CHOICES FOR SUSTAINABLE LIVING

NEW EDITION AVAILABLE NOW
Media Kit + FAQs

Northwest Earth Institute
DISCOVER CHANGE, TOGETHER.

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Book Title
Choices for Sustainable Living (2018 Edition)

Description
Sustainability is a complex and somewhat contradictory concept, but at its best represents the hope for a healthy, just and bright future for us all. Choices for Sustainable Living provides you with a powerful opportunity to explore sustainability more deeply and envision a sustainable world from individual, societal and global perspectives.

This new edition of Choices for Sustainable Living uses the EcoChallenge platform to help you discover new ways to make change more possible and powerful, both individually and together. The revised edition of Choices for Sustainable Living also includes a new session on Water, along with the classic sessions from previous editions.

Length
8 sessions; approximately 140 pages

Format
Paperback and eBook

Cost
$35 Paperback  |  $33 eBook
(large group discounts available)
Sample Discussion Questions

• Identify one value, belief, or assumption from your culture that you believe contributes to the development of a more sustainable world. What is it about this particular value, belief, or assumption that makes it align with sustainability?
• Name some of the human activities impacting the health of water systems, both locally (your watershed) and globally (freshwater and oceans). What can you do to improve the health of water systems?
• How do you plan to begin to make change in your own circles of influence? Who could you work with to create a plan?
• How could encouraging people to envision the future that they want help move people past political debates and into real action? What challenges might arise?

Participants in this course will:

• Explore various meanings and visions of sustainability.
• Consider the ties between their own lifestyle choices and their impact on Earth.
• Commit to actions that help create ecologically sustainable organizations, lifestyles, and communities.

Document Contents

• Introduction + Fact Sheet
• Press Release
• Email, Social Media, + Newsletter Sample Posts
• Frequently Asked Questions
• Course Flier
NWEI Releases Newest Edition of Choices for Sustainable Living Book

(Seattle, Ore.)— Northwest Earth Institute, a recognized leader in the fields of transformational education and behavior change for the past 25 years, announces the launch of a new edition of its most popular course book, *Choices for Sustainable Living*, which empowers individuals to take action toward a more sustainable future.

The new program will engage groups in an 8-session process of learning about and acting on issues related to food, transportation, water, consumption and economy, sustainable communities, and more. Choices for Sustainable Living is the newest discussion course program developed by NWEI; discussion courses can be implemented in workplaces, homes, libraries, faith centers, college campuses, neighborhoods and community centers.

The course features content from well-known authors, as well as synchs up with NWEI’s popular online EcoChallenge platform, offering participants opportunities to learn about and take action on issues explored in the course book.

“At a time when we desperately need a vision for a sustainable future, Choices for Sustainable Living helps participants learn to collectively envision sustainability and work together toward constructing that world,” says NWEI’s Director of Learning, Lacy Cagle. “This new program lays out the dismaying scientific facts about the connected crises we face, but it also offers inspiring case studies of what people are doing to address these crises. It provides an opportunity to explore sustainability more deeply and envision a sustainable world from individual, societal and global perspectives.”

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About NWEI:
Northwest Earth Institute, a nonprofit organization based in Portland, Oregon, offers a suite of educational and engagement programs including ten discussion courses and the online EcoChallenge. For the past 25 years, Northwest Earth Institute has given people a fun and social framework to talk about their relationship with the planet and to share in discovering new ways to live, work, create, and consume. Over 200,000 people from around the world have taken part in NWEI programs and taken action toward a sustainable future.

nwei.org  |  facebook.com/northwestearthInstitute  |  twitter.com/nwearth
These blurbs can be used to publicize Choices for Sustainable Living via your newsletter, emails, social media, etc. Contact us at contact@nwei.org if you need a different format or would like us to write an article for your blog or publication.

The new and expanded edition of Northwest Earth Institute’s most popular course book, **Choices for Sustainable Living**, is now available! This edition explores ecological principles, sustainable food choices, transportation and sustainable consumption and economy – and includes an additional new session on water. The course has been designed to accompany a new **Choices for Sustainable Living online EcoChallenge**. Online actions and resources will complement all session content and provide a space for discussion group members to connect with each other and other groups around the world. You can learn more at [nwei.org](http://nwei.org).

The new **Choices for Sustainable Living** book from NWEI is here! Offering powerful opportunities to explore sustainability more deeply and envision a sustainable world from individual, societal and global perspectives, this new book uncovers new ways to make change more possible and powerful. Learn more at [nwei.org](http://nwei.org).

NWEI's newest self-led discussion course on sustainable living is now available! Designed to spark shared learning, shared stories, and shared action, this resource includes tips and guidelines to help facilitators organize a course. The new program will engage groups in an 8-session process of learning about and acting on issues related to food, transportation, water, consumption and economy, sustainable communities, and more. You can check it out and learn more at [nwei.org](http://nwei.org).

Northwest Earth Institute, a recognized leader in the fields of transformational education and behavior change for the past 25 years, announces the launch of a new edition of its most popular course book, **Choices for Sustainable Living**, which empowers individuals to take action toward a more sustainable future. Learn more at [nwei.org](http://nwei.org).

Check out NWEI’s newest course book on sustainable living! The new **Choices for Sustainable Living** course book features content from well-known authors, as well as synchs up with NWEI’s popular **online EcoChallenge platform**, offering participants opportunities to learn about and take action on issues relating to sustainable lifestyle. Learn more at [nwei.org](http://nwei.org).
CHOICES FOR SUSTAINABLE LIVING COURSE BOOK

How is the new CSL book different from the previous one? What new content and features can I expect to see?

The revised edition of *Choices for Sustainable Living* includes a new session on Water, along with the classic sessions from previous editions (A Call to Sustainability, Ecological Principles, Food, Community, Transportation, Consumption and Economy, Visions of Sustainability). The course book focuses less on defining sustainability than envisioning sustainability – what would a sustainable world look like? And how can we create it together?

This new book also explores the idea of “choices” for sustainable living. Some of us have more choice or agency than others, and as individuals, our choices are often constricted or manipulated by complicated and power-laden systems. This course book focuses on the choices you do have, in your individual daily life, to contribute to a healthier, more just and more sustainable world. It also focuses on the choices you have to exercise bigger positive impact, by being a leader or agent of change in your communities and in larger systems. However, in order to explore the idea of choice, we have to look at power and privilege as well. The content in the new edition of *Choices for Sustainable Living* acknowledges the role of power dynamics and examines who is most affected by unsustainable systems.

Finally, this new edition of *Choices for Sustainable Living* uses NWEI’s online EcoChallenge platform to help you discover new ways to make change more possible and powerful, both individually and together. The Choices EcoChallenge will help your group stay connected in between session meetings, connect you to others, and expand your network to everyone around the world who is participating in the course.

How does the new *Choices for Sustainable Living* book content integrate with the online EcoChallenge?

Your discussion group will be organized as an EcoChallenge Team. Before your first session meeting, sign up for the EcoChallenge using your unique Team URL. Through the EcoChallenge platform, your discussion group team will be able to connect with each other outside of meetings and with other discussion group teams around the world. You’ll be able to learn more about how specific actions connect to the book’s session themes: water, transportation, energy, etc. You’ll explore which actions you’d like to try - and commit to those actions during the duration of your course experience.
Reflection prompts are offered on the first page of each Session in the book. Reflection prompts ask participants to post their thoughts and feelings about the Session topic in their group’s EcoChallenge Feed each week. The ‘feed’ is a place where you can post photos, thoughts and learnings in a personal blog-style format. Teammates can then respond to each other’s posts to offer insight, support and encouragement.

After you finish your readings for each week, course participants will be prompted by “Putting It Into Practice” boxes to choose an Action goal to complete on the EcoChallenge platform. These Actions are related to the content for each Session and help participants learn more, apply their learning locally, and take action toward a more sustainable way of living. Participants are encouraged to set a goal that stretches their comfort zone and makes a difference for themselves, their community, and the planet. A variety of Actions are available for each Session, including Actions that allow participants to measure their individual impact and see the collective impact of everyone doing the EcoChallenge.

The EcoChallenge platform extends your learning by better connecting you to additional resources and opportunities for action. It allows new opportunities for reflection with your peers by allowing you to share your thoughts as they arise and get feedback from your group. And EcoChallenge is proven to better incentivize your action by providing more ideas for action, more accountability to your commitments, and more support for your attempts. It will help you see the impact of your individual actions, the collective impact of your team’s actions, and the collective impact of everyone participating in the Choices for Sustainable Living EcoChallenge.

How do I get my unique team URL? And how do I get to the new Choices EcoChallenge? Do I need log-in information or a password?

When purchasing the course book, a link and password will be provided to you for the Choices EcoChallenge. Your group should first select one person to serve as the EcoChallenge Team Captain and create your EcoChallenge Team (see question below on selecting start / end dates). Then, the team captain can invite others to join. If you have any questions or challenges, please contact support@ecochallenge.org. You can also explore our resources page for video tutorials at EcoChallenge.org/resources/.
If I don’t want to do the *Choices for Sustainable Living* EcoChallenge, can I still use the new book?

You can still use the new *Choices for Sustainable Living* book, including the Reflection and Action prompts, even if you choose not to use the EcoChallenge platform. However, the best use and experience of *Choices for Sustainable Living* will be with EcoChallenge helping you to connect with others, reflect on your learning, and act toward a more sustainable world.

If I’m using the new *Choices for Sustainable Living* book as part of a discussion course or academic course, what does this look like with the EcoChallenge option?

The Discussion Course process is still fundamentally the same as it has been, except with some additional features added in. The process still focuses on connecting, reflecting and acting, but EcoChallenge helps to expand the possibilities by better connecting you to your group in between sessions as well as connecting you to participants around the world, enabling shared reflection, and better incentivizing sustainable actions.

Can I use the Choices EcoChallenge even if I don’t use the new book?

Not at this time. The Choices EcoChallenge is specifically designed to work in tandem with the course book. However, we do have other EcoChallenge events throughout the year. We encourage you to explore our schedule at [EcoChallenge.org](http://EcoChallenge.org).

Is the Choices EcoChallenge offered year-round or are there start and end dates?

Access to the Choices EcoChallenge is provided year-round. Each discussion group can select specific start and end dates that match their group’s schedule when they create their EcoChallenge Team.

Why is the new edition $35 and more expensive than the other NWEI books?

This new edition includes expanded content and an additional session, making it our longest course book. It also includes the ability to participate in our new online Choices EcoChallenge for the duration of your course.

OTHER QUESTIONS?
Please don’t hesitate to contact us at contact@nwei.org.
Choices for Sustainable Living

“I find that I think about things more — things I buy, things I eat, things I throw out. I see a much larger picture now, and I realize more than ever that I am a very important part of that picture.”

— Architect, Portland, Oregon

PARTICIPANTS IN THIS EIGHT-SESSION DISCUSSION COURSE WILL:

• Explore various meanings and visions of sustainability.
• Consider the ties between their own lifestyle choices and their impact on Earth.
• Commit to actions that help create ecologically sustainable organizations, lifestyles, and communities.

Join an upcoming Choices for Sustainable Living course:

What:

When:

Where:

Contact:

Additional information and cost:
## CHOICES FOR SUSTAINABLE LIVING
### DISCUSSION COURSE DESCRIPTION

<table>
<thead>
<tr>
<th>SESSION THEME</th>
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| **A Call to Sustainability**           | In this session, participants consider ways of grasping the meaning and vision of sustainability, our roles in creating a sustainable world, and the tools that can help us in this endeavor.                              | *You Are Brilliant, and the Earth is Hiring* by Paul Hawken  
*Our Home on Earth* by Winona LaDuke  
*Systems Thinking: A Necessary Perspective in our Changing World* by the Worldwatch Institute  
A Systems Thinking Model: The Iceberg                                                                                                                                                                                                                           |
| **Ecological Principles**              | Ecological principles are a core component of sustainability. In this session, participants explore ecological principles and how to apply them to address some of the big, complex issues we currently face.                       | *You Can’t Do Just One Thing: A Conversation with Richard Heinberg* by Michael K. Stone  
The Refugee Crisis is a Sign of a Planet in Trouble by David Korten  
The Earth Is Full by Paul Gilding  
Too Many People, Too Much Consumption by Paul Ehrlich and Anne H. Ehrlich                                                                                                                                                                                                 |
| **Food**                               | Eating is an essential natural process for all living organisms, yet many of us have limited awareness of how our eating habits impact the natural world. In this session, participants look at some of the complex issues we currently face in our food systems, as well as various practical steps to take toward producing and eating food sustainably. | *What’s Eating America* by Michael Pollan  
“Stalking the Vegetannual” by Barbara Kingsolver  
From Food Security to Food Sovereignty by Antonio Roman-Alcalá  
Beyond ‘Free’ or ‘Fair’ Trade: Mexican Farmers Go Local by Mike Wold  
“We Can Feed the World with the Food We Waste” by Joanne Will                                                                                                                                                                                                   |
| **Water**                              | Water is essential to our survival, and yet all too often we take this precious, limited resource for granted. In this session, participants consider their own water consumption and the ways in which humans affect water resources both locally and globally. | *Water is Life* by Osprey Orielle Lake  
“How Your Diet Contributes to Water Pollution” by Paul Greenberg  
The Oceans are Drowning in Plastic... by Dominique Mosbergen  
The Race to Save Florida’s Devastated Coral Reef from Global Warming by Chris Mooney                                                                                                                                                                                                                           |
| **Community**                          | In their local communities, individuals can often see the power of their collective actions more clearly. How can we build supportive, interdependent relationships that help move communities to a more sustainable way of living?                         | *Six Foundations for Building Community Resilience* by Daniel Lerch  
Connecting the Lots by Diana Budds  
What it Looks Like When Communities Make Racial Justice a Priority by Zeobia Jeffries and Araz Hachadourian                                                                                                                                                                                                 |
| **Transportation**                     | This session looks at some of the transportation-related problems we face and how some places are re-designing their communities for the benefit of people instead of cars.                                               | Reimagining Our Streets as Places... by Annah MacKenzie  
The Environmental Cost of Free 2-Day Shipping by Andy Murdock  
America’s ‘Worst Walking City’ Gets Back on Its Feet by Jay Walljasper  
Millennials in Transit by Derek Prall  
Retrofitting Suburbia: Communities Innovate Their Way Out of Sprawl by Erin Sagen                                                                                                                                                                                                 |
| **Consumption and Economy**            | For decades, increasing material consumption has been heralded as the key to economic progress and an indication of “the good life.” In this session, we challenge the ethos of consumer culture and offer suggestions for living more simply and justly on Earth. | *What Isn’t for Sale?” by Michael J. Sandel  
Bringing People Back Into the Economy* by Vandana Shiva  
Beyond Consumerism by New Dream                                                                                                                                                                                                                                                                 |
| **Visions of Sustainability**          | In this session, participants examine the underlying assumptions and beliefs that have created our current systems. How can we envision a sustainable world, and how can we start creating it right now?                                  | Neoliberalism Has Conned Us Into Fighting Climate Change as Individuals by Martin Lukacs  
Hope is What We Become in Action by Fritjof Capra and Frances Moore Lappé  
Why Social Movements Need the Radical Imagination by Alex Hhasnabish and Max Haiven  
Envisioning A Sustainable World by Donella H. Meadows                                                                                                                                                                                                 |
WE BELIEVE EVERY PERSON HAS THE POWER TO CREATE POSITIVE ACTION.

There’s no shortage of information about the serious challenges facing our planet – and although most people say they would like to do more, they don’t know where to start.

That’s where we come in.

WE BELIEVE CHANGE SHOULD BE FUN.

For over 20 years, NWEI has helped make change more possible, more social, and yes, more fun by helping people connect with their communities and take action, together.

WE BELIEVE THE LITTLE THINGS MAKE A BIG DIFFERENCE.

NWEI was founded in 1993 with a simple objective: to give people a framework to talk about our relationship with the planet and to share in discovering new ways to live, work, create and consume. And (as more than 200,000 NWEI participants worldwide have discovered since then) it turns out that within that simple objective is a recipe for powerful change.

When you break big issues into bite-sized pieces, and talk through them with the people who matter to you, you discover insights and inspiration. You learn, together. You build a personal network of shared stories and support that makes it easy to take action. In short, you become part of a community for change.

WE BELIEVE IN CHANGE THAT WORKS FOR YOU.

From the beginning, we have been committed to meeting people where they are. We don’t tell you what to think, or buy, or do. And we believe no change is too small — in fact, those tiny choices we make every day, by rote or by habit (paper or plastic? take or toss? borrow or buy?) are exactly where change is most possible and powerful.

Through our discussion courses and the EcoChallenge, we help people discover shared learning, shared stories and shared action.

WE DISCOVER CHANGE, TOGETHER. SEE MORE AT NWEI.ORG.