



NEW!
Sustainable Systems at Work

NWEI'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 on up. This new program inspires innovation, creates alignment between employee action and organizational objectives, and helps improve employee recruitment and retention. Sustainable Systems at Work features content from leading authors including Peter Senge, Thomas Friedman, Paul Hawken and William McDonough.



Inspiring Sustainable Engagement in the Workplace and Community

Creating New Consciousness through Employee Discussion Courses

The Northwest Earth Institute (NWEI) and its North American Network of Earth Institutes which includes the **Canadian Earth Institute** 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. Our mission is simple, but has the potential to change the world in profound ways. We engage people in constructive, collaborative, non-judgmental conversations regarding the future of our lives. To accomplish this goal, we work with businesses, organizations and community groups to educate and inspire personal, team and organizational engagement in a variety of topics pertaining to enhanced human and environmental health. Our workshops and education guides are designed for easy use and cover a variety of sustainability subjects. Combined with small group dialogue – which helps create space and time for education, reflection and community – we deliver both broad perspective and provocative inquiry.

"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 Benefits of Participation

Participants benefit from participating in NWEI/CEI discussion-style programs in many ways:

- Employers can use NWEI/CEI 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/CEI to experience new ideas, collaborate and share best practices.
- Teams can learn how to engage in sustainability efforts and topics in order to affect or improve operational planning.
- Everyone can learn how to link social, economic and environmental priorities together in a more sustainable framework and how to create a shared vision that can be translated into collective action.

"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 Insurance Company

Who Should Participate

Hundreds of businesses and organizations have benefitted from incorporating NWEI/CEI programs into their sustainability initiatives, including corporate leaders such as Intel, Nike, Hewlett Packard, The Standard, HDR, Microsoft, Stoel Rives and Starbucks.

You should consider incorporating NWEI/CEI 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.

NWEI/CEI 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/CEI programs are changing the business community through:

- **Implementation of Green Practices, including:**
 - Increased workplace recycling
 - Decreased natural resource consumption
 - Implementation of waste reduction programs
 - Implementation of car-free commuting options
 - Investments in wind and solar power
- **Increased environmental awareness among employees and increased internal discussion about sustainability solutions and challenges**
 - Increased ability to discuss ecological issues and solutions with community members and stakeholders
 - Increased participation in sustainability networks and green team initiatives
 - Increased ability to assess environmental issues and embrace innovative solutions
- **The formation of Green Teams or Sustainability Networks**
 - The corporate sustainability initiative and Green Team at The Standard Insurance Company were born out of NWEI/CEI course work
 - Vancouver Hewlett Packard's NWEI courses led to the founding of the Vancouver HP Sustainability Network

Self-Guided Workshops and Materials

NWEI and CEI offer eight discussion/action guides that can be implemented together or separately to encourage team and skill-building. The coursework is designed to be adapted to fit the needs of each participant group. The course sessions are self-guided, which helps remove the need for outside trainers. NWEI/CEI provide program implementation support and training to get the discussions going. After that, groups can use the NWEI/CEI discussion guides as a roadmap.

Each discussion guide session is brief yet thought-provoking, featuring articles from noted scholars and authors, guidelines for facilitators and participants, questions for discussion, and ideas for action and further study.

The recommended group size for participation is 8 to 12 people. Groups are encouraged to meet weekly for approximately an hour. It's easy. Participants facilitate each meeting on a rotating basis and everyone is encouraged to comment on the topics presented.

"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

Please Join Us

The Northwest Earth Institute and the Canadian Earth Institute are committed to enhancing corporate education programs and encouraging grassroots engagement. We want to work with you to create a more sustainable future.

To find out more information, please contact:

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