



GoGreen Conference – Portland 2018

Call for Proposals and Speakers, Sessions and Case Studies

October 10, 2018 | Portland, OR

Call Deadline: Friday, May 25, 2018

Event Summary and Mission

The GoGreen Conference is a one-day, interactive sustainability learning experience that empowers business decision-makers with sustainability strategies, tools and connections to create positive change within their organizations by facilitating environmental, economic and social performance improvement. With a distinct platform of bringing together leaders from across industries and sectors, GoGreen builds viable networks and cross-pollinates sustainability best practices throughout the regional business community. Our mission is to empower business and governmental decision-makers with sustainability strategies, tools and connections to create positive impact at their organizations.

GoGreen is seeking submissions on the following topics:

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

Climate Change/Carbon Reduction

- Carbon sequestration as a profit opportunity
- Cost of inaction
- Climate change impacts on natural resource economy in Oregon

Measuring Progress

- Benchmarking, high performance
- How do we know we are being successful? Project Impact Team
- Next 10 years in growth – creativity and innovation

Operational Sustainability

- Supply chain (procurement, quantification, reduction, engagement)
- Materials management
- Manufacturing and clean-tech
- Green Building -green roofs, storm water management, LED etc.

Case Studies, Skills Building, Nuts and Bolts

- Collective, comprehensive solutions
- Creating a culture
- Cross-sector collaboration – adopt sustainability mindset between sectors
- Dialogues in action
- Encourage community building and conversation
- Regional challenges

Equity & Social Justice

- Integration of sustainability and equity – approaches on their intersection
- Intersection of environment and equity programs
- Affordable housing
- Driving Inclusion for Business
- Engaging Diverse Communities



- Equitable Development
- Gender Equity/Empowerment
- Diversity and Inclusion
- Supplier Diversity Goals

Energy

- Home energy scores
- Net zero energy – 100 buildings around the state
- Renewable energy applications for small business
- Energy storage
- New technologies in energy efficiencies

Employee Engagement

- How to use sustainability/equity as a recruiting tool to attract employees
- Portland made – local makers engaging the community
- Professional development

Waste Reduction/Zero Waste

- Plastics
- Waste and materials
- Innovative recycle and reuse case studies

Brand Activism and Impact Investing

- The business case for corporate activism
- Brands taking a stand
- Private sector development of products, services, and/or businesses to benefit civic partners or addressing pressing social challenges

Planning

- Preparing the future/youth – architecture, urban planning
- Urban planning
- UN Sustainable Development Goals as an organizing principal - corporate leadership examples

Resiliency

- Building, community, economic development, changing economic circumstances
- Second wave of the sustainability conversation
- Updating urban planning/infrastructure to withstand extreme weather events

Smart Cities

- Smart Cities innovation/examples
- Solving private sector problems, ideation to solve challenges; private/public sector dialogue
- Soft infrastructure (PDX based architect firms)

Policy

- Putting a price on carbon
- Full statewide perspective – urban and rural
- Transportation and access for all
- Zoning policies



Regional Development/Community

- Portland Made or Made in Oregon – local makers engaging the community/driving change
- Fostering connections, changing of neighborhood demographics, access to resources, vulnerable communities
- Spaces and places- public parks/green spaces, meeting places

Economy

- The circular economy
- Creating self-reliance in depressed economies
- Economic sustainability

Data and Mobile Technology

- Social networks that connect individuals to services and support

GoGreen is seeking the following session 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 to share leadership stories of entrepreneurship, busting the status quo and 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.

Solutions Labs – 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 – 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.

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.



Studio Session – This session takes attendees for an offsite learning experience via walking or another form of alternative transportation. It could take the form of a walking site tour on the challenges & aspirations intended to be stimulating, provocative, giving insight into how this challenge might be fixed. There should be ample time for Q&A with project representatives throughout the tour as well as time for group discussion afterwards.

Submission Requirements:

For all of the above proposals, please submit the following in our [online submission form](#).

- **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.
- **Title** 20 words maximum
- **Session Type** Case study, panel session, solution lab, how-to workshop, mini-charette, unconference, storytelling etc.
- **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 adult learning principles.
- **Relevant Audience(s)** Content should be targeted to GoGreen's organizational decision-maker audience
- **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)

Submissions may not be accepted "as is". GoGreen reserves the right to suggest 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 and experience 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
- Priority given to new case studies - speakers and/or organizations not featured in previous GoGreen programs

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 on 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 had participation from businesses based in the state of Oregon for GoGreen Portland. While we can accept presenters from out of state, we do so with the express request that your proposal relate to work in Oregon, either through collaboration with an Oregon entity, or subject matter that relates directly to regional issues in the Northwest.

Selected session presenters are invited to attend the full conference and will receive complimentary full conference registration to participate in the full day experience.

How to Submit:

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

Review and Selection Process Timeline:

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| ○ April 17, 2018 | Call for Proposals issued |
| ○ May 25, 2018 | Deadline for proposal submissions |
| ○ June 29, 2018 | Selection decisions announced to proposing projects/partnerships |
| ○ July 16, 2018 | GoGreen Program launched online |
| ○ October 3, 2018 | Deadline for presentation files due to GoGreen |
| ○ October 10, 2018 | GoGreen Portland Event Day |

Additional information:

Please email sierra@gogreenconference.net.

To view previous year agendas and session descriptions:

<http://portland.gogreenconference.net/program>