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## JISC Receives Grant for Communications Series from Nebraska Environmental Trust

The Joslyn Institute for Sustainable Communities announced today it will receive \$125,000.00 from the Nebraska Environmental Trust for the project focused on strategic communications design for conservation and sustainable development. The “Sustaining the Conservation of Nebraska Environmental Resources” project will incorporate 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.



The Nebraska Environmental Trust Board announced funding for the project at its meeting this month in Lincoln. This is the first year of award with a potential for a second year of funding totaling \$125,000.00. The project is one of the 113 projects receiving \$19,491,958 in grant awards from the Nebraska Environmental Trust this year. Of these, 56 were new applications and 57 are carry-over projects.

The JISC proposal will focus on the following objectives:

- Scheduling of at least two public lectures by national and Internationally recognized specialists, in partnership with an existing endowed lecture series at the University of Nebraska-Lincoln (Hyde Lecture Series, College of Architecture);
- Partnership collaboration with Central Community College and Metropolitan Community College, Omaha, for annual statewide broadcasts of webcasts, the Sustainability Leadership Presentation Series (SLPS), already under way this year;
- 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 web-based and hard copy library of transformative and transferable information on statewide resources for conservation and sustainable development.

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“Over the past ten years, the JISC has been fortunate to have support for a number of annual and multi-year projects focused on human communications with specific interests in enhanced communications for better results in community sustainable development,” said JISC CEO and President W. Cecil Steward. “Each of these projects and investigations has lead to the next effort in the quest for Nebraska to become a model of economic and social well-being within an environment of abundant and sustainable resources. Through these experiences and resources we have come to the conclusion that sustainable development and planning for sustainable futures requires special and distinctive communications among all stakeholders, if future generations are to continue a sustainable vision of Nebraska’s future environment.”

By “communications”, Steward said, “we mean the complex processes of human interaction(s) necessary to address a problem/opportunity embedded in the interdependent systems of nature, public policy, economics, technology and local culture.”

Design, he said, is meant as an intentional and creative intervention and innovation in the making of something that was once problematic, needing conservation, or underutilized into something that efficiently and effectively serves the public good.

Success with sustainable development projects requires holistic approaches and transparent community communications. Most existing community communications are single-issue focused, and they often miss the opportunity to understand related and interdependent issues. Understanding and addressing these relationships and interdependencies is integral to sustainable development, a large component of the Joslyn Institute’s mission.

The Nebraska Legislature created the Nebraska Environmental Trust in 1992. Using revenue from the Nebraska Lottery, the Trust has provided over \$233 million in grants to over 1,700 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.

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