

GOGREEN '13 SEATTLE | Call for Proposals – Educational Sessions

April 24, 2013 | Seattle, Washington

<http://seattle.gogreenconference.net>

Event Summary and Mission

The GoGreen Conference is a one-day, interactive sustainability learning experience featuring tactical how-to sessions, solutions-centered deep dives into new ways of thinking, and a showcase of regional business and governmental leaders and their stories. 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 leaders and decision-makers with sustainability strategies, tools and connections to create positive change in their organizations.

In this call for proposals, GoGreen is seeking the following submissions:

- **Solutions Labs** (90 minutes) – These labs are interactive learning environments with specialized topics to explore issues in greater depth. These are a chance to experiment with creative thinking and experience the application of new ideas to relevant, regional issues. We invite guest expert speakers to guide the labs and welcome all attendees to be active participants and to come prepared to share their expertise toward the creation of working solutions.
- **Case Studies** – GoGreen invites original case studies throughout the state of Washington to share their stories, tactical knowledge of “how-to’s,” and transferrable lessons to be used as actionable next steps for attendees. Topics of interest include the following:
 - **Emerging Leaders / Innovators**
 - **Rethinking Waste**
 - **Supply Chain**
 - **Sustainability + Health**
 - **Transportation**
 - **Social Enterprise**

Case studies will be arranged in themes to be presented together in cohesive and compelling sessions. 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.

Submittal Requirements:

For all of the above proposals, please email the following to: [**proposals@gogreenconference.net**](mailto:proposals@gogreenconference.net)

- **Title** 15 words maximum
- **Abstract** 500 words maximum
- **Session Outline** (*Solutions Labs only*) 200 words maximum. Please include description of content, proposed lab design and interactive and experiential learning examples. Lab formats that emphasize creativity and adult learning principles are encouraged.
- **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
- **Learning Objectives** Please list 3-4 lessons/insights the audience will take away from your presentation and immediately apply in their work
- **Speaker Details** (*Solutions Labs only*) 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)

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

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 had participation from businesses based in the state of Washington for GoGreen Seattle. While we encourage 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 the Northwest.

Some sessions will be requested to contribute to the production of a Guided Learning document to provide attendees with concrete take-aways of important tools, resources, frameworks, and terms/definitions applicable to the session learning.

Selected session presenters will be expected to attend the conference and will get a complimentary full day registration to attend the conference.

How to Submit

Email all proposals to proposals@gogreenconference.net per criteria outlined above.

Review and Selection Process Timeline

- October 3, 2012 Call for proposals issued
- November 30, 2012 Deadline for proposal submissions
- December 1, 2012 Announcements of accepted proposals
- December 15, 2012 Deadline for presenters to confirm participation
- January 5, 2013 Deadline for speaker bios and photos for event website
- April 10, 2013 Deadline for presentation files and guided learning content due to GoGreen
- April 24, 2012 GoGreen '12 Seattle

For additional information:

Please email seattle@gogreenconference.net

To view previous years' agendas and session descriptions, visit:

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