

BIOPHILIC LEADERSHIP SUMMIT

APRIL 8-11 SERENBE

BIOPHILIC INNOVATION

HOSTED BY

JIM DURRETT OF THE BIOPHILIC INSTITUTE

TIM BEATLEY OF THE BIOPHILIC CITIES PROJECT

AND STEVE NYGREN OF SERENBE

SPONSORED BY

Interface

SPRING 2018

AGENDA

WELCOME

In 1999, metro Atlanta's urban sprawl threatened our family farm which served as a retreat from the city where we could raise our family in nature on the edge of Atlanta and near the advantages of an urban center. Not wanting to leave the place we named Serenbe and loved as our family home, we began our search for a model of balanced growth where land can both return a dividend and be preserved. Using the countryside of England and the advice of environmental leaders assembled by Ray C. Anderson of Interface, we decided to act. Neighborhood discussions led to the creation of the 40,000 Chattahoochee Hill Country overlay and the development of Serenbe, the community.

We are delighted that our effort to save our own backyard has resulted in a model with various components that can be applied in urban, suburban or greenfield developments. We are pleased to partner with Jim Durrett of the Biophilic Institute and Tim Beatley of the Biophilic Cities Project at our annual Biophilic Leadership Summit.

Mankind's first home - nature - enriches our lives from views that inspire to an enhanced wellbeing.

Welcome to Serenbe and our journey.

Steve Nygren

A MESSAGE FROM Interface®

At Interface, we believe strongly in the power of biophilic design to not only stimulate creativity and productivity in the workplace, but also in its ability to draw us closer to nature.

We hope this connection raises interest in sustainability and our ability to address climate change at both the individual and organizational level.

We're thrilled about the opportunity to join other experts to collaborate and share ideas around the intersection of design, sustainability and wellness.



AGENDA: DAY 1 / SUNDAY, APRIL 8

5:00-6:00pm

THE OAK COURTYARD



NETWORKING & EVENING COCKTAILS

6:00-7:30pm

GUEST HOUSE LAWN



DINNER + CONVERSTION

WITH **DAVID ORR** OF OBERLIN COLLEGE

AGENDA: DAY 2 / MONDAY, APRIL 9

9:15-10:00am

THE OAK ROOM, INN AT SERENBE



PANEL: PRESERVING WILDLIFE

Tim Beatley, Biophilic Cities Project -Moderator

Daniel Slone, Vertical Vision

Marjan Ghadrnan, AWARE Wildlife Center

Chris Mowry, Atlanta Coyote Project

10:15-11:30am

THE OAK ROOM, INN AT SERENBE



KEYNOTE: MARY DAVIDGE

#BIOPHILICSUMMIT

11:45-11:55am

THE OAK FOYER



BREAK

11:55am-12:15pm

THE OAK ROOM



KEYNOTE: PASCAL MITTERMAIER

The Nature Conservancy Global Cities Program

12:15-1:00pm

THE OAK ROOM



PANEL: A GREEN COMMUNITY FOR ALL -
EQUITY & ACCESS

Tim Beatley, Biophilic Cities Project - Moderator

Atiba Jones, Greening Youth Foundation

Rashid Nuri, Truly Living Well

Myriam Dormer, The Nature Conservancy

1:00-1:45pm

THE OAK ROOM



PANEL: IMPROVING EDUCATION IN
BIOPHILIA

Steve Nygren, Serenbe - Moderator

Bill Browning, Terrapin Bright Green

Phill Tabb, Texas A&M University

Helena Van Vliet, AIA, BioPhilly, Pratt Institute

@INTERFACE

1:45-2:45pm

THE WRAP-AROUND PORCH



BUFFET LUNCH AT THE FARMHOUSE

3:00-4:00pm

TRAIL WALK TO GRANGE

4:00-5:00pm

SERENBE FARMS



FARM TOUR & HARVESTING DEMO

5:00-5:30pm

TRAIL WALK TO INN AT SERENBE

6:00-7:30pm

THE FARMHOUSE AT SERENBE



FARM-TO-TABLE DINNER

8:00-9:00pm

THE OAK ROOM



FILM SCREENING

AIR SERENBE Filmer | Adam Frelin

- A film by Kristian Melom

**NEVER AGAIN: A Story About A Highway
And A Remnant Bushland**

- A film by Linda Blagg

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AGENDA: DAY 3 / TUESDAY, APRIL 10

9:15-10:00am

THE OAK ROOM



PANEL: NATURE-BASED WELLNESS

Steve Nygren, Serenbe -Moderator

Kari Pei, Interface

Sarah Milligan-Toffler, Children & Nature
Network

10:15am-12:00pm

TRAIL WALK & MADO WELLNESS NEIGHBORHOOD
TOUR



FARM TOUR & HARVESTING DEMO

12:30-1:30pm

GRANGE HALL



LUNCH + CONVERSATION

WITH **LISA CONWAY** OF INTERFACE

1:30-2:30pm

GRANGE HALL



PANEL: FUNDING FOR GREEN INITIATIVES

Jim Durrett, Biophilic Institute - Moderator

Dennis Creech, The Kendeda Fund

Matt Chadsey, Earth Economics

@INTERFACE

2:30-3:00pm

GRANGE HALL



BREAK

3:00-4:00pm

GRANGE HALL



PANEL: A RESILIENT AMERICA -
CLIMATE CHANGE

Jim Durrett, Biophilic Institute - Moderator
Stephanie Stuckey, City of Atlanta
Matt Chadsey, Earth Economics
Rebecca Kiernan, City of Pittsburg

4:00-4:30pm

TRAIL WALK BACK TO INN AT SERENBE

6:00-7:30pm

THE FARMHOUSE GLASS PORCH



COCKTAILS & FAMILY-STYLE DINNER

8:00-9:00pm

THE OAK ROOM



KEYNOTE: KEITH BOWERS, BIOHABITATS
Atlanta's Urban Ecology Framework

9:15-10:00pm

STARGAZING WITH THE ATLANTA ASTRONOMY
CLUB

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AGENDA: DAY 4 / WEDNESDAY, APRIL 11

10:00am-1:00pm



EDUCATIONAL TOUR: THE RAY HIGHWAY

Meet in the Serenbe Trail Riding Parking Lot

*Limited Seats. Email Denise at denise@serenbe.com for availability.

ABOUT THE RAY

As the pioneering founder of carpet company Interface, Ray C. Anderson was a globally-recognized environmental leader who ushered sustainability into the business mainstream. In 2014, an 18-mile stretch of I-85 in Troup County, Georgia was dedicated in his honor. The Ray celebrates and extends his legacy on this corridor through ongoing innovation and discovery.

The Ray is a proving ground for the evolving ideas and technologies that will transform the transportation infrastructure of the future, and it starts on 18 miles of West Georgia's I-85, and the land and communities surrounding it.

By innovating from the ground up, we're creating a corridor that reconnects and restores us, paving the way to a safer and more prosperous future for all.

@INTERFACE

MEET THE HOSTS



The Biophilic Institute was established in 2013 by a group of engaged professionals who share a common passion for educating and sharing best practices in fields that promote wellbeing, prosperity and a sustainable future.
@BIOPHILICINST



The Biophilic Cities Project is devoted to understanding how cities can become more full of nature, and to telling the stories of the places and people working to build these urban-nature connections.
@BIOPHILICCITIES

serenbe

Serenbe is a biophilic community with 700 preserved acres, an organic farm, farm-to-table restaurants, shops, year-round events and an Inn. Founded by the Nygren family, Serenbe is a place you can enjoy for a meal, a weekend or call home for a lifetime.
@SERENBE

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JIM DURRETT, an Atlanta native, directs all activities of the Buckhead CID and is president of the Biophilic Institute. Jim has promoted smart growth development and livable communities since his start at the Georgia Conservancy in 1996. His career took him to the Metro Atlanta Chamber where he was VP of Environmental Affairs, then the Urban Land Institute's ULI Atlanta and Livable Communities Coalition, both for which he was founding executive director.



TIM BEATLEY is the Teresa Heinz Professor of Sustainable Communities, in the Department of Urban and Environmental Planning, School of Architecture at the University of Virginia, where he has taught for the last twenty-five years. As the project founder and director of Biophilic Cities Project, he believes that sustainable and resilient cities represent our best hope for addressing today's environmental challenges.



STEVE NYGREN is the developer & co-founder of Serenbe and the founder of Nygren Placemaking. He was also the founder of the Peasant Restaurants. Steve currently serves on multiple national boards dealing with children, agriculture and environmental issues including The Ray C. Anderson Foundation, Children & Nature Network, Chattahoochee Now, The Biophilic Institute and Wholesome Wave.

@INTERFACE

MEET THE SPEAKERS



DAVID W. ORR is Paul Sears Distinguished Professor of Environmental Studies and Politics Emeritus and senior advisor to the president of Oberlin College. He is the author of eight books, including *Dangerous Years: Climate Change, the Long Emergency and Down to the Wire: Confronting Climate Collapse* (Oxford, 2009). He has been awarded eight honorary degrees and a dozen other awards including a Lyndhurst Prize and a Visionary Leadership Award from Second Nature.



DAN SLONE, partner in and co-founder of Vertical Vision PLC, is an attorney based in Richmond, Virginia who assists innovative clients in designing and implementing their projects. Before founding his firm, Dan was with McGuireWoods for 35 years. Dan began working on New Urban projects in 1988 and has rezoned thousands of acres using Form-Based Codes, TND codes and conventional Euclidian codes.

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MARJAN GHADDAN began volunteering at AWARE in 2005. In 2017, after holding positions as a rehabber and Wildlife Care Supervisor, she was promoted to Director of Animal Care, a position in which she manages all aspects of AWARE's animal care. Marjan received her B.S. in Biology from Kennesaw State University in 2009 and M.S. in Neuroscience at Georgia State University in 2015. She is now on track to become a licensed veterinary technician. At home, Marjan cares for her adorable pit bull, Little Mama.



DR. CHRIS MOWRY is Associate Professor of Biology at Berry College where he teaches courses in Zoology, Ecology, and Conservation Biology. He is the founder of the Atlanta Coyote Project and has been conducting research on coyotes since 2002. Much of Chris's work as a biologist has also centered on the feeding ecology of African primates. Chris received his undergraduate degree in biology from Wake Forest University and his MS and PhD degrees are from Emory University.



MARY DAVIDGE is the Director of Global Design at Real Estate and Workplace Services at Google Inc. She leads a team that aligns Google senior business leaders with design & engineering partners to transate design vision and strategy into innovative environments. Mary is a leader in creating places that foster the health of the occupants and the environment. She has been recognized as a Living Building Challenge Hero and recently recieved the IIDA Leadership Award of Excellence.



PASCAL MITTERMAIER is the Global Managing Director for Cities at The Nature Conservancy. He leads a team at the Conservancy focused on transforming how the world's growing cities harness nature's power to build resilient, livable, thriving communities for millions of people. Before joining TNC, Pascal served as the Head of Sustainability at Lend Lease, a global property company.

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ATIBA JONES is the Urban Youth Corps Program Manager at Greening Youth Foundation. Atiba is a youth advocate with a passion and dedication to bettering American society through uplifting and empowering under-served youth. He has worked with youth in various capacities as a school teacher, mental health counselor, program director and mentor. Atiba is a Certified Anger Management Specialist, holds a Bachelor's Degree in Psychology from Morehouse College.



K. RASHID NURI brings more than 40 years of global food growing experience to Truly Living Well Center for Natural Urban Agriculture. Since 2006, TLW has used its expertise to demonstrate how food can be a bridge across diverse cultures, backgrounds, and experiences. Rashid has managed public, private and community based food and agriculture businesses in over 35 countries and now lends his experience to urban areas, promoting good nutrition, and economic development.



MYRIAM DORMER is the Georgia Urban Conservation Director at The Nature Conservancy. She is leading implementation of a urban conservation program to reduce stormwater runoff and restore urban canopy through forest conservation in Atlanta. Prior to her work at TNC, Myriam worked as the Food Security Manager at the Clarkston Community Center and as the Youth Programs Manager at the Wylde Center. She is a mother of two and loves to ride on the South River PATH Trail.



BILL BROWNING is one of the green building and real estate industry's foremost thinkers and strategists. Early in his career, Bill founded Green Development Services at the Rocky Mountain Institute and was a founding member of the U.S. Green Building Council's Board of Directors. In 2006, Bill founded Terrapin with longtime partners to craft high-performance environmental strategies for corporations, governments, and large-scale real estate developments.

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PHILL TABB is an Emeritus Professor of Architecture at Texas A&M. He is the master plan architect for Serenbe. His publications include Solar Energy Planning published by McGraw-Hill, *The Greening of Architecture: A Critical History and Survey of Contemporary Sustainable Architecture and Urban Design* published by Ashgate. Tabb taught studio design, the theory of placemaking, and he is a practicing urban designer and licensed architect.



HELENA VAN VLIET is a Biophilic Architect, Researcher & Speaker on Health and the Built Environment. She is Principal In Charge at Helena van Vliet LLC. Helena is a biophilic consultant and facilitates biophilic design workshops and design charrettes. Locally, she is the founder of bioPhilly, a grass roots organization, which promotes wild habitat biodiversity in urban Philadelphia. As adjunct faculty, Helena teaches biophilic design at Pratt Institute in NY.



KARI PEI is the Global Product Designer at Interface. Kari's passion for biophilic design is demonstrated best in Global Change, her first global product collection for Interface. Prior to joining Interface in 2015, Kari worked with a number of international fashion houses, manufacturers and hospitality brands, including Starwood Hotels, MGM Resorts International and Wolf Gordon.



SARAH MILLIGAN-TOFFLER is Executive Director of the Children & Nature Network. She is a creative, energetic, and mission-driven leader who brings more than 25 years of experience in developing, funding, and implementing outdoor education and adventure programs that provide a deep connection to nature for people of all backgrounds and abilities.

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LISA CONWAY is the VP of Sustainability for the Americas business for Interface. She and her team are responsible for regional activation of the company's new mission: Climate Take Back, driving higher levels of transparency and carbon footprint prioritization for the building industry, and training internal associates as well as external stakeholders on the interconnectedness between environmental sustainability and human health.



DENNIS CREECH joined The Kendeda Fund in 2017 as a Fund Advisor on a variety of sustainability opportunities. The Kendeda Fund supports the dignity of individuals and the sustainability of communities through investments in transformative leaders and ideas. Prior to joining The Kendeda Fund, in 1978 Dennis co-founded and served as executive director for 38 years of Southface, a nonprofit promoting sustainable homes, workplaces and communities.

@INTERFACE



MATT CHADSEY has over 30 years of experience navigating the interface between critical environmental issues, a balanced economy, and truly resilient communities. Since joining Earth Economics in 2014, Matt has worked to demonstrate the ways that holistic scenario analysis can be used to identify and quantify critical benefits of nature-based projects to the surrounding communities and economy. Matt assumed the role of Executive Director of Earth Economics in 2016.



REBECCA KIERNAN is the Senior Resilience Coordinator in the City of Pittsburgh's Department of City Planning, where she worked to develop the City's first Resilience Strategy released last spring. In this position, she focuses on building social, ecological, economic, and physical resilience to city-wide shocks and stresses. She holds a BA from the State University of New York College at Geneseo, and an MS in Public Policy and Management with a focus in Environmental Policy from Carnegie Mellon University.

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STEPHANIE STUCKEY was appointed by Mayor Kasim Reed to be Director of Sustainability for the City of Atlanta In May 2015. In November 2016, Stephanie was named the Chief Resilience Officer for Atlanta, working in conjunction with the Rockefeller Foundation's "100 Resilient Cities." Stephanie was recently named one of the 100 Most Influential Georgians by Georgia Trend Magazine.



KEITH BOWERS has been at the forefront of applied ecology, land conservation and sustainable design. As the founder and president of Biohabitats, Keith has built a multidisciplinary organization focused on regenerative design – the blurring of boundaries between conservation planning, ecological restoration and sustainable design. He is a Fellow of the American Society of Landscape Architects and is a Professional Wetland Scientist.





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