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MEDIA CONTACTS

Kaylee Wolf| kaylee@gogreenconference.net

Ericka Dickey-Nelson | ericka@gogreenconference.net

503.226.2377



GoGreen Portland Zeros in on Equity & Diversity and Clean Technology

Portland Conference Showcases Best Practices around Equity & Diversity and Clean Energy Innovation

July 22, 2016 (Portland, Ore.) — The ninth annual GoGreen Portland Conference on Wednesday, October 5 will bring together regional leaders to look at the big picture of sustainable best practices around the key focus areas for 2016 – clean innovation, social equity and diversity. The conference has two complete tracks dedicated to the obstacles and opportunities facing the regional public and business sectors in these focus areas. In addition to a packed program of hands-on workshops, breakouts and keynotes, GoGreen Portland 2016 will showcase regional innovators in the Clean Tech industry and ethnically diverse entrepreneurs with two engaging panel sessions.

GoGreen Portland kicks off with an opening plenary focused on regional innovators in clean technology. One of these innovators is Sam Blackman of Elemental Technologies. Elemental Technologies is one of the many companies championing the Portland Tech Diversity Pledge, an action that addresses and works to solve the underrepresentation of women and people of color in the technology industry.

"Sustainable business approaches mobilize our efforts to address climatic and economic challenges," said Sam Blackman, CEO and Co-founder of Elemental, "Similarly, the TechTown Diversity Pledge calls upon Oregon technology companies to take action in fostering diversity and cultures of inclusion to build more creative, innovative and sustainable businesses."

The diversity and clean technology theme continues at GoGreen Portland's afternoon panel: Entrepreneurs of Color in Green Spaces. In this panel, four regional entrepreneurs will share their unique experiences on becoming part of the local sustainable business community offering perspectives from a range of industries: technology, public sector, food, and design.

GoGreen Portland features five individual breakout sessions throughout the program in addition to the opening and afternoon plenaries, to share best strategies with attendees from the public and private sectors, and drive social and technological innovation.

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About GoGreen Conference

The GoGreen Conference, created and organized by B Corporation Social Enterprises, is a sustainability learning experience for business and public sector 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.