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GoGreen Conference Speakers to Address Climate Action, Bridging Divides, and Equity for Future Generations

The 2020 GoGreen Conference program, speakers, and session descriptions have just been released

January 9, 2020 – Seattle, WA. Conference organizers are proud to announce the full program for the **2020 GoGreen Conference in Seattle on April 9**. The day-long conference will be packed full of educational sessions and workshops centered around the theme of **Fifty Years After the First Earth Day: Creating a Low Carbon, Prosperous, Equitable Economy**.



The GoGreen Conference is an interactive sustainability learning experience for business and public sector decision-makers in the Pacific Northwest. GoGreen works to build collaborative networks and sustainability best practices throughout the regional business and public sector communities. GoGreen will facilitate conversations around major focus areas of **Climate Action to Reduce Environmental Impact, Bridging the Urban Rural Divide, Equity and Designing for Future Generations, and Decarbonizing Buildings**.

2020 GoGreen Conference – Session Highlights

Plenary: The Future of Green Transportation: Expanding Capacity While Reducing Emissions

Transportation remains a conspicuous challenge in our region. It is our largest GHG emission category, notoriously price inelastic, and an emotional issue with voters. Vehicle technology that provides dramatic reduction in emissions is emerging, but will changes be made soon enough? Our panel of experts will tackle important questions such as: What role should government play in emission reduction vs private suppliers? How do we both expand capacity and reduce emissions? How do we pay for the significant infrastructure improvements made to modernize and replace worn out installations?

A Focus on Results - Equity, Empathy and Moral Courage

We see better outcomes when marginalized groups - women, people of color, low-income communities, etc. - are leading, because their leadership is often based on three important principles: equity, empathy, and moral courage. Panelists include Zenobia Jeffries, Senior Editor, YES! Media; Dr. Sarah Myhre, Research Associate, University of

Washington; Ubax Gardheere, Equity Strategies Manager, City of Seattle; and Colleen Echohawk, Executive Director, Chief Seattle Club.

Competitors Working Together: Turning the Tide on Ocean Pollution

There are currently more than 86 million tons of plastic in the ocean, with an estimated 8 million tons of new plastic waste entering the ocean each year. Plastic breaks down in the ocean but never biodegrades, instead becoming microplastics, which are nearly impossible to remove. To help solve this crisis, NextWave Plastics has convened leading companies and market competitors to develop the first global network of ocean-bound plastics supply chains. During the panel, Nextwave member companies will discuss the practicalities and benefits of collaborating with both market competitors and cross-industry thought leaders to work toward the same goals, as no company alone can solve the ocean plastics crisis.

Keynote Addresses:

- James Chin Moody | Chief Executive Officer, Sendle
- Dr. Lucas Joppa | Chief Environmental Officer, Microsoft
- Jamie Margolin | Founder & Co-Executive Director, Zero Hour
- Bill Wehl | Former Chief Sustainability Officer, Facebook

Notable Speakers Include:

- Katherine Cheng | Head of Global Corporate Citizenship and Community Relations, Expedia Group
- Ash Awad | Chief Market Officer, McKinstry
- Terry Downes | Chief Operating Officer, Sealaska
- Kate Simonen | Founding Director, Carbon Leadership Forum
- Dune Ives | Executive Director, Lonely Whale
- Ellen Jackowski | Global Head of Sustainability Strategy & Innovation, HP Inc.
- Mami Hara | Chief Executive Officer, Seattle Public Utilities
- Marilyn Strickland | Chief Executive Officer, Seattle Metropolitan Chamber of Commerce
- Elizabeth Leavitt | Senior Director, Environment and Sustainability, Port of Seattle
- Amy Shatzkin | Deputy Director, Environmental Affairs and Sustainability, Sound Transit

View the full program with session descriptions and speakers at seattle.gogreenconference.net/program/. For GoGreen Conference Speaker Interviews, please contact Noel Sandberg at noel@gogreenconference.net.

Event Details

GoGreen Conference – Seattle

April 9, 2020

Hyatt Regency Seattle - Elwha Ballroom 5th Floor

808 Howell Street, Seattle, Washington, 98101

Registration is open now and Early Bird ticket pricing is available through Feb. 28. Tickets can be purchased online at seattle.gogreenconference.com/registration or by calling 206.459.0595.

About GoGreen Conference

The GoGreen Conference, created and organized by Social Enterprises, Inc., is a sustainability learning experience for business and public sector decision-makers. 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. More info at seattle.gogreenconference.net.

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