
サステナブルで彩る 地域の未来

ORGANIC INDUSTRY FORUM IN KISARAZU

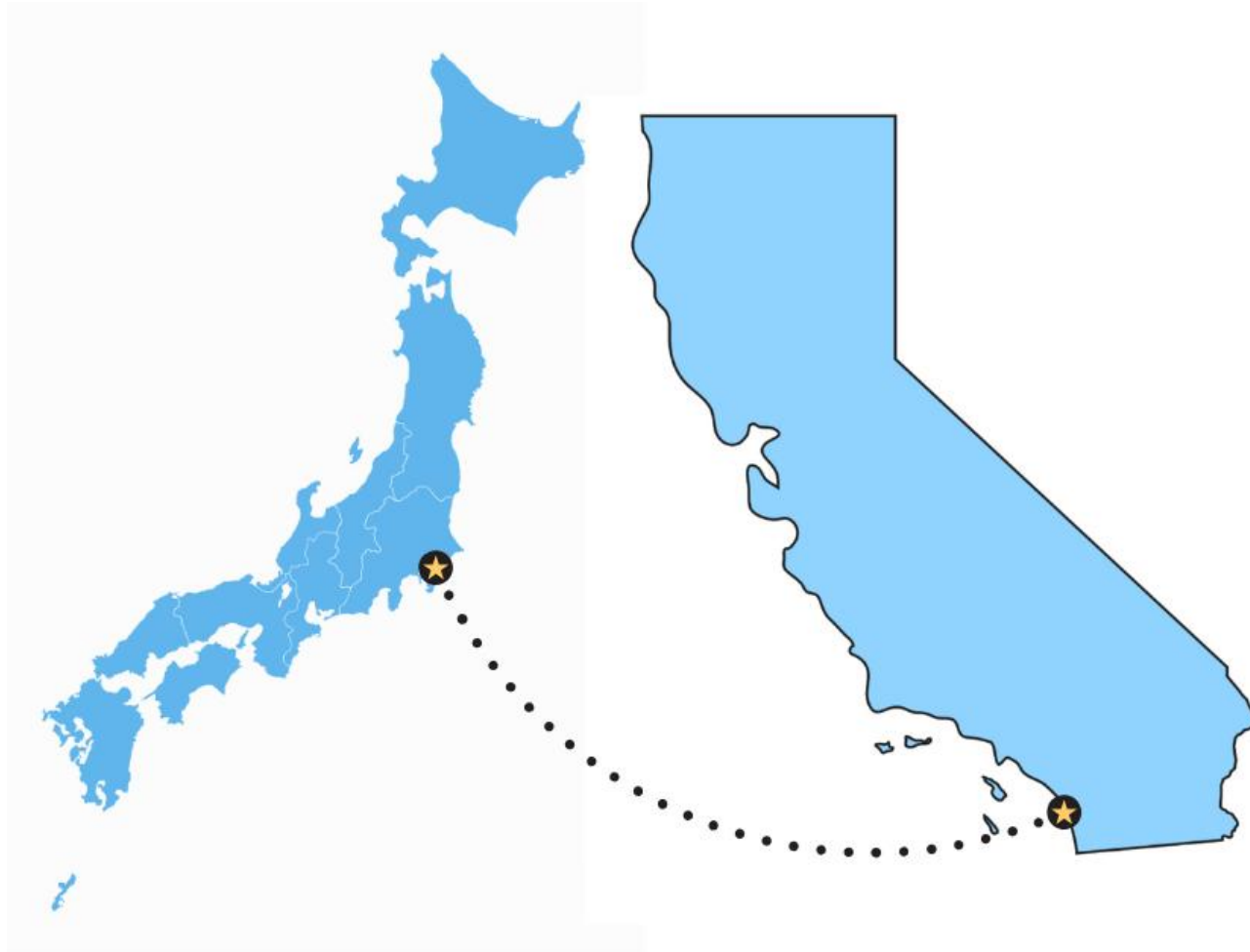
エスター・C・サンチェス

カリフォルニア州 オーシャンサイド市長

日本 千葉県 木更津市

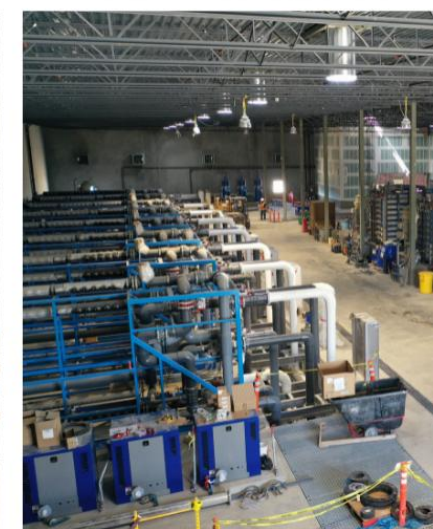
2025年10月31日

姉妹都市、共通の価値観



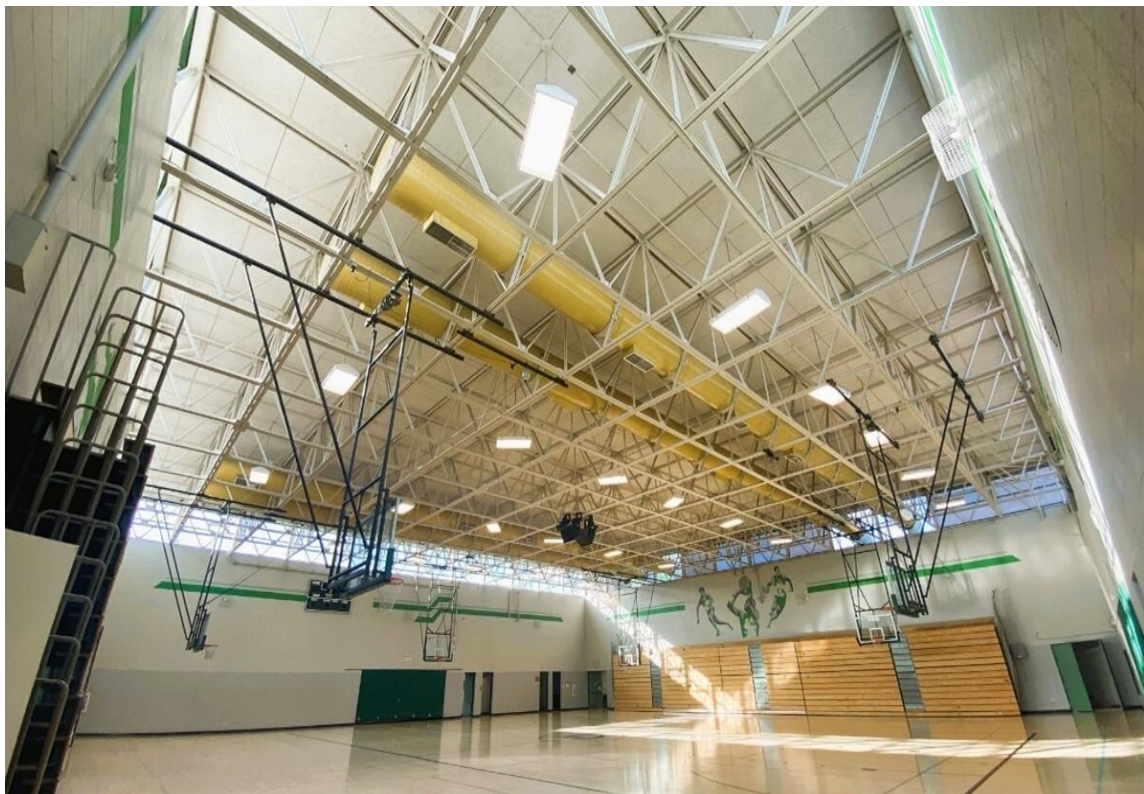
市政におけるサステナビリティの重要性

ピュア・ウォーター オーシャンサイド プロジェクト



市政におけるサステナビリティの重要性

市設備における 再生可能エネルギー設備のアップグレード



産業界と市民の参画： 政策からパートナーシップへ

ゼロ・ウェイスト・スクールの取組



産業界と市民の参画：政策からパートナーシップへ



STRATEGIC GOAL THREE

SUPPORT ENVIRONMENTAL SUSTAINABILITY

Oceanside's beauty is undeniable. By protecting its natural assets through innovative initiatives, Oceanside can extend that work to invite visitors to become stewards of the environment.

Oceanside has a multitude of positive foundations to build upon in order to progress in sustainability and destination stewardship. A major strength is that there is significant collaboration between Visit Oceanside and the City of Oceanside across the departments that are essential for implementing key initiatives in preserving natural assets and strengthening the social fabric of the destination.

It will be important to engage, incentivize and support the private sector to prioritize demonstrable action on sustainability, destination stewardship, and climate action in order to deliver on sustainable tourism goals.

Additionally, a formalized approach to integrated destination management – one that includes cross sector collaboration, funding mechanisms, communication strategy, and monitoring system – will be key to implementing and achieving ongoing sustainable tourism goals. Oceanside has an opportunity to preempt some of the more negative impacts from tourism that can take place by acting proactively to address potential risks including tourism impacts and external threats.

ACTION ITEMS:

- | | |
|---|---|
| 3.1 Develop a Coastal Management Plan. The 2023 Adaptation Plan can inform and provide groundwork for a Coastal Management Plan. | 3.7 Continue the high prioritization of funding and resourcing of shoreline mitigation. |
| 3.2 Promote efficient use of limited land resources and preservation of natural resources. | 3.8 Collaborate with local partners to develop volunteer experiences and events. |
| 3.3 Balance the ecological, aesthetic, and recreational value of the natural environment. | 3.9 Execute an engaging and collaborative education campaign to educate visitors about caring for Oceanside and expected behaviors around trash disposal, recycling, beach etiquette, water and energy conservation, and human-wildlife interactions, including incentives and deals at local establishments. |
| 3.4 Partner with the City to ensure new development adheres to the adopted Climate Action Plan. | |
| 3.5 Advocate for acceleration of agritourism plan adoption and funding. | |
| 3.6 Incentivize private sector action on and contribution to sustainability, stewardship, circular economy, protection & restoration. | 3.10 Continue to be a leader in sustainable coastal management by pursuing the BEACH ideal certification or other official certification. |



業界と市民の参画：政策からパートナーシップへ

Effective
July 1
2024

All retail and food service businesses in Oceanside may **NOT** distribute polystyrene foam products.

NO



YES



Effective
Jan 1
2025

All retail and food service businesses in Oceanside may **NOT** distribute single-use carryout bags.

NO



YES*



* Businesses may provide reusable and recyclable bags to customers for at least 10 cents.

海洋ごみ削減条例

業界と市民の参画：政策からパートナーシップへ

グリーンオーシャンサイドキッチン



業界と市民の参画：政策からパートナーシップへ

PRODUCEGOOD パートナーシップ



挑戦と回復力：ピュア・ウォーターの物語



持続可能な開発：責任ある未来の構築

GENENTECH 施設



SCRIPPS 施設



沿岸都市のユニークな役割

RE:BEACH パイロット事業



沖合砂探査



沿岸地域の持続可能性のモデルとしての姉妹都市

より深い連携



青少年教育



行動の必要性

TOGETHER, WE CAN LEAD THE WAY!
ありがとう

