



**I. The Project**

**a. Mission & Vision**

*To create a movement in Sioux Falls that will educate and inspire our community to build a greener future in the areas of recycling, water conservation, energy consumption and development.*

**b. Timeline**

April 21, 2008 - September, 2009

**c. Elements**

**i. Research**

1. To survey awareness of environmental issues and the landscape of green initiatives among the Sioux Falls business community

**ii. Community Awareness**

1. Through TV & radio public service announcements, billboards and digital marketing
2. Public events and community outreach

**iii. Education**

1. [www.siouxfallsgreenproject.com](http://www.siouxfallsgreenproject.com)
2. E-newsletters
3. Tailored programs & tools for schools, businesses and homes
4. An online community to share success stories

**iv. Reporting**

1. Tracking results and sending regular updates to participants

**Find a complete press kit at**

**[www.siouxfallsgreenproject.com/newsroom](http://www.siouxfallsgreenproject.com/newsroom)**