

Southern Maine Conservation Collaborative Spring Event on April 6th, 2016

Join Us

SMCC Spring Event

Wednesday, April 6th 2016

5:30-7:30pm

Special Presentation by

Jay Friedlander creator of the



Abundance Cycle



FMI: www.abundancecycle.com

Location

Gilsland Farm Audubon Center

20 Gilsland Farm Road

Falmouth, Maine

RSVP

Space is limited

Please RSVP

by Monday, March 28th

Email:

conservationcollaborative@gmail.com

The event is free and open to
conservation organizations in
York and Cumberland counties

Using Abundance to Reveal Hidden Opportunities in Conservation Work

Join us for an evening of insight and networking on April 6th at Maine Audubon, Gilsland Farm Audubon Center in Falmouth, Maine.

The event will feature a special presentation from Jay Friedlander, creator of the Abundance Cycle.



Jay Friedlander

Jay Friedlander is the Sharpe-McNally Chair of Green and Socially Responsible Business at College of the Atlantic in Bar Harbor, Maine and founder of its vanguard sustainable business program. With experiences as an impact entrepreneur, academic and strategy consultant to Fortune 100 companies, Jay's research focuses on merging sustainability, entrepreneurship and strategy. To that end Jay created the Abundance Cycle, an actionable model that builds on a venture's competitive strengths and weaves in the latest tactics enterprises across the globe are using to maximize abundance for shareholders, the planet and society.

Abundance Cycle

Abundance lies at the heart of the natural and human worlds. Nature breeds and multiplies, creating innumerable species and biological niches. Communities strive to be robust and resilient. Organizations seek growth and prosperity. Harmonizing these tendencies yields impressive results.

Abundance turns scarcity on its head and reorients toward finding new possibilities. Abundant solutions create a mutually reinforcing cycle whereby we can achieve economic, social, and environmental improvements together. Seeking this cycle of abundance drives innovation and opportunity by offering new ways to examine problems.

The sustainability conversation often pits environmental and social prosperity against economic prosperity. However this does not have to be the case. In this talk we'll examine global and local examples demonstrating how to build a world where community, ecology and enterprise operate in an abundant cycle building prosperity for all. For more information about the Abundance Cycle visit: www.abundancecycle.com.