



USGBC Call for Education Session Proposals

Submission Deadline: Friday, January 13, 2012, 4:59 p.m. EST

The U.S. Green Building Council is now accepting proposals for potential presenters and topics for Greenbuild 2012. This conference features 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.

In an effort to increase the quality of education session proposals and decrease duplicate proposal submissions, the proposal submitter will be charged a one-time processing fee of \$25 for each education session proposal submitted. This will also allow us to better use the time of over 500 volunteer proposal reviewers. 100% of the fee proceeds will be donated to the Greenbuild Legacy Project; for more information about the Legacy project, visit <http://www.greenbuildexpo.org/Destination/City.aspx> and select "Legacy Projects" from the left menu.

USGBC is soliciting proposals for the following programs, which are all part of Greenbuild 2012:

Greenbuild International Conference & Expo

November 13-16, 2012, San Francisco, CA

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 Research Track

November 14-16, 2012, San Francisco, CA

This year Greenbuild will include a track dedicated to advanced research in green building. Proposals submitted to this track will go through the standard Greenbuild review process, and each accepted presentation proposal will be required to submit an accompanying research paper for inclusion in the Greenbuild conference proceedings. These papers will represent new, original, journal-quality research. Accepted presenters must agree to submit a research paper in order to present at Greenbuild.

Greenbuild Residential Summit and Residential Sessions at Greenbuild

November 14-16, 2012, San Francisco, CA

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 Green Jobs Summit

November 14, 2012, San Francisco, CA

The third annual Green Jobs Summit will provide a forum to develop a shared plan of action to accelerate the creation of green jobs in a clean energy economy. The event will convene key leaders, experts, advocates, and practitioners from government, business, labor and the public for in-depth and interactive conversations to advance the green jobs movement.

Greenbuild Legal Forum

November 14, 2012, San Francisco, CA

USGBC is pleased to present the third annual Greenbuild Legal Forum, consisting of four hours of fast-paced presentations from professionals with deep understanding and experience in issues of green building liability, insurance, finance and commercial and residential property transactions.

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 program.

- Round One: Volunteers review and rate all proposals on a quantitative scale. Interested in volunteering? Visit <http://greenbuild.scsubmissions.com>
- Round Two: Teams of topic experts review the sessions that scored highest in the first round and make recommendations for proposals that should move on to the third round.
- Round Three: Working Groups determine the final education sessions for each respective program.

Review Timeline

This review timeline will be used for all education session proposals.

11/14/11	Call for Proposals opens
1/13/12	The deadline for proposals is January 13, 2012 at 4:59 p.m. EST
1/30/12 – 2/17/12	First round of Review
3/7/12 – 3/28/12	Second round of Review
4/18/12 – 4/20/12	Third round of Review
5/7/12	Accepted session notifications are sent
5/18/12	Presenter acceptance deadline
11/13/12 – 11/16/12	Conference Dates: Greenbuild International Conference & Expo

For accepted research track proposals, an accompanying research paper must be submitted by August 1, 2012.

New in 2012

Greenbuild 2012 is coming to San Francisco, the city of innovation. To meet that challenge of innovation, we have made some exciting changes to our 2012 call for proposals across all Summits and programs:

1. Session Length: All Greenbuild education sessions have changed from 90 minutes to 60 minutes in length. All 60 minute submissions must be complete 60 minute presentations with 1-3 presenters. The total number of education hours provided at Greenbuild will not change.

2. Presentation Style: Greenbuild is committed to providing engaging, cutting edge educational offerings at the conference. Therefore, we are introducing new presentation styles (see below). You will be asked to select one of the following when submitting your proposal – please feel free to be creative and enter your own:

Flash Charrette	Town Hall
Structured Discussion	Panel Discussion
Lecture	Other

3. Rapid Fire Track: In 2012, one full track will be dedicated to “Rapid Fire” presentations. We are soliciting 10 minute presentation proposals to include one speaker each. Four 10 minute presentation proposals of a similar topic will be combined by the Program Working Group to create one full 60 minute education session. Additionally, a link to a video presentation of the speaker giving the presentation must be provided when submitting these proposals (videos can be uploaded to youtube without being made public).

Preferred Presentation Topics

- **Building Performance:** On-going operational performance
- **Energy Efficiency:** Demand reduction; Increasing efficiency; Renewables and other innovations; Design and retrofit of existing and new buildings
- **Finance, Insurance and Appraisals:** Financial aspects and implications; financial risk analysis; insurance and appraisals
- **Government and Policy:** Policies/programs/codes that have been enacted; Impacts of these policies/programs/codes; Incentive programs
- **Green Jobs:** Green Jobs programs & activism; Public sector programs and results; Training programs; Job creation & other results
- **Human Behavior:** Human comfort; How place affects behavior; Human psychology; Ergonomics; Evidence-based design
- **Indoor Environment:** Material selection; IAQ; Maintenance; Day lighting; Health issues
- **International Challenges and Opportunities:** Challenges unique to green building internationally; Lessons learned internationally
- **Legal Issues:** Legal issues related to green building and green leases
- **Materials Science:** Technologies; Innovations; Biotech; Acquisition/Installation/Management of project materials; Storage; Disposal
- **Process:** Integrated Project Delivery; Virtual collaboration; Delivery Opportunities
- **Regenerative Design and Construction:** Place-based, holistic, living systems-based, people as an integral part of nature -- healing, co-evolving and co-creating
- **Site Issues:** Campus planning; Urban/suburban/rural development/redevelopment

- **Smart Grid/Smart Buildings:** Intersection of utility infrastructure and building technology
- **Social Responsibility, Community Action & Engagement:** Organizational/corporate community and sustainability initiatives; Community participation, Climate and environmental injustice;
- **Thought Leadership:** Themes of critical importance in advancing the theory and practice of green building
- **Water:** Sustainable systems that preserve and protect fresh water sources and address hydrology, water efficiency, wastewater

Residential-Specific Topics

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

Research-Specific Topics:

- **Health and human experience:** 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.
- **Water:** The development and application of innovative solutions to promote sustainable water resource management and conservation.
- **Green technologies and materials:** Understanding the responsible creation, commercialization, and selection of sustainable building materials and clean technologies

Conference Theme: @Greenbuild

Greenbuild 2012 will represent the intersection of technology, building and the global sustainability movement. The @ is more than an icon of computer technology, it's a symbol of place and location—both physical and virtual, encompassing the global scale and integration of the contemporary green building movement and green technologies. Greenbuild 2012 will bring together the voices and ideas of the green building community as well as cutting-edge technologies – technologies that are critically important to advancing the green building mission. And what a better place to hold Greenbuild than in San Francisco – the globe's nexus of technology and success. What will you do @Greenbuild?

How to submit

All proposals must be submitted online at <http://greenbuild.scsubmissions.com>. 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 60 minutes in length, including time for questions and answers.)

1. **60 Minute Education Session:** Complete session including one, two, or three presenters (moderator is optional, but a maximum of three total participants) for a 60 minute presentation on a related topic.
2. **60 Minute Research Session:** Complete session including one, two, or three presenters (moderator is optional, but a maximum of three total participants) for a 60 minute presentation for the Research track at Greenbuild, dedicated to advanced research in green building.
3. **10 Minute “Rapid Fire” Talk:** Complete presentation by one presenter with a total length of ten minutes. The Program Working Group will combine three additional ten minute sessions to form one 60-minute session and will identify a moderator. The Program Working Group 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 Group 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.

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 Program Working Group to select presenters and sessions for the final program. Reviewers will rate proposals using the following scoring system:

VALUE	CRITERIA
5 points:	Thoroughly and effectively addresses current and relevant issues in the green building industry.
4 points:	Includes qualified presenters with relevant experience, as demonstrated by presenter bios and speaking experience.
3 points:	Session offers unique geographic and professional perspectives and topics.
3 points:	Session offers innovative and interactive presentation styles and formats.
3 points:	Includes achievable and meaningful learning objectives that will further the participant’s education.
2 points:	Represents a compelling presentation that you (the reviewer) would want to attend.

Greenbuild 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 Program Working Group to select presenters and sessions for the final program. Reviewers will rate proposals using the following scoring system:

VALUE	CRITERIA
6 points	Represents a fundamentally new contribution to a timely and important topic of interest.
5 points	Includes a balanced mix of qualified presenters with topic-relevant experience, as demonstrated by presenter bios, and speaking experience.
4 points	Includes a previously unpublished, journal quality research abstract (500 words) that describes innovative research 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.
2 points	Fits within and contributes to identified session topics.

Program Policies

The review process for USGBC education session proposals is managed by Working Groups and USGBC staff. The Working Groups' responsibility is to produce the strongest possible educational program for conference attendees by including new, important content and learning experiences. All sessions and speakers will be selected based upon the below guidelines:

- Individuals can only participate in one education session at Greenbuild.
- A firm/institution/organization can participate as moderator/presenter in no more than two sessions at Greenbuild. Exceptions may be made at the discretion of the Program 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.
- Session submitters may not propose speakers without the knowledge and permission of the proposed speakers. All proposed speakers must be able and willing to present at the conference at the time and date specified by USGBC. Proposals that are made without the knowledge of proposed speakers are subject to immediate rejection; if the proposal is selected and it is found that all speakers did not know about the proposal or did not agree to present, the session is subject to immediate cancellation.
- Furthermore, all accepted speakers must register for Greenbuild 2012 by August 17, 2012, or the entire session may be cancelled without notice to the submitter, at the discretion of the Working Group Chair.
- 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 Group reserves the right to retain or remove presenters based on the best interest of the program.
- The Greenbuild Program Working Group will combine submitted 10-minute session proposals with three additional 10-minute sessions to create one 60-minute session. 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, product or service will be accepted into the program.
- All presentations must be uploaded to the Speaker Resource Center three weeks prior to the conference. Failure to do so may result in cancellation of the session.
- Due to conference greening policies, presenters may not distribute any printed collateral at the conference.
- In an effort to produce a paperless conference, all presentation 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 USGBC 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.