

RELEASE DATE: APRIL 29, 2009

# CALL FOR PROPOSALS

On September 22nd and 23rd, 2009 USGBC New York launches the northeast's premier green building educational conference and trade expo: Urban Green Expo 2009. The conference is an extraordinary opportunity for individuals or groups to present their work to a broad spectrum of the green building community.

## CONFERENCE THEME

### See Change

The new policy and financial environment for green building

With the onset of a new Federal administration and a world economy in decline, sweeping changes are expected to the regulatory and financial climate surrounding green buildings, including a shift away from a market dominated by new construction. The Urban Green Expo 2009 conference will explore the exciting opportunities and new challenges of this environment with a focus on the most pressing topic for the densely developed Northeast region: the retrofitting of our existing building stock.

The program will feature opening and closing keynote addresses from leading pioneers of the sustainability movement, a variety of master speakers and will include more than 30 individual educational sessions, off-site tours, and LEED Workshops.

## EDUCATIONAL SESSIONS PROPOSALS

Proposed presentations should not exceed 75 minutes. 10 minutes of audience discussion will be scheduled following each 75-minute presentation. Applicants are highly encouraged to organize panels that include a diverse spectrum of disciplines and organizations to present on a specific topic, including a moderator where appropriate. Applicants may propose shorter presentations (approximately 20 minutes), which the Expo Education Committee may group with other presentations on a similar theme- but these constructed panels will be very limited in number.

Applicants must indicate how their proposal relates to the conference theme, above, and must identify which content scale and content topic (below) their subject matter falls within. Only a very limited number of proposals will be accepted that are not directly relevant to the overall theme of retrofitting existing buildings, or which fall outside of the topics listed below. We will select proposals relating to a broad range of existing building typologies, including commercial, multifamily housing and institutional.

Content Scales:

1. **Global/International**
2. **National/Federal**
3. **Regional**
4. **Local**
5. **Project**
6. **System or Material**

**CONTENT TOPICS:**

- 1. Climate Change Impacts**  
Proposals which identify the physical, financial and policy challenges of adapting urbanized coastal areas to climate change.
- 2. Public Policy**  
Proposals which describe public policy shifts which affect a community's ability to initiate retrofit operations of existing buildings or greening of urban infrastructure or public amenities; including legislation that encourages retrofitting or programs that implement green leases.
- 3. Scientific Research & Technological Innovation**  
New technologies or systems with direct relevance to existing building retrofitting.
- 4. Community Action & Social Equity**  
Proposals which describe the ability of community or social equity groups to enhance the rehabilitation of a community's building stock, infrastructure or amenities.
- 5. Financing Green Building**  
Proposals that describe green retrofit financial programs; including Federal stimulus, state, local, or private programs or incentives.
- 6. Integrated Design Process Case Studies**  
Case studies which illuminate the benefits and challenges of a truly integrated design process; from the involvement of non-traditional stakeholders to legal or contractual considerations.
- 7. Urban Retrofit Case Studies**  
Describes the challenges and benefits of retrofitting existing buildings or greening of public infrastructure or amenities.
- 8. Operations & Maintenance**  
Success stories and lessons learned from the post-occupancy phase of urban retrofit projects.
- 9. Urban Site & Landscape Design**  
Describes the particular challenges of urban landscape design and the development of a robust urban ecology.
- 10. Water Conservation**  
Existing building water conservation measures, systems or products.
- 11. Urban Stormwater Control**  
Large and small scale urban stormwater source control projects.
- 12. Existing Building Passive Systems**  
The design, implementation and operation of passive heating, cooling and lighting systems in existing buildings.
- 13. Renewable Energy Systems**  
Renewable systems with broad urban application.
- 14. Indoor Environmental Quality**  
Controlling indoor environmental quality during construction and post occupancy.

## PROPOSAL APPLICATION & SELECTION

Proposals must be received by USGBC New York no later 5:00 pm on May 27th, 2009. Proposals will be selected by the Urban Green Expo 2009 Education Committee. Successful applicants will be notified by June 9th.

Applications must be submitted through the Urban Green Expo 2009 website:  
[urbangreenexpo.com](http://urbangreenexpo.com)

## PROPOSAL SELECTION

Proposals will be selected by the Urban Green Expo 2009 Education Committee.

## POLICIES

The Urban Green Expo 2009 Education Committee responsibility is to produce the strongest possible learning experience for conference attendees. The following guidelines will be in place for purposes of the selection process:

- Individuals are allowed to hold a speaking or moderating role during the educational sessions.
- An organization may be represented in no more than 3 sessions.
- Accepted presenters not able to attend must notify the Urban Green Education Committee immediately. Replacement presenters must be approved by the Education Committee, who reserves the right to modify or cancel any session based on a change in presenter.
- Accepted presenters must notify Urban Green Education Committee of any changes to profession affiliation immediately. The Education Committee reserves the right to modify or cancel any session based on a change in presenter affiliation.
- Slide presentations must be received by the date specified to presenters at the time of acceptance (on or about September 8th, 2009.)
- No handouts will be allowed at Urban Green Expo 2009 educational sessions.
- All presenters must register and pay to attend the conference no later than September 1st, 2009. Presenters will receive a \$75 discount off the member registration price.

## QUESTIONS

For assistance with questions regarding the Call for Proposals, please email:  
[expoproposals@usgbcny.org](mailto:expoproposals@usgbcny.org)