

OUTSTANDING EDUCATIONAL MATERIALS

1. EDUCATIONAL MATERIALS AWARD: Computer Software/Application

2. NOMINATOR:

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3. Do you want materials returned to you? NO

4. TITLE OF EDUCATIONAL MATERIAL: Sustainable Living Webinars

5. DESCRIPTION: On-line live seminars using a software system called Webinar were designed to reach a diverse audience directly through their computer reducing costs associated with travel and time away from work. The target audience is government staff, businesses and residents.

The issue addressed is sustainable living with programs designed to provide practical and easy solutions for practice change in the areas of energy conservation, waste reduction, green products, and green practices that have positive environmental, health and financial impacts. The programs are marketed through rack cards distributed at outreach events and programs, on-line information, newsletters and press releases.

Expected outcomes are practice changes that reduce the carbon footprint, save money, and reduce waste. Evaluations are sent post-webinar to determine if practice change is implemented and estimate waste reduction. For example, in the Green Office Webinar participants are asked if they will purchase at least 30% post-consumer content paper and how much paper they use each week. FANREP member developed Webinar use, power point presentations for Green Office and Green Living, surveys, evaluations and marketing materials.

On-line Registration link: Sustainable Living

<http://pinellas.obsres.com/botanical/Info.aspx?EventID=%203006>

Attachments:

Green Living Webinar Presentation

Green Office Webinar Presentation