

FOR IMMEDIATE RELEASE

MEDIA CONTACTS

Kerrie Mullaney | kerrie@gogreenconference.net

Ericka Dickey-Nelson | ericka@gogreenconference.net

503.226.2377



Change Makers Agenda Announced for 7th GoGreen Portland Conference *The Rise of the Commons: Investing in a Socially Sustainable Community*

August 14, 2014 (Portland, Ore.) — The 7th annual GoGreen Portland conference will bring together private and public sector leaders to share their knowledge on creating a framework for a socially sustainable community. Experts will discuss social equity advocacy, the development of new economic models, competitive city strategies, behavior change, new innovations and corporate social responsibility. GoGreen creates a platform for attendees to engage in interactive, peer-to-peer and solution-based learning to generate practical solutions to our region's most pressing challenges.

Attendees will engage in a full day of hands-on operational workshops, big picture plenaries, solutions-centered deep dives into new ways of thinking, inspiring keynotes and a showcase of regional businesses. With a distinct platform of bringing people together across industries and sectors, GoGreen offers the opportunity to build viable networks and best practices throughout the regional community.

Keynotes

Charlie Hales | Mayor of Portland

Renee Lertzman, Ph.D. | Author, *The Myth of Apathy*

Adam Werbach | Co-Founder, yerdle

Plenaries

Outside the Box: Encouraging Innovation in the Workplace

Smart Strategies for Enhancing and Engaging a Vision for Competitive Cities

Panel Discussion Forums

Tools to Increase Internal Sustainability and Loyalty through Employee Engagement

Marketing Insights on the New Federal Trade Commission's Green Marketing Guidelines

The State of The Sharing Economy: New Power of Buying

What's Next? The State of Diversity in Environmental Organizations

How-To Workshops

Applying Permaculture Practices to Improve Your Business

Catalyzing Transformative Engagement: Tools and Strategies from the Behavioral Sciences

No Compromise: Impact Investing and Shareholder Activism

Solutions Lab

Closing the Waste Loop: Top Trends in Diversion Strategies

Pre & Post Conference Events

Two days of special events have been added to the lineup and require separate registration.

October 15 – Providence Park, home of the Portland Timbers, Stadium Tours 1 & 2 p.m. & the EPA Executive Forum 3-5 p.m.

October 17 – GRI Certification Course – Full Day 9-5 p.m.

Event Details

GoGreen Portland 2014, brought to you by the City of Portland, Multnomah County and METRO will take place on **Thursday, October 16th** at the Oregon Convention Center, Oregon Ballroom located at 777 Northeast Martin Luther King Junior Boulevard. Tickets are available online at **portland.gogreenconference.net** or via phone at 503.226.2377. Early Bird rates are good through Tuesday, September 16th, 2014. Single Admission Early Bird Full Conference tickets are \$175 and Group Rate Early Bird Tickets are \$150 (groups of two or more). Student, government and non-profit registration rates are available.

Media passes, speaker interviews and photographs from past events are available. Please connect with Kerrie Mullaney at Kerrie@gogreenconference.net.

About GoGreen Conference

The GoGreen Conference is a sustainability learning experience for organizational decision-makers. Featuring regionally targeted content and recognized leaders from the community, GoGreen works across industry silos to foster peer-to-peer learning and collaborative solutions. Our mission is to empower attendees with the sustainability strategies, tools, and connections to build resilient, profitable organizations while driving the development of sustainable cities and regions.

###