



Benefits/Results Summary of Offering Northwest Earth Institute Programs

Over the last 15 years, NWEI has created a product and process that objectively delivers positive results. According to a 2008 survey of over 450 individuals, since participating in an NWEI course:

- 80% of surveyed participants feel a greater sense of personal obligation for solving environmental challenges;
- Over 73% make reductions in energy and water consumption more regularly;
- 79% buy more local and organic produce;
- More than 72% of NWEI participants take more seriously the challenges of biodiversity loss, climate change, rising personal consumption and limited natural resources
- Almost 60% volunteer for environmental causes and make alternative transportation choices more frequently.

Further Research

In 2003, Ciliberti & Associates, LLC, a research firm based in Portland, Oregon, conducted a study to assess the impacts of NWEI programs on participants. The research explored changes in awareness, values, attitudes, and perceptions as well as changes in actions.

Data was compiled from 10 focus groups, 271 survey respondents and 29 personal interviews with past course participants.

Key Conclusions

- Key Conclusion 1: The discussion courses bring increased awareness of the need to protect the earth. As a result, participants experience renewed hope, reinforcement of their values, and a new vision of the world.
- Key Conclusion 2: The discussion courses produce high levels of motivation and commitment that allow participants to make and maintain change.
- Key Conclusion 3: The increased awareness of the need to protect the earth, brought about by the discussion courses, engenders changes in both consumption patterns and broad lifestyle choices of participants.
- Key Conclusion 4: The discussion courses motivate participants to influence others by setting examples, engaging in dialogue and advocacy, and organizing groups. This influence tends to occur within existing social networks: the family, church or neighborhood groups, and the workplace.