



## Sustainability Leadership Presentation Series

### Manufacturing and Selecting Net Positive Materials

Thursday, February 2, 2017, 3:30–4:30 pm

SLPS programs are held at the following locations across the state on the first Thursday of each month during the school calendar year. This program is free and open to the public. Watch party locations include:

Omaha: Metropolitan Community College, DoSpace, 72nd & Dodge

University of Omaha, Weitz Community Engagement Center, Room 210

Lincoln: UNL East Campus, Room 209, Hardin Hall (33rd and Holdrege)

NeighborWorks Lincoln, 2530 Q Street, meeting room, adjacent building north of main house

What if products improved your quality of life and helped ecosystems thrive? That is the vision of The Living Product Challenge<sup>SM</sup>, a new program created to synthesize complex manufacturing data into a unified tool for responsible material creation and selection. Living Products build soil, create habitat, nourish the human spirit and provide inspiration for personal, political and economic change. Current manufacturing methods are creating immense human and environmental impact. Our modern industrial economy is built on a network of global supply chains that consume vast natural resources while generating greenhouse gases and toxic emissions that are dramatically transforming our world. Join this webinar to explore how a few visionary companies are transforming this paradigm through the Living Product Challenge<sup>SM</sup>.

#### The Speaker - James Connelly



Selected as GreenBiz 30 under 30 sustainable business leaders, James Connelly is the Director of the Living Product Challenge<sup>SM</sup>, a program that re-imagines the design and manufacturing of products to function as elegantly and efficiently as anything found in the natural world. The Challenge offers a framework to realign our manufacturing system with our natural systems and create products that are Net Positive across their lifecycle—generating more renewable energy, more potable water, and more biodiversity through their very creation. In addition, James conducts technical consulting for high profile Living Building Challenge projects both in the US and internationally. (SLPS featured a presentation from the Living Building Challenge last year: <https://youtu.be/xNVHY4CHIE>) James oversees Declare<sup>SM</sup>

(an innovative ingredients transparency label and database of non-toxic sustainably sourced products) and Just<sup>SM</sup> (a social justice and corporate responsibility label for leading progressive organizations).

Prior to joining the Institute, James received a Fulbright fellowship to conduct research on green building rating systems in China. James is frequent national and international speaker on regenerative design, sustainable business and ecological manufacturing. He is an avid writer and his research and commentary has been featured in news outlets such as *China Dialogue*, *Trim Tab*, *BuildingGreen*, *GreenBiz* and *Engineering News Record*.

You can join the Joslyn Institute for Sustainable Communities' watch party in the meeting room of NeighborWorks Lincoln, 2530 Q Street. The meeting room is located in the adjacent building north of the main house. The program is free and open to the public. Or you can join one of the watch parties being hosted by our partners across the state, listed above. Or you can join the webcast by logging into our Webex event: [Click here](#). The password is SLPS.



METROPOLITAN  
Community College



JOSLYN INSTITUTE  
for Sustainable Communities



UNIVERSITY OF NEBRASKA AT OMAHA

CENTER FOR URBAN SUSTAINABILITY



wasteCap  
NEBRASKA

Eliminating Waste in Nebraska