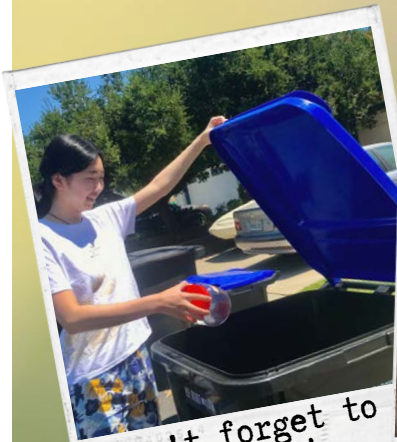




GO GREEN INITIATIVE

2021 SUMMER INTERNSHIP REPORT

JUNE 8, 2021 - JULY 29, 2021



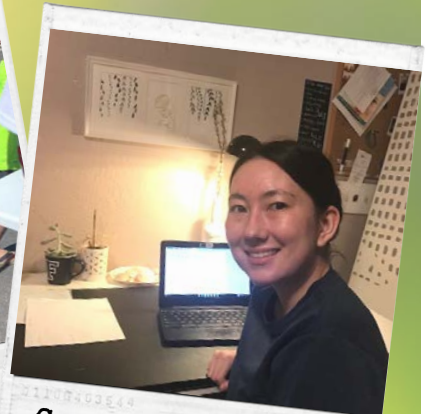
Don't forget to recycle!



Working from home



Practice proper waste sorting



Cool desk set up!



Compost food waste



GGI Farmer's Market booth



Use a reusable water bottle



Clean jars before recycling

Outreach results included 13 community presentations to diverse stakeholder groups in Pleasanton, including **Pleasanton Unified School District** employees, **Amador Valley and Foothill High School students**, and members of the **Chamber of Commerce** and **City Council**, targeted for their unique opportunities to spread awareness about waste reduction and diversion.



Outreach campaign materials



Video explaining proper waste sorting and preventing waste stream contamination

5-WEEK WASTE CHALLENGE



This summer, interns created a 5-week multi-platform educational **social media challenge** addressing waste contamination and proper waste sorting techniques. This challenge bridges World Food Day (October 16th) and America Recycles Day (November 15th). Any Pleasanton business can easily opt into this challenge and select from a wide range of intern-created posts for Instagram, Facebook, Twitter, and LinkedIn!

The goal of the 5-Week Waste Challenge is to empower and encourage Pleasanton residents and businesses to reduce waste and sort their waste in compliance with state law and local regulations. By posting daily, every other day, or even weekly, participants can help spread knowledge and inspire our community to change their waste habits. Alongside these informational posts, interns also wrote sample blogs and e-newsletters dedicated to communicating this message.

Interns learned much of their knowledge base on these issues from our incredible guest speakers! Assistant to the City Manager of Pleasanton Becky Hopkins, Recycling Coordinator at Pleasanton Garbage Service Eddie Ashley, Ryan Brown of Central Valley Compost, CalRecycle's Schools Team, and Organics Management Unit, Senior Environmental Protection Manager at Waste Management Tianna Nourot, Alameda County StopWaste Representative Elese Lebsack, and LA County Department of Public Works Representative Coby Skye all joined us to share their invaluable expertise. Thank you to all of our Guest Speakers!



A social media toolkit post created by Team C

THE 2021 CLASS OF PLEASANTON INTERNS



KNOWLEDGE-BASED AND PROFESSIONAL SKILLS

During our 7-week program, interns were trained in targeted professional and knowledge-based skills. **These marketable industry skills build intern resumes and prepare them for the professional workforce.**

Professional Skills included:

- Creating and delivering professional, targeted presentations for key stakeholders
- Communicating difficult information clearly and concisely
- Designing effective and engaging marketing materials using tools such as Canva and PowerPoint

Knowledge Skills included:

- Effectively articulating sorting rules and procedures
- Understanding waste systems and their broader impacts on water and air quality in our communities
- Developing applied working knowledge of state waste laws such as SB 1383



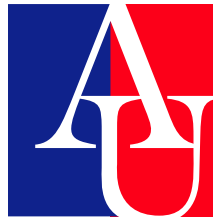
Slide from community presentations



Sample social media posts from toolkit



Introducing both high school and college interns!



Our 6 college interns represent geographically diverse institutions and fields of study.

1 UC Berkeley student studying:

- Civil and Environmental Engineering

1 American University student studying:

- Political Science and Environmental Science

2 UC Davis students studying:

- Managerial Economics
- Neurobiology

1 Boston College student studying:

- Political Science

1 Washington University in St. Louis student studying:

- Political Science and Biology

6 College students

24 High school students



5 Colleges + Universities represented

19 Amador Valley High School graduates + current students

10 Foothill High School graduates + current students

1 Athenian School graduate



INTERNSHIP PROFILE

2021 Go Green Initiative interns persevered through a virtual internship to educate their community about waste reduction and diversion.

All of our summer interns worked together over Zoom to study waste contamination and in their hometown, Pleasanton, CA, developing skills for the virtual workplace along the way.

30 Pleasanton interns were selected. Each contributed to researching and developing three deliverables for our community: a **recycling and composting outreach campaign**, **waste reduction community presentations**, and a **5-Week Waste Challenge toolkit**.

They also **collaborated with the Go Green Initiative's multi-city ENGIE interns** in the development of "Passion Projects". Interns presented a brief overview of an important environmental issue that inspires their unique passion. Topics included pressing issues such as drought and water conservation, climate change, and environmental justice.

\$24,510

Total Paid Intern Salary

10

Paid Interns

2280

Paid & Unpaid Intern Work Hours

4

Teams



INTERN INSIGHTS



"There are many skills that I have gained and sharpened through my work with the Go Green Initiative. The most important skill I have improved upon is workplace communication. From effectively writing emails to leading projects, I have learned how to communicate clearly with my elders and peers. This is a skill that I will continue to use throughout the rest of my life, no matter the career path I take."

- **Oonagh Connolly**



"I really enjoy working with the Go Green Initiative as I get to meet so many enthusiastic and inspiring peers whom all care about the environment and making the world a better place for generations to come. I also love seeing the impact we have through our presentations and being a part of the city's plan for educating our community. The Go Green Initiative offers the unique opportunity to learn while educating others, all while benefitting our community."

- **Deanna Wood**



"I love how inclusive and involved the workspace is at the GGI. Every intern and staff member is so supportive of other teams' ideas, projects, and thoughts. It is so inspiring to see other people's creative social media posts and engaging presentations. Personally, my favorite part about working with the GGI is the amount of impactful and actionable change that all interns can make, whether through outreach or creating marketing collateral."

- **Hira Raghavan**



SUSTAINABILITY SCHOLARS



Sustainability Scholars at the Farmers' Market

What are Sustainability Scholars?

Sustainability Scholars is a subprogram of the Go Green Initiative's internship program, intended to increase program access for impressive high school candidates who are unable to participate in the internship due to schedule conflicts, seat availability, or other reasons.

This year, our 5 Sustainability Scholars attended each Guest Speaker event, educated community members during their Farmers' Market shifts, and joined interns for Passion Projects.

5	6
Sustainability Scholars	Farmers' Market booths
6	80
Live Presentations with Field Experts	Participation Hours

Meet some of our Sustainability Scholars!



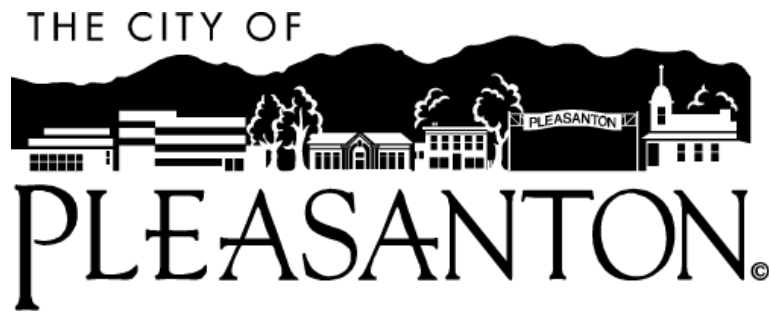
"The Go Green Initiative's dedication to local change is one of the things that makes it stand out most to me. They not only spread awareness of important issues but consistently concentrate on including as many local students as they can in order to help them get directly involved. Their impact is invaluable in the sense that they provide each volunteer working with them not just training and a supportive community, but also a platform through which they can express and further their thoughts and involvement with the environment."

- Elyssa Lieu

"As I got to hear more from the hard-working staff and guest speakers, it really opened up my eyes to how much work goes on just to get our waste back into the environment safely. I also got to learn much about how policies and politics were interlocked when deciding how to maintain our goals while also making things convenient for our communities. I'm really happy and honored that I got to be a Sustainability Scholar this summer, as I got to learn and understand how much work our city and their staff put in to the facilities we generally take for granted."

- Anisha Madiraju

THANK YOU TO OUR SPONSOR



"This internship was an incredible experience to get involved in local environmental policy advocacy! Once I got comfortable regularly speaking at our presentations, I was able to speak up at a City of Pleasanton Council meeting to propose a program to help with residential compliance of new statewide regulations that we have learned about all summer. None of the outreach work I have been able to do with the Go Green Initiative would have been possible without the City of Pleasanton sponsoring us, and for that I am so grateful that we were able to work for them this summer!"

- Sanika Newadkar



"The 2021 GGI Internship was an amazing experience where I learned about emerging policies in climate change such as SB 1383 and gave presentations to important figures in the city, such as Mayor Karla Brown. I am grateful that I was able to be a part of this internship and how it helped me become an advocate in my community, and I would like thank the City of Pleasanton for sponsoring the program."

- Aryan Jain

To learn more about our interns' **Community Presentations** or **Outreach Campaign**, visit gogreeninitiative.org



LET'S STAY IN TOUCH!

