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5th Annual GoGreen Seattle Conference Concludes with Actionable Next Steps for Business Leaders

500+ business and public sector leaders joined to discuss the Puget Sound region's top sustainability issues

May 15, 2014 (SEATTLE) — The GoGreen Seattle Conference brought together business and public sector leaders from across the region on April 30th to discuss pressing regional sustainability issues related to business. The conference agenda included Keynotes, Panel Sessions, How-to Workshops and Solutions Labs presented by 50+ recognized experts from the state of Washington.

"With more than 500 participants from our community – including leaders in business, nonprofit organizations and local governments – King County is honored to have supported such a successful event that offered opportunities to learn more about environmental sustainability, while building meaningful collaborative partnerships that will help us achieve future successes" – **Christie True, Department Director of the Department of Natural Resources and Parks, King County.**

GoGreen works across industry silos to foster peer-to-peer learning and collaborative solutions. Conference attendees left empowered with the strategies, tools and connections to green their organizations with profitability in mind. Post-conference action items included:

Defining Actionable Solutions to Local Food Movement Challenges in Puget Sound Region

Over 70 regional business leaders focused their attention on solving the top five food issues in the region. Innovative solutions coming out of the 90-minute power-charette included bringing fresh produce to low income communities, advocating Farm Bill reform to benefit small local sustainable farms and using QR codes to track food miles. Click to view the full **post-event Charette report** {link to report} or visit the GoGreen Seattle website at <http://seattle.gogreenconference.net/charette>.

New Challenges Reshaping Corporate Social Responsibility (CSR)

Karl Ostrom, PhD and Co-Executive Director of the Network for Business Innovation & Sustainability (NBIS) release his white paper, *New Challenges Reshaping Corporate Social Responsibility*, during his Solutions Lab - *Getting Beyond Sustainable Business as Usual: Creating Strategies for Scaling up the Impact of Sustainable Business Practices*. Mr. Ostrom's white paper provides a crafted set of powerful recommendations to business executives to change the way they think about corporate and social responsibility – including important paradigms in CSR, ecological economics and earth science to demonstrate the critical urgency for moving beyond continuous improvement. Download the [full whitepaper online](#) or visit <http://www.nbis.org> for more information.

About GoGreen Conference Series

The GoGreen Conference is a sustainability learning experience for organizational decision-makers. Featuring regionally targeted content and recognized leaders from the community, GoGreen works across industry silos to foster peer-to-peer learning and collaborative solutions. The conference mission is to empower attendees with the sustainability strategies, tools and connections to build resilient, profitable organizations while driving the development of sustainable cities and regions. Learn more at www.gogreenconference.net .

About King County

King County, Wash. covers more than 2,000 square miles and is nearly twice as large as the average county in the United States. With more than 2 million residents, King County ranks as the 14th most-populous county in the nation. Under the leadership of Executive Dow Constantine, King County's government is nationally recognized for taking bold steps to help the region mitigate and adapt to climate change. King County has led the way in creating numerous policies and programs geared toward achieving sustainability and market-based solutions to protect the environment and enhance everyone's quality of life.

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