



sustainable  
enterprise 2007

at work.

for life.

**CALL FOR WORKSHOP PROPOSALS**  
**Sustainable Enterprise 2007**  
**May 4-5, 2007**  
**Sonoma Mountain Village • Sonoma County, California**

The Sustainable Enterprise Coalition, the Green MBA, and Sonoma State University are gearing up for our second annual conference, Sustainable Enterprise 2007: At Work. For Life. We are accepting proposals for workshops until **Feb 2, 2007**.

Our goal is to provide practical and interactive 90-minute workshops that stimulate discovery of what participants can do to develop sustainable practices in their enterprises, whether business, government, nonprofit or educational. We anticipate a broad-based audience and will be looking for a variety of workshops that address one or more of the following conference objectives:

1. Understand sustainability, and the challenges and opportunities it presents.
2. Discuss the risks to our global and local environment and how it affects enterprises.
3. Teach tools enterprises can utilize - from generating a vision of a sustainable enterprise, to optimizing resource management, to metrics systems for measuring progress.
4. Develop frameworks for producing or reformulating products and services that are environmentally and socially sound.
5. Illustrate, through experiences or cases, the rewards and risks of sustainability initiatives as an entrepreneur or within a larger enterprise.
6. Explore strategies for communicating and creating alignment among coworkers and colleagues.
7. Network with other organizations and people to successfully implement innovative sustainable operating practices and policies.

**We would like these workshops to be as practical and interactive as possible.**

Participants should get a chance to work with the concepts being offered either individually or in groups, relate it to their current work, and leave with a plan for how to implement the tools of the workshop. We are particularly interested in presenters who have hands-on, applied experience with transitioning enterprises toward sustainability.

**The target audience is people who want to learn about tools for creating change in their enterprise.**

- Anyone willing to step forward to enhance the sustainability of their enterprise and the planet.
- Executives, managers and individuals who set long-term direction.
- Entrepreneurs who are starting or plan to start new enterprises.
- Professionals and consultants who are engaging in sustainable enterprise activities.
- Educators and students with an interest in sustainable enterprise.
- Staff and members of nonprofit organizations with a desire to operate more sustainably.
- Those who influence, design or implement public policy.

**Please submit the following information to [program@SEC2007.com](mailto:program@SEC2007.com):**

1. Your name and contact information (phone, email, address).
2. The title of the presentation or workshop.
3. A description (50 – 100 words), including a compelling statement of why your topic is relevant and why people should attend it. If chosen, your description will be distributed to all participants to use for selecting workshops they will attend.
4. Which of the conference objectives from above will be met by your workshop.
5. Learning objectives and teaching method.
6. Where you have taught this or similar topics before.
7. What equipment you will need, electronic and otherwise.
8. Whether you are willing to make your material available via handouts at the conference and provide an electronic file for posting to the conference website.
9. Your CV or resume, or a bio that includes your qualifications for the proposed workshop.

Last year the conference sold out at 230 participants and had close to 40 sponsors and 35 exhibitors. The theme of the conference was "Tools for the Transition." Check out [www.sec2006.com](http://www.sec2006.com) for more details. This year we are planning for 400 participants. It will again be focused on practical tools that all types of enterprises can use to become more financially, environmentally, and socially sustainable.

Thank you for your time and interest in promoting sustainability. We look forward to hearing from you by February 2, 2007.

The Sustainable Enterprise Coalition