



GoGreen Seattle 2016 | Call for Speakers and Proposals; Full Sessions and Case Studies

March 30, 2016 | The Conference Center – 8th and Pike, Seattle Washington

Call Deadline: Friday, November 6, 2015

Event Summary and Mission

The GoGreen Conference, created and organized by B Corporation Social Enterprises, is a sustainability learning experience for business and government 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. We believe sustainability in the business setting is a powerful and indispensable tool for navigating the tumultuous waters of today's global economy and solving our climate woes. Our mission is to empower attendees with the strategies, tools and connections to green their organizations with profitability in mind.

2016 Conference Theme

Green Your Workplace

GoGreen is seeking the following topic submissions:

EnviroStars Regional Green Business Program Resource Areas

- Commute Trip Reduction
- Energy Conservation
- Greenhouse Gas Reduction
- Hazardous Waste and Toxic Material Reduction
- Stormwater Pollution Prevention
- Waste Reduction and Recycling
- Water Resources, Conservation and Efficiency

Green Your Workplace/Building

- Building Design
- Building Operations
- Contractor improvement projects
- Energy audits/storage
- Key Issues for Property Owners/Real Estate/Building Tenants
- Net Zero Energy

Transportation/Clean Mobility

- Alternative Services
- Trends in Transportation
- Successful Employer Transportation Programs

Social Science

- Employee Engagement
- The Psychology of Sustainability



Environmental Science

- Climate Change/Resilience/Mitigation
- Impacts of Climate Change on Human Health
- BioDiversity
- Future of the Energy Supply
- Current State of Solar
- Cap on Carbon

Practical Tools

- Product Stewardship
- Responsible Purchasing/Procurement
- Lean Manufacturing
- Climate Declaration

Diversity/Equity

- Equity Assessment/Empowerment Training
- Achieving Equity in the workplace

Business Innovation

- Key Components to Workplace Innovation
- New Business Opportunities in Sustainability

Industry Showcase

- Green Building
- Healthcare
- Clean Tech

GoGreen is seeking the following session types:

Case Study/Speakers (for inclusion as a part of a session or panel)

GoGreen seeks new and original company case studies from the state of Oregon to share stories of entrepreneurship, busting the status quo, or developing inventive breakthroughs in thinking and marketplace.

Panel Sessions (60 minutes) – Oprah-style sessions featuring a Moderator (also a speaker/case study, leads the discussion) and 3-4 case studies/speakers to share/demonstrate best practices with the audience. Opening remarks/presentation (optional) followed by moderator-driver question and answers (determined in advance) with 10-15 minutes audience question and answer session to conclude the session.

Solutions Labs (60-75 min) – These labs are experiential learning environments on specialized topics. Built to explore issues in greater depth, lab attendees will experiment with new modes of thinking and formulate the application of presented strategies to address relevant and persistent issues. Labs should interactively involve participants toward the development of original solutions.

How-To Workshops (60-75 min)

These workshops are information-intensive and aimed to provide tactical knowledge of how-to's and actionable next steps. Attendees should leave with a list of tools and resources and action plans in hand.

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Alternative Sessions Types (60-75 min)

Mini-Charette - Moderators will introduce the theme and set up problem statements for discussion. Each roundtable will be assigned one problem statement with group-led conversations and thought provoking discussions to drive solutions for the problem statements. To summarize, participants will come together and share their solutions to the problems and moderators will recap discussions. A Charette Report will be distributed to recap actionable steps for post-event implementation.

Unconference - This is an unconventional session style with 8-10 environmental, equity and natural resource issues from the region on the walls. Participants will contribute their thoughts, propose solutions to these issues and have opportunities to converse with each other on their ideas and share their experiences in several rapid-fire rounds. In the last 20 minutes, a facilitator will bring together and ask participants to reflect on their conversations and next steps to resolve these issues.

Storytelling - Impromptu style storytelling formation that is entertaining and engaging. Each storyteller will have 10 minutes on stage to "narrate" his/her story of breaking the rules to make sustainability a key part of their business as usual plus all the bumps and bruises along the way to success.

Submission Requirements:

For all of the above proposals, please submit the following in our

Online
Submission
Form

- o **Title** 20 words maximum
- o **Session Type**
- o **Abstract** 500 words maximum
- o **Session Outline** (*Solutions Labs & How-to Workshops only*) 200 words maximum. Please include description of content, proposed timing breakdown and interactive learning examples. Preference will be given to session formats that emphasize creativity and adult learning principles.
- o **Submitter's Contact Information** The "submitter" is the individual completing the online form, and who will be available to answer any logistical questions about the submission, regardless of whether they are the proposed speaker/presenter.
- o **Relevant Audience(s)** Content should be targeted to GoGreen's organizational decision-maker audience
- o **Learning Objectives** Please list 3-4 lessons/insights the audience will take away from your presentation and be able to use in their work
- o **Speaker Details** Including name, affiliation, professional title, email address & phone number, bio (100-250 words), and 1-3 examples of speaking experience (event, presentation title, length, date, and audience size)

PLEASE NOTE: GoGreen reserves the right to make changes to submissions and require alternative combinations of speakers and case studies to most effectively shape each session's content and the event's sustainable learning experience as a whole.

Review Criteria:

GoGreen Conference will use these criteria as a means for evaluating proposals:

- o Represents an innovative contribution to a timely and important topic of interest (sample topics noted above)



- o Expertise and experience of presenters, as demonstrated by presenter bios, speaking experience and case study acclaim
- o Originality and demonstrated commitment to enhancing sustainability learning of leaders in the regional community

Program Policies, Guidelines and Expectations:

Diversity of gender, race, discipline, and geographic representation is a priority for GoGreen Conference in developing the conference program, and will be given considerable weight when evaluating proposals.

Presentations are not meant to be a platform for business promotion. The GoGreen Conference requests that all proposals are centered in educational outcomes, including practice sharing, idea exploration and dissemination of tools, resources and actionable steps. If a presentation relates to a specific business, product, technology, or project, the emphasis must be on the underlying research or innovation process with the objective to provide insight for attendees to apply in their own work.

We have historically require that submitting organizations are based in the state of Washington for GoGreen Seattle. While we can accept presenters from out of state, we do so with the express request that your proposal relate to work in Washington, either through collaboration with an Washington entity, or subject matter that relates directly to regional issues in the Northwest.

Selected session presenters will be expected to attend the full conference and will receive complimentary full conference registration to participate in the experience.

How to Submit:

Please submit all proposals via our



Review and Selection Process Timeline:

September 28, 2015	Call for proposals issued
November 6, 2015	Deadline for proposal submissions
December 6, 2015	Selection decisions announced to proposers
March 30, 2016	GoGreen Seattle 2016: Event Day

Additional information: **Questions?** Please email seattle@gogreenconference.net.

To view previous years’ agendas and session descriptions, visit: <http://seattle.gogreenconference.net/program>