

PROJECTGREEN

CHALLENGE



CAMPUS REP TALKING POINTS AND QUICK FACTS

PGC 2016 SIGN UP EVENTS

Hi! My name is _____ and I am a member of _____ (TG CHAPTER/CLUB/ETC.) _____

Our big project this fall is participating in Project Green Challenge and I definitely think you should do it with us. You have the opportunity every day in October to win awesome prizes from organic skin care products to eco-friendly dorm items and a lot more. The focus is on teaching you how to transition from conventional to conscious living. PGC is comprised of daily sustainability-themed challenges, each delving into a different theme like food, carbon footprint, fair trade, fashion, body care, green clean, and more. You can participate at the entry level challenges or work on the higher level ones to earn more points. The challenge is for the 30 days of October. Once finished, up to 16 of the highest-ranking participants will be flown to San Francisco for a three-day eco summit called the PGC Challenge Finals and have the opportunity to win the \$12,000 grand prize. You can sign up right here today!

QUICK FACTS:

Use the **bolded terms** as "Did you know..." questions to get the conversation started.

BODY:

Your skin is the largest organ in your body and it absorbs 60% of everything you put on it.

The ingredients in cosmetic or personal care products are not officially regulated nor tested for their safety by any government body, before put on store shelves.

Thousands of carcinogens, pesticides, hormone and reproductive toxins linked to problems like cancer, infertility and autism are legally allowed and commonly found in conventional products.

The average woman uses 12 personal care products per day with nearly 200 different chemical ingredients. Men use an average of 6 products per day with over 85 different chemicals.

CLEAN:

Conventional cleaners replace dirt and grime with volatile organic compounds (VOCs), carcinogens, hormone disruptors, reproductive toxins, irritants and allergens.

Ingredient labels are required on food, but not cleaning products so even if you know what to avoid, like chlorine bleach, ammonia etc. you can't just look on the bottle and know.

Toxic chemicals in the products contribute to indoor air pollution, are poisonous if ingested, and can be harmful if inhaled or touched. In fact, some cleaners are among the most toxic products found in the home.

Simple ingredients like soap, water, baking soda, vinegar, lemon juice and borax, aided by a little elbow grease and a coarse sponge for scrubbing, can take care of most household cleaning needs.

When we rinse cleaners down the drain we flood local waterways with high levels of chemical nutrients like nitrogen, resulting in unsustainable growth of plant life, depletion of water's oxygen supply (creating Dead Zones) and birth defects and death in aquatic organisms.

FOOD:

What we choose to put in our bodies directly affects our health and environment.

Products like canned soup typically contain large amounts of processed salt, artificial additives, MSG and genetically engineered ingredients, all packaged in a can lined with toxic Bisphenol-A (BPA).

Reading ingredient labels is the first step to finding Fresh, Local, Organic, Seasonal, Non-GMO (FLOSNO) food – look for items with five or less ingredients when buying processed food.

Due to concern of GMOs posing long-term health and environmental risks, 26 countries have at least partial bans on growing & importing them and 60 others have significant restrictions on production & sales. **The US has approved GMOs for unlabeled consumption based on studies conducted by the same corporations who profit from their production.**

It takes 1,800-2,500 gallons of water to produce 1lb of beef and only 220gal for 1lb of soy tofu.

An estimated 80% of US processed food contains GMOs, including almost all soy, corn & canola.

HEMP:

Hemp is the most versatile crop on earth with **over 50,000 documented uses and applications from soap to hempcrete for building, clothing to housing insulation and the stuffing in high end cars.**

Hemp is the non-psychoactive relative of marijuana – it's impossible to get high from it.

Hemp is quicker to grow than trees, requires less water and pesticides than cotton, can be grown in a wide range of climates, is edible and healthy, and replenishes nutrients in the soil.

Until 1883, 75-90% of all paper in the world was made from hemp.

Due to cotton industry lobbyists in the industrial era and confusion over its relation to marijuana, hemp is illegal to grow but would have major positive impacts in our agriculture, economy, and planet's sustainability if we were to cultivate it.

Properly produced hemp plastic is 100% biodegradable and could replace all current petroleum based plastics.

SPACE:

We often only consider design when shopping for our living spaces, not the environment but going green applies to every single purchase you make and all the things in your space.

Cotton uses 2.5% of the world's ag land, 11% of all pesticides and 25% of all insecticides including many KNOWN carcinogens – organic cotton avoids all this. Opt for organic bedding.

One of the best ways to shop earth friendly is at thrift stores and antique shops – instead of buying new, look for secondhand. Great stuff can be found for free on Craigslist or FreeCycle.

STYLE:

The cotton in your conventional t-shirt is likely sourced from a GMO field in India, sprayed with pesticides that expose farmers to some of the most toxic substances we know of. It's sewn in a sweatshop in Bangladesh, possibly by children on outdated equipment for very low wages.

The average American woman owns more clothing than women ever have in history yet only wears about 20% of what she has.

We combat overconsumption by buying smarter and buying less, shopping eco-friendly brands, thrift stores, and occasionally paying more upfront for an item that will last much longer.

WELLNESS:

The pressures of school can wreak havoc on sleep, moods, diet, health, and overall well-being.

Many studies have found that **time spent with advanced technology could be the leading cause of increased depression, ADD and other mental illnesses in the US.**

The best way to calm down and relax is to simply breathe. Deliberate, **controlled breathing can reduce negative emotions and symptoms of depression**, stimulate brain growth, decrease risk of heart attack, lower stress and blood pressure, decrease pre-test anxiety and self-doubt and increase concentration, and alter the immune system's gene expression for greater relaxation.

ZERO WASTE:

There is no "away" in throwing away – trash exists forever in landfills, oceans, beaches and communities.

The FAO estimates that food waste in industrialized countries almost equals the net food production of sub-Saharan Africa.

It takes 500-1,000 years for plastic to degrade – every piece of plastic ever created still exists somewhere in some form today.

Most of what we eat, drink or use is packaged in petroleum plastic, a material designed to last forever but used for products that we only use once.