Yes SF, Urban Sustainability Challenge

San Francisco Mayor London Breed and Deloitte US CEO Jason Girzadas launched Yes SF, an Urban Sustainability Challenge aligned with UN Sustainable Development Goal 11. Entrepreneurs were invited to submit scalable solutions for improving downtown San Francisco, with the chance to secure funding and support from Challenge collaborators.

This initiative is in line with Deloitte’s 10-year $1.5 billion social impact commitment, striving for equitable access to opportunity. Selected entrepreneurs will be announced shortly.

The Challenge Goals
San Francisco Mayor London Breed and Deloitte US CEO Jason Girzadas launched Yes SF at Deloitte in June with the goals of 1) saying Yes to San platform of the World Economic Forum, launched at Davos in 2020 with Francisco, 2) inspiring collective action and invite others to join the effort, assistance from Deloitte and Salesforce, it brings together entrepreneurs 3) enabling big ideas to support the city’s recovery, faster, and 4) shaping a and experts to source ideas and innovations in support of the United Nations’ Sustainable Development Goals.

The Challenge Today
San Francisco is a city that has experienced an economic downturn and stagnant recovery in its submitted proposals. Now, a selection committee at the World Economic Forum has made it a less Forum and UpLink are working together to select a small cohort of attractive places to live and work.

Why San Francisco
San Francisco is a city that has changed the world through big ideas but the submission portal closed on 8/11 with 100+ innovators that have experienced an economic downturn and stagnant recovery in its submitted proposals. Now, a selection committee at the World Economic Forum has made it a less Forum and UpLink are working together to select a small cohort of attractive places to live and work.

About the Collaborators
Citi is engaging a network of investors to provide strategic guidance and Our ambition is to scale this model to other locations around the world potential funding to support the growth and scale of the ventures. The San Francisco Chamber of Commerce Foundation is bringing an ecosystem of local stakeholders to advocate and support the progress of the Challenge.

Future Opportunities
The Challenge will call on innovators to use circular, nature-based and other innovative solutions to bring new life and potential increased value to buildings, infrastructure, and outdoor areas in downtown San Francisco.

The key focus areas for innovations submitted should be around solutions for:

- Buildings and infrastructure like 1) sustainable construction materials and technologies; 2) low-cost, accessible approaches for converting indoor and outdoor spaces to accommodate new uses including social infrastructure; 3) new means to lower maintenance costs and emissions of buildings and urban infrastructure; 4) water treatment technologies; 5) green infrastructure; 6) waste management and resource re utilization

- Urban green and blue spaces like 1) nature-based solutions like constructed wetlands, green roofs, and rain gardens; 2) new approaches to urban food production; 3) low-cost, accessible approaches for converting green and blue spaces to accommodate new uses; 4) improved management of water resources.

The Uplink Platform
Launched at Davos in 2020 with Francisco, 2) inspiring collective action and invite others to join the effort, assistance from Deloitte and Salesforce, it brings together entrepreneurs

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