



2005 • THE URBAN ENVIRONMENTAL ACCORDS • 2012

Zero Waste
Manufacturer Responsibility
Consumer Responsibility

The Zero Waste Economy

Designing a Full-Cycle System—Upstream AND Downstream

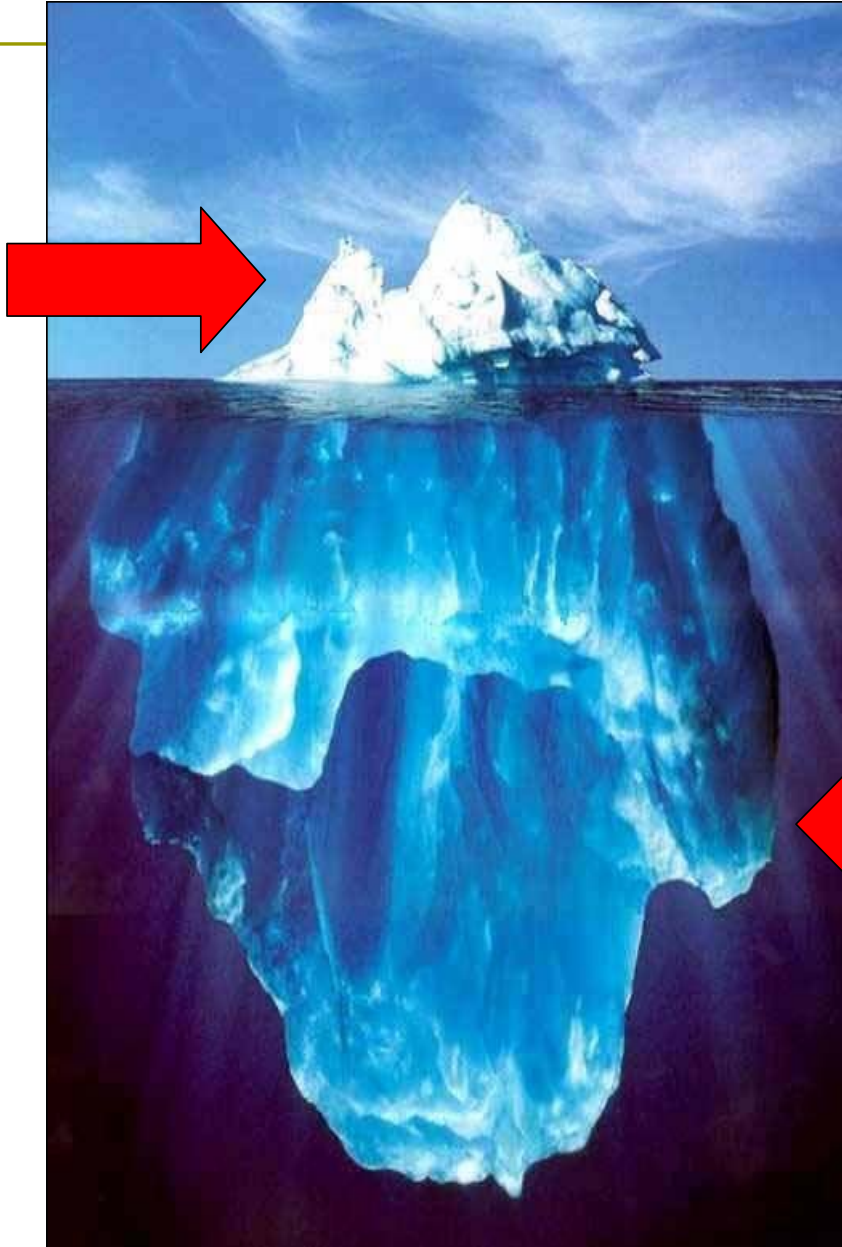


© Copyright, Eco-Cycle 2005

www.ecocycle.org/zerowaste/zwsystem

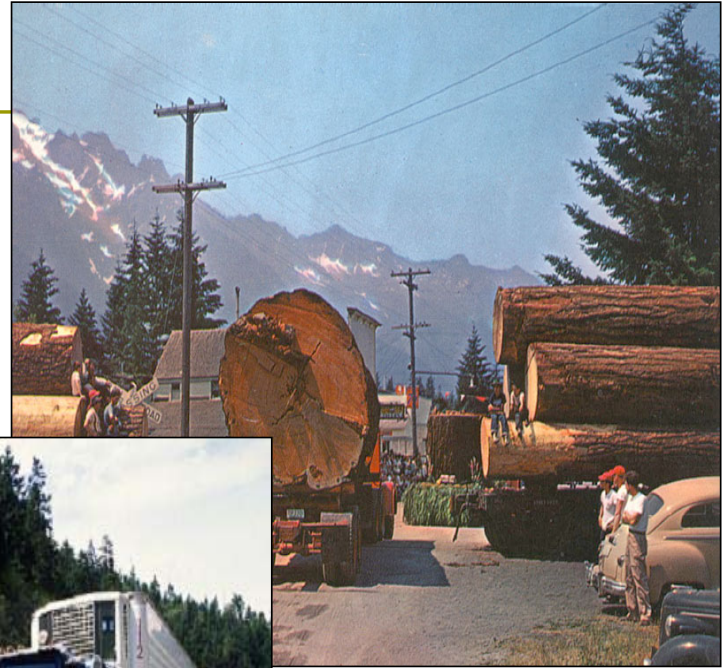
Wasteberg

**Municipal
Waste**
tip of the
“wasteberg”

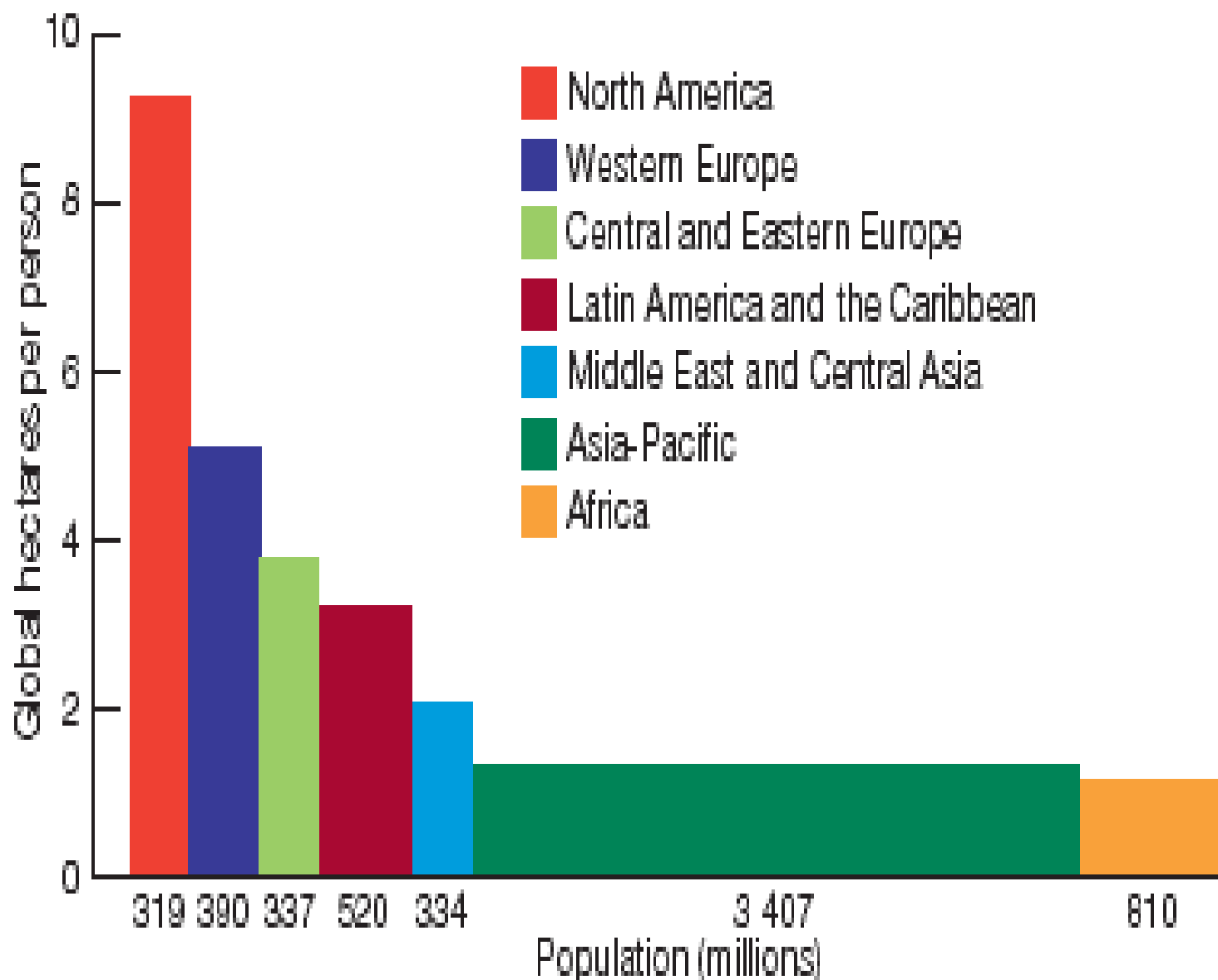


**Upstream
manufacturing
waste is 70
times greater**

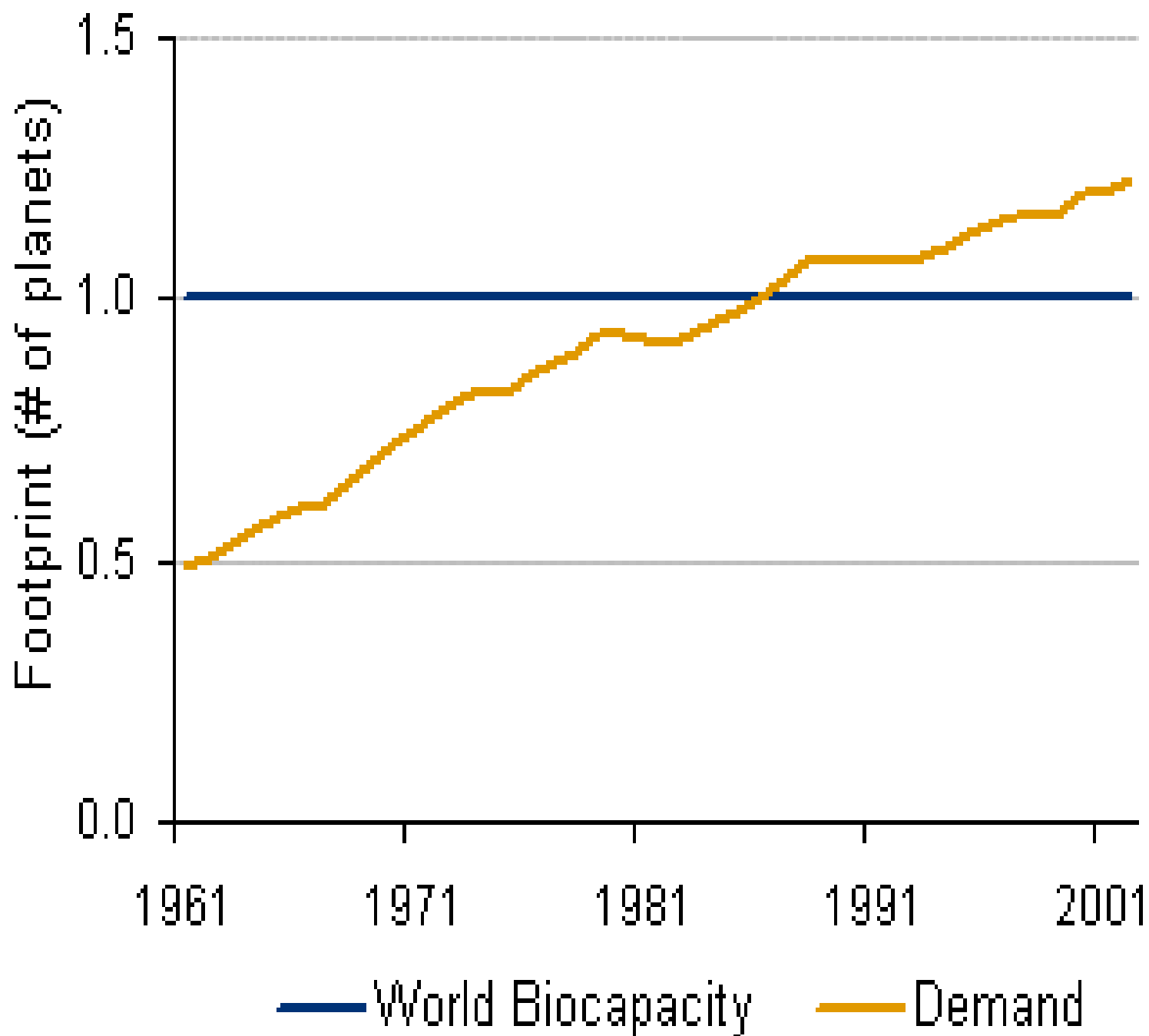
Upstream Waste



Ecological Footprint by Region



Demand vs. Biocapacity



ZW Oakland: Process, Challenges, Successes

□ What

- Set ZW Goal & Adopted ZW Strategic Plan
- Beginning to Implement Plan

□ How

- Mayor Request: Set ZW Goal, Develop Strategic Plan
- Project Team
- Public Participation Process

□ Lessons Learned

- Someone Has to Ask
- Get Help Finding Good Answers

Oakland Zero Waste Initiative

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: 58%

- Urban Environmental Accords
 - Signed by Mayor Brown 2005

- Zero Waste Goal by 2020
 - Adopted by Council 2006



City of Oakland
Public Works Agency

Oakland Zero Waste Strategic Plan

1. Expand and Improve Local and Regional Recycling and Composting
2. Develop and Adopt New Rules and Incentives to Reduce Waste Disposal
3. Preserve Land for Sustainable Development and Green Industry Infrastructure
4. Advocate for Manufacturer Responsibility for Product Waste, Ban Problem Materials
5. Educate, Promote and Advocate a Zero Waste Sustainability Agenda

Guided By “Highest and Best Use” Hierarchy Criteria

Critical Path for Zero Waste Initiative

1. Set Zero Waste Goal
 - Affirmative Policy Statement
 - Establish Meaningful, Measurable Benchmarks
 - 1990 – 580k tons disposed
 - 2005 – 400k tons disposed
 - 2010 – 300k tons (intermediate goal)
 - 2015 – 150k tons (intermediate goal)
 - 2020 – 40k tons (Zero Waste Goal)

2. Develop & Adopt Strategic Plan
 - ID & prioritize strategies
 - Collaborative Process:
 - Citizens, Government, Business/Industry

3. Implement Strategies
 - Feedback Loops
 - Check-In Points
 - Progressive Discipline

The Zero Waste Economy

Designing a Full-Cycle System—Upstream AND Downstream



© Copyright, Eco-Cycle 2005

www.ecocycle.org/zerowaste/zsystem

Info/Resources

zerowasteoakland.com

grn.org

ecocycle.org/zerowaste

footprintnetwork.org

Consumer Responsibility (What We All Can Do)

- freecycle.org
- ibuydifferent.org
- newdream.org
- stopjunkmail.org

Mark Gagliardi

City of Oakland Public Works Agency

510-238-6262

mgagliardi@oaklandnet.com

Andy & Jessica

