GET EMPOWERED. GET INSPIRED. GET CONNECTED.

The GoGreen Conference is a high-level sustainability event for business and government. Our mission is to empower decision makers to create positive change at their organizations by spreading proven best practices, strategy, tools, and visionary ideas to achieve sustainability. The GoGreen Conference was founded in 2008 and is organized by Social Enterprises, Inc. annually in Portland and Seattle.
BIG PICTURE

BRAND DIFFERENTIATORS

• Our regional focus is what sets GoGreen apart from national or globally-oriented events.

• We curate insights and experiences gained from our work across the nation and apply transferable lessons to your GoGreen City as best practice moving forward.

• Our Advisory Team provides “skin-in-the-game” expertise from a core group of influential leaders in the region.

• The GoGreen team works diligently to mobilize regional stakeholders across the public, private, academic and non-profit sectors.

MISSION

The GoGreen Conference empowers attendees with strategies, tools and connections to create positive change in their organizations by improving environmental, economic and social performance, thus enriching regional economies while supporting the bottom line. GoGreen serves as a conduit for innovative idea sharing within a regional urban system — facilitating collaborative approaches to sustainable solutions, building viable partnerships and working across industry silos.
ADVISORY BOARD

Each GoGreen event is supported by a local advisory team made up of 5 - 10 business & government leaders, which provides crucial direction on programming content and regional issues in addition to recommendations on exemplary speakers to pursue. The Advisory Teams are a critical component of the GoGreen process and keep us engaged in our cities year round.

GOGREEN SEATTLE

Christie True
King County, Washington

Kevin Wilhelm
Sustainable Business Consulting

Susan Long
Starbucks Coffee Company

Scott Teubly
Seattle DOT

Charlie Cunniff
Seattle OED

Mary Rose
NBIS

Sephir Hamilton
Seattle City Light

Brenna Davis
Virginia Mason

Molly Ray
Office Depot

Karl Ostrom
NBIS

Dune Ives
Vulcan

Terri Butler
Sustainable Seattle

GOGREEN PORTLAND

Megan Shuler
Sustainability at Work

Osvaldo Gonzalez
CH2M HILL

Colin Price
Oregon Environmental Council

Ping Khaw-Sutherland
APACC

Susan Jowaiszas
Energy Trust of Oregon

Tamara Kennedy-Hill
Travel Portland

Carrie Hearne
Climate Solutions
The GoGreen conference attracts leaders from Fortune 500 companies, mid to small size businesses, government entities and NGOs working in a broad spectrum of key industries.

Attendees learn from regional experts, share ideas and forge valuable partnerships while networking at the GoGreen Conference. Below is a sample of the firms and organizations that have sent representatives to GoGreen:

**Technology**
- adidas America
- Alaska Airlines
- American Honda Motor Co., Inc.
- Amazon.com
- AMD
- APS
- Bank of America
- Boeing Classic
- Bonneville Power Administration
- Brooklyn Navy Yard
- Capital Pacific Bank
- Car2Go
- City of New York
- City of Phoenix
- City of Portland
- Clinton Foundation
- Columbia Sportswear
- Con Edison
- Daimler Trucks North America
- Dell
- Earth Day New York
- Environmental Protection Agency

**Healthcare**
- First Independent Bank
- Food Services of America
- Frito-Lay
- Google NYC
- Green Mountain Energy Company
- IKEA
- ING
- Intel
- Legacy Health
- Lexmark International
- L’Oréal USA
- Madison Square Garden
- Marine Stewardship Council
- McKinstry
- Microsoft
- Multnomah County
- Natural Resource Defense Council
- New Seasons Market
- New York City Transit
- Nike
- NYSERDA
- OgilvyEarth Worldwide

**Finance**
- Pacific Power
- Providence Health & Services
- Recyclebank
- REI
- Samsung
- Seattle Climate Partnership
- Seton Family of Hospitals
- Skanska USA Building
- SolarWorld Industries America Inc.
- Southwest Airlines
- Starbucks Coffee Company
- TerraCycle, Inc.
- The Boeing Company
- T-Mobile
- Umpqua Bank
- UPS
- US Bank
- USDA Forest Service
- Virginia Mason Medical Center
- Waste Management
- Xerox
- Zipcar

**Retail**
- Earth Day New York
- Environmental Protection Agency

**Energy**
- Earth Day New York
- Environmental Protection Agency

**Government**
- Earth Day New York
- Environmental Protection Agency
OUR APPROACH
The GoGreen programming team works diligently to secure a roster of speakers that represent a range of perspectives and expertise on sustainable business practices. We look for diversity in gender, ethnicity, age, organization type, organization size, sector, industry and role. Every speaker undergoes an interview process that establishes relevancy, aptitude and fit within a developing program.

SESSION TYPES

Keynotes
Special presentations and/or inspirational, high level remarks by renowned leaders and topical experts.

Showcases/Panels
Panels feature 3-4 case studies on a common theme or topic and are moderated by a regional expert. Transferable lessons and proven solutions are shared with the audience.

Workshops
Hands-on, guided learning sessions focused on tactical lessons.

Solutions Labs
Exploratory, applied learning sessions that allow attendees to experiment with new ways of thinking from a systems approach.

Expert Forums
Opportunities to engage in one-on-one conversations with topical experts, ask questions and discover resources and sustainable solutions available in a community.
PORTLAND 2015

Keynotes
• Kate Brown | Oregon Governor
• Ibrahim Abdul-Matin | Author, Green Deen: What Islam Teaches About Protecting the Planet and Director of Community Affairs, NYC Department of Environmental Protection
• Gifford Pinchot III | Founder & President Emeritus, Pinchot University
• Deborah Kafoury | Chair, Multnomah County

Plenary Sessions
• Small and Mighty: Local Business Leaders Driving Economic and Social Change
• Regional Mayor’s Forum: Driving Sustainable Urban Development and Equitable Impact
• Oregon Wine Industry Sustainable Showcase

Breakout Sessions
• Commercial Property Assessed Clean Energy (CPACE): Harnessing Power of Finance for Renewables and Energy Efficiency in Commercial Real Estate
• Applying an Equity Lens to Your Organization’s Planning Processes
• 2015 Climate Action Plan | Driving Private Sector and Regional Economic Development Forward
• Sustainable Marketing in the Modern American Social Climate: A Primer
• Measure What Matters - How Businesses Can Operationalize Commitment to Social & Environmental Responsibility
• Ultimate Employee Engagement: The Intrapreneurship Ingredient
• The Business Case for Equity: How to Incorporate Equity Into Process and Outcome of Projects
• Our Regional Food Infrastructure: Advancing Development of a Robust Food Economy in Oregon

Workshop
• Hands-On Design Thinking to Move Sustainability Initiatives Forward

SEATTLE 2015

Keynotes
• History Shaping Our Future: Leonard Garfield | Executive Director, Museum of History and Industry (MOHAI)
• Clean Mobility & Transportation: Joe Sprague | Executive Vice President, Alaska Airlines
• Edward Murray | Mayor of Seattle
• Washington Innovators: Vikram Jandhyala | Vice Provost for Innovation, University of Washington

Plenary Sessions
• Washington Businesses Call for Climate Action
• Bridging Tools for Your Business
• Smart Strategies to Engage a Transportation Vision for Competitive Cities

Breakout Sessions
• What’s Next? The State of Diversity in Environmental Organizations
• Clean Energy: Business Shaping Our Sustainable Competitive Future
• Measurable Effects - Employer Transportation Programs That Work
• Leadership in Sustainable Purchasing
• Stakeholders Improving our Regional Resilience: Proactive Innovation to Combat Disruption
• The Future of Transportation in Puget Sound
• EPA Executive Forum
• Inventive Breakthroughs in Transportation | Electric Vehicles, Alternative Fuels, Hydrogen, Green Fleets and More!

Tour
• Feet First Walking Tour of First Hill & Pike Place Market: Connecting places, parks, and people
MEDIA PARTNERS

The New York Times

PORTLAND BUSINESS JOURNAL

97.3 KIRO FM

Oregon Business

Crosscut

B-line

sustainable urban delivery

sustainable business oregon

FAST COMPANY

Daily Journal of Commerce

greener media

growing good ideas

Chinook Book

seattle channel

Seattle Business

COMMUNITY PARTNERS

PORTLAND BUSINESS ALLIANCE

Western WA CLEAN CITIES

APACC

Sustainable Seattle

Certified B Corporation

Net Impact

OUT FOR SUSTAINABILITY

Sustainability at Work

Women's Network for a Sustainable Future

EarthShare Oregon

Oregon Environmental Council

Sustainable Seattle

Washington State Recycling Association

CleanTech Alliance

commute seattle

Network for Business Innovation and Sustainability
GET IN TOUCH

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