



Connections: Nebraskans and Resources video will focus on critical resources: land, water, energy, food, materials

Resources, policy, education at heart of video project

A video program about five critical Nebraska resources: land, water, food, materials and energy is being produced by the Joslyn Institute for Sustainable Communities. The project has received funding from the Nebraska Humanities Council (\$6000) and the Nebraska Academy of Sciences (\$3000).

Designed to be aired on television, as well as on DVD for students and organizations throughout the state; and on the Joslyn Institute website (<http://www.joslyninstitute.org>) for global viewing, the video will be ready for distribution in the spring. The working title is "Connections: Nebraskans and Our Resources".

"By bringing public attention to vital environmental issues, we intend to broaden the general public's knowledge of complex issues pertinent to our shared future," said W. Cecil Steward, President and CEO of the Joslyn Institute (JISC). For nearly four years, JISC has conducted workshops and conferences across the state, focusing on the development of community leadership in sustainability and on the dual issue of conservation/development of our critical resources. Many participants in these conferences will be featured in the video production.

"Our aim, in part, is to demonstrate and thus encourage constructive discussion," Steward said, "The participants in these conferences who will be featured on the video are drawing from their own experiences, making the issues discussed in these conversations accessible

and tangible to others. This sharing of experiences helps Nebraskans to better work together to meet community goals. That improves the quality of life in the community.

"And, taken together," he said, "These individual outcomes also contribute to the local economy."

Decisions that maintain and improve the quality of our natural resources benefit the economy. A 2008 study assessed the connection between natural resource amenities and economic development in Nebraska and concluded that the quality of our state's natural resources directly impacts the state's ability to attract and retain young entrepreneurs.

Interconnectivity is key

The interconnectedness and interdependencies of Nebraska's rural and urban areas, critical resources, development and conservation, and between leadership, economics, technology, communication and education will all be explored, with a view toward maintaining a vital sustainability in our communities and our resources.

This educational video program is designed to meet many audiences, including, but not limited to, television viewers, area educators and their students, and environmental, economic development, and civic leaders interested in stimulating dialogues in their communities.

The video program is intended to

facilitate the following outcomes:

- Contribute to local economies
- Contribute to improving the quality of life in communities
- Broaden the general public's knowledge about vital Nebraska resources, how they may be developed in a sustainable way, and how they can be conserved
- Encourage constructive discussion
- Increase capacity of people to work together to define/meet community needs
- Help people understand their own experiences by considering the experiences of others

Field of Visions, a video production company in Lincoln with experience in educational videos, is in charge of the production. Steward will be one of many commentators and experts featured in the video. Others include experts in hydrogeology, communications, architecture, food production and cooperatives, energy policy, and sustainability leadership.

Printed materials will also accompany the physical DVD shared with educators and discussion leaders, formulated to stimulate dialogue. These include:

- Discussion points
- White papers on the five critical resources
- A series of articles bringing together the ideas, experiences, thoughts and conclusions of participants in the JISC Conversations Conferences on the five resources critical to Nebraska's present and future.

Think Green It's Thursday: happy hour with a difference

Trying to keep up-to-date with the latest green products, businesses, policies and best practices can be a challenge, says Christine Hunt, Marketing/Communications Coordinator for the Eco Products and Services Center (EPSC) in Lincoln. To that end, the EPSC has instituted a series of "happy hour" informational get-togethers with speakers from a wide spectrum of sustainable endeavors and businesses: Think Green It's Thursday (TGIT).

TGIT seems to be a natural extension of EPSC's role as a clearinghouse and resource center for all things green. The center houses informational displays of all kinds of businesses practicing sustainability, and the Thursday after-

work (5-6 pm) TGIT sessions have been growing in popularity.

"I love learning. As a student, TGIT is great. I think the discussions are the best part. It is beneficial to hear several opinions, especially differing opinions on the same topic. Think Green also helps me network, establish professional relationships and learn a lot of great material," said Taylor Thompson, UNL Environmental Studies student.

Dave Dingman, CEO of Nebraska Organic Waste Energy, agrees and says it's

also great for business. "As a community member and small business owner, I enjoy coming together and engaging in a local conversation about sustainability. I particularly enjoy those topics that go beyond the standard energy and environmental issues that are familiar."

Among the most popular TGITs have been Sustainable Churches: Re-Imagining Christianity for a Warming World; Current and Future Climate Change - What Does it Mean for Nebraska?, and Bike Inspiration: Power & Art. See Upcoming Events (right column) for some future TGIT topics.

The weekly gatherings are free and open to the public. Visit the EPSC [website](http://www.epsc.org) to learn more.



Public Policy Forum this week focuses on sustainability targets, discussion with local business leaders and elected officials

LINCOLN, NE – WasteCap Nebraska will host a Public Policy Forum on Wednesday, October 10th at Hardin Hall on East Campus of the University of Nebraska-Lincoln, 33rd and Holdrege. Cecil Steward, President/CEO Joslyn Institute for Sustainable Communities, will moderate.

The purpose of the Forum is to highlight key aspects of the City of Lincoln's new "Sustainable Lincoln" plan being developed by a citizens' "blue ribbon" advisory committee, and its creation of new sustainability "targets" for the community. The Forum will discuss how business and government can work together to meet these goals and drive innovation that promotes environmental responsibility

and economic prosperity for the citizens of Lincoln. The Forum is free and open to the public, from 7:30 p.m. to 9:00 p.m.

Representing the City of Lincoln will be Milo Mumgaard, Senior Policy Aide for Sustainability, who will provide the City's rationale for setting sustainability targets and measuring progress, including the smarter use of tax dollars. Business leaders participating are Tom Henning, Assurity Life Insurance; Jane Raybould, Vice President of B&R Stores and Lancaster County Commissioner; and Mike Ayars, President of Ayars & Ayars, Inc., who will comment on how such approaches can help business and government become more sustainable.

Special guest Auden Schendler will also take part in the Forum. Mr. Schendler is Vice President of Sustainability at Aspen Skiing Company and author of the book, *Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution*.

Schendler will also be keynote speaker for WasteCap Nebraska's 2012 Sustainability Summit being held the evening of October 9 in Omaha and all day October 10 in Lincoln on East Campus.

Registration for the Summit is required by October 7th at www.wastecapne.org.

No registration is required for the Public Policy Forum.

Sustainability Summit set for October 10

Register deadline is October 7 for WasteCap Nebraska's 2012 Sustainability Summit on Wednesday, October 10th in Lincoln at UNL's East Campus Union. The day-long conference will feature author and nationally-known speaker Auden Schendler, Aspen Skiing Company's Vice President of Sustainability. Nebraska business leaders also will speak on topics of:

- "Making the Green Energy Transition"
- "Culture and Change Management through Employee Engagement"
- "Using Technology to Measure Sustainability"
- "Making Your Green Efforts Stand Out through marketing and Branding"
- "Mission to Zero Waste"
- "Sustainable Certification Opportunities"

This year WasteCap Nebraska is also celebrating 20 years with the Sustainable Business Awards Luncheon and 20th Anniversary Celebration, which will also be held on Oct. 10th at UNL's East Campus. Your ticket to the Summit includes a luncheon ticket, but luncheon tickets may also be purchased separately. To register, visit www.wastecapne.org. Registration deadline is October 7th.

Other upcoming events:

- Eco Products and Services Center
Think Green It's Thursday
October 11
- Lincoln Green by Design: Earth Day & Green Map**
October 18
- Turn Your Junk Mail into Paper!**
For more information, visit the EPSC website <http://www.ecoproductsandservicescenter.org/news.html>
- Green Omaha Coalition
Reel to Real Sustainability Film Festival
October 11
<http://reeltorealomaha.eventbrite.com/>



- 2012 Green Home Tour**
October 14
<http://www.greenomahacoalition.org/councils/design-and-construction/2012/08/28/green-home-tour-2012/>

- National Ground Water Association's
Conference on Great Plains Aquifers: Beyond the Ogallala
Omaha, Nebraska
October 25-26
<http://www.ngwa.org/Events-Education/conferences/5028/Pages/5028oct12.aspx>

Funding opportunities:

- EPA's Environmental Education Grant** to support environmental education projects increasing the public's awareness about environmental issues and provide them with the skills to take action to protect the environment.
<http://www.epa.gov/education/grants/index.html>
Due November 21, 2012

**Need to change your contact information?
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