



## GoGreen Conference - Seattle 2021 | Call for Speaker and Session Proposals

**Event Date: April 6th, 2021**

**Event Location: The Conference Center – 800 Pike Street Seattle, Washington and Virtual - Anywhere**

**Submission Deadline: Wednesday, December 2<sup>nd</sup>, 2020**

### 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 Conference is seeking submissions on the following topics:

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

#### Sustainable Equitable Communities

- Bringing together local and regional experts to share knowledge
- Business community and civic engagement
- City Leadership – peers from other cities leading in action
- Community-led and community-based solutions
- DEI and Youth career pathing
- Employees/workforce - impact on community
- Engaging youth to take environmental action
- Funding partners and examples
- How sustainable intersects with equitable
- Inclusive growth and development
- Infusing green into mainstream strategies
- Just circular economy
- Working outside the box with business and community inclusion
- Workplace culture

#### Sustainable Economy

- Circular economy
- Impact investment

## **Clean Energy**

- Balance between broad market and sectoral approaches
- Best role for Cap and Trade carbon pricing
- Built environment efficiency
- Cap and Trade and the equity debate
- Embedded carbon
- Energy storage, cybersecurity, peer-to-peer distributed energy sales
- How does a business apply for and achieve clean power requirement?
- Policy shifts to support business
- Renewables as a resilience measure
- Role of Renewable Natural Gas (RNG) and advanced nuclear technology
- Technology and/or policy advances to make clean power practical and affordable

## **Clean Transportation**

- Capacity expansion while reducing emissions
- Commercial ridesharing – the issue of congestion and emissions
- Government play vs private suppliers
- Infrastructure improvements to modernize and replace worn-out installations
- Vehicle technology providing dramatic reductions in emissions

## **Conservation and Climate Change**

- Climate resiliency and restoring urban watersheds
- How to eliminate plastics from your supply chain - global packaging initiatives
- Ocean health and marine impacts
- Ocean plastics, ocean acidification, the links to declining salmon, orca and our hydro power sources and dams
- Orcas and business
- Plastics and toxics bill

## **Emission Reduction via Carbon Sequestration and Biological Recovery**

- Biomimicry, biophilic design
- Bringing down net emissions through sequestration & biological recovery
- Carbon capture and storage
- Cost effective sequestration increase
- Cross laminated timber (CLT) products, food management, bio-digestion
- Economic impact on rural economies
- Green infrastructure, nature-based solutions

## **Environmental and Social Justice**

- Corporate equity assessment
- Equity perspectives around workforce
- How health equity plays into environmental concerns

## **Green Building**

- Building efficiency
- Deconstruction - design for deconstruction and speeding permit process as reward for deconstruction projects
- Enhancing urban ecology: the next frontier in green rating systems for the built environment
- Sustainability in construction (40% of our carbon footprint is building related)

## **GHG and Getting to Negative Emissions**

- Corresponding risks and tradeoffs
- Prospects on a practical global scale
- Strategically driven considerations

## **Leadership, Engagement and Innovation**

- Engaging the Next Generation of Leaders
- Healthy workforce development addressing employee engagement and mental health
- New actions to drive sustainability forward
- Youth leadership in sustainability - Challenge 2050/Building Leaders of The Future

## **Policy Discussion**

- Engage progressive businesses around legislative action - facilitated discussion working group
- Puget Sound Energy (PSE) Green Tariff Program

## **Practical Tools/Planning**

- Building business community resiliency and preparation
- Sustainable branding and communications
- Tracking, reporting and evaluation of sustainability/corporate responsibility efforts

## **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.

**Collaborative Workshops** –Deep dive, hands-on, experiential learning; sessions can be outlined in any structure depending on the topic areas and selected proposals. Workshop proposals 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.

**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 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** – An 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.

**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**
- **Session Description** 200 words maximum (to be published on conference website)
- **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:**

October 7th, 2020– Call for speaker and session proposals issued  
December 2nd, 2020– Deadline for proposal submissions  
December 18th, 2020– Selection decisions announce to submitters  
January 27th, 2020– GoGreen program announced  
Tuesday, April 6<sup>th</sup> – GoGreen Conference Seattle 2021 event day

**Additional information:**

**Questions?** Please email [sierra@gogreenconference.net](mailto:sierra@gogreenconference.net).

To view previous year program agendas and session descriptions, visit:

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