



Northwest Earth Institute:  
*tagline tbd*  
connect + reflect + act

*Pillar #1: Shared Discovery*

## **Connect**

Key Message:

**NWEI sparks the discussions that create change in you, your community and your planet.**

Supporting concepts:

We learn best together. The right conversation can change your life. Change as a community/social experience (learning from/with others; inspired and supported by others.) Opportunity to talk about the things that matter with the people who matter.

*Pillar #2: Personal Reflection*

## **Reflect**

Key Message:

**NWEI helps you envision new ways of living, working, creating and consuming.**

Supporting concepts:

The “Aha!” moment. Personal insights that go deeper because they happen in a group – feed off of each others’ energy, creativity, ideas. You decide how to incorporate what you’ve learned into your own life – not prescriptive.

*Pillar #3: Positive Action*

## **Act**

Key Message:

**NWEI helps you change for good, and create a life that is simpler, richer, and better for you and the Earth.**

Supporting concepts:

Change is fun. Small changes lead to life changes. Unexpected benefits (better health, more time, save money, more connection with others.) Proven model for life-long change.

### **Boilerplate:**

Since 1993, NWEI has been leading the curious and the motivated to take responsibility for the Earth. Our discussion courses, online resources and annual EcoChallenge prove that inspiration is one of the most powerful tools for change. We help you engage your community in meaningful conversations that lead to “Aha!” moments about the way you live, work, create and consume. This process of connection, reflection and action sparks the changes (big and small) that transform you and the planet. The result is a life that is simpler, richer, and better for you and the Earth.