



# Northwest Earth Institute

*Inspiring people to take responsibility for Earth*

## connect + reflect + act

Since 1993, NWEI has been leading the curious and the motivated to take responsibility for Earth. Our proven process of connection, reflection and action changes people for good. Through discussion courses and the annual EcoChallenge, we help participants engage their communities in meaningful conversations that lead to “Aha!” moments about the way they live, work, create and consume. The result is a life that is simpler, richer, and better--for them and for Earth.



## the right conversation can change your life



We offer **ten discussion courses** that cut to the core of what people value and how they live: food, health, transportation and household consumption. Designed to be self-facilitated by groups of 6-12 people, the courses are a roadmap for people to spark change within their own community (neighborhood, workplace, congregation or school.)

More than 130,000 people worldwide have participated in NWEI discussion courses. By sparking the conversations that lead to change, our courses help translate inspiration to action – and create real results:

- More than 90 percent of NWEI participants report that the group process and support inspired them to make personal changes.
- Three-fourths of NWEI participants have reduced their household energy and water consumption, and 80 percent buy more local and organic food.
- Many find that the changes they make for Earth have unexpected benefits: better health, more free time, financial savings, more connection with others and a higher quality of life.

## two weeks for a lifetime of change

For two weeks every October, our EcoChallenge dares people to change one habit for Earth. Participants choose their challenge (water, energy, food, transportation or trash) and share their progress online. After two weeks of shared inspiration, camaraderie, and a little friendly peer pressure, most find they've changed their habits for good.

*“These courses help me to live and breathe the lifestyle consistent with my beliefs. I can only gawk when I think of the change that NWEI has already affected in the world.”*

*– Brad McClean, Course Participant,  
Portland, OR*