

# PUBLIC MEETING ON REDUCING, REUSING, & RECYCLING WASTE

WHEN: Wednesday -- July 19, 2006 -- 7:00 to 9:00 pm

WHERE: City Hall Hearing Room 4 (2<sup>nd</sup> floor)

1 Frank Ogawa Plaza (14<sup>th</sup> St. @ Broadway)

WHY: Join in developing a Strategic Plan for Oakland

to achieve its "Zero Waste" Sustainability Goal

Oakland is pursuing the goal of being a 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. In that spirit, the City is developing a Zero Waste Strategic Plan to cut waste disposal to landfills by 90%, reducing its current 400,000 tons/year disposal down to 40,000 tons/year by 2020.

Zero Waste goes beyond recycling our discarded materials. It considers the vast flow of resources and waste through our society and economy, and moves to eliminate waste. Oakland can move toward Zero Waste by:

- Expanding and improving existing recycling, reuse, and waste reduction efforts
- Banning disposal of easily recyclable materials such as corrugated cardboard
- Banning use of products that are toxic, or cannot be recycled or composted
- Requiring producers to take back their hard-to-recycle products
- Encouraging businesses to create new products, services, and job opportunities based on Zero Waste objectives
- Expanding building and construction standards that conserve energy and resources

#### Three Public Meetings are planned:

<u>June 28</u> – Introduce Zero Waste & Oakland's sustainability goals, & answer questions <u>July 19</u> - Review possible Zero Waste strategies for Oakland <u>September 2006</u> – Review Draft Zero Waste Strategic Plan for adoption by the City

For more information or to RSVP that you will be coming on July 19th, please call the Oakland Recycling Hotline: 510-238-SAVE, or email zerowaste@oaklandnet.com, OR visit

www.zerowasteoakland.com

# The Zero Waste Economy

# Designing a Full-Cycle System—Upstream AND Downstream

Upstream

Zero

Waste...

or Darn

Near

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







# Jobs, Jobs, Jobs

Redesign and recovery create more jobs than resource destruction



#### Clean Production

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



#### Retail Stores

Opportunity for consumer education and product take-back



#### **Consumer Buying Power**

Creating market demand and a new manufacturing standard



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



# **Resource Recovery Parks**

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

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