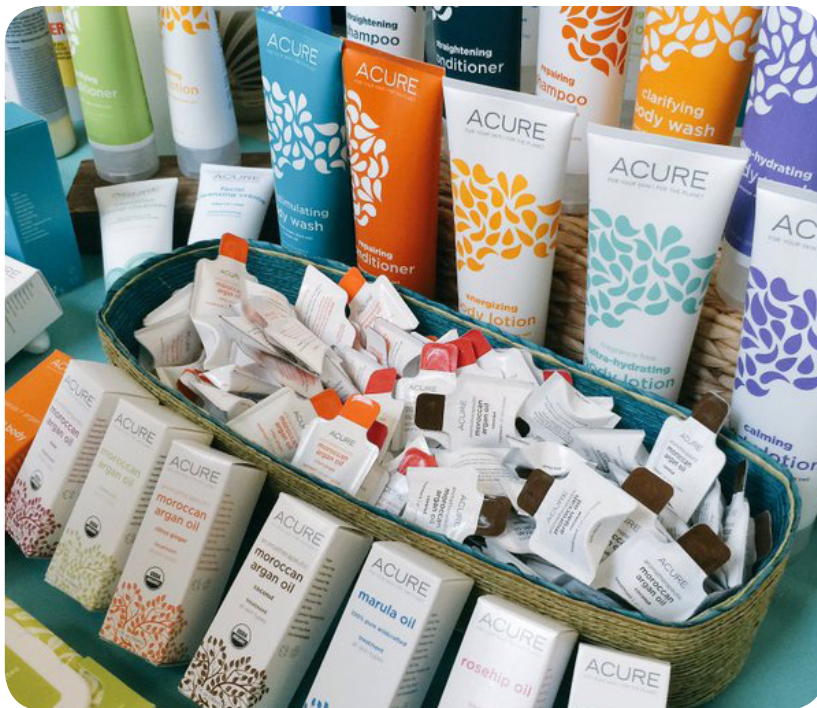
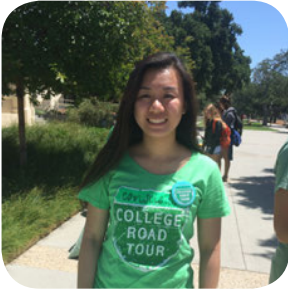




# CONSCIOUS COLLEGE ROAD TOUR 2016 RECAP





The 5th Annual Conscious College Road Tour visited 16 college and university campuses nationwide from March 20 through May 4. The tour is a unique, interactive, hands-on opportunity for students to become informed about the benefits and accessibility of conscious living. This 6-week fly/drive journey is designed to inform, inspire, and mobilize students around conscious living.

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## WHO'S INVOLVED?

The Turning Green team, Campus Reps and student volunteers at each school along with the thousands of students, faculty, and staff participants at each school visit.

## WHAT HAPPENS AT EACH STOP?

There are two components.

The Conscious Information Station focuses on six lifestyle themes relevant to college students including; food, body, style, zero waste, clean, and space. The interactive set-up features info boards, sampling, hands-on demos, activities, and in-depth conversations.

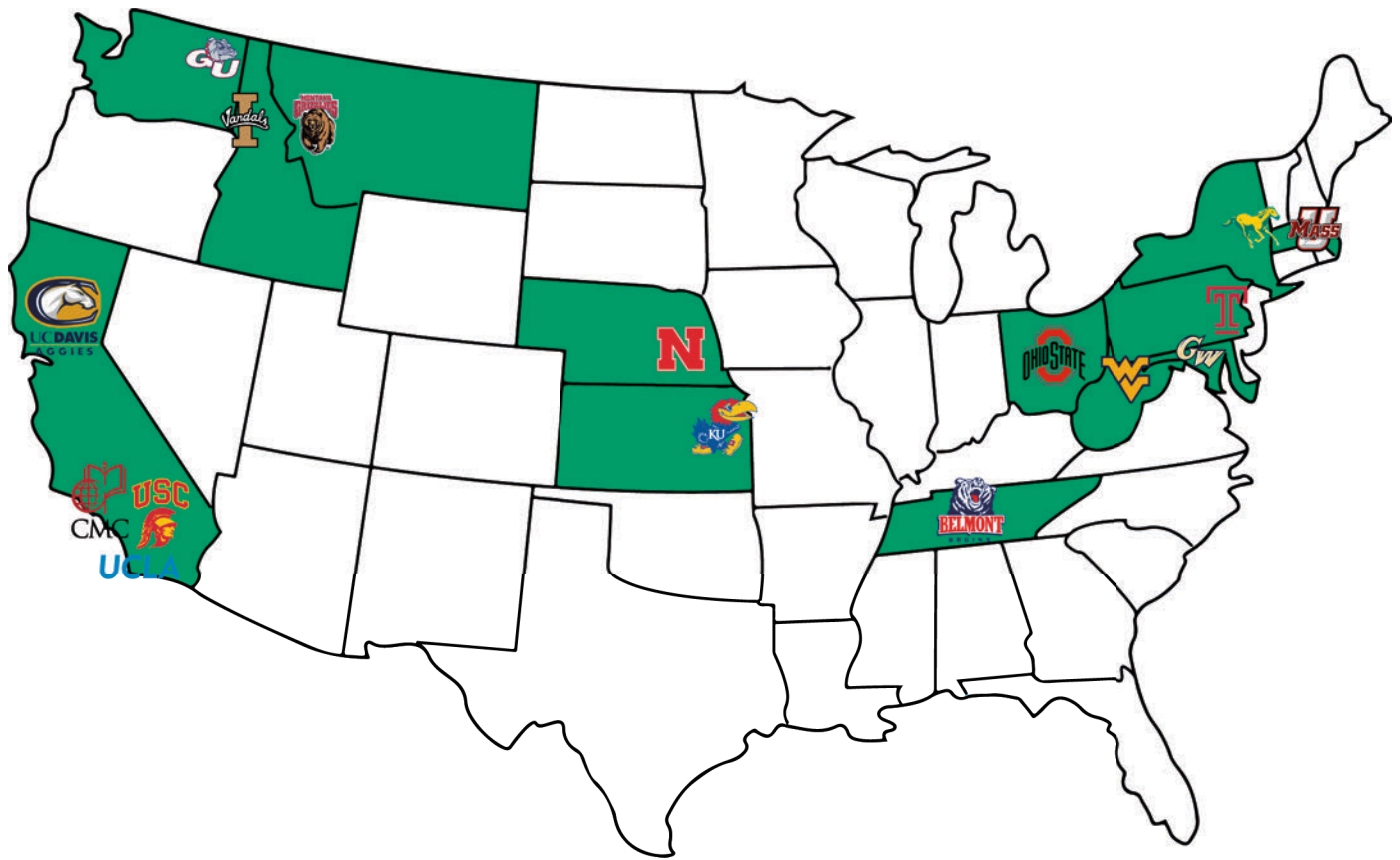
The Town Hall Meeting is a dinner gathering for students, faculty, and school leaders to vision and then develop a student-led sustainability project. TG will support the students from inception to fruition.

## WHY?

CCRT offers tangible ways for students to shift the paradigm around sustainability on their campuses, to live more consciously (through education around safer and healthier practices and products), to be the change in their world (inform, inspire and mobilize by introducing advocacy campaigns and programs), and support a sustainability project with the student leaders on each campus (through collaboration and intention).

## WHEN?

March 21 - May 4

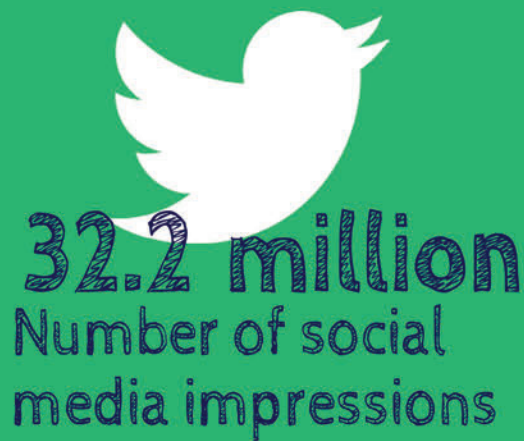


## CCRT 2016 SCHEDULE

- 3/21** University of Idaho in Moscow, ID
- 3/22** Gonzaga University in Spokane, WA
- 3/24** University of Montana in Missoula, MT
- 3/28** University of Nebraska in Omaha, NE
- 3/30** University of Kansas in Lawrence, KS
- 4/4** West Virginia University in Morgantown, WV
- 4/6** Ohio State University in Columbus, OH
- 4/8** Belmont University in Nashville, TN
- 4/11** George Washington University in Washington, DC
- 4/13** Temple University in Philadelphia, PA
- 4/18** Skidmore College in Saratoga Springs, NY
- 4/20** University of Massachusetts Amherst
- 4/25** University of Southern California in Los Angeles, CA
- 4/27** University of California Davis in Davis, CA
- 5/2** Claremont McKenna College in Claremont, CA
- 5/4** University of California Los Angeles in Los Angeles, CA



# CCRT 2016 BY THE NUMBERS









# SOCIAL MEDIA



Turning Green  
@TurningGreenOrg

Love this of our fav @acureorganics body + haircare soldiers standing tall on the #ConsciousCollege Road Tour!



Turning Green @TurningGreenOrg

4/13/16

Our #body table gets @TempleUniv students to ask "why #toxinfree"? It's better for you + the planet!

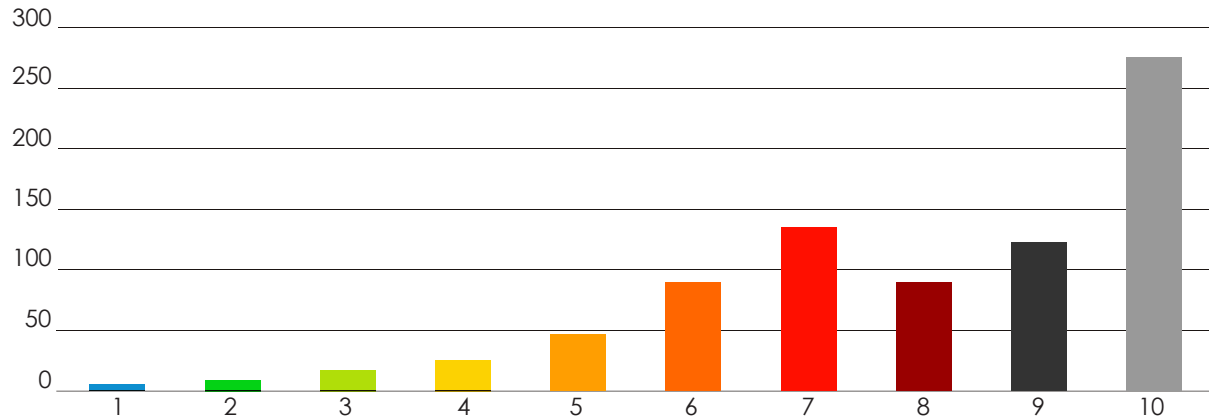
@desertessence



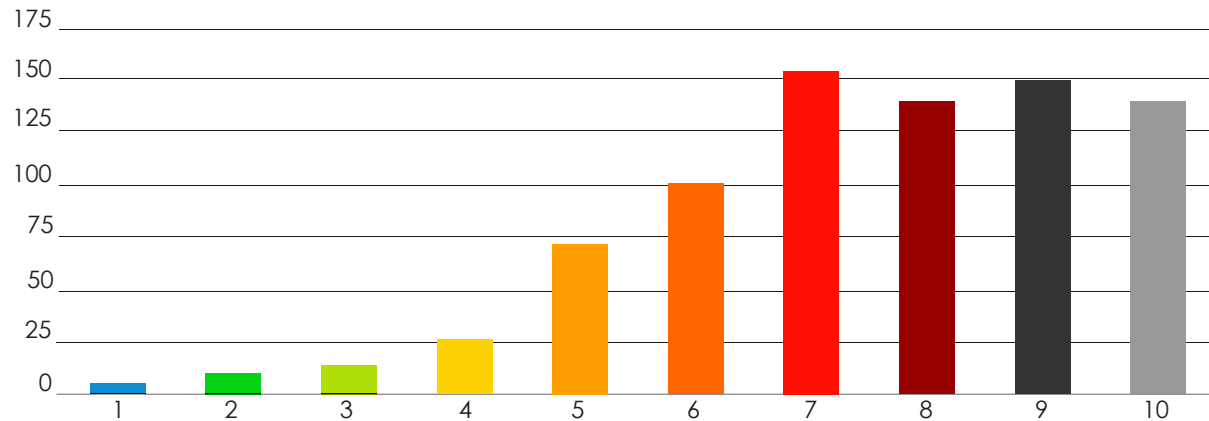


## ENTRY AND EXIT POLLS

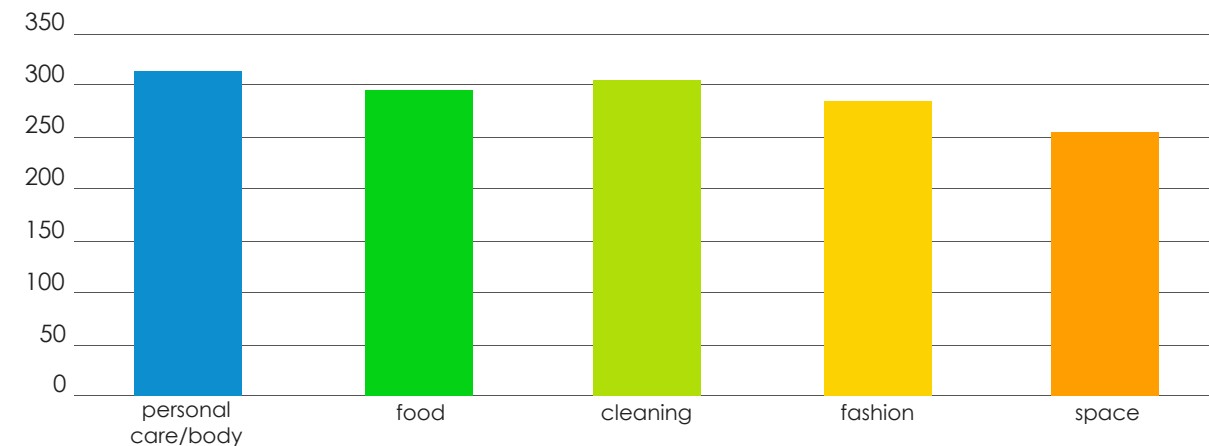
### HOW LIKELY ARE YOU TO TELL A FRIEND SOMETHING YOU LEARNED TODAY?



### HOW LIKELY ARE YOU TO MAKE A CHANGE AS A RESULT OF SOMETHING YOU LEARNED TODAY?



### DID YOU LEARN THERE ARE TOXIC CHEMICALS IN ANY OF THESE CATEGORIES? (CHECK ALL THAT APPLY)





## CCRT CAMPUS IMPACT

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*"The 2016 Conscious College Road Tour resulted in excitement, friendships made, and networking between clubs. There is undoubtedly a student interest in changing behavior on campus to be more sustainable and healthy. It is wonderful to report that as a result of all the effort of Turning Green, the WVU Office of Sustainability, and student participation, a student chapter of Turning Green was formed and many ideas are being planned so we can hit the ground running in the fall semester!"*

**~ Bethany Boback, West Virginia University**

*"This marks the third year that Turning Green stopped at Ohio State for the 2016 Conscious College Road Tour, and we couldn't have been more excited to host this event again! Each year, the CCRT has made a huge impact on my school's community. Turning Green provides a unique platform for bringing together like-minded students, allowing us to raise awareness among the student body on issues that most people have never even thought of before. I've never experienced such collaboration and enthusiasm among my peers than during the CCRT, and I know it has changed the lives of many student leaders here, as some of the volunteers have gone on to complete internships for Turning Green or become Campus Reps for the Project Green Challenge! I'm excited to see the long-term impact of this year's stop and who we can get involved in the efforts to make the Ohio State community more conscious."*

**~ Megan Fuerst, The Ohio State University**

*"I am so incredibly thrilled that Turning Green got to come to Belmont University and spread knowledge on how to live a green lifestyle. So many people were impacted and were so shocked by how they had been living their lives and plan to make changes to better them and the Earth. The Town Hall meeting was a huge success, so many students are now compelled to make a change on campus and want to see it become more sustainable. We hope to get a #BringBacktheBees project off the ground on campus and incorporate sustainability into incoming freshman's mindset so that they can carry it with them and make a change throughout their whole college experience at Belmont."*

**~ Krystin Estes, Belmont University**

*"One of the lectures that I went to was the Conscious College Road Tour. When I went to the lecture, I realized that my voice matters on campus and I can help my campus become more sustainable. I want to intern for Turning Green because I know that Turning Green is a part of Conscious College Road Tour and I want to help spread my new found passion for sustainability to as many people as possible."*

**~ Savannah Van Citters, Gonzaga University**

*"The College Conscious Road Tour has 'jump started' my mind into thinking about how to live a more conscious lifestyle. After participating in Project Green Challenge, I've slowly drifted away from being environmentally friendly; however, now I'm back in the game with the mindset to begin making change, starting at CMC, then onward. Like I said during PGC: 'I would like to see a group of PGC participants and a large mass of friends, family, members in the community all join together to petition and push for the government to enact policies and regulations that are favorable to agricultural sustainability. Sustainable farming needs a voice, a voice that will overpower the money and influence of big corporations."*

**~ Kandace Fung, Claremont McKenna College**

## OUTCOMES

A key goal of the CCRT each year is to source ideas from students about sustainability projects they would like to lead on their campuses. TG then works across campuses to co-develop these ideas and bring like-minded student leaders together. During the summer, we finalize these visions as part of our Leadership Development Program. The projects are then designed as toolkits and shared with the Turning Green collective of schools.

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### #BRING BACK THE BEES

A school initiative aimed at protecting student health and campus environments by working to eliminate pesticides and herbicides from commons, gardens and open spaces. This project will be developed and implemented with students from multiple campuses and in collaboration with TG, Friends of the Earth and Center for Food Safety.

### THE FRESHMAN PROJECT (TFP)

Through a lens of sustainability, this project aims to engage interested first year students in thoughtful practices, actions and mindset. A TFP toolkit can be utilized by student leaders and will include a full compendium of resources, activities, and next steps while prompting leaders to start TG Chapters on campus to support their efforts. We believe that if freshman are engaged early on, they will envision their campuses as a palette for sustainable change throughout their college careers.





## OUR PARTNERS

Our partners are who power us forward. The Conscious College Road Tour 2016 was made possible by their generous support.

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THANK YOU FOR  
HELPING US CHANGE  
THE WORLD