**Project: Go Green On Campus**

**PROJECT DESCRIPTION:** Turkey’s youth is slowly becoming aware of the global environmental. Nevertheless, many young people neither understand what they are doing that contributes to the problem nor what they can do to help, mostly because of the hard-work, no-fun stigma surrounding green topics.

*U.S. student involvement is crucial to the program’s success. The conference exposes U.S. students to a new region and market engaged in green dialogue and Turkish students to alternate problem-solving techniques outside the Turkish box. The mix of students also fosters new friendships and greater awareness of the issues in question.*

Our **goal** is to engage university students, ages 18-25, by showing them how their lifestyles affect the environment, educating them of current green issues, raising awareness and encouraging them to take action proactively through fun and expressive projects on their respective campuses.

**Project**

The ‘Go Green on campus’ project will host a three-day, residential boot-camp for 60 university students (50 Turkish, **10 from the U.S.**) and 5 Turkish university academics/administrators to learn about a select environmental problem, raise awareness about it and develop solutions for it, followed by a task to implement proposed solutions on their respective campuses.

The project will ultimately award the team that most successfully comes up with an applicable idea and take steps towards realizing the project and implements the project on its campus.

Administrators are involved in order to ensure vested interest in the leadership of the school as well as ensure the sustainability of the project in the year following the ‘Students Go Green Project’. During the project, a staff member or an academic each university represented will be engaged to help students launch their projects and see they are actually implemented in their schools.

**3-Day Boot Camp:**

The 3-Day Boot Camp will engage students through learning, fun and creativity and will be guided by project-planning trainers as well as inspired by eco-savvy mentors.

**The boot camp will take place August 28-31, 2014 at Koc University.**

*Night before Boot Camp*
• Students arrive to the residence, are organized into rooms
• Registration and welcome + evening information session regarding logistics of the program

**Boot Camp Day 1:**

• Students arrive at event space
• Surprise visit to a landfill to show the impact of our actions.
• Return to venue and get team assignments. Students will break into teams (mixed in terms of schools they come from). Administrators will comprise their own team and will work in stride with students in developing their own project ideas.
• Each team will be led by one of 4 “trainers” specialized in a certain field, accompanied by Yesilist mentors to help facilitate discussion:
  ▪ Recycle, Upcycle and Re-use
  ▪ Healthy food
  ▪ Green architecture-permaculture on campus
  ▪ Sustainable transportation
• Teams will assemble. The trainers brief on the agendas and kick-start the training sessions.
• A fun night to be organized for all students, mentors and trainers to further get to know one another and create a fun environment for all participants.

**Day 2:**

• Intensive training will continue throughout the day to educate, raise awareness, and equip students with basic knowledge to launch their own projects.
• During Day 2 and Day 3, Yesilist will hold sessions with students on best practices on community engagement, fund raising, social media engagement.
• Teams will be supervised by individuals affiliated with the Yesilist team post trainings. Yesilist will invite inspirational eco-pioneers to interact with students after dinner and inspire them on both Day 2 and Day 3.
• Teams will begin generating project ideas that they want to launch on their campuses. Because teams are mixed, we ensure that there are only 3-4 students from each university with the same concept focus, hence there will only be 3-4 students implementing the idea when they return to campus.
• Yesilist will actively engage social media and its website to share student experiences throughout the training. Yesilist will also document the experience.

**Day 3:**

• Trainings will continue as teams work on their project proposals with the help of their mentors and trainers.
• The teams will prepare a brief overview of their respective projects and present them to the rest of the group.
- Students will leave with:
  - Increased awareness on the environmental problems
  - Knowledge on their chosen team track’s subject
  - Ideas for projects across all team tracks
  - Inspiration, motivation and knowledge to launch their own projects

**Award ceremony (2 months after program)**

- The winning team will head to the U.S. to visit a sustainability event, program or conference at the same university U.S. student participants attend.

**TARGET AUDIENCE:** Our target audience is university students between 18-25 years old from select universities. Yesilist wants to harness them with the knowledge and the agency to make a difference. Our goal is to educate them, raise awareness and call to action through fun and creative ways and keep them engagement afterwards by way of the continuation of their proposed projects on campus and heavy use of social media. **10 of the 60 students will come from a university in the U.S. to facilitate international dialogue and have a larger impact.**

We will target students from among the 4 of the following universities who want to participate in addition to the 10 students from the host, Koc University.

- Boğaziçi University
- Özyeğin University
- Istanbul Technical University
- Sabancı University
- Galatasaray University

Yesilist will get in touch with the university clubs and university student offices to inform students about the project. Interested students will then apply online at Yesilist. Once the quota is filled. Yeşilist will also target an environmental university program at a select U.S. university and open applications to the program. Yesilist will judge applicants and extend invitations for the project.

**ACCOMODATION:**

- Students will use campus premises and dormitories in the host university.
- After each training day, Yesilist mentors and assigned Koc University staff will stay on campus with the students to engage in further conversation and help the students shape their projects. On the two days of the training, trainers will also be welcomed to stay to further deepen knowledge and inspire students.
- Yesilist aims to invite eco-pioneers during the two nights for inspirational talks and dialogues for students.
• U.S. Students will stay for an extra of 3 days on campus, take some time for sight seeing. A team from Yesilist will provide a two-day sightseeing for the U.S. students visiting sustainable endeavors all around Istanbul.

**TRANSPORTATION:**

• All transportation costs – airfare, bus and metro - will be covered by the program.