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## Motion for Board Consideration

### PRNC Special Board Meeting

May 30, 2017

**Motion:** Purchase 1,000 “Remember These Come From Trees” stickers. Cost for 1,000 is \$175 including tax & shipping.

**Proposed by:** Susan Gorman-Chang, Co-Chair Sustainability

**Description:** These stickers placed on paper dispensers, and act as a Sustainability tool, being utilized in schools & campuses including UCLA’s downtown LA campus, University of Washington, University of Toronto and more. The stickers are a Behavioral Science nudge tool designed to engage the public and make them more aware of the use of paper, and by utilizing this nudging behavior can save 100 lbs. of paper a year. See attached pdf.

**Benefits to PR:** Sustainability Committee can work with LAUSD, local businesses, churches, shopping centers, and our entire community of Porter Ranch to gain permission to spread these stickers around restrooms as an act of Sustainability. We can work with our two elementary schools and their students to engage them in this practice, and in the long run partner with them for Sustainability programs at their schools. This will be an introduction to Sustainability, in a simple yet meaningful way, and a chance to open a dialogue about future Sustainability events.

G+1

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# These Come From Trees Blog

**Welcome to the world's first guerrilla public service announcement!**

An experiment in environmentalism, viral marketing, and user interface design with the goal of reducing consumer waste paper!

## These Come From Trees Sticker



This is the sticker we're hoping can save a couple hundred thousand trees a year. Amazing how the right message at the right time can make the difference.

## Quick Facts about "These Come From Trees"

- **Check out our "welcome post" to learn about what inspired this project.**
- **Eco-minded Citizens: See what you can do with These Come From Trees!**
- **K-12 Schools, check out our Education Challenge**
- **Hundreds of Businesses Using These Come From Trees Stickers**
- **Proven up to 29% paper use reduction**
- **Follow us on Twitter:**  
<https://twitter.com/TCFromTrees>
- -----
- A single "These Come From Trees" sticker can save around a tree's worth of paper, every year
- More than 50,000 stickers distributed since 3/07
- Laminated stickers hold up to washing.
- A typical fast food restaurant with two bathrooms can use up to 2000 pounds of paper towels a year

## Buy "These Come From Trees" Stickers for posting in your neck of the woods!

Below you can buy packs of "These Come From Trees" stickers.

Suffice it to say, we figure \$10 for 50 stickers is a pretty fair shake. 20 cents worth of sticker can save a tree's worth of paper each year, 100 pounds.

The charge is to cover cost of durable laminated stickers (to hold up to washing), postage, and fulfillment costs. Overages will be donated to Sierra Club.

**From our field testing, each sticker deployed saves about a tree's worth of paper (~100 lbs.) a year. Crazy, isn't it?**

## Buy These Come From Trees with Any Major Credit Card Via Paypal

(No Paypal account? No problem. Look for the "Don't Have a Paypal Account?" section on the order page and use any major credit card. Shipping included in price.)

**20-sticker pack, \$5**

[Buy Now](#)

**50-sticker pack, \$10**

[Buy Now](#)

**100-sticker pack, \$19**

[Buy Now](#)

**200-sticker pack, \$29**

[Buy Now](#)

- The average coffee shop uses 1000 pounds of paper towels a year
- A single tree produces around 100 pounds of paper
- Roughly 50,000 fast food restaurants in the US
- 200,000 gas stations in the US
- 14,000 McDonalds' in the US
- 10,000 Starbucks in the US

**Monday, February 16, 2015**

## Whoa! 1,000+ K-12 Organizations Have Conserved Trees with These Come From Trees

I was just doing a little bit of housekeeping, and in the process, looked through the total number of requests that we've received and fulfilled via our **K-12 Challenge**.

Since the original idea back in 2009, when some nice teachers reached out asking for us to consider sending them complimentary stickers, because they didn't have budget with which to purchase them, we have **received and serviced more than 1,000 requests**.

That's really impressive!

Posted by **Pete Kazanjy** at **4:42 PM** **90 comments:**  
**[Links to this post](#)**

**Saturday, June 7, 2014**

## Wow! 500,000 stickers to date!

We were just doing some internal account calculations while looking to do a big re-order, and it looks like we've sent out 500,000 stickers **since the start of the project way back in 2007!**

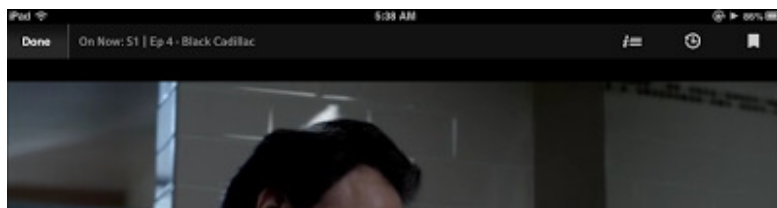
And that is, of course, both in the form of purchased stickers, and also in the form of the **K-12 Challenge!**

That's a lot of paper towels that haven't been used! Exciting!

Posted by **Pete Kazanjy** at **6:47 PM** **7 comments:**  
**[Links to this post](#)**

**Monday, July 22, 2013**

## It's Showtime! These Come From Trees Stickers Show Up In "Ray Donovan" Epsidoe



## Bulk Stickers for Institutions

**300-sticker pack, \$49**

[Buy Now](#)

**500-sticker pack, \$69**

[Buy Now](#)

**1,000-sticker roll, \$149**

[Buy Now](#)

## Be Our Facebook Fan!

**These Come From Trees: Guerilla Paper Waste Elimination Project** on Facebook

## Get our posts in your email. Stay up to date on TCFT!

Your email address:



## Contact These Come From Trees

We love email. You can reach us at thesecomefromtrees [at] gmail [dot] com We look forward to hearing from you!

## Other Places "These Come From Trees" Lives on the Web

- ◆ **Facebook Group for These Come From Trees**
- ◆ **Flickr "These Come From Trees" Group**
- ◆ **Flickr Pictures Tagged "tcft"**
- ◆ **thesecomefromtrees [at] gmail [dot] com**

## These Come From Trees Blogroll

- ◆ **Green LA Girl**
- ◆ **Green Thinkers Blog**
- ◆ **Seth Godin's Blog**
- ◆ **Tree Hugger**
- ◆ **World Changing**
- ◆ **Logo Design**