



CULTIVATE™

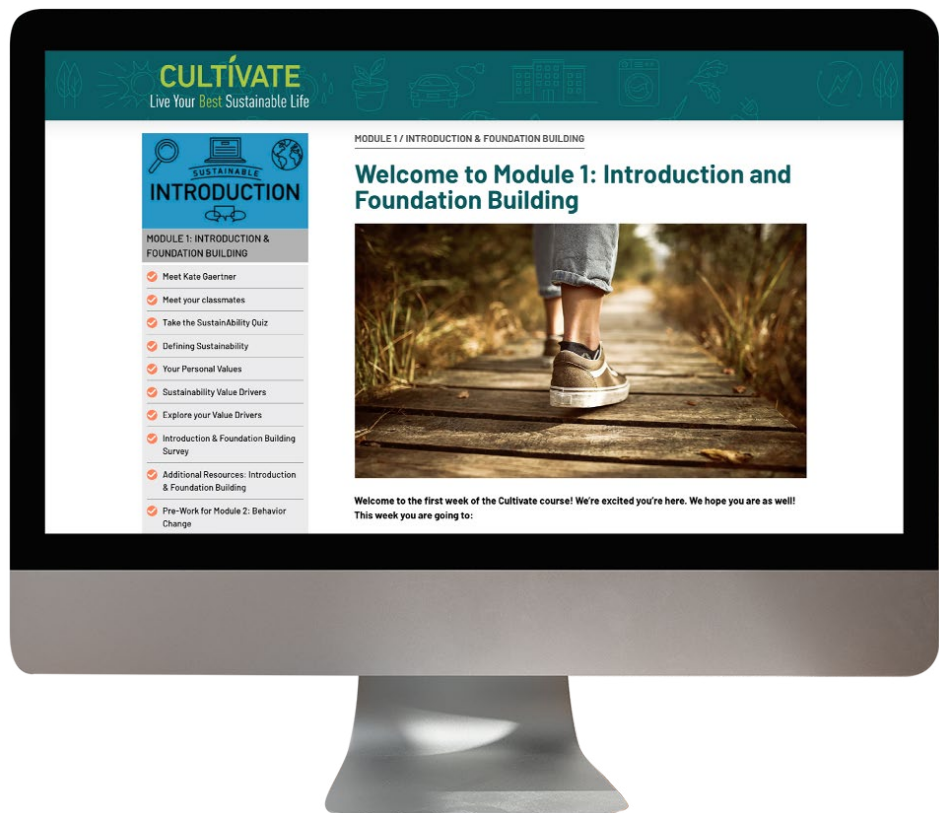


Live Your **Best** Sustainable Life

A SUSTAINABILITY COURSE FOR EMPLOYEES

Cultivate™

A Sustainability Course for Employees





Introducing **Cultivate™**, a personal sustainability course for company employees created by TripleWin Advisory.

WHAT IS CULTIVATE?

Cultivate gives employees the knowledge and tools they need to live better and lighter on our shared planet. With its award-winning multimedia content, interactive exercises and self-assessments, the course makes behavior change motivating, sustainable and measurable. Employees who take the course will feel confident in their ability to take meaningful action, and closer to their company and colleagues who share the same mission.

[Watch our 6-minute preview video to learn more.](#)

SUMMARY OF COURSE

- Synchronous, cohort-based learning experience for employees
- Choose from 11 content modules on TripleWin’s dedicated online platform
- Cohorts can be of varying size, ideally over 10 individuals
- Learning is facilitated and moderated by TripleWin’s Educational Team
 - ◊ TripleWin hosts the course on its learning platform or on your platform
- Learners have lifetime access to their “Learner Dashboards” and the course itself

CULTIVATE’S IMPACT JOURNEY SO FAR

TripleWin founder Kate Gaertner created Cultivate with a critical mission: to make the complex and often overwhelming problem of sustainability comprehensible, fun and doable. In doing so, she sought to meet a universal need encapsulated by UN Sustainable Development Goal 12.8:

“By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.”

MAKING A REAL DIFFERENCE

Consider the story of Melissa Cano. Part of the first cohort of Cultivators, Melissa used her knowledge and excitement from the course to conduct an energy remodel on her home in Spain—a high-impact but “hard to do” sustainability measure. Within months after the course was over, [Melissa was walking a determined path to increase her home energy rating from an F to an A+.](#)



“As someone who has always been passionate about ‘saving the environment,’ I wanted to become more knowledgeable about the issues at hand and learn concrete ways to be more sustainable. This course did exactly that. [Cultivate helps] individuals take actions aligned with their values so that taking action feels good, not cumbersome or sacrificial.” — Melissa Cano

Melissa shares her energy-cutting home renovation on her LinkedIn page

OVERVIEW OF THE MODULES AND BENEFITS

Take the full course, or choose the individual categories you want included. Your employees will gain a deep understanding of the areas of sustainability they can directly impact, as well as the following benefits:

- Identify their personal values and what drives their decision-making around sustainability
- Learn how to make successful behavior and lifestyle changes
- Develop a systems perspective and link personal sustainability to climate change, social justice and human rights
- Develop a personalized sustainability action plan for themselves



THE COMPLETE COURSE

While you may choose individual modules, the full course provides the most comprehensive education and includes all the modules listed below.



MODULE 1: Introduction & Foundation Building

Discover what motivates you and how aligning with your personal values shapes which actions work best for you. Dive into what sustainability means, how it builds personal resilience, and supports climate mitigation.



MODULE 2: Successful Behavior Change

Learn about a growth mindset and developing behavior changes that last. Hear from instructional designer Julie Dirksen on how to overcome barriers to creating successful habits.



MODULE 3: Travel & Transportation

Learn about emerging and clean modes of transport and Mobility as a Service (MaaS). Hear from Ken Montler, SVP at Urban.Systems, who is progressing smart city technologies across the globe. This module covers equitable transportation modes such as community carsharing and micro-mobility, and discusses how carbon intensive flying is.



MODULE 4: Energy

Differentiate energy conservation and optimization, reduce your energy consumption, and build resilience to extreme weather. Learn from Angelo Campus, CEO of BoxPower Inc. and an innovative micro-grid entrepreneur focused on rural resiliency.



MODULE 5: Food

Explore ways each of us can take climate action through our diet, at little to no cost. Meet Katie Cantrell, Founder and CEO of Greener by Default; understand the benefits of plant-based diets, the challenges and solutions around food waste, and how simple a sustainable food mindset can be.



MODULE 6: Water

Learn how climate change impacts water quality and availability and critically examine your water footprint. Understand the value of conserving our potable water and graywater reuse. Mshila Sio, Co-Founder and Director of Omiflo, shares innovative solutions in Africa.



MODULE 7: Material Goods & Consumption

Dive deep into the world of clothing, fashion and textiles. Learn about chemical recycling, repurposing textiles, and adopting a sustainable consumption mindset. Hear from Scott Welch, founding Executive Director of the Loopt Foundation, and Aalia Mauro, Founder of the leading sustainable fashion editorial platform vertemode.com.



MODULE 8: Waste

Go beyond the 4Rs (refuse, reuse, reduce, recycle) and learn how the world is moving towards circular flows of valuable materials. Dive into two major waste areas: plastics and e-waste. Hear from zero-waste expert Mala Persaud.



MODULE 9: Home & Property

Discover big and small ways to reduce your carbon footprint, no matter the home you live in. Differentiate demolition from deconstruction. Meet Patrick Sughrue, Chief Designer at Artisan SIP Plans, and get inspired about moving your dwelling towards net-zero.



MODULE 10: Land & Biodiversity

Learn about food resilience, regenerative agriculture and edible landscapes. Discover what you can do with a garden, balcony or a spare strip of grass. Bjorn Low, Co-Founder of Edible Garden City, will inspire you with his work in Singapore.



MODULE 11: Connecting the Dots & Taking Action

Learn how sustainability, climate change and human rights are interlinked and how collective action and policy change are as crucial to a sustainable future as personal action. Meet Heetan Kalan, Senior Program Officer at the New World Foundation.

COURSE STRUCTURE, CONTENT AND FEATURES

Cultivate is a guided course that is customizable to your company's needs. The complete course consists of 11 content modules, with one module covered per week. Your company can determine to deliver less than 11 modules to its workforce; picking and choosing which modules are the most relevant to its employees' interests. Each course content module has been crafted to take 1-2 hours to complete, dependent on individual learning speed and level of engagement with content. All modules provide additional resources so employees can dig deeper into topics they are passionate about.

Course Highlights

Award-winning content

- Rich multimedia content featuring recorded interviews with 11 sustainability experts
- Course text includes the 2022 Nautilus Book Award-winning *Planting a Seed: Three Simple Steps to Sustainable Living* by Kate Gaertner
[Learn more about the book.](#)

Rewarding learning experience

- Interactive games and quizzes to test knowledge and gauge personal growth
- Tools that make behavior change motivating and sustainable by aligning actions with personal values, such as saving money and uplifting community
- Culminates with a personalized sustainability action plan and certificate of completion
- Synchronized pace and moderated comment boards for a communal learning experience

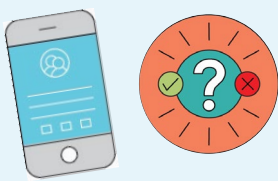
Impact measurement and communication tools

- Behavioral assessments for calculating carbon reductions from actions taken
- Databook and analysis for understanding and communicating value of the course

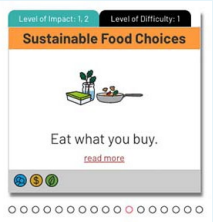
[Have you watched our 6-minute preview video yet?](#)



ASSESSMENTS



DIY SUSTAINABILITY CARDS



Level of Impact: 1, 2 | Level of Difficulty: 1

Sustainable Food Choices

Eat what you buy.
[read more](#)

✓ Already Doing | 🕒 Want to Do | ❌ Not Now

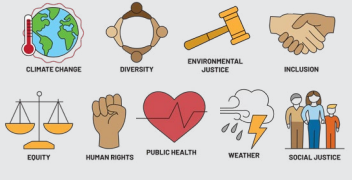
< PREVIOUS | NEXT >

You get it! Saving money, resources and food is fun, healthy and can be creative. Let your friends, family, community, schools and others know that they can be part of this important climate action and help with hunger. [Check out the Too Good To Go app](#) to see restaurants in your area participating in reducing food waste.

TEST KNOWLEDGE

Drag the definition in the blue box to one of the icons below to choose the option that works best.

This concept refers to long-term shifts in temperatures and weather patterns.



ABOUT CULTIVATE COURSE CREATOR, KATE GAERTNER



Kate Gaertner is the founder and CEO of the sustainability consultancy TripleWin Advisory, a technical advisor to the Loopt Foundation, and a recipient of the Global 50 Women in Sustainability 2022 Award from The SustainabilityX Magazine.

Her book *Planting a Seed: Three Simple Steps to Sustainable Living* earned the 2022 Silver Nautilus Book Award and was voted one of the Top 10 Global Sustainability Books to read in 2022.

Kate speaks regularly on corporate and personal sustainability topics, and has written opinion pieces for *Real Leaders*, *Forbes*, *Fast Company*, *Industry Today* and *GreenBiz*.

Kate holds a Master of Science in Sustainable Management from the University of Wisconsin and an MBA from the Wharton School. She lives in Portland, Oregon, with her husband and two wonderful kids.

COURSE EXPERTS



Julie Dirksen
Learning & Behavior Expert
Minneapolis, Minnesota
USA



Scott Welch
Circular Textiles Expert
Portland, Oregon
USA



Patrick Sughrue
Home Expert
Vancouver, Washington
USA



Ken Montler
Transportation Expert
Portland, Oregon
USA



Aalia Mauro
Material Goods Expert
Laguna Beach, California
USA



Mala Persaud
Zero Waste Expert
Fairfax, Virginia
USA



Angelo Campus
Energy Expert
Nevada City, California
USA



Mshila Sio
Water Expert
Kenya, Africa



Heetan Kalan
Environmental &
Social Justice Expert
Boston, Massachusetts
USA



Katie Cantrell
Food Expert
Portland, Oregon
USA



Bjorn Low
Land & Property Expert
Singapore

ABOUT TRIPLEWIN ADVISORY

TripleWin Advisory is a boutique corporate consultancy focused on circularity solutions for industry. TripleWin offers a suite of tools to support clients in charting a practical, circular and sustainable course for their business. These tools include:

- Carbon inventories and setting science-based and Net Zero carbon goals
- Materiality assessments and sustainability roadmaps
- Building circular business models supported by financial analysis
- Risk scenario models using the TCFD framework
- Workshops and courses to build employee agency and corporate competency



Founded in 2018, TripleWin Advisory is a certified Women Business Enterprise (WBE) and public benefit company registered in the state of Oregon.