

# #TG Summer Interns

Manuela Lizzy Jenna Taylor Madi Ana Sophia Olivia Danielle  
Megan



A SUMMER IN REVIEW

# TG Summer Fellows and Interns

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**MEGAN FUERST**  
Chief of Staff, President Student Advisory Board  
The Ohio State University, Junior



**JENNA ZIMMERMAN**  
Communications Director, Editor-in-Chief, Conventional to Conscious Blog  
New York University, Junior



**TAYLOR MURPHY**  
TG Fellow  
Purdue University, Graduate



**ANA ZABALA**  
PGC 2014 Champion, International Outreach Committee  
Colegio Rochester, Bogotá Colombia, Senior



**JESSIE AINSLIE**  
Communications Team, PGC Analytics  
Claremont McKenna College, Freshman



**ALICE BEITTEL**  
Coordinator PGC Campus Rep Outreach, Co-editor, Conscious Kitchen Cookbook  
UC Davis, Freshman



**OLIVIA BERETTO**  
Coordinator, Project Green Dorm, Challenge Writing Team, Summer Summit Team  
Skidmore College, Junior



**DANIELLE DEJAK**  
PGC Domestic Outreach Team  
The Ohio State University, Junior



**LIZZY ELLIOTT**  
Coordinator, Conscious Kitchen Garden & Nutrition Curriculum and CK Website  
Wesleyan University, Junior



**SOPHIA ERHARD**  
Coordinator, Coordinator, Pollinator Toolkit and Pesticide Free Marin team  
Rice University, Sophomore



**JENNY FANG**  
Outreach Team, Conscious Kitchen team  
Claremont McKenna College, Freshman



**MADELEINE FUTTERMAN**  
Coordinator and Curator PGC Prizes  
UC Santa Barbara, Junior



**MANUELA TAUSCHER**  
Coordinator, Humans of Turning Green, Co-editor, Conscious Kitchen Cookbook  
Skidmore College, Junior



**BECCA GOFFE**  
Coordinator PGC Domestic and International Outreach  
The Ohio State University, Senior



**JESSA WEST**  
TG Newsletter creator  
University of Texas at Austin, Senior



**CHELSEA HAMILTON**  
Web Designer; The Conscious Kitchen, Project Green Challenge, Turning Green  
Edinboro University of PA, Senior



**MELISSA MARTIN**  
Data analysis team, Pesticide Free Marin Team, Conscious Kitchen team  
Belmont University, Nashville, Sophomore



**DANIELLE SCHOEN**  
PGC 2014 Finalist, Coordinator, PGC Challenge Writing, Writer Dark Act Script  
Warren Wilson College, Senior



**SUMMER SHERROD**  
Data Analysis team, Writer Dark Act Script, Conscious Kitchen resource team  
University of Arkansas, Fayetteville



Dear Friends,

To say that this was a magnificent summer with the #TGSummerInterns might not do enough justice to this extraordinary group of powerful leaders. Twenty Five TG Fellows and Interns assembled both at TG Headquarters in Sausalito and at remote places across the country in South America and in the UK. They are passionate, committed, brilliant, and vocal activists for a better world. They become informed about the challenges facing our planet and they then spread the word, teaching it forward to all who will listen. They mentored one another, the TG team, and all who were in their midst. They accomplished massive tasks this summer, with big jobs, and equally important titles; Chief of Staff, Communications Director, Outreach Coordinator .... doing truly unprecedented work in the course of 10 weeks.

They are devoted to one another in their quest for a planet that is healthy, just and thriving, and to their entire generation.

My task was to bring them together, to help them dream, to ask questions, to prompt thought and discussion, to show them how much can be accomplished as a team, to mentor, to cheer them on and to be blown away every day of the summer by their capacity to DO all that they set their minds to. We are stronger because of their incredible body of work this summer.

They will forever be friends and I imagine many of them will collaborate on the world stage, finding solutions for all that is put in front of them – knowing well how to effect change, shift the paradigm, be mobilized and cause others to act.

They are powerful and brilliant. Inspirational and informed. Mobilized and collaborative. Our team of summer interns are some of the most incredible young leaders I have ever known. With them by our side, I have tremendous hope for our future, for our children, and for our planet. They WILL be the change. They dream and do.

I present the #TGSummerInterns. [Here](#) is a glimpse of our summer in motion...

With deep gratitude for your support,

Judi



# Megan Fuerst

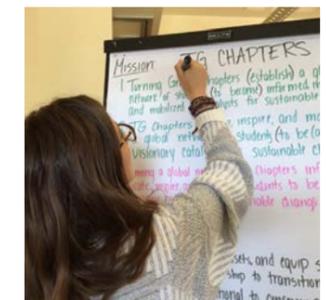
**Chief of Staff**

**President Student Advisory Board**

**The Ohio State University, Junior**

I am a junior studying Environment, Economics, Development, and Sustainability at The Ohio State University and Turning Green's Chief of Staff. When I was a first-year college student, I participated in Project Green Challenge 2013 and was flown out to San Francisco as a finalist, where I was named Runner-Up. Since then, I have established the first Turning Green Chapter Club at OSU, where I have engaged over 100 members. In the realm of sustainability, I am most passionate about industrial hemp. I believe that this versatile crop is vital in sustaining a healthy and thriving planet, and hopes to use her specialization in Policy Analysis to help re-legalize industrial hemp in the states. As a proud activist, I spend a great deal of my time writing to politicians, attending awareness events such as "March Against Monsanto," and mobilizing students around a variety of sustainability issues. I travel as often as possible and try to "read more and watch less" to enjoy my time on this planet.

“ In the field of sustainability as a whole, there's a big problem with ignorance. And I don't mean that in an insulting way; it's not by choice. People don't know. And I think that's a problem, especially with hemp. Hemp is seen to be synonymous with pot, and it's not. ...It has the potential to boost our economy, end deforestation, end foreign dependency on oil, get plastics out; so many cool things. One acre of hemp can make as many paper products and sequester as much carbon dioxide as four acres of trees. Every part of the hemp crop is valuable: the roots aerate the soil and absorb radiation, the leaves are what you use for medicine, and the stalk is what you use for paper, fibers, textiles. You can make hemp-crete buildings that will never mold. Hemp is pest-resistant so we could end the huge problem of pesticides in agriculture. There's really almost nothing it can't do in terms of solving environmental and social and economic problems. So, I think it's incredible. ”



## Megan's reflection

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I have been involved with Turning Green for two years now, and the journey has certainly been epic. I was first introduced to TG the same year I started college at The Ohio State University, when I participated in Project Green Challenge 2013. Before PGC, I had no real direction in life and only wanted to travel, so the possibility of a free trip to San Francisco is what really got me engaged. However, throughout the month of October I could feel myself change as I started to really care about something. I was learning something new everyday about our environment, and became deeply passionate about the health of our planet. At the end of the 30-day challenge I was flown out to San Francisco as a finalist and was named Runner-Up. Since then, I have established a TG Chapter on my campus, interned for TG for two consecutive summers, became the President of the Student Advisory Board, and became Chief of Staff for Judi, the executive director. This summer has been one of the most extraordinary experiences yet, and I can't wait for what is still to come.

Since arriving in Marin in early June, I have had the privilege of working alongside a team of incredible interns and staff, to accomplish a variety of goals. We have written challenges for PGC 2015, interviewed chefs and farmers for a project called FLOSN USA, developed content for a new website, created toolkits, written petitions, taken field trips to our partner's headquarters, filmed advocacy videos, and much more. The office really does operate under a "dream and do" motto – everything we put our minds to, we accomplish. A particularly special night was the evening of July 8th, when one other intern and myself attended the Marin Municipal Water District board meeting with Judi and many other community members. The Board was deciding whether or not to remove herbicide use as a possible method to control invasive species around watersheds. With only a few people in opposition, there was overwhelming support to remove herbicide use from the list of possible management practices. I spoke on behalf of my generation, asking the board to consider the health impacts on young people. At the end of the meeting, the Board made the historic decision to ban the use of any pesticides or herbicides from watersheds. Even though spraying is the least expensive control mechanism, it was incredible to see the Board represent public opinion and commit to keeping our watersheds safe from toxic chemicals.

Marin became my home for two of the most exciting and eventful months of my life. A lot of the time revolved around food; learning about how our food system is run and how we can fix it, and why it is so important to support local, organic, and non-GMO farmers. We visited the farmer's market once a week,

and made FLOSN (fresh, local, organic, seasonal, and non-GMO) meals every Sunday night. Before Amy's drive-thru opened to the public in late July, we got to visit and have an exclusive taste of their organic and non-GMO menu. It was incredible to experience a "fast food" atmosphere with so much integrity. I ate a veggie burger, fries and a milkshake without any of the guilt that comes with traditional drive-thru restaurants. The Amy's drive-thru is revolutionary, even the building is constructed with repurposed wood, completed with a green roof. I can't wait for this type of drive-thru to become the norm across our country, and to say I was at the first of its kind! Along with food came the topic of labeling. We visited the Fair Trade USA headquarters in Oakland to learn about the standards and qualification of being Fair Trade certified. By being Fair Trade Certified, a company is simply being responsible. There shouldn't even have to be a label, fair living wages and safe working conditions should just be the way of life, and the fact that it's not means there is still work to be done. Being a part of Turning Green has opened my eyes to every aspect of life by teaching me that it's not just about protecting our environment, it's about protecting our world in its entirety. This includes supporting every worker along the supply chain for every product, treating sustainability as a right, not a privilege, and doing everything possible to allow biodiversity to flourish, no matter how insignificant an insect or bird or animal of any size may seem.

One of our greatest accomplishments of the summer was creating a video to stand up against the DARK Act. Every intern in the office was disgusted by the unconstitutionality of this Act, and how it is so obviously written by and paid for by large biotech corporations to protect their profits. We knew we had to do something to raise awareness around this issue, as everyone in the TG office is pro-labeling and anti-GMO. Even though there was very little time before the House of Representatives voted on H.R. 1599 (the DARK Act), Danielle, one of the interns, wrote a great script and we filmed and edited a video voicing our concern in a matter of two days. Even though the Act still passed through the House, I'm confident that our video helped the pro-labeling movement. Huge organizations like the Non-GMO Project, Center for Food Safety, EcoWatch, EWG, and most of our incredible partners shared the video on social media and we got over 2,000 views! We plan to come out with another video addressing the Senate to make sure this bill does not become a reality.

In late July, Turning Green hosted its second annual Summer Summit so the remote interns could work alongside the Bay Area team. It was an extraordinary four days, and we achieved about a month's-worth of

work! Interns from across the country came and stayed in the Kimpton Hotels, and we spent our days at Cavallo Point, brainstorming new initiatives and creating new means to meet our summer goals. During the summit, we defined the mission and vision of TG Chapters that are becoming established at schools globally, wrote the script for our DARK Act video part 2, created metrics for measuring impact during PGC, created TG's first newsletter, developed toolkits for how to become a Campus Rep and how to start a Chapter, and more. Every intern got along so well with one another, and being surrounded by such like-minded students helped to motivate our fast-paced work atmosphere.

It's hard to pinpoint select highlights of the summer, because everyday has been truly special. I have never spent more than a couple of weeks away from my Midwestern home in Ohio, and it's absolutely astounding how different California is. It's so easy to buy organic and non-GMO foods, to get places without driving yourself, to strive for a zero waste lifestyle without people staring at you like you're crazy when you bring your own jars and bags to fill. At home, living up to my standard of a sustainable lifestyle is hard, and requires a lot of effort. I grew up surrounded by polluted waters and miles of monoculture genetically modified corn and soy fields. There were no stunning mountains to climb or ocean waters to swim in, which is why I think people on the west coast are more environmentally aware. Everyday I experienced sights that took my breath away, and met like-minded people that gave me hope for our future. Turning green has truly changed my life, and has helped me reach my full potential as a student, environmentalist, activist, and human.



# Jenna Zimmerman

**Communications Director**  
**Editor-in-Chief, Conventional to Conscious Blog**  
**New York University, Junior**

My name is Jenna Zimmerman and I am a Junior at New York University studying Marketing and Sustainability. I have had the profound honor of working with Turning Green for the past 14 months. In that time I have learned things about myself, our world and the true meaning of activism that cannot be measured in time or tweets. My parents both demonstrate to me from a young age that a career is not a place you go 5 days a week, 9-5. The work you go out in the world and do everyday should leave it better than when you started. Turning Green not only affirms that ambition but inspires it in young adults who may not be so sure they have the power effect change. I am no longer afraid of the fate of our environmental challenges. I am grateful to part of the solution, the fight and the voice to change it. I am excited, ready and engaged. I have to be.

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*My generation is faced with severe environmental and social challenges. We can split our time hiding the facts and blaming the ones before us, or we can rally. I say we rally. I am thrilled to be part of the most conscious, efficient and tolerant generation yet. I am excited to be part of the solution - the revolution. I have to be.*”





## Jenna's reflection

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To outsiders, an internship at Turning Green must look like a chaotic transformation of odd hours, adventures and some free stuff. But I think that you, whoever you are reading this packet, can probably tell by now that it is a unique and highly profound experience.

After two summers in the office, and over a year working remotely while I'm at school, I can honestly say I couldn't imagine my life without Turning Green. This work has shown me more beauty and injustice than I ever knew existed. I know first hand what it feels like to be empowered by this nonprofit, however, seeing it come about in others, propels me forward and confirms my ambitions for our future.

We all knew this summer would fly by, but I'm not sure I anticipated that we would soar. Every day I came in to work, ready and excited to tackle new and existing projects. I felt honored as I introduced new team members to our programs and showed them the ropes. At TG, our ropes are strong, far-reaching and highly interwoven. As each new intern began to find his or her place and passion in our work, I saw each project, task and timeline enriched. As a leader in the office this summer, I had a wonderful opportunity to encourage new peers to try new things, see what they were capable of, and show us what we couldn't have done without them. I feel truly thrilled and deeply inspired to call the other summer interns friends, peers and fellow activists. Getting acquainted with them gave me a real sense of community. We all come from different places, fields of study, and bring different approaches and skills to the TG projects.

We made mouth-watering, farm fresh meals together. We became tearful over moving videos about the state of our planet together. We gasped at the behavior of our lawmakers together. We have grazed on organic farms together. We wrote challenges together. We planned new websites together. We designed toolkits. We rode our bikes together. We edited together. We stressed out over a time crunch together. We walked our office dog, Kasie, together. We thought, rethought and asked questions together..

This summer, we changed the world together. #TGSummerInterns



# Taylor Murphy

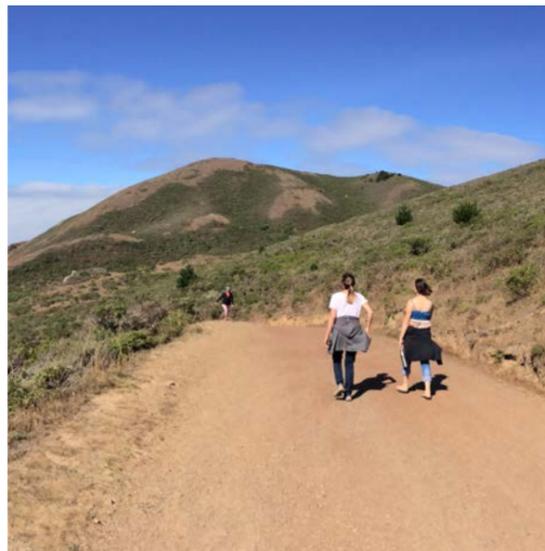
**Turning Green Fellow**

**Purdue University, Graduate**

My name is Taylor Murphy and I am a graduate from Purdue University in the College of Agriculture. I was wrapping up my senior year and still wasn't sure where I wanted to be next in life. I loved studying Natural Resources and Environmental Science, but I couldn't quite find a job that I held passion for or something that ignited my flame. That is until I met Judi and Erin, Turning Green's founders, on the Conscious College Road Tour. I remember Judi speaking to us about making the transition from conventional to conscious. Telling us their backstory and how cancer rates skyrocketed in Marin County and how that increase can directly be related to the harmful chemicals we detriment the environment with. This really resonated with me, being a cancer survivor myself. At the time I was an active environmentalist, but I definitely didn't adhere to every aspect of a sustainable lifestyle. Sure, it was my end goal, but I had some work to do. Turning Green acted as my catalyst to help attain my goal. A sustainable life suddenly became achievable and complete. It was with this passion, I pursued a Fellowship with Turning Green to be a part of the voice and change. Every day I am able to see and feel how much positive impact we are bringing the world. My goal for Turning Green is to influence the world. To reach as many people far and wide. For our voices to be heard. I want to see Turning Green change the social norm from conventional to conscious. For Turning Green to stimulate and empower young generations to not be afraid of standing up for their rights. I want our impact to resonate with tomorrow's leaders and to leave a lasting legacy on humans and the earth.

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Soil erosion is one of the least talked about environmental problems, yet one of the most important. The degradation of soil has a domino effect, not only decreasing land fertility, but impacting pollution and sedimentation into streams and rivers, clogging waterways, thus leading to a decrease in fish populations. Half of the topsoil in the world has been lost in the past 150 years, main contributors being monoculture crops and livestock overgrazing. Topsoil is the most valued portion of the soil, yet it takes 500 years to replace 1 inch of soil naturally. But then again, who wants to talk about dirt?  
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## Taylor's reflection

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Thirty days. That is how long I've been working at Turning Green. It is also the longest time I've spent in California, matter of fact, the only time I've spent here. Thirty days ago I took the ambitious trek to California, across the country from my home state of Massachusetts. So, what is it that led me here?

I think a multitude of events brought me to this very moment. It's always about timing. Not necessarily being in the right place at the right time, because I think we are always in the right place. In April, I was getting ready for my college graduation. However, I was far from ready. I found myself constantly consulting with my professors asking for their advice, since I had no clue what I wanted to do upon graduated. Many of them urged me to apply for graduate school, but I wasn't quite ready for that commitment either. Then, I met Turning Green. TG entails every green aspect of my life that I try each day to attain. I love being eco-conscious, and loved that Turning Green's mission is to encourage others to make the change from conventional to conscious. I felt so inspired, that I asked Judi if I could join the team.

After a few emails back and forth we had agreed that I would become Turning Green's first Fellow. I was so happy that I had a direction after school was completed. I knew what I was going to do and I was HAPPY about it. Happiness is key. How can you work without a passion? That's what I was looking for. Being part of a team I was eager to join.

Thirty days later I've seen the light inside each of our interns eyes. I've witnessed the drive and willpower our generation has to change the world. I've watched us collaborate together bringing ideas to life. We have loud voices that we aren't afraid to use. We have stood up for justice during the DARK Act. In just thirty days we have actively worked to change our surroundings. We are stopping the use of Pesticide use in Marin County. We are working towards an organic, non-GMO food system at every Marin school. Together we have recreated our Mission and Vision, evolving it as we evolve as a team. If we can accomplish all that in just one month, imagine what we will accomplish in the next year.

I am so proud of this organization and am enlightened to be a part of it. I can't wait to see what more we can do.



# Ana Zabala

**PGC 2014 Champion**

**Colegio Rochester, Bogotá Colombia, Senior**

My name is Ana María Zabala, I am from Bogotá, Colombia where I am about to be a senior in high school. I first discovered Turning Green through Project Green Challenge. That 30-day experience completely transformed the way I saw the world and lived my life. My mind was totally expanded, and now, questioning everything I do in terms of its impacts is an unstoppable mental process. I realized that what we see and experience is such a small part of what happens all around the world all the time. PGC and TG encouraged me to share everything I want for the world, and to include others in my journey. My journey with Turning Green has brought me to California for the summer to be an intern. I have learned that change will never happen if we don't deliver a message. I think we are all here to help each other because progress won't happen on its own. How is change going to happen if we don't share with others the vision we have of the world? Change starts with one but happens with a group of people because the world doesn't rely on one person; mobilizing others is crucial and communication is the key! Most of the times, we think we stand alone because we fail to deliver our message and interiorize everything. Things need to get out there! Being a part of Turning Green is all about that.

I have shared amazing experiences with other kind-hearted and altruistic human beings who show me that my ideas don't stand alone. Everyday, I reaffirm that I stand in unison with others in this quest for progress, equity, justice and sustainability. I experience empowerment and am inspired to keep taking action in order to change the unjust order of things and materialize what I want for the world! Being surrounded by these amazing young people, constructing projects where humans, nature and other species can thrive in harmony is incredibly rewarding. Turning Green is a celebration of the interconnectedness of our world, being a network that catalyzes positive change! I hope to work towards the empowerment of farmers in Colombia by expanding and promoting sustainable agriculture and defending seed freedom and sovereignty while seeking sustainability in my everyday life.

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*I think selfishness is the world's biggest problem. It's the origin of every environmental and social issue we face today. If it were put aside, money wouldn't even exist because sharing would be the main motive and inspiration for all actions. We believe money is the problem when we see corporations and greedy individuals ruining our world for the sake of profit. But, in the end, it all comes from selfishness. We are all selfish, in one way or another, and to different degrees... But, if you opt for sustainability, and live in a certain way that allows Mother Nature and other species to thrive, that means you are realizing everything is connected. Then, you recognize that you are part of something that surpasses you, and that's when you stop being so important to yourself. With time, every decision you make aspires to do no harm and benefits all. That's why, sustainability to me, is a matter of rising above selfishness.*

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*One of the best parts of being an intern was eating!!! I'm so grateful I was able to eat the most delicious, nutritious, fair, organic, seasonal and local food! I was so impressed by California's bountiful harvests! I drastically changed the paradigm I had of viewing America as a food desert, being from Colombia.*



## Ana's reflection

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Being an intern for Turning Green is an ongoing challenge and a personal growth experience. You not only take care of yourself by getting a glimpse of independence, but you also take care of others. This is all about caring... Everyday we set ourselves on the mission of protecting our communities and planet. We stand up for what we believe is fair and work for it everyday; step by step.

Sometimes, things might seem overwhelming, but as long as we breathe every moment of the process, missions are accomplished and a network of positive actions and change is built without us noticing it. I think we get used to things so easily that at times we forget how significant our daily actions are. If I stop for a moment and reflect, I realize sitting in front of my computer looking for key contacts on colleges and high schools in South America for Project Green Challenge is not just that... It is the seed of change; probably someone's life will be completely transformed and new leaders will emerge who will want to cultivate a better world! That's what happened to me after PGC, that 30-day experience completely transformed the way I saw the world and lived my life. My mind was totally expanded, and now, questioning everything I do in terms of its impacts is an unstoppable mental process. I realized that what we see and experience is such a small part of what happens all around the world all the time. PGC and TG encouraged me to share everything I want for the world, and to include others in my journey.

To think all of that was made possible by beautiful souls like those that Turning Green gathers.... I now know what my mission and passion is, thanks to someone like me who patient and devotedly inspected websites, hunted for contacts, and filled a spreadsheet hoping those mysterious names would be interested in engaging others in this mission of changing the world that we so deeply love and fight for. The best part of it is that they usually are! To get responses from teachers and faculty members in Perú, Chile, Brazil and Colombia is the most rewarding feeling, especially being from Colombia! It was such an honor and delightful surprise to get a response from someone in Floridablanca, Santander. This is an almost remote town in my country! My heart was so filled with love and excitement to read that email written in a basic, almost confusing, english. I felt like crying, and was so proud of my country, of Turning Green, and everything I believe in.

I didn't just work on one project, and also participated in gathering information and writing various documents to support the Pesticide Free Marin initiative that Judi has propelled. Every word we wrote in

those documents, is a powerful tool for those who are advocating for a healthier and safer community. Every letter of every word is a demonstration of faith in change, and of boldness. Because, yes, it is bold to say we are not comfortable with a system that tells us the only way to live in this planet is to silence the voice of other beings.

When I sit in the office and get down to work, I don't usually realize the dimensions of it all. For me, being a summer intern was to challenge the counsel of those who tell us we can't coexist in harmony with nature and other species; those who say pesticides are necessary, those who say we need seed privatization and industrial agriculture, those who want to keep consumers in the dark, those who won't start to change themselves in order to change the world. Even though I'm from Colombia and live there, I realized there are no frontiers or language barriers when it comes to wanting healthy, thriving and sustainable communities. This internship has shown me that environmental advocacy can build bridges of cooperation around the world. Every step of it, every thought, every day, every act is so amazingly relevant! The fact of connecting with amazing human beings who share a vision of a better world is incredibly inspiring. Field trips to visit our partners made that possible too!

It is really important for young activists and advocates like us to get a sense of reality through leaders that have walked a longer path. Experiences like these field trips are more than just visits or encounters, I think they contributed significantly to our personal growth. The teachings, transparency, and passion everyone transmitted were refreshing and, I must say, needed in a world full of distraction and oblivion.

I sometimes feel like the whole structure of society is incredibly vast and established in such a dominant way, that doubts often conquer me. I'm sure it doesn't only happen to me.. But sometimes, all we need is a little help from ourfriends.. or anyone. After every conversation we had, I was certainly encouraged to keep on doing my best to challenge, change and surpass the system. We're all part of this immense and destructive machine, and it is our mission to transform it into a just and thriving community.



# Jessie Ainslie

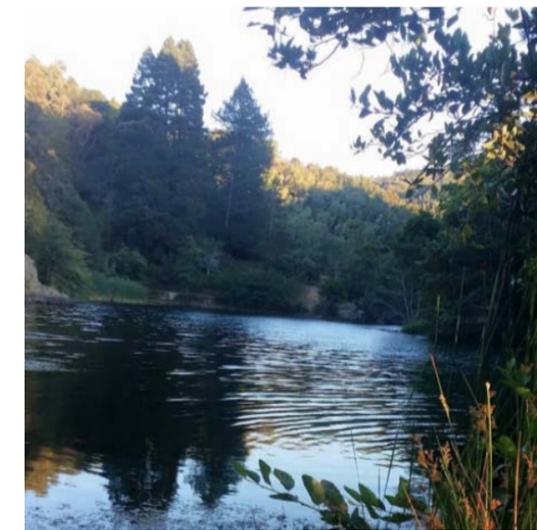
**Communications Team, PGC Analytics  
Claremont McKenna College, Freshman**

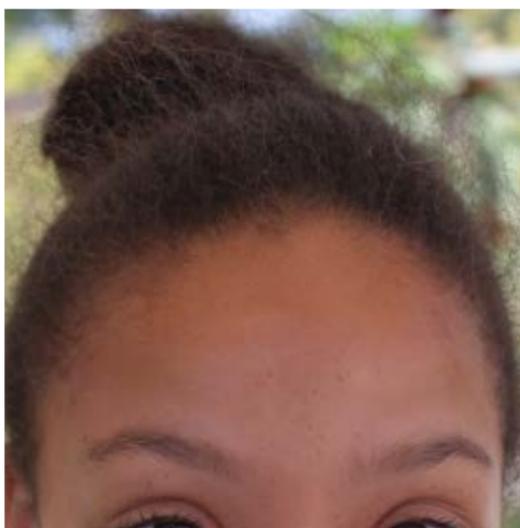
I was born and raised on the Big Island of Hawaii where the cows outnumber the humans and swimming in waterfalls is the premier form of entertainment. A freshman at Claremont McKenna College, my road to environmental consciousness was a long one and was kicked into high gear when I began my work with Turning Green. Living in Hawaii everything done in my childhood involved the outdoors and the importance of the environment became ingrained into my lifestyle. Full of mediocre jokes, a stubborn sense of determination, and outgoing boldness, I often found myself asking the question "Why can't I change the world as a teenager?" It was through this I found Project Green Challenge, eventually becoming a 2013 finalist, and began working with Turning Green. I believe passion moves mountains and should be encouraged. Wildly impatient in my willingness to make a difference, I love the Turning Green family for both their support of even my craziest eco ideas and the way they change students' lives as they have mine. I look forward to the new college chapter in my life and continuing to work with the Turning Green family.

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*I think sustainability can simply be defined as living in a healthy way that promotes the continued positive cycle of health. Sustainability means taking care of yourself and as a result creating a ripple effect of positive action. It's important to live sustainably and to be conscious of your personal impact, but also your impact on others around you. Personally I don't want to be in the dark about the effect of products, food, clothes etc. that I use throughout my day to day life. I also want to make sure that I'm not perpetually damaging the resources around me for the sake of personal gain. There's a combination of selfishness and selflessness towards living sustainably, and I think that's a good balance to have.*

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## Jessie's reflection

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Despite its natural camaraderie and teamwork, being passionate about the environment is something everyone does for a very personal reason. Perhaps they can not get pregnant because of the endocrine disruptors that crept into their body without them realizing. Perhaps it is the sudden realization that the makeup they put on their face may give them cancer. Perhaps they love an endangered animal and will go to the ends of the earth to make sure it's safe. Perhaps they're just passionate foodies in search of the next delicious meal and found it in FLOSN foods. With a passion like this there is always a trigger, and everyone has their own reason to work as hard as they do for no pay, very few concrete results, and a thousand doors slammed in their faces.

For me, my reason for loving the sustainability movement is very simple: my home. I am born and raised on the Big Island of Hawaii, and while the name might deceive you, it takes no more than a day to drive around. Isolated to the point where I've mastered online shopping, long plane rides, and watching our life sources of barges come inching into the harbor. I can see the hospital I was born at from my bedroom window, and it takes about ten minutes to drive through my entire town. Yet, I love it. I love it so much I often tear up talking about it. And for those of you who know me, you know that I talk about it a lot. My weekends were not spent going to malls (I believe the closest one is two hours away) they were spent swimming in waterfalls and going to the beach. I grew up measuring my happiness in the number of barb wire fences I crawled under, the number of stars I saw in the sky, the number of shells collected on an early morning boat ride and the number of lychees eaten in a day. I love my home more than anything else and to love my home is to love the environment in which I live as a result.

It seems only fitting that I would do a majority of my internship from home this summer. Now not only was I working towards sustainability with Turning Green, but I was living in the place that gave me my reason to care about it in the first place. Turning Green rewarded my passion this summer and helped it grow by giving me the resources follow through on all my larger than life ideas. Visiting San Francisco this summer to work was icing on the cake. Here we took months of work and consolidate it into a few days (though long days if I must admit). As I mentioned before, with something as personal but also community based as sustainability, you need to have time to reflect on your own actions while also needing time to come together as a group. Turning Green is a family simply because we are stronger, more passionate, more determined and happier when together as one. Looking around at all the different characters in the room during our meetings, everyone was capable of taking ideas to a whole other level. Like team building exercises on steroids, my week in SF showed me that if you get a group of 15ish people in a room together it's impossible to not have their passion change the world.



# Alice Beittel

**Coordinator PGC Campus Rep Outreach**  
**Co-editor, Conscious Kitchen Cookbook**  
**UC Davis, Freshman**

In elementary school I learned the hiker's number one guideline: leave everything better than you found it. My small hands would carefully reach into the dusty soil of Lake Chabot Regional Park to rid a candy bar wrapper from the home of so many birds and trees. My young mind grasped onto an obligation to respect something so powerful, so immense, and so generous. While I never questioned this standard and accepted it as a fundamental principle, I had tunnel vision and saw nature separated from the way I live. Then, in 2013, this thing called Project Green Challenge happened to me. PGC seized my value of reverence for nature, shook it up, spun it around, and blasted it at every piece of my lifestyle. I found myself violating the earth's well-being in the food I ate, the clothing I buy, and the products I put on my body. PGC awakened a sleeping giant within me and told it to dream and do, for where there is a will there is a way. This giant will never go back to sleep. I cannot, and will not, stand by and watch the abuse, scorching, exploitation, and disrespect of the home of birds and trees continue. Within the past year and a half, my high school campus now has a ban on the purchase and sale of plastic bottles, a zero waste commitment by 2020, a robust tri-bin waste disposal system, a bi-annual e-waste drive, and a regular sustainability column. I am a two-time summer intern for Turning Green, a TG Advisory Board Member, a first-year environmental studies student at UC Davis, because I want to leave this planet better than I found it. Alice Walker, my namesake, puts it simply, "Activism is my rent for living on this planet". This planet is my home. I cannot watch the destruction continue. As young people, we need to raise our voices loud and clear. Enough is enough, so let's get ready to dream and do like never before.

“  
Whoever and wherever you live, the world gives you life. Erase money from our economy. What is left is an interconnected system between people and the planet. When we look at mountains and see only profit, our ecosystem suffers and then we suffer. Our future needs everyone, needs everyone to speak up and step up to be conscious global citizens. That is the only way future generations will be able to visit the parks our grandparents did, hike through the same forests, and eat the same fruits and vegetables.”



At the Lexicon of Sustainability offices, the team had painted beautiful quotes on the barns across their land. This picture, currently set as my laptop background, serves to remind me to be the best I can be and treat the earth and others with the upmost respect.



## Alice's reflection

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In elementary school I learned the hiker's number one guideline: leave everything better than you found it. My small hands would carefully reach into the dusty soil of Lake Chabot Regional Park to rid a candy bar wrapper from the home of so many birds and trees. My young mind grasped onto an obligation to respect something so powerful, so immense, and so generous. While I never questioned this standard and accepted it as a fundamental principle, I had tunnel vision and saw nature separate from the way I live.

Then, in 2013, this thing called Project Green Challenge happened to me. PGC seized my value of reverence for nature, shook it up, spun it around, and blasted it at every piece of my lifestyle. I found myself violating the earth's well-being in the food I ate, the clothing I buy, and the products I put on my body. PGC awakened a sleeping giant within me and told it to dream and do, for where there is a will there is a way. This giant will never go back to sleep. I cannot, and will not, stand by and watch the abuse, scorching, exploitation, and disrespect of the home of birds and trees continue. Turning Green has taught me that I don't need to wait until I have a college degree or a spot in Congress to make a difference in this world. I can start now. And guess what? TG had a program already in place – a summer internship.

During the summer of 2014 and the summer of 2015, the Turning Green internship program gave me invaluable insight into the workings of a nonprofit and how organizations have an immense capacity to make the world a better place. As a rising high school senior in 2014 and, now, as a rising college freshman at the University of California, Davis, the internship experience has helped me build confidence in my abilities to affect change as well as in my professional capabilities. Being able to create and draft challenges for the very program (PGC) that changed my perspective of the world is down to earth exciting. Toolkits, research, database outreach, social media, blogging, cookbook writing and editing, curriculum development, newsletter development, alumni-relations, video editing, and the list literally goes on.

The difference between interning for Turning Green and other internship programs is the leadership opportunity to take ownership of a project. Being a leader within an organization is not something many college students, much less high school students, have the chance to experience. It gave me the freedom to dream up a plan of action and have an incredible team to support me with implementation. This past summer, I had the joy to be a co-chair on the Conscious College Cookbook team, work as the Alumni

Network Coordinator and as a member on the Campus Rep team. Each one demanding a different set of abilities, gave me the room to develop and expand my skills.

The Turning Green team. Sigh. I could write a book about how wonderfully inspiring everyone is, but I'll keep it short and sweet. Working alongside other students with a similar commitment towards sustainability is a gift. We had the opportunity to talk about current events affecting our communities and act. With HR 1599, the Denying Americans the Right to Know Act, we created PR videos and reached out to our database contacts to urge everyone to call their representatives. To protest the spraying of pesticides in Marin County public areas, we hosted community meetings, spoke to the Marin Municipal Water District board, and created a pesticide toolkit open to anyone wishing to ban pesticide spraying in their community. It gives me such hope for the future to work with a group of people committed to making the earth a better place. The intern team are not just my co-workers, but a new family I am so glad I get to change the world with.

I am a two-time summer intern for Turning Green, TG Advisory Board Member, first-year environmental studies student at UC Davis, because I want to leave this planet better than I found it. Alice Walker, my namesake, puts it simply, "Activism is my rent for living on this planet". This planet is my home. As young people, we need to raise our voices loud and clear. Enough is enough, so let's get ready to dream and do like never before.



# Olivia Barreto

**Coordinator, Project Green Dorm**  
**Skidmore College, Junior**

As a rising junior at Skidmore College, I am pursuing a business degree and a studio art minor. Growing up in the Bay Area, environmental awareness has been ingrained in me. I remember visiting the Teens Turning Green pop-up store when I was in middle school, and admire how much the organization has grown since then, and the strong network of students that are now a part of Turning Green. Through this experience, I hope to gain more insight into business and entrepreneurship in conjunction with environmental consciousness to create a more sustainable business and consumer culture. I believe that social and environmental responsibilities are vital characteristics in today's consumer culture and hope to increase awareness of them through my current and future endeavors.

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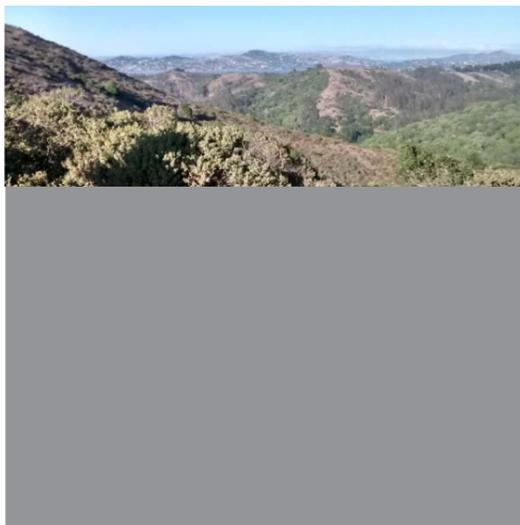
*My grandfather was a pediatrician and he believed in eating wholesome foods. He never let anything, like food, go to waste; he always had a creative way of cooking with what he had.*

*Essentially he was very conscious of his impact on the environment. So, my mom grew up with these values and has passed them onto my sister and me. For a long time I didn't know there was any other way of eating.* ”



*An amazing trip to Full Belly Farm with an even more amazing host, Andrew Braitt.*





*Filming of our video in  
opposition of the DARK Act.*



## Olivia's reflection

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This summer has been an amazing experience, from Farmers' Market lunches and farm visits, to fighting glyphosate spraying in Marin County and the DARK Act in DC. I have always had a passion for the environment and living sustainability, yet spending my summer interning for Turning Green and surrounding myself with likeminded individuals has reinvigorated that passion. Not only does Turning Green advance sustainability through its mission and efforts but it brings students together and gives them an network of people and resources to drive their goals. While it often seems like there are few people that prioritize eco-consciousness, Turning Green's network disproves that notion.

While I have met interns with passions like FLOSN food, hemp, and horticulture, my academic interest lays somewhere else. Until college I never never thought I would gravitate to my chosen major, Business. But after spending time in my business classes and others in my department I know I have found something meant for me. I am drawn to business (my major) and art (my minor) as areas of study because they both involve creation. In business I am most interested in entrepreneurship and marketing because both disciplines involve the creation and communication of tangible products and the process of making them accessible to others. Similarly, art is entirely creation and communication, and while art is often very personal it has the ability to reach audiences large and small.

Turning Green has given me the opportunity to apply my skills from graphic design to writing as well as developed new ones like social media marketing. I have truly seen what a green business looks like by visiting and speaking with key people at companies like Fair Trade, Nutiva, Amy's Kitchen, and Acure. These connections and experiences will undoubtedly inform my future adventures.

I am so grateful to have this amazing network to support me through my current and future endeavors and to know that it is ever growing. My time at Turning Green has strengthened my depth and understanding of environmental activism and the multitude of ways one can be an activist. I am so happy to have found a family at Turning Green and look forward to being continually involved in this amazing organization.



# Danielle Dejak

**PGC Domestic Outreach Team**  
**The Ohio State University, Junior**

I was introduced to green living when I began making my own holistic personal care products in high school, and my changed perspective led me to pursue a degree in Environment, Economy, Development, and Sustainability at The Ohio State University. Participating in Project Green Challenge 2014 opened me up to the immense and amazing world of sustainability and a continuous journey of improvement. Nature's majestic beauty inspires me each day to lessen my environmental impact by eating a vegan and plant-based diet and minimizing my waste and plastic use. With the support of Turning Green, I strive to model a sustainable way of life for others and enlighten them about making conscious decisions. I hope to use my artistic skills to inspire people about sustainability in a way that words sometimes cannot. I aspire to live minimally in a zero impact tiny house while working for an environmental non-profit organization and traveling the world. Combining my passions of environmental justice and international development, I will positively impact this planet and the people living here.

“ Sustainability means having minimal impact on the environment. That's why I think it is so important to practice a zero waste lifestyle. There is a story behind each piece of garbage that consumers are not exposed to. With the way our materialist system is structured in the U.S., people purchase and dispose of products without seeing the whole picture. I strive to live simply and minimize waste in my own life, while bringing more awareness to others about production and disposal practices. ”



*This picture captures why the TG Summer Summit was so inspiring and magical for me. It is because of this amazing community of activists that I believe we can make a change in this world. The people present at Judi's house to talk about pesticides in Marin County were so passionate and educated about these issues, and I learned so much from them.*



## Danielle's reflection

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I was first introduced to green living when I began making my own holistic personal care products in high school, and my changed perspective led me to pursue a degree in Environment, Economy, Development, and Sustainability. I was already learning about sustainability concepts through my coursework, and through online research and I knew how to make personal changes to lessen my environmental impact. However, I didn't believe that a sustainable world was a feasible concept. I understood how people's actions negatively impact the planet, but I did not know how to make changes in the world beyond myself in order to spark a ripple effect of conscious living. Project Green Challenge and my internship with Turning Green have made me realize that a sustainable world is possible, and they have shown me exactly what I need to do to make that dream a reality. Turning Green's mindset "dream and do" makes me believe that we have the power to create sustainable change. Before working with Turning Green, I thought of sustainability as a personal journey of continuous improvement. From the start of my involvement with this organization, I have learned that the immense world of sustainability means so much more. Most importantly, it is a community of activists, people who care for one another and for the planet, and people simply trying to do good in this world. I believe in the quote "Be the change you wish to see in the world," but Turning Green has made me realize that only personal change is possible alone. In order to create sustainable change in the world around me, a strong community is essential. Turning Green has made me feel that I am a part of this community and that I have a place in its mission. When Turning Green brings motivated students of the sustainability network together, it feels like anything is possible and that we will change the world. Turning Green makes the impossible possible.

Being in San Francisco with Turning Green for the Summer Internship Summit was extremely influential. The work that we accomplished as a group of impassioned students further demonstrates the amazing community that we have cultivated. Meeting Amy, the President of Acure, made me realize that company executives are just motivated and inspired people like us, and that one day we are going to be the leaders of such companies. Turning Green has prepared us to be the future leaders of the environmental movement by giving us the necessary resources to be catalysts for sustainable change. Just in four short days, I planned tangible actions for my future that will enable me to achieve my ultimate goal of a sustainable lifestyle. I will model a sustainable way of life for others by living minimally in a zero impact tiny house and enlighten others about sustainability through pieces of art. I will remain involved with Turning Green as I continue to expand my sustainability network so that I can inspire, motivate, and educate the next generation of green students. Nature has always been a major part of my life, and its beauty truly inspires me each and every day because it brings me ultimate peace and happiness. We only have one planet, and it is our job to protect it. Because we are a part of nature, not a separate entity, we must learn to live in harmony with it. It is my goal to make this dream a reality, and through collaboration of Turning Green and the global sustainability network, we can accomplish anything.





# Lizzy Elliott

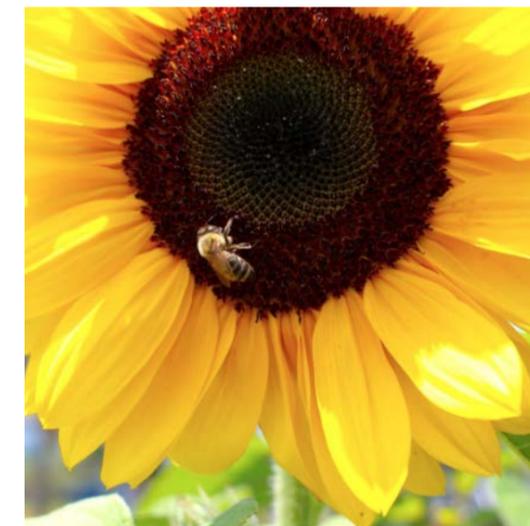
**Conscious Kitchen Garden**  
**Nutrition Curriculum and CK Website**  
**Wesleyan University, Junior**

I'm Lizzy, a Bay Area native and rising senior at Wesleyan University, majoring in American studies with a concentration in visual and cultural studies. Passionate about food justice, sustainable agriculture, permaculture and community building, I'm driven to change the broken food systems nationwide. Recently returning from studying farming in Indonesia, I feel motivated to spread awareness of the impacts of pesticides worldwide. I am thrilled to continue developing The Conscious Kitchen program, working both in the office and in the dirt at The Conscious Kitchen Garden. My free time consists of teaching kids yoga, doing photography, cooking, farming at my school's organic farm, singing in my acapella group, and backpacking.

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*Since most of the seeding and planting had been done before I arrived while the students were still in school, I spent most of my time watering, weeding, and harvesting the bounty that slowly amounted over the summer weeks. Each day I came, new plants showing signs of fruit bearing; slowly but surely small fruit turned to juicy shining vegetables. And then suddenly eggplant, peppers, cucumber, zucchini, squash, kale, rhubarb, tomatoes, beans, lettuces, strawberries, wheat, potatoes, and herbs emerged all at once. I felt proud that my hard work had produced food that would be lovingly incorporated by Chef Sean into The Conscious Kitchen meals for students in the fall.*

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## Lizzy's reflection

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This summer my primary intern responsibility at Turning Green was to care for The Conscious Kitchen garden at MLK Elementary School in Marin City. Having some experience working in school gardens and small-scale organic farming, I was eager to take my knowledge to the next level. I worked with Katy Sheppard, who both teaches the garden and nutrition curriculum to all students at MLK, and maintains the garden. I felt lucky to have Katy as a resource, learning a great deal from her and working with her to lay drip line irrigation and implement drought-conservation techniques. Since most of the seeding and planting had been done before I arrived while the students were still in school, I spent most of my time watering, weeding, and harvesting the bounty that slowly amounted over the summer weeks. Each day I came, new plants showing signs of fruit bearing; slowly but surely small fruit turned to juicy shining vegetables. And then suddenly eggplant, peppers, cucumber, zucchini, squash, kale, rhubarb, tomatoes, beans, lettuces, strawberries, wheat, potatoes, and herbs emerged all at once. I felt proud that my hard work had produced food that would be lovingly incorporated by Chef Sean into The Conscious Kitchen meals for students in the fall.

We had a very successful Garden Work Day in June, with around twenty attendees of all ages and backgrounds, eager hands helping to mulch, lay compost, weed, and plant seedlings in our newly built beds. I loved teaching two young boys from the community how to carefully and safely use tools to turn and aerate soil. I helped facilitate group tasks and prepared a large salad with all ingredients from the garden that we shared after a long day of work together.

While most of my days at the garden were quiet (with students on summer vacation), on some days students in the afterschool program would venture into the garden to explore. I picked strawberries and ate strawberries with them, showing them the different crops and spotting hummingbirds, bees, and butterflies together.



# Sophia Erhard

**Coordinator, Pollinator Toolkit and Pesticide Free Marin team  
Rice University, Sophomore**

I am rising sophomore at Rice University. As a native Floridian, I was exposed to many different ecosystems, and believe my passion for the environment began at an early age. I was most concerned with the survival of all plant and animal species' biodiversity, especially vital pollinators like bees. Last spring, I attended a weekly Environmental Club meeting and was told to hang up Conscious College Road Tour (CCRT) posters around campus. Within the next few days, I was introduced to Turning Green and its inspiring mission while tabling for Hemp during the CCRT. This was one of my favorite days on campus; I felt mobilized to impact her peers about sustainability, and motivated to take more steps towards sustainability in her own life. With help from TG's vast array of resources, I hope to restore Rice's prairie with native species and provide habitats for pollinators across campus. I look forward to reconnecting with other TG interns and chapters as they all pursue their environmental actions on their campuses and across the world.

“

*The impending Sixth Mass Extinction exists because humans created it. We created a world that fit the needs of man, yet left out the needs of plant and animal species. Now we are seeing the decline of our vital bee populations, and the most tragic part of this event is that it was entirely preventable. We need to stop engineering our minds to overlook nature's existence, and start creating legislative policies which preserve our earth's richness. I believe sustainability starts at the smallest level of community. If we focus on influencing and educating the people whom we interact with on a daily basis, then eventually, we will influence and educate the world. Please check out this Guide to Save the Bees in your backyard/community from Friends of the Earth!*

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## Sophia's reflection

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On my first day at the Turning Green office in Sausalito, I was greeted with open arms and a warm welcome. It was already an incredible start to an incredible summer experience...

The office was a place where ideas and dreams were discussed. By keeping a positive vibe, we accomplished amazing amounts of work from 10-6 each day. One of my tasks was to work on a Pollinator Toolkit with Tiffany from Friends of the Earth and Larissa from Center for Food Safety. This toolkit will guide students in building pollinator-friendly habitats on their school campuses. I truly believe that it will help change the way we look at school lawns and natural areas, and it is awesome that I was able to provide input. There is nothing more impactful than seeing how your work affects the real world, and I look forward to seeing this connection as we launch the toolkit! Thank you to FOE and CFS for pursuing this endeavor with us!

In the office, the other interns and I were able to work on projects that furthered our environmental passions. Every day in the office was different...we spent our time writing the PGC challenges, finding speakers for the PGC finals, tweeting out environmental news, thinking of ideas for our new website, finding awesome prizes and outfits for the PGC finalists, researching chefs and farmers markets for the FLOSN cookbook, making inspiring videos, and the list goes on and on...

Outside of the office, we were able to go on field trips to our partners' headquarters. These opportunities are ones that I wouldn't have had otherwise, and I am so grateful for them. Thank you to EO for allowing us to mix and create our own lotions at the EO headquarters! Thank you to Chipotle for providing us non-GMO meals and for standing up against the DARK Act! Thank you to Amy's for inviting us to the pre-opening of your all-vegetarian, non-GMO drive-thru! Thank you to the Lexicon of Sustainability for brainstorming ideas for the future of Turning Green! Thank you to FairTrade USA for inspiring us to bring FairTrade to our college campuses! Thank you to Nutiva for showing us the ins and outs of your company!

It was an absolute joy to meet and speak with the employees and founders of these amazing companies and businesses. A special thank you to Susan Black, Bridget Dwyer, Douglas Gayeton, and John Roulac for taking the time to speak with us. Each and every person I have met have inspired me to continue on my mission towards sustainability. I was so impressed by the sound and progressive standards that you all have

set for our world. Thank you for being so transparent in your business practices. To me it means that you are all producing quality products with the utmost concern for your workers, consumers, and for the environment. As we moved into the Summer Summit, I met more incredible interns and leaders. Thank you so much to Susan Grelock and Amy Halman for inspiring all of us to produce high-quality work. Your leadership at this summit was mobilizing. I felt like we accomplished an enormous amount of work due to your drive and passion for the environment. Thank you to all of our partners, from the bottom of my heart. We could not do any thing we do without you.

Finally, the friendships that I have made during this summer are ones that I will keep with me. Each intern brought a different perspective and passion to Turning Green, and I learned so much from each and every one. To be in an environment, interacting with people who share the same passion for sustainability was something truly unique to this experience. This is what sets Turning Green apart; it is a movement to inspire a generation. A movement which connects us all. I feel that this summer mobilized me to pursue more environmental initiatives in my personal life, home life, and college life. I was given the tools and knowledge from Turning Green, but it is with the help of the other interns that I will keep pursuing these environmental goals. Together, we can learn from each other. Together, we can change the world.

I am more empowered than I have ever been in my life to pursue my passion for sustainability. I know that this experience at Turning Green has directly contributed to this empowerment. Thank you to everyone who has made this possible. Thank you to everyone for this opportunity. It is one that I will never forget, because it is one that will always be with me: a network of impassioned, environmentally-aware people, businesses, nonprofits and media outlets who all share a common desire to save our earth.



# Jenny Fang

**Outreach Team, Conscious Kitchen team  
Claremont McKenna College, Freshman**

As a freshman at Claremont McKenna College I am an explorer and love to discover. My journey in Project Green Challenge 2013 and 2014 inspired and mobilized me to be conscious about my actions and their effects on myself, my community and our planet. Learning new things, changing unsustainable habits and teaching others about what I have learned about sustainability is extremely empowering. Being immersed in the extremely supportive and inspiring Turning Green community heightens my feeling of confidence, and I can't stay away. Through working with Turning Green, I continue to better myself as a catalyst for positive change to protect and care for our world.

“

*I am turning green. For me, that means I care for not just myself but for everybody and everything in our world. I learn about what is happening on our planet. I am conscious about how my actions may impact others. I make responsible choices that promote our health. I teach others about what I've learned so they can transition their lives from conventional to conscious as well.*

”



*Creating powerful and positive change with my wonderful fabulous TG team is awesome. Getting to take a break, embrace nature and bask in the environment that we're working to sustain and save made the TG Summer Summit is amazing.*





*Another favorite moment was just being able to chat, get to know and make friends with these (not all of them are pictured) powerful changemaking ladies while eating the most freshest (not grammatically right, but the wow and awe factor of the delicious yummy scrumptious food we had trumps language),savory, healthy, friendly food ever!!!*



## Jenny's reflection

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I'm not alone, and I'm not insignificant. I have a lot of potential, and I have a lot of power. I am capable of doing whatever I set my mind to. They sound cliché because they are said often. I say them to myself sometimes but they didn't truly mean anything. I did not believe it myself even though I knew they were true to an extent. Working with Turning Green this summer has made those statements believable for me. Actually witnessing the magnitude and influence Turning Green's initiatives have on the world and myself has changed my mind. Now, I do believe that I'm not alone. I have a whole TG community supporting me. I'm not insignificant.

There is a community of people here who care for me and believe I can do just about anything. I do have potential. Turning Green showed and inspired me to think bigger and better. We have accomplished in 3 days what I thought would take months, maybe years. I do have power. I'm transforming my lifestyle from conventional to conscious. Sometimes I forget and return to disbelief when I'm away from the Turning Green community and surrounded by negativity and indifference. But every time I interact with the Turning Green team and am at the TG Summer Summit, I am reminded and feel the empowering and inspiring emotions that Turning Green always causes me to feel. Turning Green reminds me that I have access to anybody I want, so I basically have all the resources I need to do anything I want.



# Madeleine Futterman

**Coordinator and Curator TG prize  
UC Santa Barbara, Junior**

My name is Madeleine Futterman and I am a senior at University of California, Santa Barbara. I will be graduating with a degree in Environmental Studies in March of 2015, and I came into UCSB pursuing a degree in Political Science, and it took me a few years to settle on an environmental focus. Growing up in Marin County, I have always been exposed to the concepts of environmentalism and sustainability, but I was exposed to a new level of environmental information at school that motivated me to refocus my studies. I am profoundly grateful for the opportunity I have had to work for Turning Green this summer to achieve hands on experience in environmental activism and connect with an international network of my peers, and motivated by the urgent need to make real changes towards sustainability.

“ Sustainability isn't really a choice for me, it's the only thing that makes sense. When people notice that I always choose organic over conventional, they often tell me “Well...they say everything gives you cancer.” But that just doesn't make sense. Why is it accepted as normal that every product you use and food you eat is full of toxic chemicals, and why is it normal to just turn a blind eye to avoid the inconvenience of searching for a healthier option. It doesn't make sense that a seed that comes from a lab, grown in a toxic environment, wrapped in plastic, and shipped hundreds of miles is more “normal” to eat than one grown naturally at a nearby farm. Yes, we are perpetually surrounded by toxins in our modern world, which is exactly why it is so important to minimize our exposure when we do have control. ”





## Madeleine's reflection

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My few months with Turning Green have been a time of extreme growth and learning. Through my formal education, I have learned about the many different ways in which people and the environment interact. I have studied everything from environmentally conscious business strategies to the effects of human activity on mangrove habitats in Thailand, but it took coming back to Marin, the place I was raised, to understand the full extent of my commitment to sustainability. Through Turning Green I got to learn so much about the place where I grew up, and become an active member of the environmentally conscious community in Marin. I explored local organic farms, picked delicious peaches and tasted fresh spinach unlike anything I had ever seen in a store. TG took me to many environmentally and socially conscious companies around the Bay Area and gave me first-hand exposure to the world of environmental activism. I had the opportunity to attend a presentation by Captain Charles Moore and learn about his most recent voyage to the Great Pacific Garbage Patch and listen to a conversation between him and Beth Terry, of My Plastic Free Life, and Stiv Wilson, of The Story of Stuff Project. The presentation was inspiring and it was a very powerful experience to be on the front lines of the conversation about sustainability in our community.

Turning Green has not only encouraged, but forced me to step out of my comfort zone and face the reality of the unsustainable world we live in. But, more importantly, TG has provided me with the tools and motivation to make a change in my life and truly strive to make a difference in my community. The organization has exposed me to a vast network of information, resources, and people, and taught me that all I need to do is ask, and anything is attainable. I hope to pursue a career in sustainable business; create a means for the average person to live a sustainable, safe, and healthy life rather than the destructive lifestyle most Americans live today. As I return to my last few months of school and look towards my next adventure, I know that my experiences with Turning Green will be a shaping force in my decisions and provide me with the means for success.



# Becca Goffe

**Coordinator, PGC Domestic and International Outreach**

**The Ohio State University, Senior**

My name is Rebecca Goffe and I am a senior at The Ohio State University (OSU) majoring in Environment, Economy, Development and Sustainability. I have been working this summer as the Outreach Coordinator for Turning Green and it has been one of the most inspiring, empowering summers of my life. My journey with Turning Green began almost two years ago when they visited my campus for the Conscious College Road Tour. On this tour I met and conversed with so many amazing people that when it came time to leave I felt like there had to be more that I could do. That was probably when my transition from conventional to conscious really gained momentum. Before the road tour I was buying organic and local foods, I was using public transportation, I recycled, I only shopped at thrift stores and I was majoring in sustainability. After the tour I started using reusable bags and water bottles, I began composting, I completely changed the beauty products and house cleaning products that I was using and I was really living sustainably.

That summer came and went and I had the urge to reach out to Megan Fuerst, the Turning Green campus rep for OSU to figure out how I could really get involved with Turning Green. I wanted everyone to know how easy it was to live with our planet's best interest in mind. It was at this point I joined forces with Megan and a small group of others at my school to start one of the first Turning Green Chapters on a college campus, Project Green. Working so closely with Turning Green as well as educating students of all majors about every aspect of sustainability was empowering and motivated me to get more involved. So, after hosting the Conscious College Road Tour at OSU this past year I applied to intern with Turning Green for the summer. I was accepted and have spent many hours reaching out to students all over the world to participate in Project Green Challenge. The feedback I have received has been awesome. The feeling of accomplishment that I feel is astonishing and the best part is I feel like I have really only begun. I am gaining the tools and the knowledge to be successful after graduation and am connecting with so many great minds. I cannot express my gratitude towards this organization for all that it has done for me and I know I will take what I have learned with me for the rest of my life.

“  
I have always known that whatever it is I end up doing for the rest of my life - it better be something that positively impacts the lives around me. I have always wanted to make a difference. With the serious issues our planet, our people and our children are facing today there is no other option but to live sustainably. We need to get rid of the idea that materialistic items make us successful; less is more. We need to start thinking about the bigger picture; everything is connected today more so than it ever has been in previous generations and we, the people, need to start thinking about more than just ourselves when making decisions no matter how big or small. Living sustainably, in my opinion is really the only option.”



*On the last day, many of us were so tired we decided that we simply wanted to sit on the beach with our toes in the sand for an hour before dinner. The view from Muir Beach was incredible.*



## Becca's reflection

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My name is Rebecca Goffe. I am 22 years old and currently a senior at The Ohio State University majoring in Environment, Economy, Development and Sustainability with a specialization in Sustainability in Business. After graduating high school I began my college career at a local community college and received an Associates of Science degree. I took many classes, covering many subjects but still had no idea what to do with my life. I knew my interests; music, camping, hiking, traveling, eating, psychology and so on, but I could not figure out how to make a living practicing any of these things. However, I knew I needed to continue my college career. I started applying to colleges all over the state of Ohio. It was not until I visited The Ohio State University and learned about the majors offered by their School of Environment and Natural Resources, specifically their Environment, Economy, Development and Sustainability (EEDS) major that I knew what I wanted to do. At that moment, my search ended and I knew that was something I wanted to not only study but master. I have never wanted a traditional nine to five job where the only thing I have to show for it is a paycheck every other week. I always knew that whatever it is I end up doing for the rest of my life - it better be something that positively impacts the lives around me; I always wanted to make a difference. That fall I started school and after a semester I began to realize just how much trouble our planet is in. I never knew. It was almost discouraging learning all the different problems the planet is facing today. I kept hearing about climate change, biodiversity loss, water pollution, air pollution, food deserts, overfishing, coral bleaching and so many other problems that seemed to never have a straightforward solution. I was so overwhelmed, I did not not know what I could do, one person, to make any sort of difference at all.

### Conscious College Road Tour

I decided I was going to see what other students were doing. I started by looking for clubs to join or meetings I could attend to talk about these serious issues. I did not have much luck the first couple months. Every club seemed to focus on only one problem, whether that be recycling or plastic pollution, or cleaning up local rivers. I was not interested in only one thing. I was interested in everything. I did not want to spend my days talking about how to get people to recycle. I wanted to spend my days talking about how to get people to wake up and change their entire lifestyle. I was close to giving up hope on finding that answer, until one day I received an email saying that an organization, Turning Green, was bringing the 'Conscious College Road Tour' to our school. They were going to be on the Oval at the same time I had a two hour break between classes that day. So, I got out of class and hopped on the bus to main campus and began walking towards this inviting semi-circle of tables that were covered with all kinds of things. As I got closer, I noticed that each table had a different theme and I was even more intrigued.

What do you mean my beauty products are poisoning me? There is a toothbrush that you can buy that after you are done it with it, you can send it back to the company to recycle? You mean you can just bring your own bags to the grocery store instead of using plastic bags? These companies are actually conducting business in a way that benefits the environment? I started to think... this is how I can make a difference. I can choose to live a conscious lifestyle while supporting businesses who have chosen a sustainable path. The best part was Turning Green proved to me it really would not be that hard. So, an hour and a half went by and I was talking to all these people about all these different things I can do to make a difference. At this point, my next class was about to start and I was really in no rush (but I knew I had to make it to class that day) so I introduced myself to Judi and told her that I was interested in being a part of this (whatever this was... I still did not know the entirety of what Turning Green was at this moment in time); she directed me to their website and told me that was where I could sign up to become more involved. I also introduce myself to Megan, the campus rep at OSU and gave her my name and email to contact me if she ever needed help with anything.

I spent the next couple months feeling inspired as well as researching what Turning Green was. Then finals came around and my mind quit wandering and summer break began. I had an awesome summer hiking in the mountains, visiting family on the beach and traveling around to different music festivals, it was great. However, like all summer's before, this one ended and I began thinking about what the next school year had in store for me. I still hadn't joined a club and I was going to graduate in less than two years. So, I started checking my e-mail to see what I had missed over the summer and sure enough, I had an email from Megan; I responded. After about 10 emails back and forth we set up a time to meet to talk about what I could do to become a part of Turning Green.

### Starting the first 'Project Green' Chapter

Finally, the day come when I was supposed to meet with Megan and it was apparent that I was not the only one inspired by the CCRT. There were about ten to fifteen other students there as well. Megan introduced what Turning Green was all about. It encompassed all aspects of sustainability and was backed by a lot of great partners. She then said they were interested in starting a chapter at OSU, called Project Green. Finally, it seemed my quest to find an organization was over. Megan concluded the meeting by asking if anyone was interested in joining the executive board of this new chapter. I immediately spoke up. Not only was I going to become part of this organization but I was going to be a part of starting one of the first college chapters that this organization had ever seen. I was eager to get started. This next semester flew by. We drafted the constitution, set up an executive board, met every other Sunday, and held outreach events for Project Green

Challenge as well as for Project Green itself. This was also the semester that I participated in Project Green Challenge. Between starting a chapter and working through Project Green Challenge I was learning so much about the different ways an individual can really make a difference. At this point, I was living a more conscious lifestyle than I ever had before and Project Green Challenge helped me take it to the next level. It was an extremely inspiring experience that I will take with me for the rest of my life. At the end of the challenge it was awesome to celebrate one of our board members making it to the finals, Jessica Hespen. She came back feeling so empowered that she could barely put into words how the finals made her feel. Soon, the semester came to an end and in true Turning Green fashion, we ended it with a Chipotle dinner and a movie for all of our members.

Very soon into the next semester we became a registered club and changed our meeting days and times to weekly (instead of bi-weekly). Since we were now eligible for funding by the school, we began even greater outreach efforts as well as held different fundraising events and activities for our club members. It was now our duty to prepare for and get the word out about this years Conscious College Road Tour as well as Project Green Challenge. A large focus of our time and efforts revolved around this throughout the semester. Around the time of the CCRT, it was my responsibility to inspire and educate students on the different aspects of sustainability and I could not be more excited. I loved talking to students about everything they could do to make a difference. I loved seeing students inspired by all the different themes that we set out to inform, empower and mobilize students with. So many students left in awe of what they had just experienced (and if nothing else they were happy about free samples and a Chipotle dinner). Either way, I think this upcoming year is going to be even better than the first. We have gained a lot of momentum and I do not see us stopping anytime soon.

#### [Internship with Turning Green](#)

At this point I was feeling great about all that I accomplished in the school year and I really did not want my work to end. So after the CCRT, I sat down with Judi and discussed how I could further my work with Turning Green. I was very interested in working with Turning Green over the summer and we decided that the best option would be to apply for an internship. I received the position of Outreach Coordinator for the summer and my time so far has been nothing short of amazing. My responsibilities include expanding databases from all over the world as well as reaching out to each and every contact we have to help Project Green Challenge grow. So far, I have heard back from many people all over the world that are already counting down the days to when they can begin PGC. The feeling of community and oneness I have felt is so great, especially considering majority of my work is done sitting in my office in Columbus, OH behind a computer a screen. I got to know many other Turning Green interns throughout the summer by emailing back and forth as well as

sitting in on conference calls. Every intern is an awesome environmental leader and I get to work with them on a daily basis. We all worked together to complete each other's projects, even though many of us were working from all over the world! A few projects that I was personally able to help with (outside of Outreach) were writing PGC challenges, social media, finding speakers for the PGC finals as well as writing letters to them and helping with the first steps of writing a FLOSN cookbook. I felt like I was really connecting with these people over the course of these projects and we had never actually met in person. Not to mention the help I was receiving from them for Outreach! As if the experience alone was not enough - about two months into my internship I receive a huge box of awesome products from Turning Green (picture provided above). Needless to say, showering, camping and playing in the sun this summer has been so awesome and one of my most eco-friendly summers yet! After three months of working diligently on projects and changing the world one day at a time the time came to attend Turning Green's Annual Summer Summit and I had no idea what to expect.

#### [Summer Summit 2015](#)

My plane took off at roughly 3PM (EST) on Wednesday, July 22, 2015 and I arrived in San Francisco, California at roughly 9PM (PST) to the Sir Drake Francis Hotel. I walk into the lobby and felt like royalty. The red carpeted stairs leading up the extravagantly lit lobby was a sight to see. I checked in, receiving my room number and went straight there. After a long day of traveling I was definitely ready for some rest. The room was just as extravagant and inviting as the lobby. It was nicely decorated and the beds were extremely comfortable. I also loved that you could opt-out of room service and receive a \$10 voucher for their restaurant downstairs (all with the environment in mind!). There were also eco-friendly products in the bathroom and not the little bottles that usually end up being used once and thrown away, they were big bottles of shampoo, conditioner and body wash that will stay there until they need refilling. I had never seen anything like that in a hotel and I was in awe. What an awesome idea! After exploring the room I relaxed for a while until my friend joined me, Danielle (who also helped start the Project Green chapter at OSU) and we talked and caught up, then went to sleep.

The next morning we met in the lobby at 8AM and Sue was waiting for us in the rental van to take us to Judi's home for breakfast. As soon as I entered the van I could feel the energy of all the other interns. We all introduced ourselves and I could finally start putting faces to email addresses. Breakfast was nothing short of amazing and soon all of the Bay area interns began walking in the door and I was able to attach more faces to email addresses. The energy in the room was awesome and it was only nine o'clock in the morning - we all gathered around and watched the House of Representatives talk about and vote on the DARK act (Boo!), and made a plan on how we were going to approach the Senate (the fight is not over yet!). Then we broke out into

groups and worked diligently on how to measure the impact of Project Green Challenge, inspired by a presentation given the day before. When it came time for groups to present their work, there were so many great ideas; I was in awe. Here we have roughly fifteen people sitting around a table and we are going to change the world. A mere fifteen of us are really going to make a difference for millions all over the planet. It was an awesome feeling and this continued on for the rest of the summit.

Each day we were provided breakfast, lunch and dinner from many different FLOSN chefs and restaurants around the Bay area. This is a total of nine meals. I could easily tell you about each one but that would take awhile, so I will pick my favorite of each. My favorite breakfast on this summit was at Cibo in Sausalito. The homemade jam was beyond phenomenal and my favorite part of my meal. Looking around at my friend's meals everything was served so neatly and picture perfect (two interns received a meal - and their toast was placed on the plate in the shape of a heart!). Also, I heard awesome things about their coffee that is brewed in house. Although I am not a coffee drinker I had to purchase some for my mom and I cannot wait to give it to her. The atmosphere at Cibo is what I loved the most. Everything was set up so inviting and there was a beautiful patio out front. Most importantly we got to meet the chef and owner of Cibo and she was so pleased to be working with Turning Green and to have all of us there; it was energizing listening to her speak to us about how she started and how we are making a difference. Lunchtime was always great, but I have to say my favorite lunch was on the first day. We had salad, sweet potatoes and the BEST FLOSN mac and cheese! I did not believe it until I tried it but it definitely is one the best mac and cheeses I have ever eaten. I also got to eat this meal staring out at the view from Judi's house which was only the beginning of all the beautiful views I was going to see during the summit.

Lastly, my favorite dinner had to be from Good Earth, which I also heard is one Judi's favorite places. I can definitely see why. As soon as you walk up to Good Earth there is an inviting patio on the left - then when you walk in you are greeted by the smell of great food as well as freshly brewed coffee. I choose to eat a taco salad for dinner; it was a mixture of steak, black beans, tomato, lettuce, salsa, guacamole, cheese, and corn chips and I have to say although this is an easy meal to throw together this had to be the best taco salad I had ever eaten. With that said, I also tried a couple bites of other interns meals and I was very impressed by their Pad Thai as well. The overall environment at Good Earth was warm and inviting, I conversed with some local customers also enjoying their meal outside on the patio. I definitely would love to see one of these open up in Columbus, OH. I would be a regular customer! I was able to sit down and have a conversation with Amy, from Acure, and listen to her story on how she got where she was which was inspiring. We ended this meal with some organic ice cream, I chose mint chocolate chip, it was some of the best mint chocolate chip ice cream I had ever eaten.

For the last two days of the summit we were graciously provided a meeting room at Cavallo Point, a resort practically right underneath the Golden Gate Bridge. It was beautiful and the perfect working environment for all of us creating toolkits for campus reps and our up and coming student organizations across campuses worldwide. Amy also joined us during the first day at Cavallo Point and provided insight on steps we should take to create these toolkits. By the end of the two days our small group had accomplished so much. I was left with a great sense of personal accomplishment. We also were able to shoot our soon to be released videos on the DARK act as well as promotion videos for this years Project Green Challenge. The employees were extremely helpful and we even found people staying at the resort to star in our videos! Once again the view from this workplace was nothing short of amazing. I could not have dreamed up a better place to talk about and put into action how we are going to change the world.

Before dinner each day all of the interns gathered together and wound down on a nature hike. It was the perfect end to our productive days. Being able to accomplish so much in only four days and still take time to be outside in nature each day was awesome. This was also the bulk of when I got to know each and every intern individually. Talking about how we got where we were and what our future plans and goals were. Every single intern had a different story and a different background and we were all fighting for the same cause. It was beautiful. Since a picture is worth 1000 words I will simply show you some of the amazing places we were able to visit on these hikes I will never forget this experience and will continue to inspire and mobilize those around me to continue their path towards sustainability. One of the most important things that I learned on this summit is that one small group of people working together can really change the world. I want to thank Turning Green and their partners for this experience, it was life-changing.



# Chelsea Hamilton

**Web Designer**

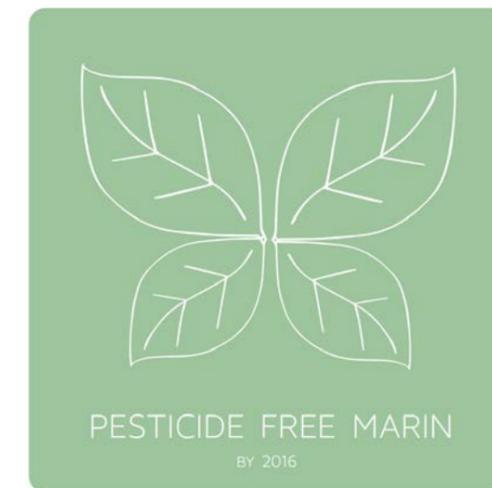
**The Conscious Kitchen, Project Green Challenge, Turning Green  
Edinboro University of P.A., Senior**

Hello, I am a senior at Edinboro University of Pennsylvania working toward a Graphic Design and Art Education degree. I grew up in the beautiful town of Skaneateles, New York, where I was fortunate enough to live in an area where I could do everything that I love, which for me is playing sports, horseback riding, skiing, crafts, designing, antique shopping, gardening, hiking and camping, biking and road trips! I discovered quickly that while I am flexible enough in where I live, I prefer areas where I can appreciate the outdoors. With that in mind, I found myself at Edinboro University, pursuing my appreciation of the arts and the outdoors. One of the many reasons I love teaching art is that it's a wonderful medium to introduce students to social, political, and environmental issues in today's society. Through art, students can discover, explore, express, and solve these issues. I hope to use art as an opportunity for students to find relevance in these issues, and take a more active role society.

“ There are so many ways to do something. Which means there are different ways to make an impact on the world around us. I find that helping visualize other's ideas and aspirations is one way to make a difference. We live in an extremely visual world of information, and I think one of the many ways to make serious changes is to tap into that visual world. The challenge is to make people stop and really see what they are looking at. Working with Turning Green has been a wonderful opportunity for me to make a difference through design, promoting a conscious and sustainable lifestyle...a lifestyle people should adopt. ”



WE ARE YOUNG PEOPLE WITH A PASSION TO CHANGE THE WORLD.  
WE SPEAK OUR MINDS AND VALUE ETHICS. WE STAND FOR ENVIRONMENTALLY SUSTAINABLE AND 'SOCIALLY RESPONSIBLE' CHOICES, PRACTICES AND COMMUNITIES. WE BELIEVE THAT A CONSCIOUS MINDSET AND THOUGHTFUL PERSPECTIVE ARE CRITICAL IN TODAY'S SOCIETY. WE ASSESS OUR SURROUNDINGS AND INVESTIGATE IMPACTS OF WHAT WE DO AND THINK. WE CHOOSE WISELY AND LEAD WITH PURPOSE AND PASSION. WE REMAIN AWARE OF THE EFFECTS OF OUR ACTIONS ON THE EARTH AND THOSE AROUND US. WE SEE INDIVIDUALS AS CATALYSTS FOR THE CHANGE THAT OUR WORLD NEEDS AT EVERY LEVEL. WE LEARN FROM INNOVATION AND LIVING IN THE MOMENT. WE PUSH FOR TRANSPARENCY, CHALLENGE INJUSTICE, AND SHAKE UP SYSTEMS THAT OPPRESS, POISON, OR FAIL. WE EMPOWER PEERS TO GROW OUR GLOBAL VOICE BECAUSE TOGETHER WE THRIVE. NO IS NOT AN OPTION. INSPIRATION IS EVERYTHING. WE DREAM AND DO.





THE CONSCIOUS KITCHEN  
HANDBOOK



## Chelsea's reflection

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Working with turning green has been a wonderful experience and a great opportunity for me. When I was introduced to my first task for FLOSNI, I was excited to begin designing because I liked the purpose and ideals of Turning Green, and everything that they were doing. I have discovered over the years that it is very important to be interesting in the subject of your designs because it keeps you excited, engaged and eager to do more work. For me, if I am interested in the subject of my designs, I could spend hours working through them, which is the case working with Turning Green. I found myself creating one option for a design and then several more. I support everything Turning Green stands for, and wanted to help them in their endeavors of spreading their wealth of information on living a sustainable and conscious lifestyle.

I found myself doing some simple research on Turning Green out of pure interest. When working on the websites, I read through many of their programs, experiences, goals, and accomplishments and learned a great deal in the process. Over the summer I would be sharing just about everything I learned and read about while working. I am really impressed with the The Conscious Kitchen and its goals. I have been working at a summer childcare camp, and everytime during lunch I look around, and see the most unhealthy lunches. And the kids buying lunch are not given healthy options either. I think a conscious and healthy lifestyle need to begin young, and helping kids at schools is a great way to make that change.

After spending a summer working with Turning Green and learning a great deal, I have come to really appreciate my upbringing. I grew up learning some of the simple, yet effective ways of living a conscious and sustainable lifestyle. We have our own fairly large garden that we plant, weed, and enjoy the freshness of corn, beets, carrots, lettuce, basil, zucchini, squash, tomatoes, beans and more every summer. Much of what we grow, we then freeze and use throughout the rest of the year. This summer has really made me stop and appreciate having our own garden and the importance of living a healthy and sustainable lifestyle.

I have really enjoyed designing for an amazing group of people, and learning a great deal.



# Missy Martin

**Partner Data Analysis Team, Conscious Kitchen team  
Belmont University, Nashville TN, Sophomore**

Chocolate lover. Professional dancer (in her room). Hot yoga and Whole Foods enthusiast. Environmental advocate. World traveler. Missy Martin. As a sophomore at Belmont University, I am pursuing a double major in Environmental Science and Social Entrepreneurship with a minor and concentration in Public Relations and Contemporary Social Issues, respectively. I express my passion for environmental and food justice through my involvement in speech and debate team where I have competed nationally with a poetry program emphasizing food deserts. I also serve as the project manager of Cultivate, Belmont University's student-run garden, which exists to provide the Belmont and Nashville communities with sustainable agricultural options while encouraging individuals to take an active role in their food choices. My journey with Turning Green started when I volunteered for the Conscious College Road Tour. Since the tour, I have interned from my home in Chicago and participated in the Summer Summit. I aspire to work with Turning Green to create a Conscious Kitchen in East Nashville, one of the nation's largest food deserts, and I am excited to participate in the Project Green Challenge this October. In my free time, I enjoy volunteering at The Cookery, a restaurant that employs homeless individuals and teaches them culinary skills, and at Salud!, the cooking school affiliated with Whole Foods. In addition to volunteering, I love coaching gymnastics, practicing hot yoga, and running.

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*I'm passionate about alleviating the issue of food deserts.*

*Food deserts are poor urban neighborhoods and rural towns without access to affordable, fresh, and healthy food.*

*These communities suffer from high rates of obesity,*

*diabetes, heart disease, and other diet-related illnesses*

*and the fact that food deserts exist is just unacceptable. I*

*believe that everyone should have access to fresh, local,*

*organic, seasonal, and non-GMO food. That's why I'm*

*working with Turning Green to start a Conscious Kitchen in*

*East Nashville, one of the nation's largest food deserts.* ”



*One of my favorite parts during the Summer Summit was eating food that I knew was good for my health (Well, there may have been a lot of ice cream, too, but at least it was organic and local!). The meals I ate in San Francisco have inspired me to make more of an effort to find FLOSN restaurants to eat out at with my family and friends.*



## Missy's reflection

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One of my role models once described love to me as "butterflies in your heart." Love is an energy. A positive energy. Magical even. It feels like rolling down your car windows and letting the wind blow through your hair and sun warm your face. This precious power is only felt with certain people. For me, love is felt with the people of Turning Green. Their supportive spirits epitomize the root of relationships, the budding of connections, and the blooming of friendships. The love they exude will change the world.

My first snippet of Turning Green began with an email. Conscious College Road Tour- the subject line of the email read. The email was from ECO Club, a club that I had ironically, being an Environmental Science major, not been involved in all semester because of other commitments. But since I am always looking for opportunities to volunteer, as it's one of the main reasons I chose Belmont University (for it's emphasis on social good), Conscious College was the perfect volunteer opportunity because it focused on social goodness through sustainability efforts, an area of absolute passion for me.

At first, I was just going to volunteer for the event by setting up, working the tables throughout the day, and cleaning up. But then, Lindsey, one of the leaders of ECO club, reached out to me to do public relations for the event. I took on the task and maybe had just a lil' fun with it too. To promote the event, I created eco-related, mini challenges every day for a week leading up to the tour. I posted on Instagram, Facebook, and Twitter, stood up at the front of my classes and presented, and sent out blast emails to professors and students. I desperately wanted to ignite the passion I have for sustainability and the environment with everyone. I wanted to create the conscious lifestyle "buzz" around campus. I even went as far as creating a crafty poster with flashing star lights that said "Join the Buzz" with little bee stamps surrounding the phrase.

On the day of the event, the energy I felt was unlike any other- it was an indescribable love. Like individually colored threads coming together to make a beautiful blanket, students worked together in harmony to weave the Conscious College Road Tour event. The experience was picturesque- sun shining, the new Belmont fountain in the background, and a crowd of students starting a journey from conventional to conscious. Curious students passing the information tables bee lined their way to find out what the buzz was all about. Eco literacy in the making. Lifestyle changes. A light ignited.

Edith Wharton once said, "there are two ways of spreading light: to be the candle or the mirror that reflects it." Turning Green ignites a fire. A light that fills the souls of those it touches. After the Conscious College Road Tour, I submitted a summer intern application. I wanted to be part of the movement. I wanted to change lives. I not only wanted to be the candle, but I wanted to be the mirror reflecting what it means to live consciously. As a summer intern, I collaborated with people from across the globe through numerous conference call marathons, created a 82-page document of all the Turing Green partners, talked to the heroes leading the fresh, local, organic, and non-GMO (FLOSN) movement, worked with a team to ban pesticide use, specifically glyphosate, in Marin County, and participated in the Summer Summit. Now, at the Summer Summit, I feel renewed. Fresh. Reborn even. I am surrounded by driven, phenomenal people who want to make a difference, and I want more. The possibilities are endless. It is almost scary the energy and the force that we all possess. I truly think that the global community is going to be continually moved by this organization.

These past few days I have learned new techniques on how to communicate with others, met new people, and developed a path for how I want to move forward the next few years as an Environmental Science and Social Entrepreneurship double major. This year I will be participating in Project Green Challenge and encouraging participation in the event by being a campus representative through Belmont's ECO club. Just today, I talked to Judi about creating a Conscious Kitchen in East Nashville, one of the nation's largest food deserts. I know it's time to act. It's time to ignite more light.

Though, this light would not be possible without the people who support Turning Green. Thank you to the interns, the partners, Turning Green, Judi, and everyone else who supports this wonderful organization. Thank you for making the change to foster a healthy, sustainable world. Thank you for giving me butterflies in my heart- for making what seems impossible- possible. Thank you for your magical love.



# Danielle Schoen

**PGC 2014 Finalist**

**PGC Challenge Writing, Writer Dark Act Script**

**Warren Wilson College, Junior**

My name is Danielle and I'm a junior at Woodrow Wilson College studying sociology and environmental education. After completing Project Green Challenge 2014 and attending the PGC Finals, I became passionate about environmental justice. I have always loved hiking, thus the environment, but never really saw the connection between the natural world and my passions for sociology and social justice. During PGC, I learned that the social and environmental worlds are inextricably connected and that sustainable change can have positive social implications too. I am thrilled to be interning for an organization that cares so passionately about the Earth and its people, and am grateful for the opportunity to work on environmental justice projects during my time with Turning Green.

“ I haven't bought new clothes or conventional clothes in 9 or 10 months now. I've only purchased clothing either secondhand or in a way that I feel is just and sustainable. So, for instance, this skirt is organic cotton. Conventional cotton is the most highly sprayed crop in the world with really dangerous pesticides, and for me, a huge issue with that is the workers being exposed to these toxins on a daily basis; oftentimes underpaid, overworked, and yeah, now on top of that, they're ingesting these really carcinogenic chemicals, and I don't want to support businesses that are doing that...I think that voting with your dollar is really powerful, and that if you just do a little bit of research into where you're spending your money, it's an awesome way to effect change on a small scale, because if you don't like the way things are being done conventionally, using your purchasing power to support companies that are doing things in a way that you feel is just is a really great way to make some change in the world. ”



Tomatero Farm organic strawberries from Watsonville, CA.



## Danielle's reflection

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I've had the most incredible, transformative experience this summer while working at Turning Green.

Between the people I've met, the places I've been, the knowledge I've gained, the ethics I've acquired, and the confidence I've built, I can absolutely say that I am walking away from this summer a different person, and a stronger one at that. This summer with Turning Green – I wrote and/or edited 25 PGC challenges for PGC 2015, sent countless emails, participated in tons of marathons and field trips, ate lots of organic ice cream.

### I met some of my heroes and went to incredible places.

Bea Johnson – Zero Waste Home, chatted over coffee with her at Sweetwater Café in Mill Valley

Dexter Carmichael – head of the SF Ferry Plaza Farmer's Market

Doug Gayeton – Petaluma, CA

Charles Moore

Beth Terry – author of My Plastic-Free Life

Adrianna – Tomatero Farm in Watsonville, CA

Andrew - Full Belly Farm in CA

Susan Black – president and co-founder of EO

Rachel – co-founder of Amy's foods

Green Gulch Zen Center

Michael Pollan – I'm going to see him speak in the fall!

Point Bonita Lighthouse

Amy's Drive Thru – the world's first organic, non-GMO drive thru

Muir Beach

San Rafael Farmer's Market

SF Pride parade

Al Baylacq of Good Earth market

EO Headquarters

Refuse Disposables event in Berkeley, CA

Fair Trade headquarters

Nutiva headquarters

### I learned...

The power of asking bold questions – don't be afraid to ask for exactly what you want, and see what happens (usually wonderful, beautiful things)

That almonds and walnuts grow on trees

What grafting is!

I can bike on the road and not fall off or get hit by a car!

What FLOSN eating truly means

That broccoli grows inside a large plant whose leaves get composted to return nitrogen to the soil

Broccoli is a "nitrogen-fixer" for soils

That Bea Johnson only owns 20 items of clothing, all of which she can fit into a carry-on at any time

To speak confidently

That I am powerful

That I have value as a worker – I met so many incredible people who are excited about the next generation of environmental activists, which totally defies the nasty, conventional line of thought that young people aren't valuable to the workforce

What items can/can't be recycled and composted

The dangers of glyphosate

The basics of sustainable agriculture and issues with conventional ag

All about industrial hemp! And I taught my dad all that I've learned by sharing "Bringing it Home" with him

That I am addicted to Straus organic ice cream

To cook FLOSN meals for myself

That I love farmer's markets

That the best berries in the world are grown in Watsonville, CA

What the current state of great Pacific gyre is, from Captain Charles Moore himself

What biodiversity is and the dire state of pollinators today

That peaches taste best right off of the tree

That there are incredible people all over the world fighting hard for our beautiful planet

I gained confidence and independence – in particular, I gained confidence in my self, my path. I...

Want to work in organic farming

Am passionate about environmentalism & social justice

Learned to focus on my own wellness

Am possibly transferring schools to study sustainable agriculture and outdoor leadership

Am WWOOFing this summer in Hudson Valley, New York

Applied for a Trip for Good grant, which I otherwise would not have had the confidence to apply to

I gained a sense of food ethics! And all other sorts of personal sustainability ethics! I...

Eat FLOSN foods

Buy organic cotton, hemp, or secondhand clothing ONLY

Am reducing the amount of "stuff" I own, in all areas

Learned to love biking

Am reducing my waste and trying to go zero waste.



# Summer Sherrod

**Partner Data Analysis. Dark Act Script, Writer**  
**University of Arkansas, Fayetteville**

The majority of people I meet working in sustainability are surprised to learn that I am not only a seventh-generation Texan but also a veteran of the United States Navy. Apparently these demographics exclude me from the picture of a typical environmental activist. And their surprise is valid - it's been a winding, twisted road to where I am today.

I grew up entirely conventional. Perhaps my little sister and I ate more fruits and veggies than the norm, just because my mom had a taste for them, but they certainly weren't organic. Perhaps we frequented thrift stores more so than back-to-school sales, but that could be more attributed to economic necessity than environmental consciousness. All through elementary school, middle and high school, any eco-friendly decision my family made (such as driving cars with good gas mileage) was more easily attributed to economic motivators than sustainability ones.

As an athlete with top grades, intense personal drive, and no concrete plans for the future, I eventually decided that the military was the appropriate outlet for all my interests. I worked for two years entirely on ventures that I knew would help me get into a military service academy, eventually leading to a career as a US military officer. The stress, effort, labor, sweat and tears that I put myself through was much more intense than the majority of high school students could bear. But the fruits of my labor were realized - in the fall of 2012, after the start of my senior year at Westlake Academy, I received an acceptance letter from the United States Naval Academy. I had been working relentlessly, intentionally or otherwise, since seventh grade just to receive that one piece of paper. My mother cried, my sister cried, my father was stoically proud. The three-a-day workouts and studying for IB exams that followed felt like the most relaxing break I had had in years. Exams passed, summertime rolled in, and Induction Day was scheduled for June 27th, 2013.

Part of why I was so excited for the Navy was because I wouldn't have to cook anything. I hated cooking and at the Naval Academy, all of my meals would be prepared for me and I wouldn't have to worry about it. I was definitely still living conventionally and had no visible reason to change. I reported to Baltimore, Maryland on June 27th, 2013 as a member of the Class of 2017. I was definitely one of the most enthusiastic ones there. The preparation and training I had put myself through (and my genuine excitement) translated to being better prepared to handle the stress and demands of Plebe Summer. One of my roommates was puking her meals from the strain of it all but I was still able to wake up every morning, gleeful to think of another day at the Naval Academy. Then it all came crashing down.

Marching single-file from our morning run one day, about a week and a half into summer bootcamp, my left knee felt a little tired. Assuming it was from the intense work outs, constant movements, and lack of rest, I ignored it. Later, when the companies formed up to go to lunch, I found it difficult to stand up straight. My left shoulder kept listing inward in an odd twisting motion. When lunch was finished and my squad was excused, I tried to stand with the other but instead collapsed back into my chair. My left leg was numb - it wouldn't hold my weight. The numbness spread to my left arm and up the left side of my face.

At the ripe age of 18 with a perfectly clear medical record and truly impressive scores on all fitness tests, I was having a stroke. But, I didn't know that. Neither did my squad leader nor my other cadre. Nobody expects you to have a stroke at 18. The numbness dissipated, I returned to the squad and scheduled an appointment with the Academy clinic in the morning. The numbness returned in waves throughout the rest of the day and I tried my best to ignore it as panic slowly began to set in and I realized something was terribly wrong.

The next day, I hobbled out into the hallway, experiencing the third or fourth wave of numbness for the day, and tearily begged the cadet on guard to take me to the hospital. The doctors at Washington Regional in DC found a blood clot in my brain. I was hospitalized and continued experiencing strokes and started having aphasic seizures as the neurosurgeon waited on standby. After a week in ICU, the clot miraculously dissipated, the strokes and seizures ended. They told me it was a miracle I had no lasting physical or mental deficits, statistically impossible. I was released back to the Naval Academy on bedrest and exhaustion set in. A week later, I was separated from the Academy and sent back home to Texas. A year and a half later, I was medically discharged from the Navy.

Nobody knows what caused the clot. The best answer that some of the best doctors in the world could give me was that the birth control pills I had recently started taking probably contributed to it. With that knowledge, exhausted and defeated, I set off in search of healthier living. I had no idea what I was looking for but somehow it started with finding out about all the carcinogenic and hormone-disruptive chemicals in conventional body products. I started making my own shampoo, conditioner and toothpaste. In April, my family and I committed to cutting out processed food. I felt healthier than I ever had and was slowly starting to find purpose in my life again. I landed at the University of Arkansas arbitrarily, almost by chance, with not even half as much thought and effort and infinitely more indifference than I had held going into the Naval Academy. But it was there that I encountered Sustainability. I found something important again to crusade for. Before I had dedicate myself to protecting my country - now I knew I would be dedicating myself to protecting myself, my family and my planet from all the hidden toxins that modern society has quietly slipped us for years.

I met Ms. Judi from Turning Green when the Conscious College Road Tour stopped at the University of Arkansas the next April. I had been voted president of the Student Sustainability Club and just started working as an intern for the Office of Sustainability. It was an immediate match - the vision, mission and methods of Turning Green fascinated and excited me. I was learning things I never knew needed to be learned about and I wanted more. I applied to be a TG Intern for the next summer and was accepted.

Now, here I am. An International Baccalaureate graduate, a United States Navy veteran, a survivor of such a life-threatening ordeal where all the odds were against me. A conventional consumer turned on to conscious living. An intern with the most amazing non-profit dedicated to education and empowerment of the global youth. President of a university sustainability club that will become an official Turning Green Chapter this next semester and do fantastic work in the Fayetteville, Arkansas community. I am a conventional consumer rudely awakened and miraculously transformed into a sustainability-striving global citizen. I could not be more happy with where the journey of my life has taken me and brought me to where I am today.

My name is Summer. Nice to meet you. Let's change the world.

“  
*Now, here I am. An International Baccalaureate graduate, a United States Navy veteran, a survivor of such a life-threatening ordeal where all the odds were against me. A conventional consumer turned on to conscious living. An intern with the most amazing non-profit dedicated to education and empowerment of the global youth. President of a university sustainability club that will become an official Turning Green Chapter this next semester and do fantastic work in the Fayetteville, Arkansas community. I am a conventional consumer rudely awakened and miraculously transformed into a sustainability-striving global citizen.*”



## Summer's reflection

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Writing the story this morning of how I initially got involved with Turning Green has left me emotionally compromised. I've written the story before and told it a million times - a narrative of hard work, success, immediate danger and painful loss. I've written it for scholarship applications, class assignments and internships. I've never just put it all down on paper for myself.

That's the whole heart of what my experience with Turning Green has been. When I first got involved with the Student Sustainability Club at the University of Arkansas, it had little direction. A semester later, when I was voted president, I had no concrete direction in which to lead the club. I was fairly informed on certain sustainability issues but my education was not complete. My professional development was limited. Then Ms. Judi and her daughter Erin came to Fayetteville with the Conscious College Road Tour. Turning Green has filled every single gap in my sustainable lifestyle. I have found direction and concrete purpose for the SSC that I know will last long beyond my personal involvement. I have been able to fill in the holes in my ecoliteracy and continue to learn more with every day of involvement. I have gained powerful, relevant professional experience not just in the corporate and nonprofit sectors but in all aspects of life. I have met people I can go to with questions, a support network of like-minded individuals that continue to work with each other every day to reach that ever-elusive goal of sustainability. By participating in the summer intern program I have met community leaders, youth activists, government employees and politicians, CEOs and company presidents, founders and proteges. I've worked with these people collaboratively, developing programs, resources, campaigns, and projects to help educate, empower and mobilize my generation and those to follow. I've been fundamentally affected, turned green right at my core. All in less than six months.

In this extremely brief period, Turning Green has afforded me opportunities I had never imagined would be available to me. Traveling to San Francisco and workshopping with the other interns has shown me what a bunch of like-minded young individuals (of which I sometimes struggle to find in Arkansas) can do when placed in a room together. Yet we are only just getting started. Although Turning Green has done so much for me already, I believe the future is even more exciting. I am eager to return to the U of A and share everything I have learned and acquired with my SSC officer team. I am excited to provide all kinds of information and resources (most of which the interns have collaboratively developed this summer) to the students of Northwest Arkansas. I am ecstatic to see what kind of ripple effect we can start on our campus, into our city, throughout the state and into the world.

Once I wrote my story this morning with no reservations, prompts, edits or censors, I knew. I knew that Turning Green and the experiences I've had with the interns and staff this summer have been the best thing that has happened to me in my adult life. Sounds like a cheesy overstatement, I know, but please read my story (please include link to my bio story then delete this parenthetical) and then you'll understand. Turning Green has internalized so much of The Things That Matter for me in such a short span of time.

And we're just getting started.



# Manuela Tauscher

**Coordinator, Humans of Turning Green**  
**Co-editor, Conscious Kitchen Cookbook**  
**Skidmore College, Junior**

I'm Manuela, a junior at Skidmore College. My understanding of the importance of the environment was inspired by a class taken on a whim. My want to preserve the environment is ingrained in my love of food, which comes from growing up with parents who loved to cook. I didn't connect the world of food to the world of sustainability until very recently, when terms like "food miles" and "seasonality" became part of my vocabulary, and I began to look up to heroes like Michael Pollan, Dan Barber, and the vendors at the farmers' market. I came to Turning Green when I helped Judi and her daughter during the Conscious College Road Tour when they stopped at my school. Knowing I wanted to become a part of the TG team, I applied for an internship, and a month and a half later, I landed in California to spend my summer working on and learning about everything from glyphosate bans to GMO labeling acts. With the skills and knowledge I've gleaned from working with TG, my ultimate goal is to spend my life doing whatever I can to make fresh, local, organic, seasonal, and non-GMO food available and accessible to anyone, no matter who they are.

“  
No one wants the loss of biodiversity. No one wakes up one day and wishes for a drought. No one thinks it would be fun if their home went under water from sea level rise. People do not set out to intentionally ruin this planet. The problem is a lack of awareness. If everyone knew the implications of every decision they made and acted based on that, we'd be in a very different place. The decision to buy organic over conventional, for example, doesn't just protect you from pesticides; it protects the farmer, it protects the soil, it protects the water, it protects biodiversity. We need to understand how everything is connected; every choice has a ripple effect.”



We got to try the world's very first organic, non-GMO fast food meal at Amy's Drive Thru.



## Manuela's reflection

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Even as the Marin Airporter pulled away from the airport terminal, it still hadn't hit me that I'd be living in a completely new part of the country with a family I'd never met to intern for an organization that I'd never worked closely with before. Prior to coming, I'd worked from home on outreach for Project Green Challenge, where I compiled over a thousand contacts for various states around the country. I was looking forward to a fresh start: looking forward to getting to know everyone I'd only heard about and not met while working from home. I had no idea what was in store for the next two months, but I knew it was going to be something big.

I'd met Judi and her daughter, Erin, during the Conscious College Road Tour when the two stopped at Skidmore College—where I go to school—to set up tables, speak, and hold a dinner meeting, all on conscious living. My friend Danielle, a PGC finalist from 2014, had enlisted me to help for a few hours. Initially committing to two hours, I ended up staying until dinner ended. After hearing Erin and Judi speak, I felt a new sense of empowerment and knew that I wanted to become a part of the movement. Fast-forward a month and a half, and Judi was picking me up from where the Airporter had dropped me off. I knew my adventure was only beginning when Judi took me right over to MLK Academy to show me the garden for the Conscious Kitchen. I was fresh off the plane and already helping affix shade nets over newly planted peppers.

Within the first twenty-four hours, I'd worked in the garden, gone to the farmers' market (and tried my first Tomatero strawberry), helped interview a farmer, hiked the most beautiful trail, picked up and delivered flowers for the Conscious Kitchen, and completed my first task as an intern—creating a "roadmap" for challenge curating. While speaking to Judi in the car at some point driving from one place to another, she turned to me and said "I think you're going to be a very different person at the end of this summer." I haven't forgotten that, and my experiences so far have yet to prove her wrong.

This internship has thrown me into so many places, doing so many different things I never even dreamed about doing. Within a week of coming to California, I'd already spoken in public at a town hall meeting on glyphosate with another intern, Sophia. When Judi suggested we give a presentation on the horrendous effects of the herbicide, my first thoughts were: *Why me? Who cares what I have to say?* But getting on stage and educating people about what you feel is really important, even if you have absolutely no

background on it, gets people to notice. I got my voice heard in front of an audience of strangers, and that moment showed me that it didn't matter who I was; it mattered what I was doing.

Every single day brings me something different. I took on a leadership role of working on getting the Conscious Kitchen Cookbook finally completed, and as I worked on the cookbook, I was forced to take a deeper look into our country's food system. I was inspired to make it my mission to make the best food available to anyone, no matter who or where they are. The food that TG believes in is fresh, local, organic, seasonal, and non-GMO. These five terms form the acronym FLOSN, a word TG created and has now become incorporated into my daily vocabulary. Eating and supporting FLOSN food has become a no-brainer to me, but it's not for the rest of this world. When I go to the farmers' market and see devoted farmers consistently providing only the best food for people to eat, it makes me so frustrated that this kind of food isn't available to the rest of the world.

We took on this issue and developed a project called FLOSN USA that the other interns and I have been working on. The project consists of researching two cities in a state and profiling one chef from a farm-to-table restaurant and one farmer that chef sources from in each city. It's been so amazing to reach out to these people and let them know what we're doing, especially since the response is always enthusiastic. The point of the project is to honor the heroes of our food system who are serving as models of sustainability in the culinary world. Our role in the project was to serve as connoisseurs of FLOSN food, find people that are at the forefront of changing the food system, compile a database of farm-to-table restaurants, farms, co-ops, natural markets, and independent green grocers, and push it out for the world to use. This project was inspired by the Conscious College Road Tour, when Judi and her daughter would be searching for places to eat, and a simple Google search yielded the most amazing restaurants all over the country, even in the most remote areas. We want everyone to know they have access to FLOSN food, no matter where they are. Our goal is to inform people that supporting FLOSN food will help shift the food system from one based on price, to one based on values.

This shift—from a "conventional to conscious" food system—is what inspired Douglas Gayeton of the Lexicon of Sustainability to write his game-changing book, *Local*, which has become a sort of bible here at the office. In it, Gayeton presents a series of informational artworks on people all across the country who are working

towards a better food system. These people are among Temple Grandin, Alice Waters, Vandana Shiva, Jessica Prentice, Joel Salatin... the list of leaders goes on and on. All of them have become my eco-heroes. The other interns and I had the once-in-a-lifetime opportunity to go to Doug's home and farm to speak about what we were doing at Turning Green. That trip was more than a highlight; I was left star-struck. We had the opportunity to learn right from someone so dedicated to educating people about the food system.

Changing the food system is a theme that I seemed to encounter more often than not. We've taken trips to other farms around the area (including Full Belly Farm, Green Gulch Farm, and Tomatero Farm) to learn directly from the people who are the most knowledgeable on how to respect the Earth. I've had the privilege to talk to farmers armed with the understanding that everything they do is interconnected, and every action has an impact. One example sticks out to me: when speaking about the presence of birds in the field, Andrew Braitt of Full Belly Farm (origin of the world's best almond butter) pointed out that while they sometimes picked at some of the produce, they also took care of bugs that would otherwise devastate the harvest. If he got rid of all the birds, he might save some fruit, but the bugs have access to an all-you-can-eat buffet. By observing the physical world and replicating natural systems, Andrew and the other farmers have managed to bypass the use of herbicides and pesticides that have deleterious effects on the health of both people and the planet.

I also tried to make it out to the Agricultural Institute of Marin (AIM) Farmers' Market in San Raphael as much as possible. I got to know the names of the different farms and felt a sense of accomplishment when I could tell people which stand had the best strawberries, or where to find the cheapest organic sweet potatoes. Through the farmers' market, I tried to embody Michael Pollan's words: "Shake the hand that feeds you."

These various trips have been more than just breaks from the office environment. They have served as life lessons. I learned about the "true cost" of fashion when we went downtown for a screening of "True Cost" followed by a panel with director Andrew Morgan. I learned about seed saving and the importance of biodiversity with Claudia de la Pena at the Petaluma Seed Bank. I learned about phthalates and the dangers of synthetic fragrances with Susan Black at EO. I learned about the Great Pacific Garbage Gyre and how plastics are slowly destroying our oceans with Beth Terry, Charlie Moore, and Stiv Wilson. I learned about how living zero waste leads you to live life based on experience rather than materials when I met up with Bea Johnson for coffee. I learned about the possibility of changing the world of fast food with Rachel Berliner, Bridget Dwyer, and David Grocott from Amy's Kitchen (which opened the very first organic,

non-GMO drive thru in the world!). I learned about how to mobilize people at my school to certify it as Fair Trade and the importance of providing people fair economic, social, and environmental conditions with Kylie Nealis and Lauren Brock from Fair Trade. I learned about superfoods like hemp seeds, red palm oil, and coconut and how to cook with them with Shanna Rader from Nutiva. I learned about what my role is as a global citizen and how I can't take a passive stance if I want things to change with John Roulac from Nutiva.

There have been so many other incredible people that I've had the privilege to meet, learning lessons that I'll take with me for the rest of my life. Another project that I was able to work on was called Humans of Turning Green, a Facebook page we launched based on Humans of New York. It honors those who model what sustainability looks like. I've gotten to interview Justin Everett (executive chef at Cavallo Point), Shaun Dayton (head chef for the Conscious Kitchen), the Amy's Kitchen team, among others. All of these experiences, packed into two little, short months, have reshaped my perspective of what is possible. I can't think about going home, especially because of the friends I've made with the intern team here. We were all thrown into this chaotic world of change and expected to serve as catalysts for even more change, but the support system we've created together has kept everything intact. The help we've gotten along the way from people both in and out of the office has helped us truly embody the Turning Green motto: Dream and Do.



# Jessa West

**TG Newsletter Coordinator**  
**UT Austin, Senior**

After bopping around the US for the past decade, Jessa has finally found her home in Austin, TX, where she loves soaking up the sun, pretending to be a foodie and discovering new local gems. Her journey to green enlightenment began way back in 2011, after stumbling upon and competing in the inaugural year of Project Green Challenge. Oh, and did I mention I was selected as one of the Top 12 Finalists? Since then she has been involved in a variety of programs and initiatives with Turning Green, including: Green University, Project Green Spa and the 2013 Conscious Collections.

While living it up in Austin, she has participated in the Whole Foods Market's Academy of Conscious Leadership at the invitation of the co-CEO and has served as UT Austin's Office of Sustainability's Student Associate of Communication and Outreach. This Fall she will return to UT Austin (hook 'em!) to finish my BA in Geography with an emphasis in Sustainability and BDP in Social Entrepreneurship and Non-Profits.

# TG Summer Intern Accomplishments

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All of these projects were led, executed and accomplished with our mighty team of 25 interns from across the country and around the world. With passion, intention and a dream and do philosophy, the world changed in 10 weeks. Thank you for your support and for your belief in this group of magnificent young leaders.

## PROJECT GREEN CHALLENGE 2015

### Outreach

- Expanded outreach database that includes student and sustainability leaders on campuses in 50 states and 40 countries
- Set goal to increase participation by 25%
- Planned implementation for targeted Campus Rep outreach including weekly calls and through database engagement
- Created a Step by Step Campus Rep Toolkit

### Challenges

- Challenges written with integrated social media components and measurements to gauge impact throughout
- Prizes curated for 20 winning submissions per day
- Completion of all research pages for each challenge

### Project Green Dorm

- Relaunched web page, green checklist
- Fully curated 11 freshman dorm rooms at George Washington University viewed by 5,000 incoming students
- Published a series of Back to School guides on [conventionaltoconscious.com](http://conventionaltoconscious.com)

### Communications

- Fully developed PGC Communications Plan from August through November to raise awareness, highlight partners, and increase participation
- Social media plan written and pre-set posts
- Outreach plan for partner engagement
- Outreach plan for blog posts on major eco media outlets
- Developed and implemented Humans of Turning Green on Facebook as a way to highlight TG heroes who are changing the world
- Designed, wrote and launched first TG Newsletter
- Boosted engagement on all social media platforms

### Challenge Finals

- Outreach to speakers for PGC Finals
- Curated Grand Prize package

### TG Chapters

- Develop and designed a TG Chapter Toolkit

### The Conscious Kitchen

- Created and launched first ever TCK website [theconscious.kitchen](http://theconscious.kitchen)
- Maintained and harvested the CK garden at Bayside MLK
- Developed new garden/nutrition curriculum for school year
- Completed Handbook for all new TCK sites
- Curated, wrote and designed The Conscious Kitchen Cookbook

### TG 2nd Annual Summer Summit

- Assembled 19 student fellows and interns from across the country and around the world for a 4 day summit in Marin
- Worked to finish all projects started this summer in collaboration with team
- Event hosted at Cavallo Point Lodge in Sausalito
- Developed and launched TG Ambassador Program for leaders who want to stay engaged in TG after internship

## ADVOCACY

### Federal

- Students wrote, shot and edited two videos to defeat the passage of federal legislation (The Dark Act) that would preclude any food being labeled with GMO ingredients.
- Students developed full communications plan with key non-profit partners and the video went viral

### National

#### Campus Advocacy

- Developed Pollinator Toolkit for Campuses to ensure healthy gardening and landscape practices in partnership with Center for Food Safety, Friends of the Earth, Organic Center, Beyond Pesticides and Pesticide Action Network to be launched in fall.

### Local

#### Policy Change

- Developed Pesticide Free Marin campaign including logo, Schools Toolkit and advocacy plan to reach out to county, cities/towns, businesses and schools in Marin to eliminate the use of pesticides

### Field Trips

- Visited many partners, farms, and local extraordinary places including; Nutiva, Fair Trade USA, EO Products, Amy's Drive Thru, Lexicon of Sustainability, Green Gulch Zen Center, Muir Beach, Cavallo Point, Point Bonita Lighthouse (full moon hike), Full Belly Farm, Tomatero Farm, San Rafael Farmers Market (every Sunday to purchase for our Sunday intern meal), MMWD Board Meeting to speak on the day they banned pesticides from Marin's watershed, Screening of documentary, True Cost, tabling and day long hosted event at Aubrey Organics in Tampa (developed all materials for presentation), tabling at Plastic is Getting Drastic cleanwater.org event

# THANK YOU

*Thank you Turning Green partners for supporting  
the best summer of our ten year history*