



gogreen

GoGreen Conference 2018 | Call for Session and Speaker Proposals

April 4th, 2018 | Conference Center - 8th and Pike, Seattle Washington

Submission Deadline: Friday, November 17th, 2017

Event Summary and Mission

The GoGreen Conference is a one-day, interactive sustainability learning experience where our mission is to heighten sustainable best practices in your organization. Collaborate with regional innovators and sustainability champions, and leave with practical takeaways and best practices to build a healthier business, economy and climate. By bringing together leaders from across industries, GoGreen builds viable networks and sustainability best practices throughout the regional business community.

GoGreen is seeking submissions on the following topics:

Examples only, creative ideas welcome - submissions are not limited to the list outlined below.

Clean Mobility/Transportation

- Transit-Oriented Development
- Trends in Transportation

Diversity, Equity and Inclusion

- Climate Justice
- Diversifying the Workforce/ Driving Inclusion for Business
- Engaging Diverse Communities
- Equitable Development
- Inclusion Trends for Communities of Color, Seniors and Children, People with Disabilities, Etc.
- Increasing Equitable Access to Open Spaces
- Models of Collective Impact
- Opportunities to Engage in Activism
- Women Leadership in the Environment

Environment/Water

- Water Conservation
- Rain Water Capture
- Eliminating Dumping and Minimizing Release of Hazardous Chemicals
- Grey Water Reuse for Existing and New Buildings
- Water Infrastructure, Water Management

- Open Space Preservation
- Pollution Prevention, Reduction of Toxics, Waste and Greenhouse Gas Emissions
- Sustainable Agriculture, Food Production, Food Waste
- Global Ocean Health
- Environmental Stewardship + Sustainable Outcomes
- Commercial Composting

Leadership, Engagement and Innovation

- Engaging the Next Generation of Leaders
- Impact Financing/Investing
- Systems Level Change
- Workforce Development - Emerald Cities Collaborative
- Sustainability Leadership
- Innovative Sustainable Technology
- Youth Leadership in Sustainability - Challenge 2050/Building Leaders of The Future
- Projected Future Trends
- Startup Technology
- Healthy Workforce Development Addressing Employee Engagement and Mental Health

Energy

- Deep Building Energy Retrofits
- LED Lighting/ Strategic Energy Management
- Net Zero Energy
- New Energy Codes
- New Technologies in Energy Efficiencies
- Purchase Power Agreements
- Renewable Energy – Solar, Wind, Water
- Renewables as a Resilience Measure

Programs and Policies

- Climate and Carbon Policy
- Puget Sound Energy (PSE) Green Tariff Program
- New U.S. Climate Alliance following Paris Agreement Withdrawal (We Are Still In)
- Aligning Business and Impact Globally
- Carbon Pricing Initiative on Ballot in April 2018

Practical Tools/Planning

- Supply Chain Resilience in the Face of Climate Change
- 2030 Goals for the County/City
- Building Business Community Resiliency and Preparation
- Climate Action Goals Review
- Climate Resiliency Planning
- Corporate Environmental Management Reporting
- Employee Engagement
- Pipelines to Sustainability Employment
- Procurement Reform
- Seattle Regional Green Code Collaboration

Housing

- Affordable Sustainable Housing Innovation
- Homelessness
- Real Estate - Issues Affecting Tenants
- Sustainable Developments/Green Building

GoGreen Conference is seeking the following submission types:

Please note that this is an outline of successful past session types – creative ideas and thinking out of the box is welcome. Submissions are not limited to the session types outlined below.

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 Washington to share stories of entrepreneurship, busting the status quo, or developing inventive breakthroughs in thinking and marketplace.

Panel Sessions – 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.

Interactive Workshops – Alternative formats for hands-on, experiential learning; sessions can be outlined in any structure depending on the topic areas and selected proposals. Interactive Workshop proposals will require additional information including a session timing outline and a session pedagogy including learning design, activities and engagement tasks and actionable takeaways/report back achieved from attending the workshop. Please also make note of any special materials, room structure or capabilities your session requires

Unconference/ Mini-Charette – Moderators will introduce the theme and set up problem statements for discussion with 8-10 issues posted on the walls or assigned to roundtables. Participants will engage in group-led conversations and thought provoking discussions to drive solutions for the problem statements/issues give. They will contribute their thoughts and have opportunities to converse with each other on their ideas and share their experiences. To summarize, participants will come together and share their solutions to the problems and moderators will recap discussions. In the remaining time, moderators will ask participants to reflect on their conversations and next steps to resolve these issues.

Pecha Kucha/Lightening Round/Case Study Jam Session – Be Prepared! This lively session will cover a lot of information in a limited amount of time. Pecha Kucha is a presentation style in which a number of slides are shown for a certain amount of time each. The format keeps presentations concise and fast-paced to power multiple-speaker events. A lightning round is a round of a game or contest in which the duration of the round is a pre-determined length of time, and the goal is typically to accomplish as much as possible within that period.

TEDx – Modeled after TEDx talks, this session style is delivered without notes and the speaker wears a lapel or headset microphone and is never behind a lectern. This style of presentation has minimal or no slides; if slides are used they are often highly visual, the images are of exceptional quality with maybe only one or two words on each. A TEDx talk is a showcase for speakers presenting great, well-formed ideas that aren't

just a story or a list of facts, but rather, takes certain evidence or observations and draws a larger conclusion. This session type gives the speaker a chance to show their human side and share their wins but also their personal failings and losses. It forges a deep connection with the audience by being personal; about a topic the speaker is knowledgeable about and feels deeply passionate about.

Poetry Slam/ Spoken Word – We love the idea of using this art form to introduce compelling stories and ideas. Several speakers could come together to compete with original poetry. Be creative! In this fast-paced session every speaker may perform up to three poems, each not to exceed three minutes in length. The audience gets to play judge.

Intimate Interview/ Fireside Chat/ Aspen-Style Dialogue – This session style has one expert moderator or interviewer, and one accomplished peer speaker or interviewee. Dialogue questions are designed to allow session attendees to introspectively reflect on solving a problem through creative and critical thinking. The objective is a well-rounded discussion that triggers personal reflection, not group consensus. This session type allows for a very in-depth look into an issue, and perhaps creates space for problem solving or solutions based critical thought. This session style would also allow ample time for audience Q&A to further the discussion.

Video Shorts – Using short video clips between discussions is a great way to mix it up and keep the audience engaged. Video clips help emphasize ideas and bring in outside perspectives. Each clip should be to be short; between 30-60 seconds in length. They typically do not have a soundtrack or a promotional feel to them, but rather they illustrate a point better than words might. Don't use videos of you speaking or videos that are corporate infomercial style; people are conditioned to tune those out. Use of video shorts should be to tell an incredibly engaging and compelling story that draws a conclusion and gives the audience actionable takeaways.

Submission Requirements:

For all of the above proposals, please submit the following in our online submission form.

- Title 20 words maximum
- Session Type
- Abstract 500 words maximum
- Session Outline 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 actionable learning principles.
- 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.
- Relevant Audience(s) Content should be targeted to GoGreen's organizational decision-maker audience from the Private and Public Sectors
- Learning Objectives Please list 3-4 lessons/insights the audience will take away from your presentation and be able to use in their work
- 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:

- Represents an innovative contribution to a timely and important topic of interest (sample topics noted above)
- Expertise of presenters, as demonstrated by presenter bios, speaking experience and case study acclaim
- 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 required 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 a Washington entity, or subject matter that relates directly to regional issues in the Northwest.

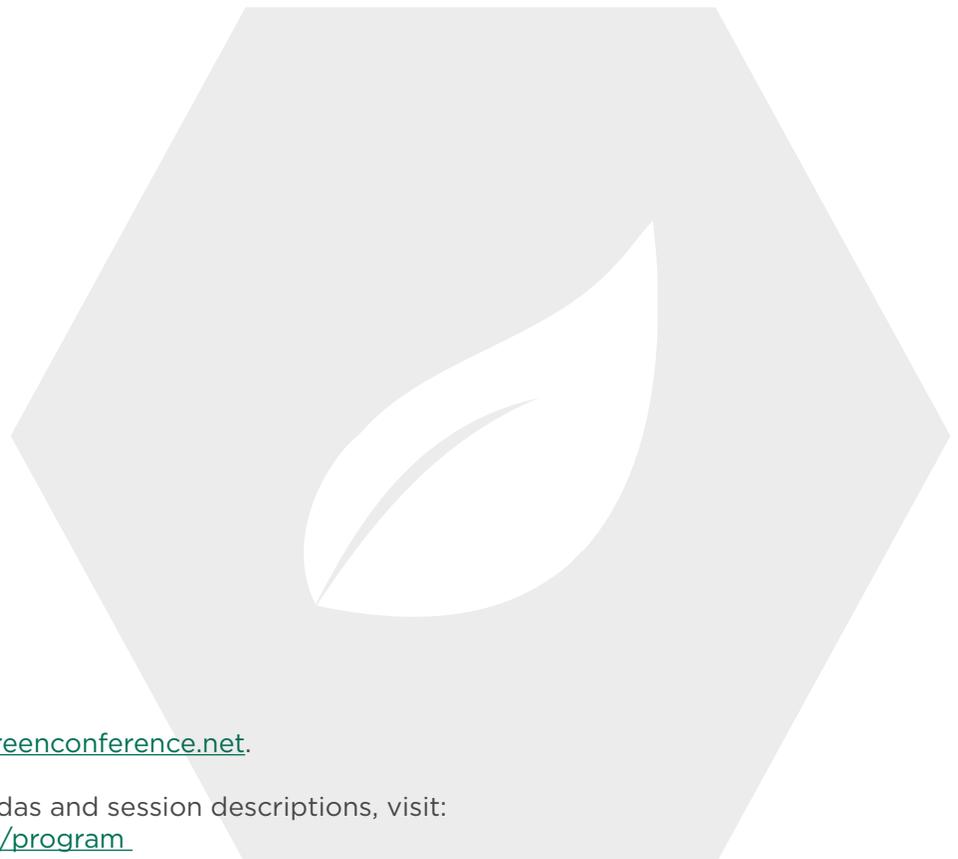
Selected session presenters will be expected to attend the full conference and will receive complimentary full conference registration to participate in the experience.

How to Submit:

Please submit all proposals via our [online submission form](#).

Review and Selection Process Timeline:

September 27, 2017	Call for Speaker and Session Proposals issued
November 10, 2017	Deadline for proposal submissions
November 30, 2017	Selection decisions announced to submitters
December 20, 2017	Deadline for presenters to confirm participation
January 4, 2018	GoGreen Program launched online
March 27, 2018	Deadline for presentation files due to GoGreen
April 4, 2018	GoGreen Conference 2018: Event Day



Additional information:

Questions? Please email sierra@gogreenconference.net.

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