



# YesSF

**URBAN  
SUSTAINABILITY  
CHALLENGE**

**Deloitte, Salesforce, and the World Economic Forum — with Citi and San Francisco Chamber of Commerce Foundation — are introducing the Yes SF, Urban Sustainability Challenge.**

Yes SF is the first location-based UpLink Challenge created in direct response to the United Nations' Sustainable Development Goal 11 of making cities more inclusive, safe, resilient, and sustainable.

The UpLink Challenge is a unique opportunity for entrepreneurs to submit sustainable solutions that address the pressing needs of the city, with the the opportunity to be selected to receive funding and support.

The Yes SF, Urban Sustainability Challenge is uniting local organizations, those with a strong presence in the city, as well as those interested

in establishing their operations there in the future. With their specialized expertise, these organizations will create equal access to opportunities and a more sustainable future.

### **A Vibrant Hub of Sustainable Innovation**

Yes SF is cultivating an ecosystem of support for entrepreneurs in deploying innovations locally, helping them scale operations and ensuring long-term implementation and impact.

### **The Challenge Focus**

The Challenge is focused on using circular, nature-based and other innovative solutions to bring new life and increased value to buildings, infrastructure, and outdoor areas in downtown San Francisco.

Join us in saying  
**Yes to San Francisco**

**TO LEARN MORE AND GET INVOLVED,  
CONTACT MATT CLOUD**

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