



Building on Success

Presented by
Josephine Valencia, Deputy Director
May 27, 2021

Program Profile

- ReWorksSA launched in 2018
- Help local businesses start or improve a recycling program
- Certification recognition



ReWorksSA

Immediate Traction

- ⚙️ Positive reception by local businesses
- ⚙️ Marketing efforts received awards
- ⚙️ 130 certified businesses



ReWorksSA



Why Become a Partner?

- ⚙️ Recognition
- ⚙️ Display awards
- ⚙️ Attract new customers
- ⚙️ Reduce operational costs
- ⚙️ Ongoing support
- ⚙️ Special partner events



ReWorksSA



Industry Leaders...



...Small Business Owners

“ReWorksSA made it easy to implement a more efficient recycling program at our store. Now we are able to organize and properly dispose of recyclables with our new donated bins. Thank you ReWorksSA!! It was a pleasure to work with such a great team!”

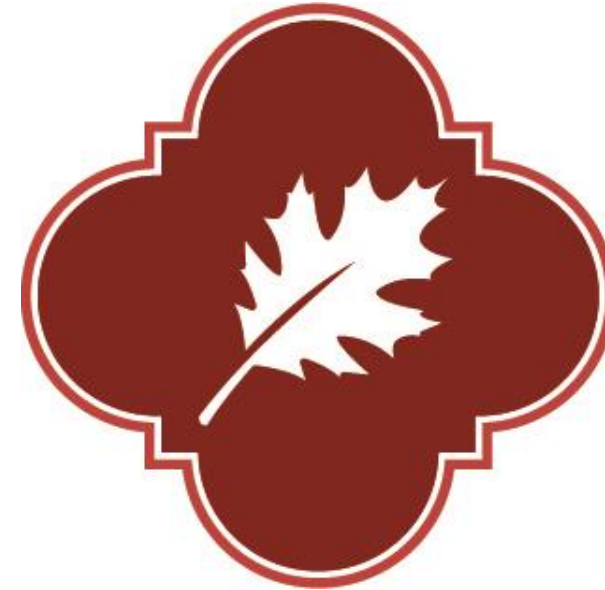


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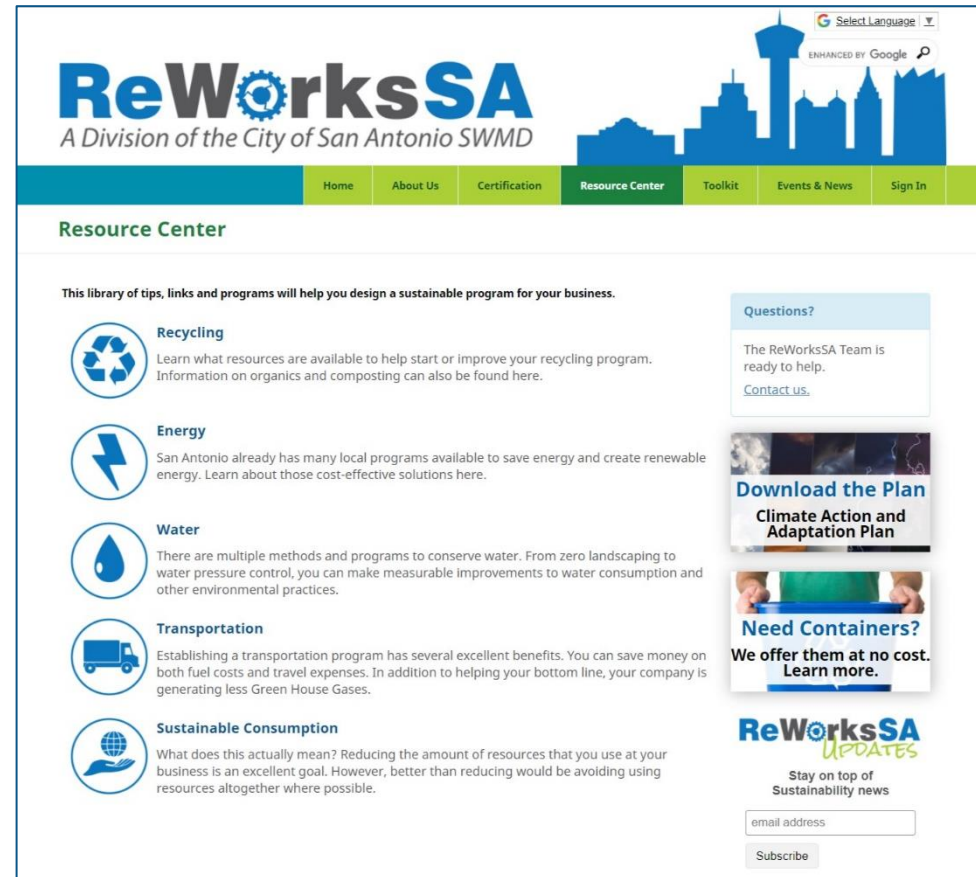
Research and Development

- Office of Sustainability
- Austin and Dallas
- San Antonio River Authority
- San Antonio Water Systems
- VIA Metropolitan Transit
- CPS Energy
- Department of Public Works
- Environmental Protection Agency
- Current Certified Businesses



Enhancements for Greater Impact

- ⚙️ Energy
- ⚙️ Water
- ⚙️ Transportation
- ⚙️ Environmental Policies



New Certification Level Introduced



Program Structure

- ⚙️ Add certification categories
- ⚙️ Continue the point system
- ⚙️ Recycling is a requirement
- ⚙️ Sustainability will help score the new categories



Equity and Balance for Small Businesses

- ⚙️ Certification still possible for only recycling
- ⚙️ Points designed for tenants
- ⚙️ Credit for training and events
- ⚙️ Resources at no-cost such as containers
- ⚙️ Targeted marketing efforts



Marketing and Outreach

- www.reworkssa.org upgrades
- Local business publication advertising
- Small business outreach strategy
- Cross-Departmental collaboration
- Local media and GPA engagement
- Prospecting, referrals, networking

ReWorksSA

SAN ANTONIO
BUSINESS JOURNAL

ReWorksSA

Is your business
focused on
sustainability?

**RECYCLING CERTIFIED
GOLD
2021**

Get Certified at ReWorksSA.org

Get Certified as Gold, Silver or Bronze

Customers want to do business with organizations that care about San Antonio's future. Today's top talent also selects companies that practice corporate social responsibility. Certification will get you recognized.

[Get started at reworkssa.com](http://www.reworkssa.com)

Our consultations and resources are all at no-cost.


< SUSTAINABLE SOLUTIONS AT WORK

This is an article preview

Career & Workplace - Sponsored Content by City of San Antonio - Solid Waste Department

Today's workforce seeks out businesses that put environmental issues top of mind

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RECOMMENDED

According to the Deloitte 2020 Millennial Survey, millennials and Generation Z list environmental concerns as one of their top three worries.

By Sabrina R. Rios - Assistant Marketing Manager, City of San Antonio Solid Waste Management Department and ReWorksSA
Apr 20, 2021

Attracting and retaining top talent can be the competitive advantage a company needs in today's business climate. The next generation of industry professionals are out there with innovative ideas, a mastery of technology and a fresh approach. But they have conditions.

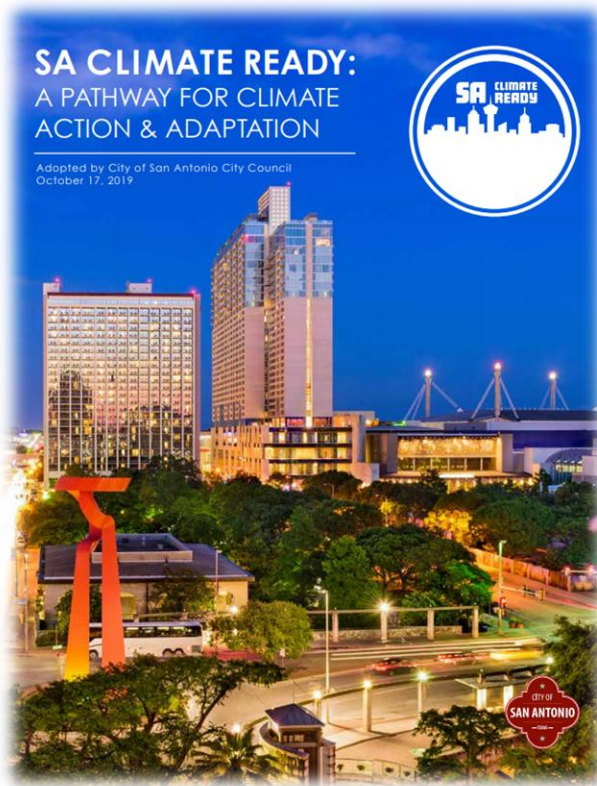
According to the Deloitte 2020 Millennial Survey, millennials and Generation Z list environmental concerns as one of their top three worries. This young, savvy and talented age group often make life choices dependent on the perceived ethical implications. These employees have taken notice of a favorable change in the environment due to the lock-downs experienced in 2020.

Also, in the survey, millennials and Gen Z felt the environmental gains made during the pandemic bolstered their optimism as it pertains to planetary health. They feel the strides made during this time will impact our environment for decades to come.

For example, cutting down on single use plastics and the desire to take the initiative in personally doing what they can to save the environment, 61% of those surveyed said they were pleased with what their companies were doing to reduce their carbon footprints. They also feel both businesses and governments should take a greater role in protecting the environment.

Recruitment and finding the right candidates is expensive. However, there is a no-cost way to compel new talent to join your business by addressing their environmental priorities.





The City's Pinnacle Award champions will contribute positive measurable results to the City's Climate Action and Adaptation plan.



Connecting Local Businesses with **Sustainable** Solutions that Work

Thank You