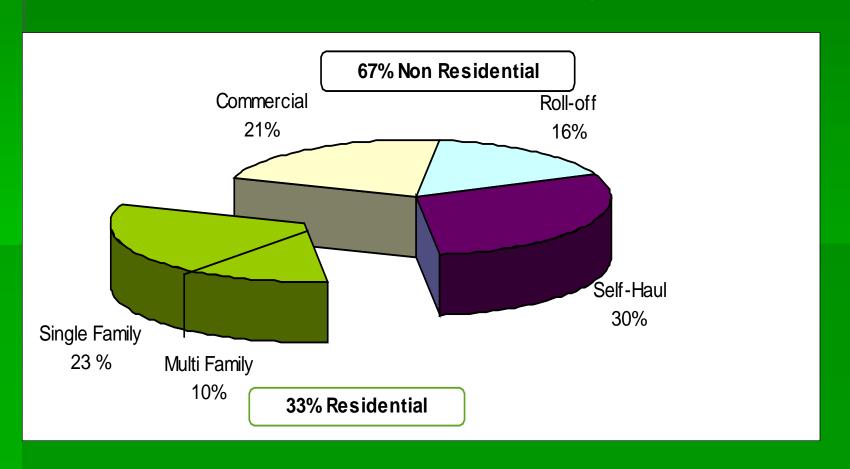
## Public Participation Process to solicit input on Plan development

- Public Meetings: Jun 28, July 19, Sept 20
- Sustainable Business Leaders: Jun 29
- Meetings included:
  - Introduce Oakland's Zero Waste Goal
  - Review possible strategies
  - Receive comments on proposed strategies
- 5 strategies emerged



## Strategy #1 More Recycling and Composting

### Oakland's 400,000 Tons/Year Disposal by Sector





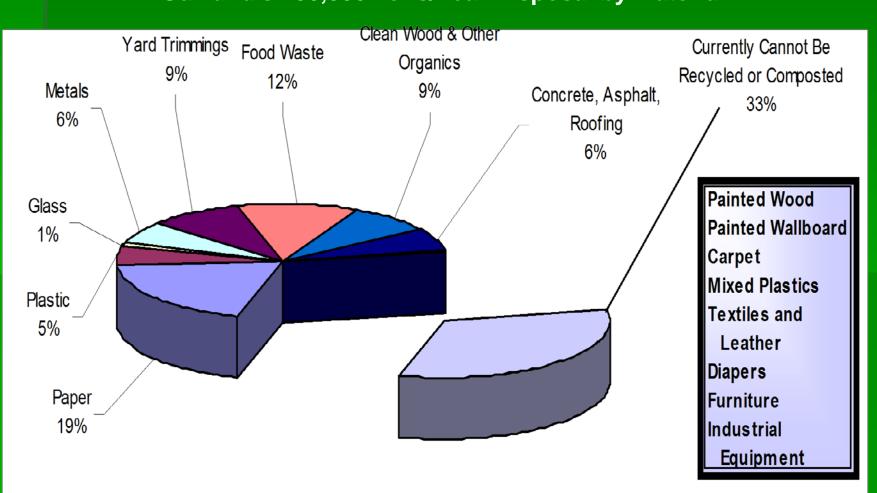
## Strategy #1 More Recycling and Composting

- Build participation in existing, capitalized programs
- Expand C&D recycling & deconstruction
- Leverage regional programs/partnerships
- Support recycling open market economy



## Strategy # 2 Develop and Adopt New Rules and Incentives

### Oakland's 400,000 Tons/Year Disposal by Material





## Strategy #2 New Rules and Incentives

- Current system is designed for landfill, with voluntary recycling added on
- Redesign system for Zero Waste: Re-align rules and incentives to reward all parties for waste reduction
- Consider disposal bans San Diego County,
   Seattle, Portland
- Add Green Building standards to Building Code



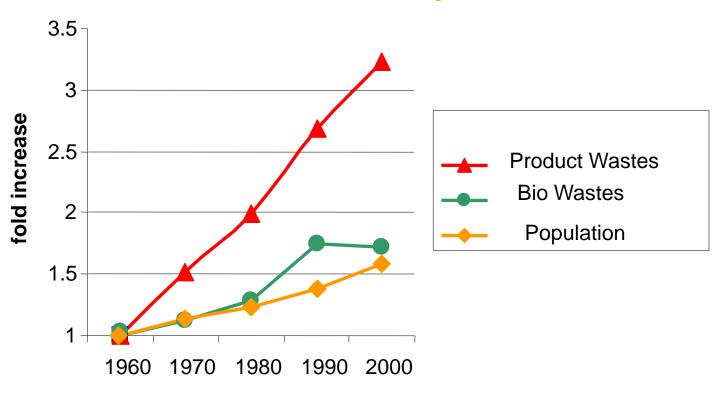
# Strategy #3 Preserve Land for Sustainable Development & Green Industry Infrastructure

- Oakland regional & international trading hub for recyclables
- Key materials not suitable for export: concrete, asphalt, organics are needed locally
- 35 Oakland reuse/recycling companies currently provide 1000+ "green collar" jobs
- Need to reserve and plan sufficient land use for current and future ZW infrastructure
- Planning for ZW infrastructure linked with current discussion of broader industrial zoning



## Strategy #4 Manufacturer Responsibility for Product Waste

### **U.S. Product Waste vs. Population**





# Strategy #4 Advocate for Manufacturer Responsibility for Product Waste, Ban

### **Problem Materials**

- Product waste outpacing all others in volume and toxicity
- Shift cost burden from local governments to producer
- CA Product Stewardship Council
- Washington State, British Columbia, San Francisco (legislative action)
- Product Use Bans: Polystyrene Food Service Ware (Oakland)



# Strategy # 5 Educate, Promote and Advocate a Zero Waste Sustainability Agenda

- Comprehensive ZW branding campaign
- Overhaul messaging to effectively communicate 'reduce, reuse, recycle' and sustainability in ways that engage, motivate and inspire
- Engage with advocacy groups and community
- Greening public events
- Adopt and model ZW policies and practices within City operations

### Zero Waste Strategic Plan

### The Zero Waste Economy

Designing a Full-Cycle System—Upstream AND Downstream

### **Design for the Environment, Not the Dump**

All products must be recoverable through reuse, recycling or composting

### Shifting Subsidies

Stimulating green practices rather than favoring waste and pollution

### Changing the Rules

Removing market barriers and inequities to support sustainable industry



#### Clean Production

More resource efficient and recoverable, less toxic to workers, environment and consumers



#### **Retail Stores**

Opportunity for consumer education and product take-back



Creating market demand and a new manufacturing standard

### **Producer Responsibility**

Manufacturers are part of the solution. taking back their own products or supporting recovery infrastructure







Downstream

Waste...

or Darn

Near

### Jobs, Jobs, Jobs

Redesign and recovery create more jobs than resource destruction



### **Resource Recovery Parks**

Community center for total recoveryreuse, recycling and compostingmaterial exchange, and education

> © Copyright, Eco-Cycle 2005 www.ecocycle.org/zerowaste/zwsystem