

NEW! Sustainable Systems At Work

Northwest Earth Institute's latest discussion course is aimed at the workplace and addresses the greatest challenge any company has when implementing corporate initiatives—creating employee engagement from the front line to the board room. This new program will help you achieve your business goals in numerous ways. It aligns employee action with organizational objectives. It reduces your costs by improving employee retention and increasing your company's recruiting appeal. It helps your employees develop and sharpen valuable problem-solving skills. It helps you achieve your sustainability goals in an affordable and meaningful way. And best of all, it inspires people, which is good not only for business but for the planet as well.



Inspiring Sustainable Engagement in the Workplace

The Northwest Earth Institute (NWEI) is a recognized non-profit leader in the development and delivery of educational programming designed to inspire sustainable behaviors at the individual and organizational levels. NWEI works closely with businesses to educate and inspire personal, team and organizational engagement with a focus on enhancing human and environmental health. The NWEI process is designed for easy, affordable use. Combined with small group shared discovery, NWEI helps create space and time for education, reflection, community and commitment.

The Benefits of Participation

Organizations benefit from utilizing NWEI discussion-style programs in many ways:

- Employers can use NWEI to inspire action and self-directed engagement from their employees, improve morale and team building, develop leadership skills and raise internal pride.
- Employees can use NWEI to spur innovation, collaborate and share best practices.
- Multi-disciplinary teams can use NWEI course work to lay the foundation for a successful project launch.

- Everyone can gain valuable experience in creating a shared vision and translating into collective action.

Who Should Participate

Hundreds of businesses and organizations have benefitted from incorporating NWEI programs into their sustainability initiatives, including corporate leaders such as Intel, Nike, Hewlett Packard, The Standard, IKON, Microsoft, Parsons Brinkerhoff and Starbucks. You should consider incorporating NWEI materials into your training programs and employee meetings if you have implemented or are thinking about implementing sustainable business practices or programs in your organization.

Self-Guided Workshops and Materials

NWEI offers eight discussion/action guides that can be implemented together or separately to encourage the creation of sustainability "champions" from throughout your organization. NWEI initiates the process by providing support for implementation and training, but the course sessions are ultimately self-guided, reducing costs while increasing results.

Each discussion guide session is brief yet thought provoking, featuring articles from noted authors, guidelines for facilitators and participants, questions for discussion and ideas for action and further study. The recommended group size for participation is eight to 12 people. *continued on back*

"NWEI courses complement Starbucks' commitment to sustainability by enriching internal discussions and giving participants a clear understanding of their direct role in the conservation of natural resources. As a result, individuals are better equipped to assess environmental issues and embrace innovative solutions in the workplace and in their personal lives."

Ben Packard, Vice President, Corporate Social Responsibility, Starbucks

"The Standard has been a supporter of NWEI and is excited to provide opportunities for our employees to engage and learn about creating a sustainable environment. We are committed to creating a forum where individuals can work together in making our community a better place to live and do business. Our company is proud to support NWEI and encourages others to do the same."

The Standard

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Groups are encouraged to meet weekly (four to seven weeks depending on course) for approximately an hour. It's easy and scalable. Participants facilitate each meeting on a rotating basis and everyone is encouraged to contribute to the learning and outcomes.

Please Join Us

The Northwest Earth Institute is committed to enhancing corporate education programs and encouraging



grassroots engagement. We want to work with you to create a more sustainable future.

"NWEI has simply created the most amazing, enjoyable and best put-together curriculum for motivating and empowering individuals to become part of the solution towards a sustainable future."

Steve Frost,
Client Validation Project Lead,
Intel Corporation

NWEI course participants:

- Feel a greater sense of personal obligation for solving environmental challenges (87%)
- More regularly make reductions in energy and water consumption (94%)
- Buy more local and organic produce (92%)
- Take more seriously the challenges of biodiversity loss, climate change, rising personal consumption and limited natural resources (78%)
- More frequently volunteer for environmental causes and make alternative transportation choices (60%)

NWEI programs are changing the business community through:

Implementation of Green Practices

- Increased workplace recycling
- Decreased natural resource consumption
- Implementation of waste reduction and compliance programs
- Implementation of car-free commuting options
- Evaluation of supply chain

Employees engaged in discussions about increased environmental awareness become better problem solvers

- Increased alignment between company values and workplace actions
- Increased willingness to participate in workplace initiatives
- Increased opportunity for employees to develop problem-solving skills

**Sample guides are available upon request.
To order a guide and obtain pricing information, please contact:**

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