



**GOGREEN SEATTLE 2014 | Call for Proposals – Full Sessions and Case Studies
April 30, 2014 | Seattle, Washington**

Proposal Deadline: December 6, 2013

Theme: Food and Sustainability

Event Summary and Mission

The GoGreen Conference is a one-day, interactive sustainability learning experience. 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.

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

Case Study Proposal (for inclusion as a part of a session or panel) – GoGreen seeks new and original case studies throughout the state of Washington to share stories of entrepreneurship, busting the status quo, or developing inventive breakthroughs in thinking and marketplace. Topics of interest include the following:

- **Shared Economy**
- **Positive System Disruption**
- **Self-reliant/self-funding sustainability advancements**
- **Intrapreneurship**
- **Urban agriculture, local farming and food systems**

Solutions Labs (75 min) – 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. Topics of interest include the following:

- **Integration of Sustainable Processes: Design, Production, Purchasing, Organization, etc.**
- **Innovative Business Models**
- **Employee, Stakeholder and Community Engagement**

* Proposals for Solutions Labs require a session outline, content description, proposed timing breakdown and interactive learning examples.

How-To Workshops (75 min) - 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. Topics of interest include but are not limited to the following:

- **Data Measurement Tools + Tracking**
- **Life Cycle Assessment**
- **Supply Chain**

* Proposals for How-To Workshops require a session outline, content description, proposed timing breakdown and interactive learning examples.

Submission Requirements:

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

- **Title** 15 words maximum
- **Abstract** 500 words maximum
- **Session Outline** (*Solutions Labs & How-to Workshops only*) 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.
- **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 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)

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

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 Oregon 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 Oregon, either through collaboration with an Oregon 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 get a complimentary full day registration to participate in the experience.

How to Submit:

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

Review and Selection Process Timeline:

- October 28, 2013 Call for Proposals issued
- December 6, 2013 Deadline for proposal submissions
- January 3, 2014 Announcement of accepted proposals
- January 25, 2014 Deadline for speaker bios and headshots submitted to GoGreen to confirm participation
- April 23, 2014 Deadline for presentation files due to GoGreen
- April 30, 2014 GoGreen Seattle 2014

For additional information:

Please email seattle@gogreenconference.net

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

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