



# CALL FOR SESSION AND SPEAKER PROPOSALS

September 12-13, 2018 | Portland, OR



# EVENT SUMMARY AND MISSION

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The Shades of Green Forum will bring together a diverse group of industry professionals such as utilities, energy consultants, energy professionals of color, minority owned businesses and other stakeholders for a candid discussion about the state of diversity within the energy industry. Day Two of the conference will feature a workshop where information and insights garnered from the previous day will be used to facilitate discussions around diversity best practices, strategies and actions. Workshop attendees will be expected to participate in interactive discussion groups. The goal of the workshop is for attendees to leave with meaningful take-aways that can be implemented to move organizations further along the path to diversity, inclusion and equity.

## **Shades of Green is seeking submissions on the following topics:**

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

### **Deadline for proposal submissions: February 21, 2018**

#### **Why Do We Need to Diversify? – The Case for Adopting Diversity, Equity and Inclusion**

- Bridging the gap in a society divided by race and politics
- Defining diversity, inclusion and equity
- Addressing other aspects of diversity – religion, disabilities, sexual orientation, socio-economic status, age, access to higher education
- The business case for diversity, equity and inclusion
- Addressing implicit bias
- Diversifying leadership - bringing women and people of color into leadership roles in the energy industry
- Increasing cultural competency
- DEI strategy development
- The role of white men in diversity
- Next generation skills for DEI work
- Dealing with ambiguity

#### **The Elusive Incentive – How the Industry Can Connect to Under-served Markets**

- Engaging diverse communities
- Inclusion trends for communities of color
- Equitable and inclusive program design
- Increasing access to renewable energy and/or energy efficiency
- Increasing diversity in clean energy sector
- Diversifying program design teams
- Developing equitable program success metrics
- Partnering with community organizations and diverse contractors

#### **The Color of Money – The What's, Why's and How's of Supplier Diversity**

- The business case for supplier diversity
- Building supplier diversity programs
- Trends in supplier diversity
- Are supplier diversity councils beneficial?
- What utilities look for in supplier diversity
- Measuring and managing a supplier diversity program
- Driving innovation through a supplier diversity program

## **Disrupting the Status Quo – How to Recruit and Retain Diverse Employees**

- Mentorship program how-to's
- Best practices for recruiting and retaining candidates of color
- Workplace inclusion strategies
- The role that job description language plays in attracting diverse applicants
- Measuring and managing diversity programs
- Leadership development programs
- Workforce development
- Diversifying boards and organization leadership
- Employee resource groups best practices

## **Shades of Green is seeking the following submission types:**

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

**Case Study/Speakers (for inclusion as a part of a session or panel)** – Shades of Green seeks new and original case studies to share stories of successful partnerships, programs or initiatives or developing inventive breakthroughs in thinking related to diversity.

**Panel Session** – Oprah-style session featuring a moderator and 3-4 panel speakers. This session style usually offers opening remarks by the moderator followed by moderator-driven panel discussion with 10-15 minutes for audience questions to conclude the session.

**Interactive Workshop** – Alternative formats for hands-on, experiential learning; these sessions can be outlined in any structure depending on the topic areas and selected proposals. Interactive Workshop proposals will require additional information including a session timing outline and a session pedagogy including learning design, activities and engagement tasks and actionable takeaways/report back achieved from attending the workshop. Please also make note of any special materials, room structure or capabilities your session requires.

**Unconference/Mini-Charette** – Moderators will introduce the theme and set up problem statements for discussion with 8-10 issues posted on the walls or assigned to roundtables. Participants will engage in grouped discussions to drive solutions for the problem statements. To summarize, participants will come together and share their solutions to the problems and moderators will recap discussions. In the remaining time, moderators will ask participants to reflect on their conversations and next steps to resolve these issues.

**TEDx** – Modeled after TEDx talks, this session style is delivered without notes and the speaker wears a lapel or headset microphone and is never behind a lectern. This style of presentation has minimal or no slides; if slides are used they are often highly visual, the images are of exceptional quality with maybe only one or two words on each. A TEDx talk is a showcase for speakers presenting great, well-formed ideas that aren't just a story or a list of facts, but rather, takes certain evidence or observations and draws a larger conclusion. It forges a deep connection with the audience by being personal; about a topic the speaker is knowledgeable about and feels deeply passionate about.

**Intimate Interview/ Fireside Chat/ Aspen-Style Dialogue** – This session style has one expert moderator or interviewer, and one accomplished peer speaker or interviewee. Dialogue questions are designed to allow session attendees to introspectively reflect on solving a problem through creative and critical thinking. This session type allows for a very in-depth look into an issue, and

perhaps creates space for problem solving or solutions based critical thought. This session style would also allow ample time for audience Q&A to further the discussion.

### **Submission Requirements:**

For all 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 actionable 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 Shades of Green's attendees
- Learning Objectives Please list 3-4 lessons/insights the audience will take away from your presentation and be able to use in their work
- 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)

PLEASE NOTE: Shades of Green reserves the right to make changes to submissions and require alternative combinations of speakers and case studies to most effectively shape each session's content and the event's learning experience.

### **Review Criteria:**

*Shades of Green 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)
- Expertise of presenters, as demonstrated by presenter bios, speaking experience and case study acclaim
- Originality and demonstrated commitment to enhancing DEI learning

### **Timeline:**

January 10th, 2018 - Call for Proposals issued

February 21, 2018 - Deadline for proposal submissions

March 21, 2018 - Announcement of accepted proposals

June 12, 2018 - Program launched online

Sept 12-13, 2018 – Shades of Green Forum

**SUBMIT HERE**