



For Immediate Release
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Nebraska Environmental Trust Grant to Joslyn Institute Promotes Strategic Communication Design for Sustainability

The Joslyn Institute for Sustainable Communities announced that it will receive \$125,000.00 from the Nebraska Environmental Trust (NET) for its “Sustaining the Conservation of Nebraska Environmental Resources (SCNER)” project. The NET Board announced funding for the project at its meeting on April 7, 2016, in Lincoln. The project is one of the 118 projects receiving \$18,799,900 in grant awards from the Nebraska Environmental Trust this year. Of these, 69 were new applications and 49 are carry-over projects. The JISC project is a carry-over project, having begun last year.

The SCNER project comprises an annual series of public lectures, workshops, conferences, and distributed information on applied practices with emphases on the following priority categories of the NET: habitat, surface and ground water, waste management, air quality, and soil management.

Through strategic communications design for conservation and sustainable development, the project includes public lectures by national and Internationally recognized specialists, in partnership with the Hyde Lecture Series at the College of Architecture at University of Nebraska-Lincoln (UNL); the Sustainability Leadership Presentation Series—JISC’s presenting sponsorship collaboration with Central Community College, UNL and Metropolitan Community College for monthly statewide webcasts of presentations by experts on all aspects of sustainability; production design of an annual Nebraska Ecospheres Conference to focus on barriers, issues, and potential progress across the state with a focus on conservation and sustainable development; establishment of an annual public awards and recognition program for successful applications of conservation and sustainable development practices; and production design of both a digital and analog library of transformative and transferable information on statewide resources for conservation and sustainable development.

The Nebraska Legislature created the Nebraska Environmental Trust in 1992. Using revenue from the Nebraska Lottery, the Trust has provided over \$250 million in grants to more than 1,900 projects across the state. Anyone—citizens, organizations, communities, farmers and businesses—can apply for funding to protect habitat, improve water

quality and establish recycling programs in Nebraska. The Nebraska Environmental Trust works to preserve, protect and restore our natural resources for future generations.

The Joslyn Institute for Sustainable Communities, established in 1996, promotes an integrated approach to sustainability through education, public visioning, partnership, and coordination. "Sustainable design is the promotion of human systems in balance with the natural environment," said W. Cecil Steward, founder, President and CEO of JISC. "The Institute was established to promote an integrated approach to issues of sustainability and to facilitate this process. In our educational programs and pilot projects, the Institute provides an opportunity to explore the broad concept of 'sustainable development' and look further at specific applications on a project-by-project basis. Each project is different in order to cover a range of issues. With the generous help of the Nebraska Environmental Trust, we are able to extend our reach across the state with such multi-objective programs as SCNER, and the impact on Nebraskans' lives and resources is exponentially enhanced."

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For more information, or to schedule an interview with W. Cecil Steward, please contact one of the three listed above as contacts.