



Sustainable Resource Use

Rethinking purpose



Lifecycle Management

Reuse of Valuables

Waste Reduction

Recycling



Objective, Strategy & Measures



***Objective :** Maintain maximum material value through waste reduction, material reuse and recycling with minimal energy expended.*

Strategic Priorities

- Policy re-evaluation and strengthening
- Long term impact planning
- Expanded citizen outreach & education
- Partnerships to leverage resources

Community Level Measures

TARGET

- Divert 90% of solid waste generated in the City from the landfill by 2025.

Municipal Targets

TARGET

- Divert 90% of solid waste generated from municipal & residential sources by 2020.



Did You Know....



- Southeastern manufacturers rely on recycled glass, plastic, metal and paper to make new consumer goods.
- 25 of these manufacturers are located in the State of Georgia.
- These 25 manufacturers employ 4,455 people in Georgia (2012).
- Cumulatively the 25 Georgia manufacturers annual sales amount is over \$4,000,000,000 (2012).
- There is so much residual glass, plastic, metal and paper not being recycled in Georgia, that many of these manufacturers have to send trucks outside of Georgia to buy materials and to feed their mills.



That's Why.....



- The City of Atlanta is drafting a green procurement process.
- The City of Atlanta residential recycling program was expanded along with internal municipal government program.
- The City of Atlanta added 65,000 additional Carts so all City of Atlanta single family residents access to recycling.
- The City of Atlanta is working with Atlanta Recycles to better understand the waste generated in Atlanta.
- The City of Atlanta is partnered with community stakeholders that specialize in salvageable material reuse and specialty recycling.



Act Now.....



- Reduce the amount of material you use to live, work, and play.
- Reuse materials when possible and utilize stakeholders in community that specialize in salvaging/reusing materials.
- Recycle where you live, work and play to ensure local manufacturers get the feedstock they need.