

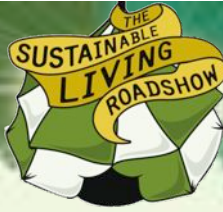
SUSTAINABLE LIVING ROADSHOW 2011 RIGHT2KNOW TOUR EVENTS OVERVIEW



Created by
Zachary Carson

Sustainable Planet Productions, LLC

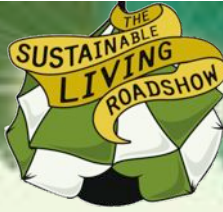




SLR MISSION STATEMENT

- Sustainable Living Roadshow (SLR) is a caravan of educators and entertainers who tour the country in a fleet of renewable fuel vehicles to empower communities and individuals to utilize sustainable living strategies for a healthier planet.
- Visiting K-12 schools, university campuses and community festivals across the United States, the caravan sets up off-the-grid eco-carnivals with experiential learning villages, featuring workshops, speakers, and entertainment.





SLR VEHICLE FLEET

- SLR travels in a fleet of biodiesel buses, trucks and trailers.
- Our buses act as sleeping quarters for our crew with enough beds for 8-14 people, industrial kitchen, work-stations, storage and more. The truck and trailer are used to store our supplies, infrastructure and the products of our sponsors.
- The buses are retro-fitted with eco-interiors and supplemented with recycled materials. Julia, pictured on the left, contains a biodiesel generator, full solar array on the roof for our stage, and the greenest interior building supplies available on the market. Named after Julia Butterfly Hill, this bus is our flagship eco-coach!
- We build out workshop stages off the buses, with bamboo/hemp shade structures and sound systems powered by solar during the day and biodiesel generators at night - all with the beautiful buses as the background!
- These buses also act as traveling billboards for SLR, sponsors logos and more.

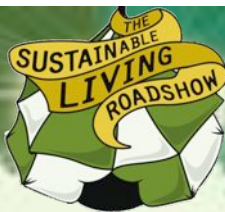




SLR ROAD CREW

- SLR is a volunteer based organization
- Spring Tour: 14 people
- Summer/Fall Tour: 25-30 people
- Ages: 18-54
- SLR recruits artists, educators, entertainers, activists and organizers to join on the road
- All expenses on the road are covered by SLR
- Lodging is provided on the buses
- 3 organic meals per day are provided
- Road Crew are expected to set-up, run and strike all events, as well as assist in the community networking, daily communal house-keeping tasks, event planning, logistics and more.





A PLACE FOR SUSTAINABLE LIVING

As part of SLR's Legacy Project Program,

We created PLACE = People Linking Arts, Community and Ecology.

- In March, SLR reclaimed an old industrial 6,500 sq ft lot with two 1,500 sq ft empty building frames and has since turned it into community sustainability center.
- PLACE, based in North Oakland, CA, is a center for community networking, education, demonstrations and entertainment surrounding sustainability education and implementation
- PLACE also acts as a central hub for SLR operations, build-outs and more.
- Using workshops with the community, PLACE has installed rain-water catchment systems, grey-water recycling systems, installed a 2,500 sq ft community garden, built vertical gardens on the walls, created a zero-waste policy, harvested honey from over 30,000 bees on site, helped start a bike coop, sewing coop, communal kitchen and more!
- Additionally, PLACE is used by SLR and other community groups as an event center to help raise revenue for PLACE and our projects.
- Our goal is to replicate this model of community center creation across the country as we travel.





A PLACE FOR SUSTAINABLE LIVING PHOTOS





2011 TOUR OVERVIEW

- **Spring Tour - 11 Events:** CA (8 cities)
- **Summer Tour - 6 Events:** CA (2 cities), UT, OH, PA, NC
- **Fall Tour - 14 Events:** Washington DC, PA (5 cities), NY (2 cities), VA, NC, TX (2 cities)
- **Right2Know March - 14 Events:** NY, NJ (3 cities), PA (3 cities), DE, MD (4 cities), DC





SLR 2011 ATTRACTIONS

- **Main Stage** (solar/biodiesel generator) - local/national bands, performance, key-note speakers
- **Workshop Stage** (solar) - built off buses, educational, hands-on workshops, panels, speakers
- **Conscious Carnival** - (6) eco-themed games of chance (ie Toss Out Fossil Fuels)
- **Tea House** - beautiful bamboo icosahedron temple designed for people to enjoy hot/cold health drinks and snacks while connecting with community and discussing sustainability topics
- **Health and Healing Tent** - 30' Moroccan Tent w/ massage, acupuncture, reiki, nutritional consults
- **Green Market** - Conscious products for sample/sale representing green solutions to everyday purchasing
- **FARMacy** - Natural body-care products and medicines for sample/sale
- **Eco Info Zone** - Sales and displays of conscious books, magazines, how-tos, films, etc.
- **Hemp Hut** - multi-sensory exploration of the multiplicity of uses and products from Hemp
- **Solutionary Showcase** - hands-on curated exhibit of permaculture principles, eco-design strategies, green technologies, alternative fuel concepts, urban homesteading practices and more
- **Creation Station** - encouraging the creative through shared art projects with eco-themes
- **Eco Bus Tour** - showcase of SLR eco-coach Julia and all the green building strategies used
- **Earth Peace Mandala** - interactive and collaborative art project creating a mandala using earthen materials throughout the extent of the event



SLR 2011 ATTRACTION PHOTOS



Main-Stage



Tea House



Green Market



Conscious Carnival



Hemp Hut



Workshop Stage



Health and Healing Tent



Solutionary Showcase



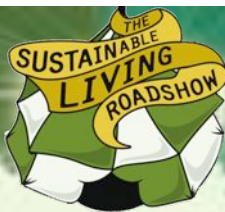
Earth Peace Mandala



SLR FOOTPRINT

- SLR productions take two forms:
 - Eco-villages within other festivals
 - Producing our own festivals
- Whatever the event, SLR's attractions and infrastructure cannot be missed. Below are several examples of our footprints used at events. Our set-up can cover anywhere from 1,000 sq ft to 20,000 sq ft of space - indoor or outdoor.





EVENT OVERVIEW - SPRING TOUR 2011

- 3/12/11 – SF Arbor Day, San Francisco, CA
- 3/30/11 – Common Vision Fruit Tree Tour, Oakland, CA
- 4/16/11 – University of California – Irvine - Wayzgoose Festival, Irvine, CA
- 4/17/11 – Go Green Expo, Las Angeles, CA
- 4/18/11 – Community Garden Service Project, Watts, CA
- 4/20/11 – Butte College Earth Day Festival, Butte, CA
- 4/22/11 – SF Earth Day, San Francisco, CA
- 4/25/11 – Birkenstock HQ Carnival, Novato, CA
- 4/26/11 – Canyon School, Canyon, CA
- 4/29/11 - 5/1/11 – Green Festival, San Francisco, CA
- 5/7/11 – PLACE Grand Opening, Oakland, CA



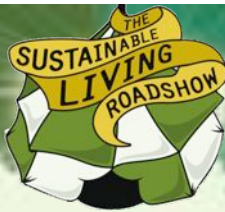
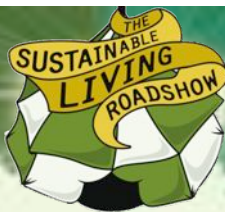


PHOTO OVERVIEW - SPRING TOUR 2011

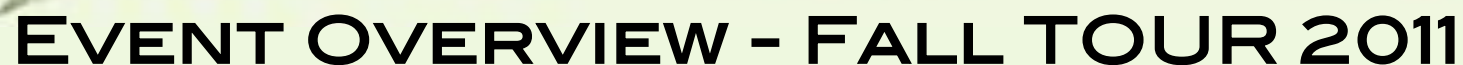




EVENT OVERVIEW - SUMMER TOUR 2011

- 6/10/11 – 6/12/11 – Harmony Music Festival, Sonoma, CA
- 7/29/11 – Tour Launch Party @ Cell Space, San Francisco, CA
- 8/4/11 – 8/7/11 - Outdoor Retailer, Salt Lake City, UT
- 8/12- 8/14//11 - Mid-West Reggae Fest, Nelson, OH
- 8/18/11 – 8/21/11 – 50th Philadelphia Folk Festival, Philadelphia, PA
- 8/26/11 - 8/27/11 - Music on the Mountain Top - Boone, NC





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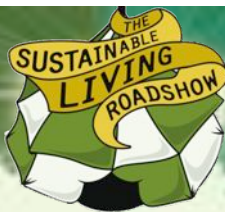


PHOTO OVERVIEW - FALL TOUR 2011





Right2Know March.org

A MOBILIZATION FOR GMO LABELING

- Right2Know March - A 320-mile march from Brooklyn NY to Washington DC to raise awareness about and demand labeling of GMO's in the US
- While GMO ingredients can be found in about 80% of foods in the United States, they account for less than 20% of foods sold in Europe. The US is one of the last industrialized nations to not label GMOs!
- SLR was one of five groups/companies on the steering committee for the R2K March and helped create the project and make decisions necessary for it to succeed.
- On the road, SLR was the advance team for each of the 13 retail events and four non-store events. Members assembled a solar-stage with a sound system, set up tables for disseminating information and samples, and displayed fun, educational games as part of our "Conscious Carnival."
- On the road, SLR also provided creative and artistic signage for marchers, a tricycle with sound system to keep spirits high, many rhymes and chants appropriate to the cause, film screenings in the evenings, yoga in the mornings, shuttle support with our buses and more.
- **Please see the accompanying power-point slide show for more details on the Right2Know Tour.**





EVENT OVERVIEW - RIGHT2KNOW MARCH

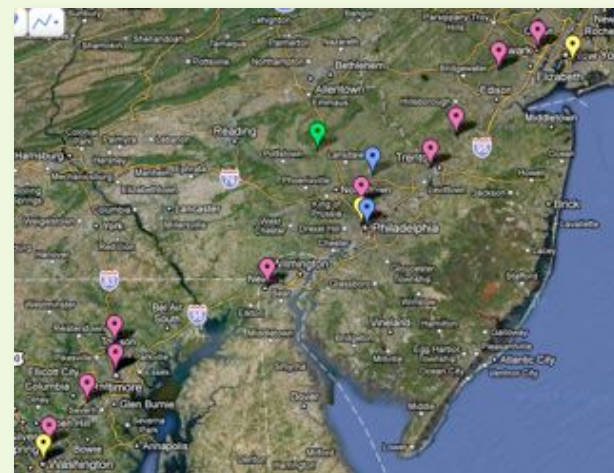
10/1/11 – 10/16/11 – Right2Know March – Brooklyn, NY to Washington, DC

- **Full SLR R2K Events**

- 10/1/11 – R2K Launch Rally - Prospect Park, Brooklyn, NY
- 10/8/11 – Skill Share Day, Tiberino Musuem, Philadelphia PA
- 10/13/11 - MICA Baltimore, MD
- 10/16/11 – R2K on the Capital Mall – Washington, DC

- **SLR R2K Rally Event**

- 10/2/11 – Health Food Coop, Newark, NJ
- 10/3/11 – Autumn Harvest Health Food Coop, Scotch Plains, NJ
- 10/4/11 – Whole Earth Center Coop, Princeton, NJ
- 10/5/11 – Big Bear Natural Foods Coop, Morrisville, PA
- 10/6/11 – Weavers Way Coop, Philadelphia, PA
- 10/9/11 – Newark Natural Foods Farmers Market, Newark, DE
- 10/12/11 – MOM's Organic Market, Timonium, MD
- 10/13/11 – OK Natural Foods, Baltimore, MD
- 10/13/11 – OK Natural Foods, Baltimore, MD
- 10/15/11 – Takoma Park Silversprings Food Coop, Takoma Park, MD



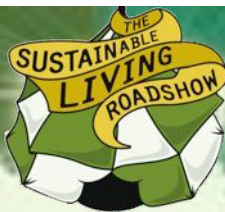


SLR HIGHLIGHTED PRESS

(LIVE LINKS ON SEPARATE PDF)

- [Salt Lake City Weekly](#)
- [TreeHugger \(R2K\)](#)
- [TreeHugger \(SLR\)](#)
- [The Princeton Packet](#)
- [Washington Post](#)
- [Philadelphia Inquirer](#)
- [Delaware County Daily Times](#)
- [Cool Green Mag](#)
- [Sustainability at Mason](#)
- [YES Magazine](#)
- [Deep Green Philly](#)
- [Penn Alternative Fuels](#)
- [BlogoWogo](#)
- [Roanoke Outside](#)
- [The Keystone MarketWatch](#)
- [PostStar News](#)
- [Organic Common Sense](#)
- [Moving Planet Blog](#)
- [GreenUpMusic](#)
- [Butte College Slideshow](#)
- [The Mountain Times](#)
- [CSR Wire Press Release](#)





SLR HIGHLIGHTED VIDEOS

(LIVE LINKS ON SEPARATE PDF)

[SLR 2011 Right2Know Tour Promo](#)

[Right2Know March Promo](#)

[SLR Director Zach Carson speaking at Earth Day](#)

[SLR at Harmony Festival](#)

[SLR getting ready for the Road](#)

[SLR Visits Urban Adamah](#)

[SLR Explain Biofuels](#)

[SLR @ Outdoor Retailer](#)

[SLR @ Midwest Reggae Festival](#)

[SLR Inside Outdoor Retailer](#)

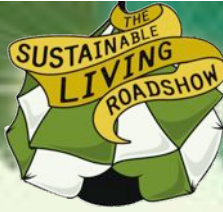
[CreaTV](#)

[Sustainable Salt Lake City](#)

[SLR Chef Michael Elinson speaking about sustainability](#)

[SLR at Mother Earth News](#)





REPORTING FROM THE ROAD

- SLR had several crew members in charge of blogging, Facebook posts, Twitter updates and photo uploads to Facebook and the SLR website. Due to spotty internet from Verizon Hot-Spots, we were challenged in our ability to communicate properly. Here is what we were able to accomplish
 - Facebook posts were made daily (SLR FB page now has nearly 5,000 friends)
 - Twitter posts were made 2-3 times per week
 - Blog posts were written twice a week
 - Photos were uploaded after every event



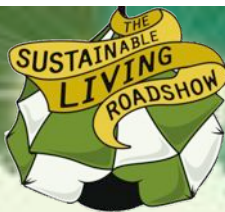


SLR PROMOTIONAL STRATEGY

As SLR travels throughout cities across America, we promote through:

- Posters (1,000 Spring; 1,000 Fall)
- Promotional Cards (20,000)
- Facebook Events Listings
- Website promotion from local events
- Green Census:
 - Tapping into local communities is one of the most important roles of SLR. Prior to arriving in a community, SLR conducts a Green Census comprised of research into everything “green” within the community. We use these research databases to invite vendors, sponsors, workshops leaders and attendees to our events. Sectors we research are:
 - Green Businesses, Non Profits, Organic Farmers, Food Coops, Art Collectives, Alternative Energy Providers, Community Centers, Healing Arts Businesses and Practitioners, Permaculture Groups, Transition Towns, CSA's, Farmers Markets and more.



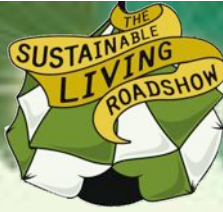


WWW.SUSTAINABLELIVINGROADSHOW.ORG

WEBSITE STATISTICS

- According to the website analysis site Alexa.com, 120 websites externally link to www.sustainablelivingroadshow.org
- Since April, there have been nearly 18,000 unique visits
- Of these visits, the most common were unique visitors, then referrals from Google, Facebook, Couchsurfing.org, Bing, Outdoor Retailer and Treehugger
- 37% of visitors were returning to the site

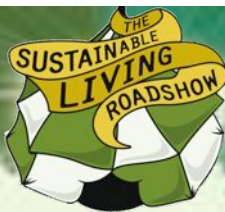




SLR BRAND IMPRESSIONS OVERVIEW

- Attendance @ Events:
 - Spring - 80,000
 - Summer - 150,000
 - Fall - 60,000
 - Right2Know March - 10,000
- Impressions through Media
 - All Birkenstock Print Ads - 476,000,000 impressions
 - Newspaper Articles - 10,000,000 impressions
 - Other (Web, Radio, Flyers, Video)- 20,000,000 impressions
- Impressions through travel
 - ARD Ventures states vehicle wraps gain 30,000-70,000 impressions daily
 - SLR buses gained approx 10,000,000 impressions (3 buses)





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2011 SPONSORS

Presenting Sponsor

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THANK YOU TO OUR SUPPORTING SPONSORS



Our Thanks also to:

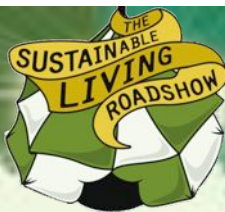
Badger Balm
Bairon
Guayaki
Luna Organics

Vital Hemp
Synergy Organic
Hemp Technologies
Nauhaus Institute



SUSTAINABLE LIVING ROADSHOW AFFILIATE ORGANIZATIONS

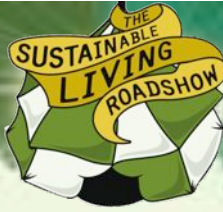




LESSONS LEARNED

Organizers and participants have mutual feelings of success from this tour. This was SLR's most ambitious tour, and we continue to push the limits of what we think is possible. That being said, a number of lessons can be taken from the experience. The following roles will be filled by paid staff, should a similar tour be implemented in the future:

- A full-time, year-round **home office team** with Sponsorship Coordinators, Booking Agent, PR Coordinator, Production Manager and Assistant.
- An **on-the-road Sponsorship Coordinator** for on-going sponsor communication, updates, fulfillment and media coordination.
- A **full-time photo and video journalist** on the road.
- A **web-master/social network guru** on the road.



ADDITIONAL LESSONS LEARNED

- SLR will build a **more robust web platform** to continue communication and networking with local communities and better showcase the amazing people and stories we encounter through our trips.
- SLR will begin to **book headlining speakers, musicians, performance groups** and workshop leaders to help draw more crowds to our shows.
- Bring more **focus on community service projects** and projects that leave lasting imprints on communities and the planet
- Rather than work solely off the passion of dedicated volunteers, with more funding, SLR could **hire a road crew** composed of expert educators, entertainers and workshop leaders to make this a mind-blowing experience.
- SLR will bring another bus for **set-up/strike crew**. We found it too much to staff the events and be responsible for the entire production.



NEXT STEPS...

- Support CA GMO Labeling Campaign through CA campaign
- Brainstorm ways to utilize and leverage Occupy Movement to push agenda for sustainability movement.
- Integrate events onto Native American reservations, inner cities, and communities that typically get left behind by this movement.
- **Partner Bus** - SLR plans to expand our platform to integrate major campaigns of a variety of partners. SLR will fill a bus with representatives from a variety of organizations to join the SLR community and represent their organization at each event.
 - Organizations currently interested:
 - Rainforest Action Network, Global Exchange, Sierra Club, B-Corp, Gen-O, Hemp Industries Association, Non-GMO Project, 350.org, Energy Action Coalition, etc.
- **Industry Events** - SLR has created strategic partnerships with trade-show producers in an effort to influence industry companies to integrate sustainability practices. We will be working with New Hope Natural Media on Expo West and East; We will be working with Neilson on Outdoor Retailer.
- **Partner Organizations** - SLR has developed many new relationships in 2011 that we are currently working to integrate into 2012 and beyond. These partners will take the platform of SLR to an entirely new level. Examples of these groups are:
 - Makers Faire
 - Mother Earth News Faire
 - Elevate Films
 - Sustainival
 - Wild and Scenic Film Festival
 - Green Festivals



IN CLOSING...

- SLR would like to thank all the sponsors, donors, colleges, communities and events that supported us along the way.
- We continue to evolve and redefine our goals and practices to keep on the cusp as solutionaries of the progressive wave of society.
- With all the excitement in the US and around the world of fundamental change and the overall “waking-up” of this country, SLR will continue to represent information and solutions that will lead our communities and our planet to a more sustainable existence.

Thank you again and we look forward to working with you all again next year!

For questions regarding this presentation, sponsorship and booking opportunities or general inquires, please contact:

Zachary Carson

CEO - Sustainable Planet Productions LLC

Co-Founder - Sustainable Living Roadshow

Zach@sustainablelivingroadshow.org

510-978-9636