


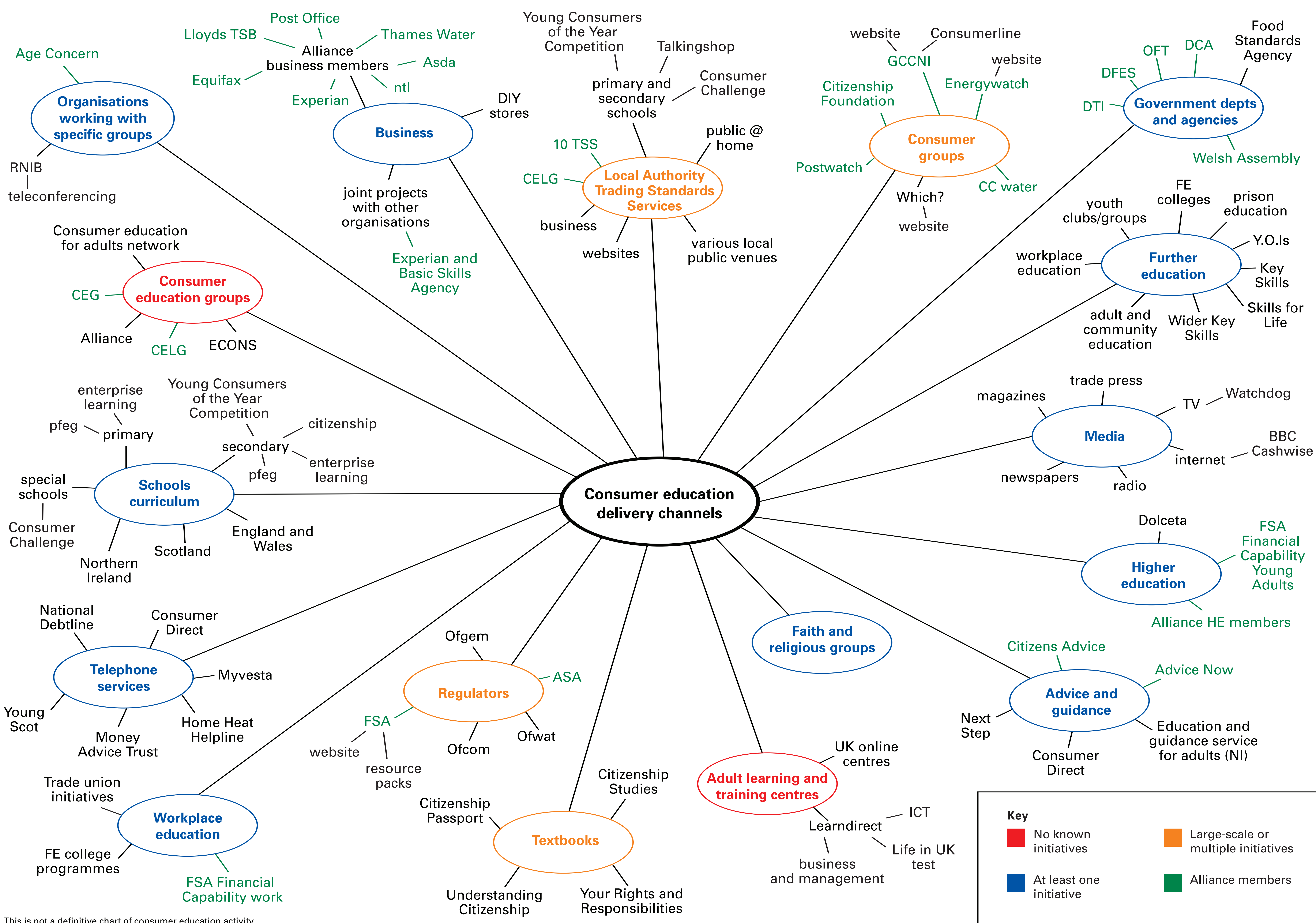
Key	
■	Little activity reaching audience est. 1-2 initiatives in existence
■	Lots of activity reaching audience est. 5+ initiatives
■	Medium activity reaching audience est. 3-4 initiatives in existence
■	Unknown

This is not a definitive chart of consumer education activity.



Key
 Suggested by Alliance members but no known initiatives currently in existence

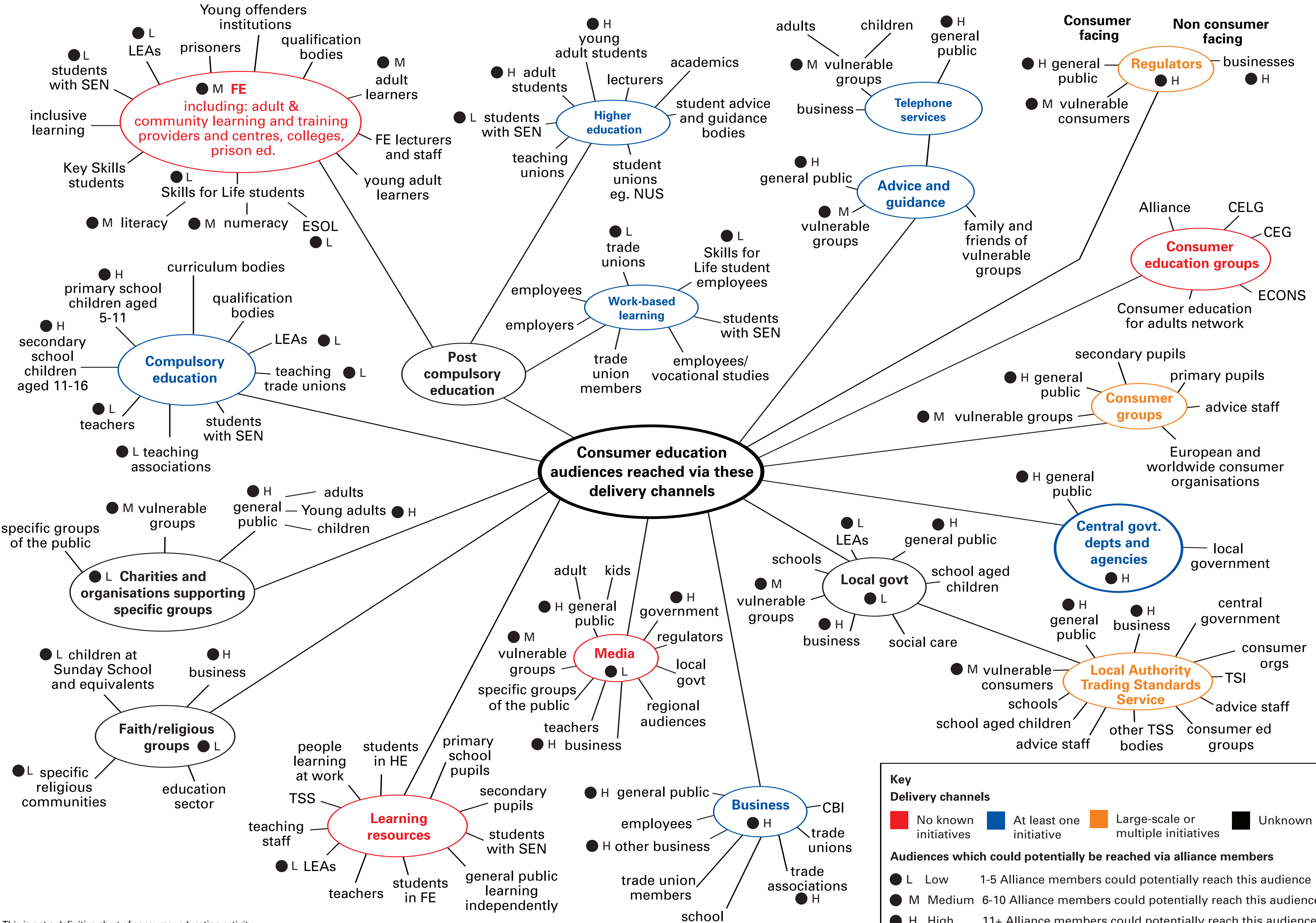
This is not a definitive chart of consumer education activity.



Key

- No known initiatives
- At least one initiative
- Large-scale or multiple initiatives
- Alliance members

This is not a definitive chart of consumer education activity.



Key

Delivery channels

- Red box: No known initiatives
- Blue box: At least one initiative
- Orange box: Large-scale or multiple initiatives
- Black box: Unknown

Audiences which could potentially be reached via alliance members

- L Low 1-5 Alliance members could potentially reach this audience
- M Medium 6-10 Alliance members could potentially reach this audience
- H High 11+ Alliance members could potentially reach this audience

This is not a definitive chart of consumer education activity.