

# PROJECT GREEN CHALLENGE

## PROGRAM RECAP



# PROJECT GREEN CHALLENGE 2015

This October, Turning Green hosted the fifth annual **Project Green Challenge**, a global call to action for college and high school students to transition from conventional to conscious living. PGC engages youth by uniting them in a commitment to cultivate a healthy and just planet. Comprised of 30 sustainability-themed challenges, each day delves into a different entry point (body, food, labeling, paper, fair trade, energy, etc.) and offers up to four challenge opportunities at varying levels of engagement. Participants receive points based on challenge completion and the top 20 daily submissions are awarded prizes.

Since its inception in 2011, PGC has given tens of thousands of powerful, dynamic, passionate young leaders – on over 2,500 campuses in 50 states and 45 countries – an opportunity to step up to “be the change” in their own lives, on school campuses, and in local communities.

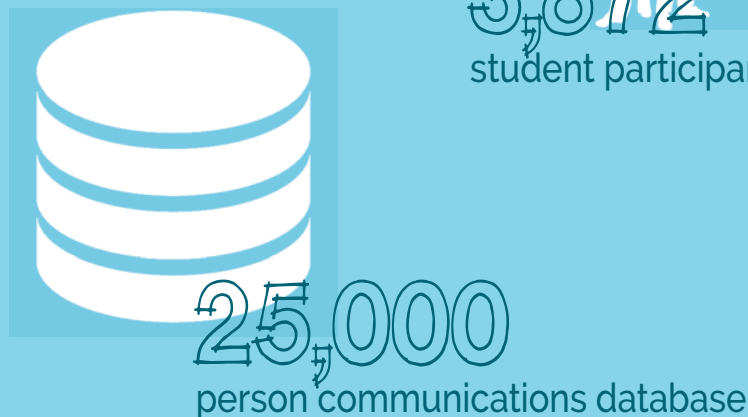
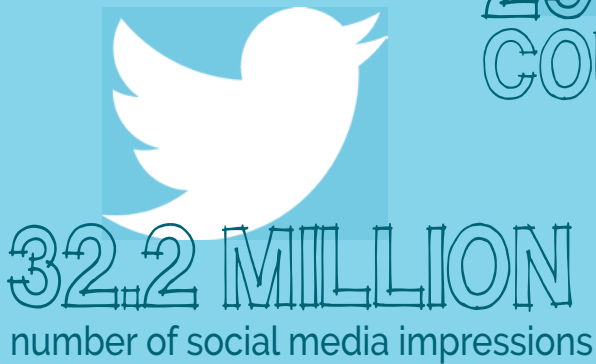
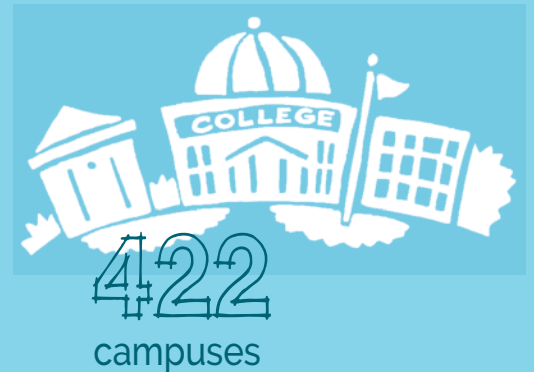
## CONVENTIONAL TO CONSCIOUS IN 30 DAYS



# IMPACT

In 2015, PGC's student participation included 3,872 Challengers representing 422 campuses in 50 states and 29 countries. The digital reach totaled 32.2 million impressions.

Instagram, Twitter, Facebook, Pinterest and YouTube were all used by participants during the challenge spread their wisdom and change their world. The hashtag **#PGC2015** tracked the conversation across platforms.



## PARTICIPANT IMPACT



### FOOD CHALLENGE

*"If you have a farm or an urban garden you get lots of food for a small amount of money and you can for sure know it is organic. Without even planning it, I'm eating literally every color of the rainbow which means that I'm eating all kinds of nutrients beneficial to my body."*

**Gabriela Copello**

Colegio Nueva Granada, Bogota Colombia



### ZERO WASTE CHALLENGE

*"This is my trash for the past 24 hours. I have worked hard to reduce my waste by using reusable silverware, less packaged products, and by not accepting unnecessary paper or plastic items. While I carried my trash, one student said to me "this is a great idea but I probably couldn't do it...now I'm going to think about all the paper napkins I throw away all the time. I should probably start carrying a handkerchief." The point of this project is to inspire others and to make them think about consumption patterns. I hope this picture does just that. #pgc2015 #zerowaste"*

**Reilly Reynolds**

Ohio Wesleyan University, Delaware, OH

# PARTICIPANT IMPACT



## BIODIVERSITY CHALLENGE

*As members of a suburban area where there's little potential for bees to thrive, we decided to begin to change that. We started a small, ecofriendly safe haven for bees. This mini garden may seem like a small and insignificant change, but the fact that it is a change, one that directly affects the situation of bees in our area is something that can grow, develop, and spread to other areas and help out the tiny insects."*

**61 Percent**

Rock Canyon High School, Highlands Ranch, CO

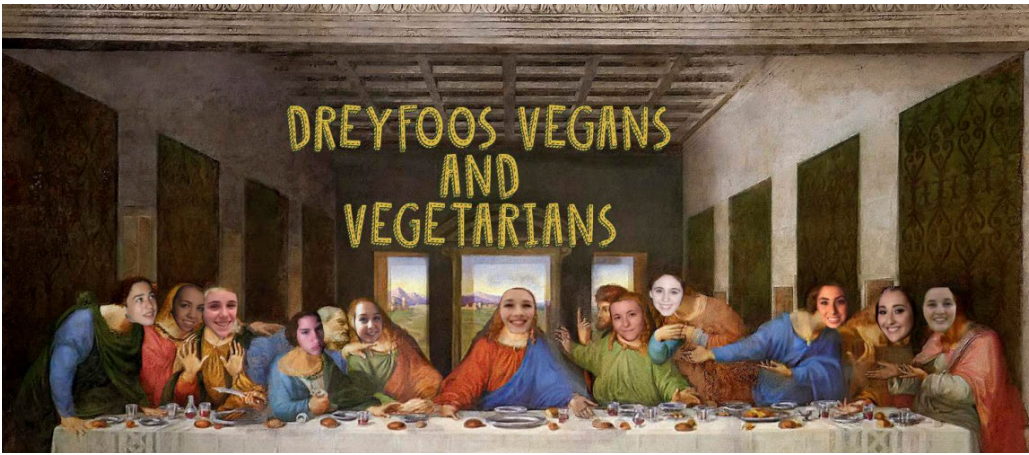


## HEMP CHALLENGE

*"The list of what hemp can be used for can go on and on. You are wanting best friend bracelets for you and your friend? Hemp. Feed the birds outside? Hemp. In need of some make-up? Hemp. The better question is what can't hemp do and that's pretty much close to nothing!"*

**Krystin Estes**

Belmont University, Nashville, TN



## MEATLESS MONDAY CHALLENGE

*"Meatless Monday - The day I started Project Green Challenge, I set aside as a personal goal to become a vegetarian. I saw the competition as a way to motivate me since the challenges would remind me why I care for the environment in general. I have not had meat since Oct. 1. It feels amazing because I know what I have achieved, but physically I feel the same. My body still has enough energy. It still functions in the same way it always has. Sometimes I crave a burger or a steak, but I stop myself amid my thoughts and reflect on why I cannot eat it."*

### TEAM APRIL 5

A.W. Dreyfoos School of the Arts, West Palm Beach, FL

**Add your voice**

Emma Zhang

1000 5500 1111

UNITED STATES

1000 5500 1111

1000 5500 1111

**I support the mandatory labeling of GMO's!  
Consumers have the right to know what they  
eating and putting into their bodies.**

**SIGN PETITION**



A copy of your letter of support will be delivered to Governor Cuomo, your Senators and Assemblymembers.

Dear Governor Cuomo, Senators and Assemblymembers of New York Legislature,

As your constituent, I'm writing to ask you to support and co-sponsor 2013 [Assembly Bill A 3535 / Senate Bill S 3835] legislation that would require the labeling of food that has been genetically engineered or partially produced with genetic engineering. These foods are also commonly known as genetically modified organisms or GMOs.

Already, 64 other countries around the world inform their citizens if their food has been genetically engineered in a laboratory with simple labels, and it's time that we share that basic right. If the same companies can label foods containing GMOs (genetically modified organisms) in Russia, China and South Africa, I believe they should label them in New York as well.

## GMO CHALLENGE

"I chose to sign the above petition supporting the passing of the two bills. Once I submitted the petition, I felt proud that I was taking a stand on an important issue in the world today. Although my support isn't that significant, if everyone that also supports this petition signs it, our voices will accumulate until our opinions cannot be ignored by lawmakers. In order to spread more knowledge, I posted on one of my visuals on Facebook, some key facts, and the site where others could sign the petition."

### AMEnvironment

Annie Yu, Jericho High School, Jericho, NY



# PARTICIPANT IMPACT



## WATER CHALLENGE

*"How much water it took to produce my shoes: An article in The Atlantic states that it takes 2,257 gallons of water to produce a pair of shoes. This includes the fibers needed to produce the canvas and laces, the rubber for the soles, and the metal for the eyelets. Luckily, because these have held up for so long, they're probably a little better than average."*

**Reilly Reynolds**

Ohio Wesleyan University, Delaware, OH



## GLOBAL CITIZEN CHALLENGE

*"Global citizenship means taking part in the world community by accepting other cultures, being environmentally conscious, and acting in the most ethical, honest, and genuine way possible in order to make a positive impact."*

**Missy Martin**

Belmont University, Nashville, TN



# SOCIAL INSIGHTS

12.8K INTERACTIONS 

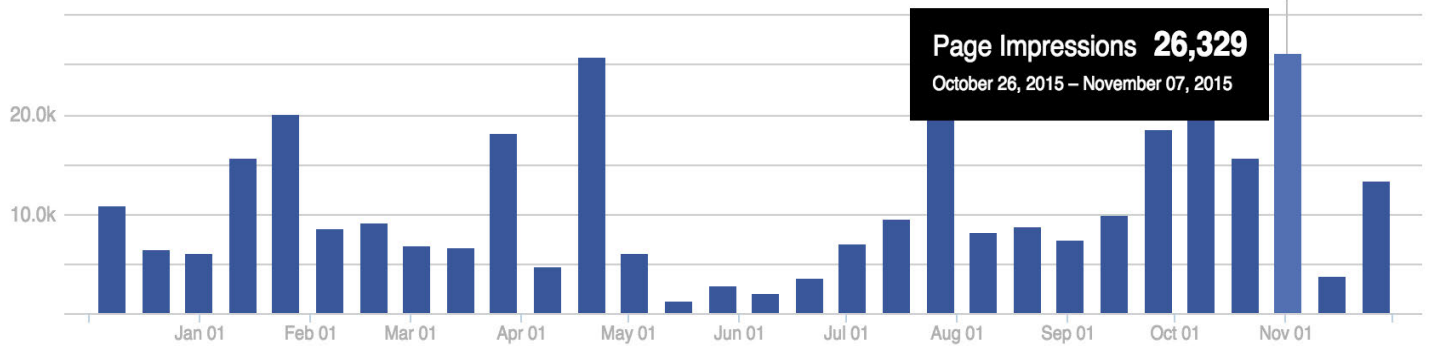
BY 8.4K UNIQUE USERS 

32.2M POTENTIAL REACH 

## Facebook Impressions

### PAGE IMPRESSIONS

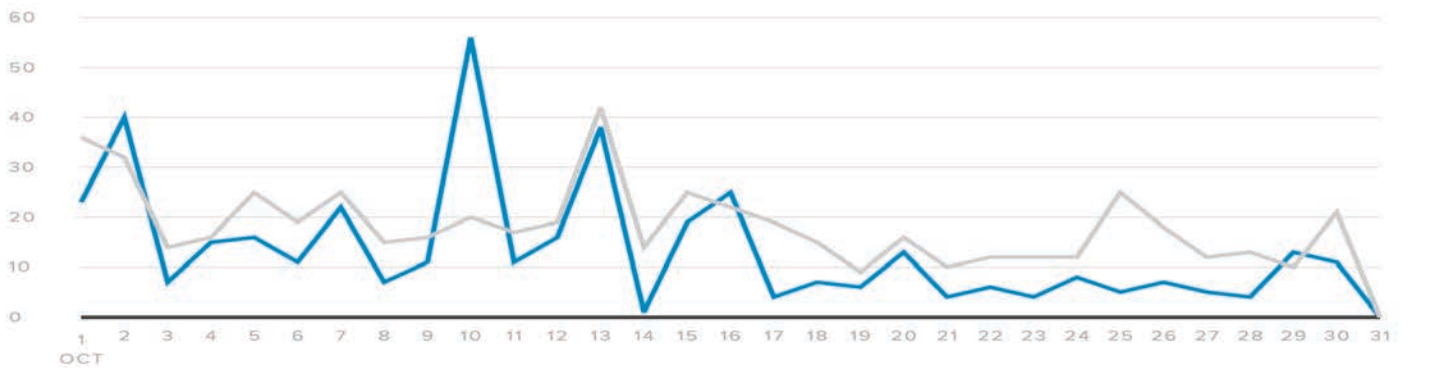
Impressions **332,858** by **158,281** Users



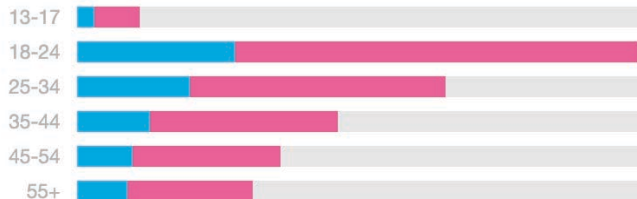
## Twitter audience engagement

### ENGAGEMENT COUNT

REPLIES RETWEETS FAVORITES TWEETS SENT



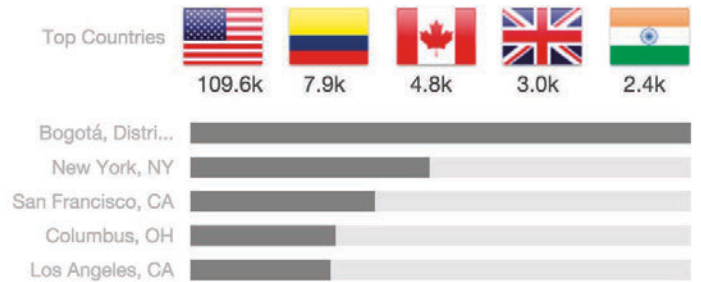
### IMPRESSIONS BY AGE & GENDER



 **29%**  
MALE

 **71%**  
FEMALE

### IMPRESSIONS BY LOCATION



11,301 fans



7,785 followers



2,144 followers

# PGC CAMPUS SIGN UP EVENTS INCLUDED

*University of Arkansas*  
*Benedictine University*  
*Northeastern University*  
*Rice University*  
*Skidmore College*  
*George Washington University*



*Ohio State University*  
*Belmont University*  
*Irvington High School*  
*Claremont McKenna College*  
*Florida Institute of Technology*  
*University of Central Missouri*

*Temple University*  
*Watkins College of Art, Design & Film*  
*Wachusett Regional High School*  
*University of Wisconsin - Stevens Point*



# PRIZES

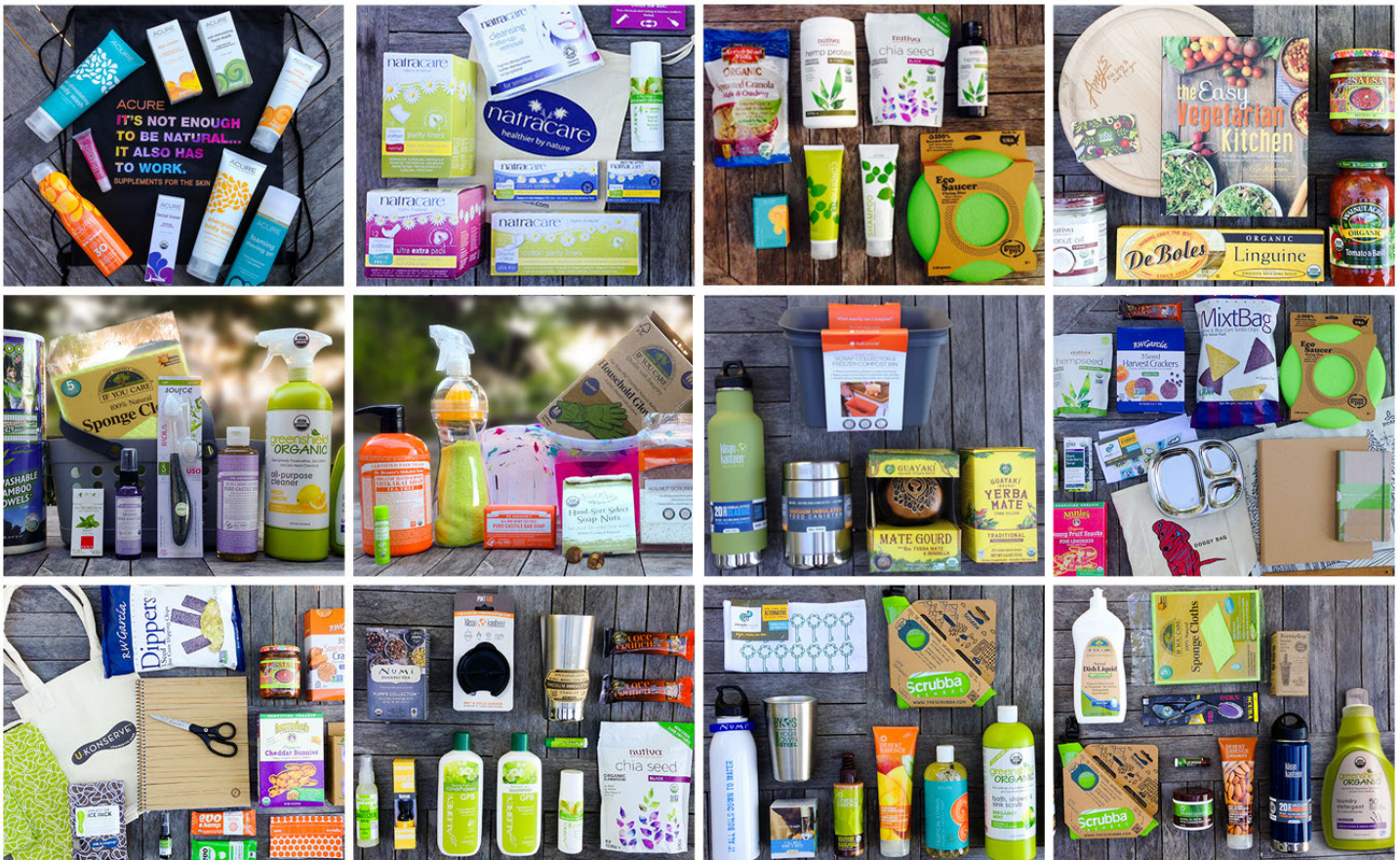
A selection of thoughtfully curated prize packages incentivized engagement and set participants on the path to conscious living. Each day of the challenge featured a new themed selection from partners.

## GRAND PRIZE PACKAGE (VALUED AT 12,000+)

- \$5,000 PGC Green Award (donated by Acure)
- Trip to Natural Products Expo West (March 5 – 8, 2015) in Anaheim, CA (donated by Aubrey)
- Ticket to The Organic Center Dinner at Natural Products Expo West in Anaheim, CA (donated by The Organic Center)
- \$1,000 Whole Foods Market Gift Card (donated by Whole Foods Market)
- Trip to Gaia Farm in the Blue Ridge Mountains of North Carolina (donated by Gaia)
- One Acre of Land from the World Land Trust (donated by Natracare)
- Organic Cotton Comforter/ organic linens and organic wool pillow (donated by Under the Canopy, Naturepedic and The Company Store)

## PGC DELUXE LIFESTYLE PACKAGE

Includes a selection of organic, fair trade, and non-GMO products generously donated by Acure, Amy's Kitchen, Aubrey Organics, Desert Essence, Dr. Bronner's, Everyone, Gaia Herbs, Guayaki, Klean Kanteen, Non-GMO Project, Nutiva, Natracare, Numi, RW Garcia, Solio, Suja, and other partners.



# TESTIMONIALS

*"Each time I work on a new challenge I feel inspired to learn and change. When I see that my actions inspire my friends, family and random people I feel so powerful. I believe that they will further inspire people (ripple effect) so that together we can make a significant difference!"*

- **Valeria**, Temple University, Philadelphia, PA



*Before PGC we knew we were passionate about environmental change. We knew that we wanted to see the world as a better place, but we never knew that we were activists. Through this experience, we have learned not only the content and the environmental concerns of our world, but we have learned that we as individuals can change the world for better.*

- **Team April5**, A.W. Dreyfoos School of the Arts, West Palm Beach, FL

*I didn't know I needed a wake-up call until I got it unexpectedly during Project Green Challenge. I'd been doing all of the right things: recycling, gardening, leading environmental clubs and wilderness treks, but I had been doing them in the wrong way. I was overworked, exhausted, and living an altogether unsustainable life. Project Green Challenge and the Turning Green staff gave me a supportive hand when I needed one more than ever, and helped me to realize that our health and the earth's health go hand in hand. If I was not healthy, I could not be a good environmentalist.*

- **Reilly**, Ohio Wesleyan University



kingcarrotflower and eveb614 like this  
 reillyjean "I have great faith in a seed" - Henry David Thoreau  
 Dill- a valuable food source for swallowtails!  
 Calceola- bright flowers and pollen attract bees!  
 Lemon Balm- bees love the sweet smell and purple flowers.  
 #pgc2015 #savedbees



*As I explored the challenges each day, I broadened my knowledge of environmentalism. Every challenge was a door to a new passion. The Fair Trade challenge inspired a new empathy for people all throughout the world. The Biodiversity challenge helped me find links between my own life, and all the things that make it great, and the world around me. I feel an indescribable sense of connection with the plants and animals around me. And the support that the Turning Green Team provided made me feel fearless in advocating what I believe in. PGC helped me gain perspective on my own life. It helped me connect to my principles and spurred me to envision the world that I want to live in.*

- **Claire August**, George Washington University, Washington DC

# TESTIMONIALS



**Lindsey Hummel** @linzhummel · Oct 28

#PGC2015 Rest Day: Reflecting on, brainstorming ideas about roles responsibility, student voice & action play on campus. @TurningGreenOrg



**Amanda Hershman** @Hersheymonmon · Oct 27

PGC has made a change in my life by teaching me how to use less water 💧  
@TurningGreenOrg #PGC2015



**oscar martinez** @omsoccer55 · Oct 26

Thanks to PGC, I have been recycling and cut down on the amount of plastic containers I use @TurningGreenOrg #PGC2015



**chlœ** @pointe314 · Oct 26

As a result of participating in Project Green Challenge, I have joined the Meatless Monday movement #PGC2015 @TurningGreenOrg



**like a dog** @Baileydelacruz · Oct 25

Trying to switch to a zero waste lifestyle thanks to #pgc2015 @TurningGreenOrg - reducing packaging, processed foods, and single use plastic



**Claire August** @clairenaugust · Oct 25

This month, I've learned what it means to be truly conscious. Now I look out for toxic cosmetics and avoid them! #PGC2015 @TurningGreenOrg



**colombia** @29thofoctober · Oct 25

I make most of my own cleaning products with ingredients that aren't harmful for my health nor the environment @TurningGreenOrg #pgc2015



**Jamie Wright** @msjamiewright · Oct 25

#PGC2015 has helped me been able to share important information to my sorority sisters to influence their minds on the 🌍 @TurningGreenOrg

# PGC 2015 FINALISTS

14 students from the global pool of nearly 4,000 PGC participants were selected as finalists and flown to San Francisco in late November to attend the PGC 2015 Challenge Finals. Over the course of this four-day eco summit, they attended an interactive Conscious Kitchen Food Workshop, GreenStyled Workshop, heard from and worked with 16 esteemed environmental leaders, collaborated with a team of mentors to create innovative platforms for social action to ground on their campuses and presented their 30-day experience before a panel of judges. Their ideas will be further developed by students and implemented with the support of Turning Green partners and youth globally in 2016.



**Nefeli Syriopoulou**, Junior  
International School Almere



**Annie Yu**, Sophomore  
Jericho High School



**Claire August**, Junior  
George Washington University



**Matthew Gal**, Senior  
University of Arkansas



**Valeria Frolova**, Sophomore  
Temple University



**Mia Nixon**, Junior  
Greenwich Academy



**Missy Martin**, Sophomore  
Belmont University



**Megan Phelps**, Junior  
Mt Everest Academy



**Julie Polaski**, Senior, University  
of Illinois Urbana-Champaign



**Marina Qutab**, Senior, University  
of Massachusetts Amherst



**Reilly Reynolds**, Senior  
Ohio Wesleyan University



**Marco Estrella**, Junior  
AW Dreyfoos Academy of the Arts



**Tracey Wingate**, Sophomore  
Skidmore College



**Kendra Zhang**, Sophomore  
Jericho High School

# PGC 2015 WINNERS

A panel of esteemed judges selected the Project Green Challenge 2015 Champion, Runner Up and Third Place winners based on point total, breadth and depth of work, a final video and an individual presentation by each of the finalists. Final presentations can be viewed [here](#).



PGC 2015 Finalists



## MISSY MARTIN, PGC 2015 CHAMPION

Sophomore, Belmont University, Nashville, TN

*"I felt passion as I saw change being made as I encouraged others to be mindful in their actions. By acting, connecting, and feeling, I truly felt the magic that being conscious can bring to one's life. This challenge and the people involved, both directly and indirectly, touched my heart, and I feel like I touched many of theirs too."*



## MARINA QUTAB, PGC 2015 RUNNER UP

Senior, University of Massachusetts Amherst, Amherst, MA

*"There is no planet b. I will not be a part of this vicious cycle, and I will stand up for earth justice and social justice. Once we stand up for justice and decide we do not want to be a part of this vicious cycle, we will realize that we ARE the SOLUTION. We are the hope for a conscious, sustainable planet."*



## MIA NIXON, PGC 2015 THIRD PLACE

Junior, Greenwich Academy, Greenwich, CT

*"In 30 days, I have a new and refreshed sense of responsibility to fight for human rights, support community partners, promote sustainability, protect our future generations and help heal the planet. I have transformed from an everyday student to an engaged activist and global citizen leader."*

These three outstanding student leaders have shown incredible vision, creativity and leadership on their campuses and in their communities over the course of the Challenge. The aim of PGC is to mobilize powerful student leaders while supporting them in their efforts to achieve tangible, impactful, sweeping change. Our hope is that these students return to campuses empowered, mobilized, and eager to be the change they wish to see in the world!

# PGC FINALS

**PGC CHAMPION  
VIDEO**





# PARTNERS

In collaboration with our partners, we change the world.

platinum

## ACURE

ACURE FOR YOUR SKIN • ACURE FOR THE PLANET

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cavallopoint  
fund



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