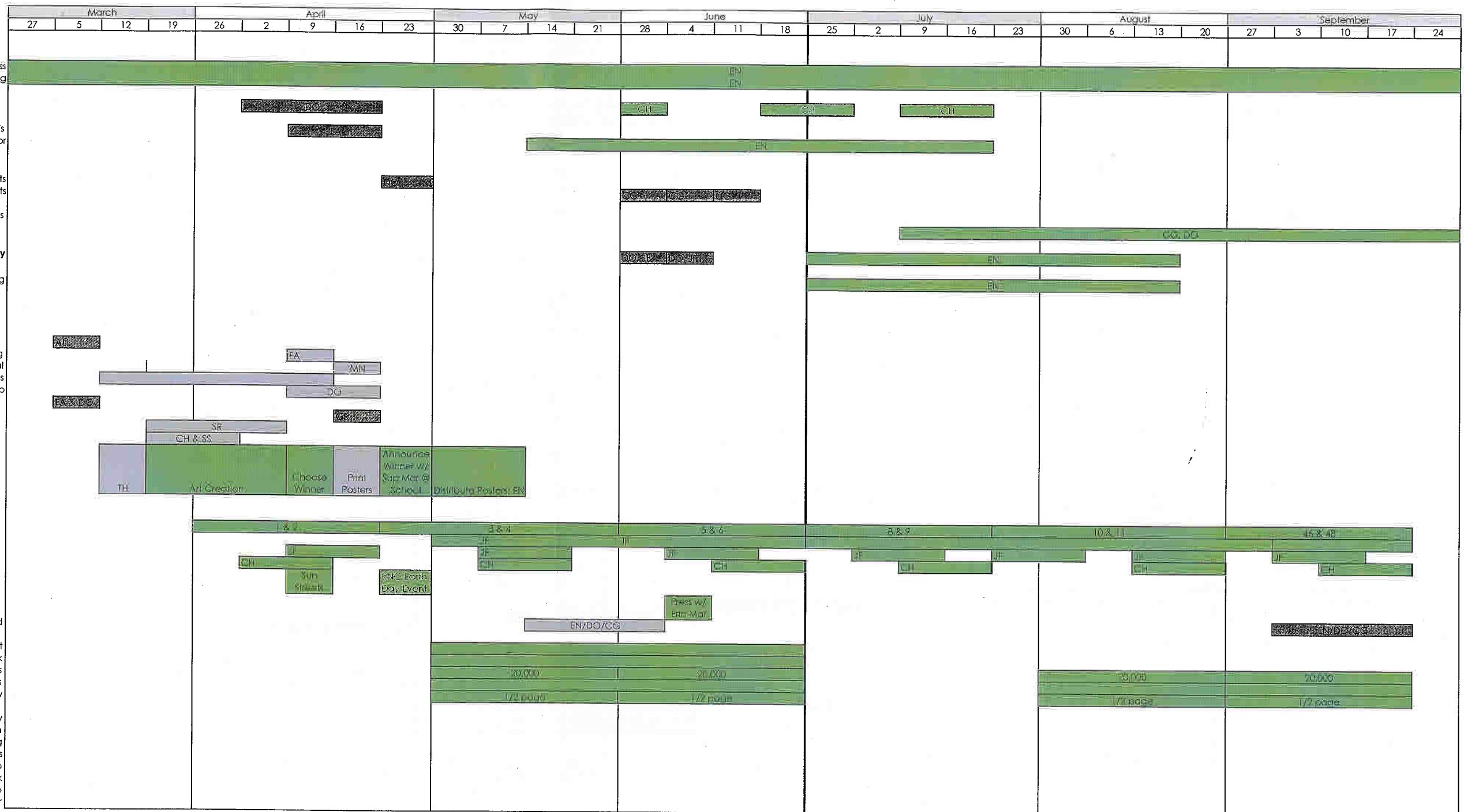
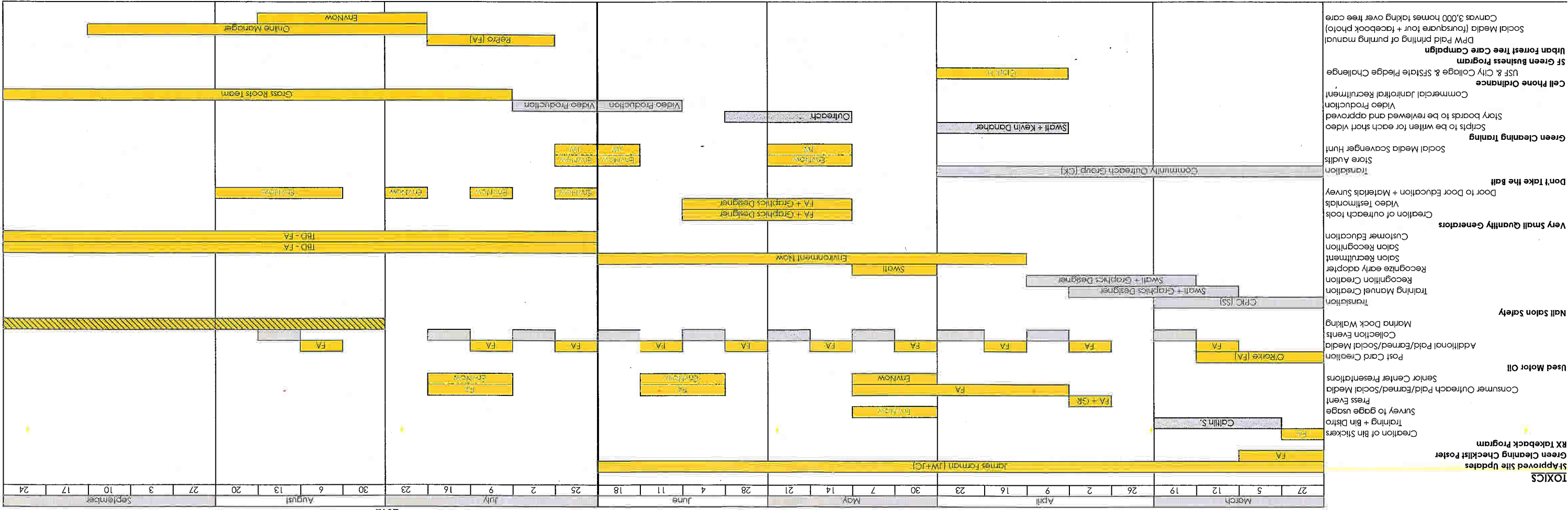


Zero Waste
Mandatory Commerical Roll-out





2012

Approved Site Updates
 Green Cleaning Checklist Poster
 RX Takeback Program
 Used Motor Oil
 Nail Salon Safety
 Nail Salon Safety
 Post Card Creation
 Additional Paid/Earned/Social Media Collection Events
 Marina Dock Walking
 Transition
 CPIO (SS)
 Training Manual Creation
 Recognition early adopter
 Salon Recruitment
 Salon Recognition
 Customer Education
 Creation of outreach tools
 Video Testimonials
 Door to Door Education + Materials Survey
 Transition
 Don't Take the Ball
 Social Media Scavenger Hunt
 Green Cleaning Training
 Scripts to be written for each short video
 Story boards to be reviewed and approved
 Commercial Janitorial Recruitment
 Cell Phone Ordinance
 USF & City Collage & SFSate Pledge Challenge
 SF Green Business Program
 Urban Forest Tree Care Campaign
 DPW Paid printing of purning manual
 Social Media (Foursquare tour + facebook photo)
 Canvas 3,000 homes taking over tree care