



## USGBC Call for Session Proposals

**Proposal Deadline: Friday, January 14, 2011, 11:59 p.m. PST**

The U.S. Green Building Council is now accepting proposals for potential presenters and topics for its 2011 educational events. These conferences feature educational sessions covering all aspects of sustainable design, construction, and operations practices for buildings and communities, including their impact on people, the environment, and the economy. As a member-based organization, these educational programs are generated from an annual call for proposals.

USGBC is soliciting proposals for the following events:

### **Greenbuild International Conference & Expo**

October 5-7, 2011, Toronto, Canada

Greenbuild is the world's largest conference and expo dedicated to green building. Thousands of building professionals from all over the world come together at Greenbuild for three days of outstanding educational sessions, renowned speakers, green building tours, special seminars, and networking events.

### **Greenbuild Residential Summit and Residential Sessions**

October 5-7, 2011, Toronto, Canada

All residential-focused session proposals for both the Greenbuild Conference and the Residential Summit should be submitted under this category. Proposals submitted to this category will be considered for both the Residential Summit and the Greenbuild program. The Residential Summit features education sessions for residential professionals, covering a wide range of topics from building science to marketing, production homes to multifamily construction.

### **Greenbuild International Summit**

October 4, 2011, Toronto, Canada

The Greenbuild International Summit is a one-day summit convening leaders from the international green building industry to discuss implementation of green building on an international scale, including topics climate change, sustainable disaster reconstruction, and regionally and culturally informed design.

### **Greenbuild Thought Leadership & Research Tracks**

October 5-7, 2011, Toronto, Canada

This year Greenbuild will include a track dedicated to advanced research and thought leadership in advancing green building theory and practice. Proposals submitted to this track will go through an extensive review process, and each accepted presentation proposal will be required to submit an accompanying research paper for publication in a conference proceeding. These contributed papers will represent new, original, journal-quality research. All submissions will be subject to peer review.

**Government Summit**

May 10-11, 2011, Washington, DC

USGBC's Government Summit brings together green building industry professionals for education, networking and critical discussions on the greening of federal, state and local government facilities and operations. The Summit is attended by public-sector employees at the local, state and federal level as well as private-sector employees.

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**Review Process**

USGBC uses a three-tiered review process to review all submitted and complete proposals. This process results in the final educational program for each conference.

Round One: Volunteers conduct the first round of reviews and rate them on a quantitative scale. Interested in volunteering? Click here for the Call for Reviewers:

<http://www.greenbuildexpo.org/education/2011-Education-Sessions/Call-for-Reviewers.aspx>

Round Two: Teams of topic experts ("bucket" teams) review the sessions that scored highest in the 1<sup>st</sup> round

Round Three: Selected Working Groups determine the final education sessions for their respective program. The call for Working Group applications goes out in late summer for the following Greenbuild.

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**Review Timeline**

This review timeline will be used for Greenbuild, Residential Sessions, and the International Summit

11/1/10	Call for Proposals is released
1/14/11	The deadline for proposals is January 14, 2011 at 11:59 p.m. PST
1/24/11 – 2/6/11	First round of Review
2/23/11 – 3/11/11	Second round of Review
3/30/11	Third round of Review.
4/18/11	Accepted session notifications are sent
4/29/11	Presenter acceptance deadline
10/5/11 – 10/7/11	Conference Dates: Greenbuild International Conference & Expo

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**Session Framework**

All session proposals must be structured around one of the following:

- Proven Performance
- Project has 12 months of occupancy data
- Challenges and failures in green building
- Person/Human Impact
- Cost/Benefit Analysis
- Forward Thinking and Visionary Concepts

## Conference Theme: GREENBUILD|NEXT

GREENBUILD NEXT comes at a moment in time when we have a sharp focus on building performance, regenerative buildings, quality green building education delivered in cutting-edge formats, a commitment to social equity that redefines not just our environment and economy but the fabric of society itself – in other words, we're moving well beyond transforming just a marketplace. We're answering the question: What comes next?

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## How to submit

All proposals must be submitted online at <https://register.greenbuildexpo.org/2011/portal/cfp/home.wv>. You may begin the submission process and return to your saved proposal any time up until the submission deadline. Faxed or mailed proposals will not be accepted.

Proposals are being accepted in the following formats: (All educational sessions are 90 minutes in length, including time for questions and answers.)

1. Complete session by two or three presenters plus one moderator (max 4 participants) for 90 minutes on a related topic.
2. Partial session by one individual presenter for 45 minutes. A Greenbuild Working Group will assign one additional 45 minute sessions to constitute a 90-minute session and will identify a moderator. Greenbuild Working Groups reserves the right to develop these sessions using a combination of proposals and/or invited presenters.

All proposals must be complete, comprehensive, and deemed relevant and timely to the conference's audience. The working groups may shorten a presentation, increase and/or reduce the number of presenters, select alternate presenters from among those proposed, and/or combine the submitted presentation with other proposed presentations, at its sole discretion. All presenters will be contacted independently to confirm their submittal.

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## Greenbuild International Conference & Expo

October 5-7, 2011, Toronto, Canada

Greenbuild is the world's largest conference and expo dedicated to green building. Thousands of building professionals from all over the world come together at Greenbuild for three days of outstanding educational sessions, renowned speakers, green building tours, special seminars, and networking events.

### Preferred Presentation Topics

- **Energy:** Demand reduction; Increasing efficiency; Renewable and other innovations
- **Water:** Demand reduction; Increasing efficiency; Renewable and other innovations
- **Government and Policy:** Policies/programs/codes that have been enacted; Impacts of these policies/programs/codes; Incentive programs

- **Materials Science:** Technologies; Innovations; Biotech; Acquisition/Installation/Management of project materials; Storage; Disposal
  - **Regenerative Design and Construction:** Your own Energy; Your own water; Your own waste
  - **Healthy Buildings/Healthy Places:** Material selection; IAQ; Maintenance; Day lighting; Hardscape
  - **Human Behavior:** Human comfort; How place affects behavior; Human psychology; Ergonomics; Evidence-based design
  - **Site Issues:** Campus planning; Urban/suburban/rural development/redevelopment
  - **Social Responsibility:** Organizational and corporate community and sustainability initiatives; Leadership in sustainability
  - **Community action and Engagement:** Community participation; Organizing and advocating for communities; Improving access to environmental resources, goods, programs, and infrastructure; Climate and environmental injustice
  - **Green Jobs:** Green Jobs programs & activism; Public sector programs and results; Training programs; Job creation & other results
  - **Ten Years of Green Building:** Case studies of early-adopters of LEED; Lessons learned from 10 years of performance data and occupancy
  - **The Best of Canadian Green Building:** Most exciting innovations in green building in Canada; LEED issues unique to Canada
  - **Finance, Legal Issues, Insurance and Appraisals:** Financial aspects and implications; financial risk analysis; legal issues related to green building and green leases; insurance and appraisals
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## Greenbuild Residential Summit and Residential Sessions

October 5-7, 2011, Toronto, Canada

All residential-focused session proposals for both the Greenbuild Conference and the Residential Summit should be submitted under this category. Proposals submitted to this category will be considered for both the Residential Summit and the Greenbuild program. The Residential Summit features education sessions for residential professionals, covering a wide range of topics from building science to marketing, production homes to multifamily construction.

### Preferred Presentation Topics

- **Policies, Programs, and Codes:** National, State and Local policies, green residential building programs, green residential codes and regulations
  - **Residential Systems:** Energy. Water. Waste. Integrated Systems. IAQ
  - **Sites, Neighborhoods, and Community:** Beyond the walls of the house, landscape, neighborhood development, density, infill, transportation, community development, etc.
  - **Market Development:** Marketing, business models, adapting to an evolving marketplace, consumer education. Real estate: appraisals, industry practices and professionals
  - **Responsive and Adaptive Design:** Designing for flexibility, multiple uses and long-term use; resilience, disaster resistance, climate adaptability, and universal design
  - **Research and Data-Collection:** Post-occupancy studies, behavioral studies
  - **Building Methods:** Innovative construction techniques and technologies
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## Greenbuild International Summit

October 4, 2011, Toronto, Canada

The Greenbuild International Summit is a one-day summit convening leaders from the international green building industry to discuss implementation of green building on an international scale, including topics climate change, sustainable disaster reconstruction, and regionally and culturally informed design.

### Preferred Presentation Topics:

- **Infrastructure:** Planning, challenges, institutional, development challenges, utilities, transportation
- **Climate Change:** Scientific research reports, data analysis, scholarly articles, etc. that show leadership in addressing this issues on a continental or global scale.
- **Community Connection & Social Responsibility / Equity:** Impact on local living conditions, stakeholder engagement, local government initiatives
- **Sustainable Disaster Reconstruction:** Home owner, policy, contractor, laborer,
- **Regionally & Culturally Informed Design:** Local sourcing, form and function, customs, and examples of how these can be applied broadly
- **Ecological Natural Resources: Preservation and Planning:** Habitat/ecosystem preservation/enhancement projects protection, preservation and conservation of natural resources

We encourage presentations to include key project stakeholders. Due to challenges of traveling to an international show, sessions which incorporate video presentations may be allowed, however at least two presenters must be present.

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## Greenbuild Thought Leadership & Research Tracks

October 5-7, 2011, Toronto, Canada

This year Greenbuild will include a track dedicated to advanced research and thought leadership in advancing green building theory and practice. Proposals submitted to this track will go through an extensive review process, and each accepted presentation proposal will be required to submit an accompanying research paper for publication in a conference proceeding. These contributed papers will represent new, original, journal-quality research. All submissions will be subject to peer review.

### Preferred Presentation Topics

The *Thought Leadership and Research* track will focus on themes of critical importance in advancing the theory and practice of green building. Proposals may focus on multiple scales of inquiry, including: building, neighborhood, community, and material supply chains.

- **Green building costs and business value:** understanding the determinants and dynamics of the costs and benefits of green building.
- **Information technology and green building:** the development and application of innovative technologies to inform and advance green building practice.
- **Health and human impact:** innovative solutions to promote human health, well-being, and productivity and strategies to better understand the human experience within buildings.
- **Energy and carbon:** practical tools and strategies to drive reductions in energy consumption and mitigate greenhouse gas emissions in the built environment.

## Greenbuild Thought Leadership & Research Tracks Review Timeline

The thought leadership and research tracks will use a two-part review schedule:

- Part One: Abstract Review, invitation to submit a paper
- Part Two: Paper submittal and peer review process

11/1/10	Call for Proposals is released
1/14/11	The deadline for proposals is January 14, 2011 at 11:59 p.m. PST
3/11/11	Selected sessions notified and invited to submit a research paper.
3/11/11 – July 2011	Paper submittal and peer review process.

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## Government Summit

May 10-11, 2011, Washington, DC

USGBC's Government Summit brings together green building industry professionals for education, networking and critical discussions on the greening of federal, state and local government facilities and operations. The Summit is attended by public-sector employees at the local, state and federal level as well as private-sector employees.

### Preferred Presentation Topics

**Government Buildings:** Federal, State and Local governments have consistently shown leadership in the environmental arena by greening their buildings across the US.

- **Operations +Maintenance / Facilities:** next steps needed for success, training, operating manuals for facilities, commissioning, Green Performance Contracting, institutionalizing practices.
- **Campus:** aggregate metrics, central purchasing, mix of new construction and O&M, beyond the building to infrastructure, coordination across departments, multiple building certifications
- **Cutting Edge Buildings, Processes and Technology:** Many agencies are now including technological advances in their buildings such as on-site renewable energy and striving to reach net-zero buildings.
- **Climate Change / GHG Emissions Reductions:** worldwide imperative- how does the Federal government play a role, new EO and GHG reductions, inventory of emissions, tracking performance metrics across buildings; climate action planning
- **Legislation and Regulation:** Interpretation, guidance, implementation.

**Government Programs:** Session topics addressing green government initiatives at the Federal, State and Local levels. Federal Programs have a tremendous opportunity to influence green building across the country

- **Regional, State and Local, Community:** Government policies and programs to address sustainability issues.
- **Climate Change/GHG Emissions Reductions:** worldwide imperative- inventory of emissions, tracking performance metrics across buildings; climate action planning
- **Interaction Among All Levels of Government:** Programs provide tools and resources, funding, training and direct technical assistance that enables green building to happen in locations across the country at the State and Local level.
- **Financial Opportunities and Case Studies:** Financial success stories from green new construction to greening existing buildings and working across the entire building portfolio. Financial tools used to create the business case for green construction, operations and maintenance.

- **Working With Government Service Providers to Green Buildings:** Green leasing, green performance contracts, managing contractor relationships and contracts, credentials and resources for finding qualified service providers.

## Government Summit Review Timeline

The Government Summit will utilize an accelerated review schedule.

11/1/10	Call for Proposals is released
1/14/11	The deadline for proposals is January 14, 2011 at 11:59 p.m. PST
1/24/11 – 2/6/11	First round of Review
2/16/11 – 2/24/11	Second round of Review
3/4/11	Third round of Review
3/8/11	Accepted session notifications are sent
3/18/11	Presenter acceptance deadline
5/10/11 – 5/11/11	Conference Dates: Government Summit

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## Scoring System

All session proposals will be reviewed and scored during the first round by a team of outside reviewers using a 20-point scale. Those with the top scores will move on to a second review by experts in their field. These rankings will be used by the **Greenbuild, International, Residential and Government Summit Working Groups** to select presenters and sessions for the final program. Reviewers will rate proposals using the following scoring system:

VALUE	CRITERIA
<b>5 points</b>	Offers a deep understanding of timely and important content of interest to a wide range of conference attendees
<b>5 points</b>	Includes qualified presenters with topic-relevant experience, as demonstrated by presenter bios and speaking experience
<b>4 points</b>	Contributes to the diversity of the conference offerings in terms of topics, presentation style, presenter experience, and/or professional or geographic perspective
<b>3 points</b>	Fits within and contributes to identified session topics and conference theme
<b>3 points</b>	Session is structured around one of the required session frameworks

## Greenbuild Thought Leadership & Research Track Scoring System

All session proposals will be reviewed and scored during the first round by a team of outside reviewers using a 20-point scale. Those with the top scores will move on to a second review by experts in their field. These rankings will be used by the Thought Leadership and Research Working Group to select presenters and sessions for the final program. Reviewers will rate proposals using the following scoring system:

VALUE	CRITERIA
<b>5 points</b>	Represents a fundamentally new contribution to a timely and important topic of interest.
<b>5 points</b>	Includes qualified presenters with topic-relevant experience, as demonstrated by presenter bios, and speaking experience.
<b>4 points</b>	Includes a previously unpublished, journal quality research abstract (500 words) that demonstrates thought leadership in advancing green building understanding and practice.

- 3 points** Proposal places emphasis on the collection of new empirical data; development and application of practical solutions; and/or critical evaluation of practices.
- 3 points** Fits within and contributes to identified session topics.
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## Program Policies

The Program Working Groups' responsibility is to produce the strongest possible educational program for conference attendees by including new and important content, and learning experiences. The following selection criteria will be used:

Individuals can only participate in one education session at each event.

- A firm/institution/organization can participate as moderator/presenter in no more than two sessions per event. Exceptions may be made at the discretion of the Working Group.
- In an effort to promote new and diverse groups of presenters, preference will be given to those who did not present at the previous conference.
- Accepted presenters who are not able to attend must notify conference staff immediately. Replacement presenters must be suggested and approved by the Working Group Chair. They reserve the right to modify or cancel any session based on a change in presenter.
- If a presenter's professional affiliation changes, conference staff must be notified. The Working Groups reserve the right to retain or remove presenters based on the best interest of the program.
- The Working Groups will combine submitted 45-minute session proposals with one additional 45-minute session to create a 90-minute session and will identify a moderator. They reserve the right to develop these sessions using a combination of proposals and/or invited presenters.
- The Working Group may modify any submitted session by adding or removing speakers or requesting content changes or additions.
- No sessions that are based upon an advertisement or product will be accepted into the program.
- PowerPoint™ presentations must be uploaded to the Speaker Resource Center three weeks prior to the conference. In an effort to be a paperless conference, all PowerPoint™ slides, papers, and handouts will be included in the conference proceedings with speaker permission.
- Greenbuild presenters are awarded a \$200 discount off the full-conference registration price in appreciation of their contribution to the success of the Greenbuild conference. Registration discounts for presenters at the other UGSBC events will be provided.
- Exceptions to these policies may be made at the discretion of the Working Groups.

During the submittal process, you will be asked to affirm that you understand and will abide by the above policies. Submittals that do not follow the above policies will not be considered.