



Call for Session Proposals

Proposal Deadline: Friday, January 15, 2010 (5pm PST)

Each year, the U.S. Green Building Council (USGBC) creates extraordinary opportunities to report the progress of market transformation in green building by organizing the Greenbuild International Conference and Expo, Greenbuild International Forum and the Federal Summit. Their educational programs will feature timely sessions on all aspects of sustainable design, construction, and operations practices for buildings and communities, including their impact on people, the environment, and the economy. USGBC is now accepting proposals for potential presenters and topics for the 2010 conferences. As premier green building conferences in the industry, we receive many more proposals than can be accepted. Three teams of highly qualified reviewers will be looking for the presentations that best meet the conference needs and objectives defined in this call for proposals.

How to submit

All proposals must be submitted online at <https://register.greenbuildexpo.org/2010/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.**

Schedule

Greenbuild International Conference and Expo & Greenbuild International Forum

- 11/13/09 Call for Proposals is released
- 1/15/10 The deadline for proposals is January 15, 2010 at 5:00 p.m. (Pacific Standard Time). **No extensions will be granted.**
- 05/03/10 Notification deadline for all who submitted
- 05/21/10 Presenter acceptance deadline at 5:00 p.m. (Pacific Daylight Savings Time)
- 09/03/10 Presenter registration deadline
- 11/17-19 Conference Dates, Chicago, IL

Federal Summit

- 11/13/09 Call for Proposals is released
- 1/15/10 The deadline for proposals is January 15, 2010 at 5:00 p.m. (Pacific Standard Time). **No extensions will be granted.**
- 03/15/10 Notification deadline for all who submitted
- 03/26/10 Presenter acceptance deadline at 5:00 p.m. (Pacific Daylight Savings Time)
- 5/18-19 Conference Dates, Washington, DC

Program Theme

During the submittal process, you will be asked to explain how your session will reinforce the conferences' theme:

Greenbuild International Conference and Expo and Greenbuild International Forum

At Greenbuild 2010, with its theme "Generation Green: Redefining Our Future," the green building community will be looking forward even more than usual. By November 2010, the fruits of our efforts to build a new green economy will begin to be seen, and our focus will shift to ensuring that green is built into the very fabric of what America's tomorrow looks like – economically as well as socially and culturally. We must focus on making green more than an economic recovery strategy: Let's make it a key building block of itself. Young and old, green building novice or seasoned pro, we can all be part of "Generation Green," and Greenbuild 2010's educational programming should embrace new audiences as well as the traditional ones.

Federal Summit

At the 2010 Federal Summit, with its theme "Leadership In Sustainability from Coast to Coast," join government officials, industry leaders and experts from the non-profit community for a two day summit in the nation's capital to explore the role of the federal government in advancing green building across the nation.

Suggested Presentation Topics

The Greenbuild, International and Federal Summit Working Groups will build session tracks for the conference using the topics listed below. During the application process, you will be asked to indicate which scale/focus best describe your presentation. The following descriptions are representative of the proposals that could be addressed in each topic.

Greenbuild International Conference and Expo and Greenbuild International Forum Topics

- **GLOBAL SYSTEMS : Topics addressing global-scale environmental issues and impacts crossing political and geographic boundaries.**
 - ***Climate Change, Environmental Impacts, and Natural Resources Use and Conservation:*** scientific research reports, data analysis, scholarly studies, corporate reports, government policies/programs that show leadership in addressing these issue on a continental or global scale.
 - ***Global Business Practices, Local Sourcing, and Organic Food:*** Strategic sustainable business policies, plans and practices; socially responsible business development; local sourcing schemes for building construction and operations; organic food sourcing, production, and systems
- **REGION AND COMMUNITY SCALE: Session topics addressing green building issues and impacts effecting entire regions or communities.**
 - ***Community Awareness & Action:*** community involvement and/or educational programs, volunteer and non-profit organization examples, communication strategies for affecting broad-scale citizen engagement.
 - ***Community Economic Development:*** local/regional programs that work to promote sustainability and business development, economic incentive programs to support local green business incubation; green communities as recruitment tools
 - ***Large Projects: :Land Use, Master Planning, and Neighborhood Development:*** open space, infill and redevelopment projects, new mixed-use development, campus plans, brownfields, aquifer recharge projects, and other projects or programs that affect large land areas or populations.

- **Ecological Natural Resource: Preservation and Planning:** habitat/ecosystem preservation/enhancement projects protection, preservation and conservation of natural resources
- **Public Policy:** city or regional general and comprehensive plans, regulations, building codes, service targets and indicators, standards, environmental compliance requirements, design guidelines, and guidance promoting implementation of sustainable practices.
- **Social Equity:** programs or projects to redress inequitable distributions of environmental burdens (pollution, industrial facilities, crime, etc.) and better access to environmental goods (nutritious food, clean air & water, parks, recreation, health care, education, transportation, safe jobs, etc.).
- **Transportation and Infrastructure:** programs or plans that address alternative transportation, energy efficient transit, innovative stormwater management, water quantity and quality, wastewater, energy generation, energy distribution, roadway, waste management/recycling, communications and other systems that support human activity.
- **MARKET FACTORS AND RESOURCES: Session topics addressing key market factors, institutional drivers and resources affecting the adoption of green building practices**
 - **Real Estate Development Issues:** topics related to market incentives, financing, leasing, risk management, and insurance.
 - **Corporate/Institutional Sustainability:** organization-wide policies or greening initiatives of corporation/institutions, portfolio/asset management and green enterprise.
 - **Carbon and Renewable Energy Markets:** new trends/information on topics such as emissions offsets, carbon trading, renewable energy credits (RECs), and energy tags.
 - **Engaging People:** topics related to all forms of communication, including new forms of viral communications and social networking, around green design and communities.
 - **Green Building Education:** professional learning programs, K-12 curriculum, colleges and universities academic programs and research opportunities, public outreach, marketing, and media programs that help diverse audiences learn about green building.
 - **Research:** presentations on new and significant corporate and university research and data analysis on green building including market trends, business cases, cost studies, emissions reduction strategies, and health and productivity.
 - **Standards:** market and industry guidelines and rating systems
- **PROJECT SCALE: Session topics addressing design, construction and operation of individual buildings or multiple buildings on a single site such as new campus home, multifamily building or neighborhood developments.**
 - **Building Design/Construction Process:** approaches to integrated, whole systems design, goal-setting and charrettes, and the resultant optimization of design and successful construction.
 - **Green Building Technology Innovations:** design technologies such as BIM, performance calculators and documentation tools to optimize design; new tools and resources as well as key advancements in existing technologies as they relate to the design and construction process.

- ***Designing with Nature:*** tools, strategies, and design philosophies that help reconnect humans and the environment to a more complete understanding of relationship and design including topics such as biomimicry, biophilia, living buildings and the Natural Step.
 - ***Ongoing Operations and Maintenance:*** the optimization of a building's performance and occupant comfort/productivity through performance verification, post occupancy evaluation, commissioning, building management systems (BMS), purchasing, green cleaning and other operations and maintenance topics.
 - ***Residential:*** Tips, techniques, case studies, technologies and strategies for the successful construction, development, marketing, sale, and operations of energy efficient, environmentally friendly residential buildings; including Single Family, Multifamily, Affordable, Market Rate, Production, Custom, Spec, New Construction, Renovation, Remodeling and Rehab.
- **SYSTEMS SCALE: Session topics addressing system-specific strategies for improving building or project performance. Emphasis is on new, innovative and significant ideas that will help rapidly shift impacts.**
 - ***Site Systems:*** landscape and site design solutions that positively impact the site and reduce resource usage such as natural landscaping, reduction of heat island effect, habitat development,
 - ***Water Resources:*** Sustainable systems that preserve and protect fresh water sources and address topics such as hydrology, water efficiency, wastewater,
 - ***Passive or Active Systems:*** applications of passive design solutions (massing, orientation, envelope design, shading, fenestration, etc) that minimize building energy demand and consumption or highly effective building energy systems (mechanical and/or electrical) that respond dynamically to demand and load and integrate with other active and passive building elements.
 - ***Renewable Energy Technologies and Sources:*** simple, novel, and elegant applications of renewable energy technologies and sources, both interconnected with and independent of a conventional power infrastructure
 - ***Materials Management:*** responsible solutions to construction waste management, innovative recycling of demolition and new construction waste, efficient scheduling/shipping construction materials
 - ***Materials Selection and Attributes:*** methodology in selection of products including lifecycle assessment (LCA), product development, product labeling, certification, and contribution to overall energy efficiency of operations.
 - ***Indoor Environmental Quality and Indoor Air Quality:*** solutions to maximize IEQ including day lighting, views, operability, human health and comfort, and productivity. Innovation methods and product selections to ensure indoor air quality, compliance with new IAQ standards and occupant health and comfort.

Federal Summit Topics

- **FEDERAL BUILDINGS: The Federal Government has consistently shown leadership in the environmental arena by greening their buildings across the US and around the world.**
 - *O+M/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
 - *State and Local, Regional, Community*: Policies and programs of the federal government to assist state and local governments as they address sustainability issues. Policies and programs of state and local governments to address sustainability issues that could benefit from federal assistance.
 - *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
 - *The Executive Order 13514* : Interpretation, implementation, guidance
 - *Federal Tools and Resources*: 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.
 - *Cutting Edge Leadership/Success Stories*: Federal agency success stories have changed in their definition from policies for green new construction to greening existing buildings and working across the entire building portfolio.
 - *Cutting Edge Technology*: Many agencies are now including technological advances in their buildings such as on-site renewable energy and striving to reach net-zero buildings.
- **FEDERAL 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.**
 - *State and Local, Regional, Community*: Policies and programs of the federal government to assist state and local governments as they address sustainability issues. Policies and programs of state and local governments to address sustainability issues that could benefit from federal assistance.
 - *Climate Change/GHG Emissions Reductions*: worldwide imperative- inventory of emissions, tracking performance metrics across buildings
 - *Federal Tools and Resources*: 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.
 - *Cutting Edge Leadership/Success Stories*: Success stories from green new construction to greening existing buildings and working across the entire building portfolio.
 - *Cutting Edge Technology*: Including technological advances in their buildings such as on-site renewable energy and striving to reach net-zero buildings.

Session Formats

Proposals are being accepted for 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 30 minutes. The Greenbuild Program Committee will assign up to two additional 30 minute sessions to constitute a 90-minute session and will identify a moderator. The Program Committee 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. Suggested formats include: "Ask the experts", panel discussions, roundtables, case studies, symposiums, short lectures with audience participation during Q&A, and interactive discussion and debates. You will be asked to specify session format during the submittal process.

Scoring System

All session proposals will be reviewed and scored 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 and Federal Summit Working Groups to select presenters and sessions for the final program.

Reviewers will rate proposals using the following scoring system:

<i>Value</i>	<i>Criteria</i>
5 points	Offers a deep understanding on timely and important content of interest to a wide range of conference attendees
5 points	Includes qualified presenters with topic-relevant experience, as demonstrated by presenter bios, and speaking experience
4 points	Contributes to the diversity of the conference offerings in terms of topics, presentation style, presenter experience, and/or professional or geographic perspective
3 points	Fits within and contributes to identify session topics and conference theme
3 points	Attracts new audiences to Greenbuild

In addition, you will be asked to describe how your presentation will reinforce the conference theme.

Program Policies

The Greenbuild, International, and Federal Summit 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 are allowed to hold one speaking or moderating role during the concurrent educational sessions.
- A firm/institution/organization can participant as presenters in no more than 2 sessions. One additional moderating spot can be held by a firm/institution/organization. Exceptions will be made at the discretion of the Working Groups.
- In an effort to promote new diverse groups of presenters, preference will be given to those who did not present at the previous conference.
- Individuals who served solely as moderators at the previous conference are eligible as presenters in 2010.
- Case studies of completed projects with feedback assessment data will be given priority at Greenbuild over work in progress. Preference will be given to LEED certified projects.
- Accepted presenters who are not able to attend must notify conference staff immediately. Replacement presenters must be suggested and approved by the Working Groups. 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 30 minute session proposals with up to two additional 30 minute sessions to constitute 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.
- PowerPoint™ presentations must be uploaded to the Speaker Resource Center 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.
- All presenters must register to attend the conference. 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. International Forum and Federal Summit presenters are awarded complimentary registrations to the conference.

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.

Questions

For assistance with questions regarding the Call for Session Proposals, please email program@usgbc.org. For technical support with online submissions, call 1-866-579-8413 (outside the U.S. 1-801-617-0375) between the hours of 9:00am – 6:00pm EST or send an email to support@register.greenbuildexpo.org.