



## SUSTAINABILITY CONFERENCE

### Pac-12 Sustainability Conference 2018 Call for Proposals - Speakers, Sessions and Case Studies

July 12, 2018 | University of Colorado Boulder - Byron R. White Club

**Call Deadline: April 6, 2018**

#### Event Summary and Mission

Consistent with its reputation as the "Conference of Champions," the Pac-12 is the first collegiate sports conference to convene a high level symposium focused entirely on integrating sustainability into college athletics and across college campuses. All of the Pac-12 athletic departments have committed to measuring their environmental performance, developing strategies and goals to reduce their impact, monitoring their progress, and engaging fans and communities in greener practices. The Pac-12 is committed to using the power of sport to promote healthy, sustainable practices to its campus communities and among Pac-12 fans. The Pac-12 Sustainability Conference signals an elevated approach to enhancing sustainability efforts within collegiate athletics departments, designing new collective initiatives, and sharing best practices to transform college sports into a platform for environmental progress.

#### Conference Program Proposals: Speakers, Sessions and Case Studies

##### 2018 Conference Themes:

- **Integrating with Campus Sustainability** - how to use the collegiate athletics platform to broaden and deepen campus engagement, fan experience, and community partnerships
- **Expanding Collegiate Athletics Department Sphere of Influence** - how to incentivize and coordinate critical staff members in dining, custodial, venue operations, and sustainability
- **Harnessing the Power of Student Pride** - emerging values and interest to increase influence of green game impact.

#### Pac-12 Sustainability Conference is seeking submissions on the following TOPICS:

Examples only, creative ideas welcome – **submissions are not limited to the list outlined below.**

- Athletics Department Partnerships; Cross-School Collaboration - How to Network Across Groups
- Athletics Sustainability Operations
- Building Sustainability Assets and Leveraging Sustainability to Increase Brand Value
- Creating and Marketing Green Sponsorships
- Emerging Best Practices in Sports Sustainability Focused on Campus-Wide Impact and Student Engagement (Operations, Marketing and Sponsorships)
- Energy Savings/Rebates
- Fan Engagement – Sustainable Behaviors
- Green Your Tailgate – How-To and Numbers Reporting
- Greening Championships - Sustainability Highlights and Lessons from High Profile College Sports Championships
- Green Sponsorships – Creating, Activating and Marketing
- Sports Leverage to Increase Campus Sustainability Impacts
- Student Engagement in Sports Sustainability Initiatives
- Zero Waste Award Winners in Basketball and Football Showcase



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### **Pac-12 Sustainability Conference is seeking the following SESSION TYPES:**

*Please note that this is an outline of successful past session types – creative ideas and thinking out of the box is welcome. Submissions are not limited to the session types outlined below.*

**Best Practice Presentation** - Featuring emerging best sports sustainability practices in operations, marketing and sponsorships, campus wide impact and student engagement.

**Group Facilitated Discussion** - Moderators will introduce the theme and set up problem statements for discussion. Each roundtable will be assigned one problem statement with group-led conversations and thought provoking discussions to drive solutions for the problem statements. In summary, participants will come together and share their solutions to the problems and moderators will recap actionable steps for post-event implementation.

**Workshop** - information-intensive session to provide tactical knowledge of how-tos and actionable next steps. Attendees should leave with a list of tools, resources and action plan in hand gathered from in-depth learning and dialogue.

**Poster Session** - showcase a range of ongoing sustainability projects and research throughout the Pac-12 via visual presentation allowing viewers to learn on their own while the presenter discusses particular points in one-on-one or small group conversations.

**Case Study/Speaker** (for inclusion as a part of a session or panel)

Pac-12 seeks new and original case studies to share leadership stories relevant to our themes, including athletics sustainability operations, leveraging sports to increase campus sustainability impacts, and engaging students in sports sustainability.

**Panel Session** – Oprah-style sessions featuring a Moderator (also a speaker/case study, leads the discussion) and 3-4 case studies/speakers to share/demonstrate best practices with the audience. Opening remarks/presentation (optional) followed by moderator-driver question and answers (determined in advance) with 10-15 minutes audience question and answer session to conclude the session.

**Storytelling** – Impromptu style storytelling formation that is entertaining and engaging. Each storyteller will have 10 minutes on stage to "narrate" his/her story of breaking the rules to make sustainability a key part of their business as usual plus all the bumps and bruises along the way to success.

### **Submission Requirements:**

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

- **Title** 20 words maximum
- **Session Type**
- **Abstract** 500 words maximum
- **Session Outline** 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 Pac-12 Sustainability Conference sustainability/athletics department 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



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- **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)

Submissions may not be accepted “as is”. Pac-12 Sustainability Conference 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:

**Pac-12 Sustainability 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)
- Best Practice 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 Pac-12 Conference
- Priority given to new case studies - speakers and/or organizations not featured in previous Pac-12 Sustainability Conference programs

### Program Policies, Guidelines and Expectations:

Diversity of gender, race and discipline is a priority for Pac-12 Sustainability Conference in developing the conference program, and will be given considerable weight when evaluating proposals.

Presentations are not a platform for business promotion. The Pac-12 Sustainability Conference requests that all proposals are centered on educational outcomes, including best 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.

Selected speakers are invited to attend the full conference and will receive complimentary full conference registration to participate in the full conference.

### How to Submit:

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

### Review and Selection Process Timeline:

- March 9, 2018                      Call for Proposals issued
- April 6, 2018                      Deadline for proposal submissions
- May 2, 2018                        Selection decisions announced to proposers
- May 11, 2018                      Deadline for presenters to confirm participation
- May 15, 2018                      Conference Program launched online
- July 6, 2018                        Deadline for presentation files due to Pac-12 Sustainability Conference
- July 12, 2017                      Pac-12 Sustainability Conference Event Day

### Additional Information:

Questions? Please email [ericka@pac-12sustainabilityconference.com](mailto:ericka@pac-12sustainabilityconference.com) or call 1.855.740.8417.

To view previous year conference programs, visit this link:

<http://pac-12sustainabilityconference.com/program/>