



Urban Green Expo 2010

CALL FOR PROPOSALS – Release Date: May 18, 2010

On September 29th and 30th, 2010 Urban Green Council holds their annual educational conference and trade expo: Urban Green Expo 2010 in New York City. The conference is the premier green building event in the northeast and is an extraordinary opportunity for individuals and organizations to present their work to a broad spectrum of the green building community.

CONFERENCE THEME

Pushing the Envelope

Green buildings transform our communities by expanding and redefining what is possible in the places we live and work and play. How we construct, and reconstruct, our physical world has a major impact on the resources we consume and is among the most significant legacies we leave to future generations.

At Urban Green Expo 2010 we will explore how green buildings can “push the envelope” both literally, by focusing on the importance of high performance building enclosures, and metaphorically, by addressing topical subjects like verifying building performance and by highlighting innovative buildings, processes and systems.

Building enclosures are perhaps the most critical, and an often overlooked, component in successful green buildings. In addition to other important green building subjects, Urban Green Expo 2010 explore a wide range of envelope related topics; from the broad performance issues of various envelope systems, to the application of passive shading systems in existing buildings, to technical subjects like thermal bridging and European standards like Passive House.

Help New York “push the envelope” at Urban Green Expo 2010.

The program will feature opening and closing keynote addresses from leading figures of the sustainability movement, a variety of master speakers and will include more than 40 individual educational sessions, off-site tours, and LEED Workshops.

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EDUCATIONAL SESSION PROPOSALS

Proposed presentations should not exceed 75 minutes. 15 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. Applicants may propose shorter presentations (approximately 25 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 which content scale, content topic and learning level (below) their subject matter falls within. Content topics are divided into those that directly relate to the conference theme and those that do not. Proposals will be selected from each, with a significant number drawn from theme related topics. Strong preference will be given to proposals that:

- Address learning levels 300 and 400.
- Include presenters that did not present at Urban Green Expo 2009.
- Relate to projects outside New York City or the United States.

Proposals may relate to a broad range of building typologies, including commercial, multi-family housing and institutional and may relate to all scales of construction, from single-family homes to high-rise commercial buildings.

The Expo Education Committee will evaluate each proposal with the following criteria:

- Relevant to theme and/or content topic
- Relevant to an urban context
- Applicable to existing buildings
- Of interest to a broad audience
- Covers a timely or important subject
- Qualifications of presenters
- Attractive to new audiences
- Provides uncommon perspective
- Encourages whole-systems design thinking (where applicable)
- Includes performance data in presentations (where applicable)
- Includes cost-benefit analysis of systems (where applicable)
- Quality of proposed or previous presentations (provide examples)

PROPOSAL CATEGORIES

Content Scales:

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

Content Topics - Theme:

1. High Performance Façade Case Studies

Describes high performance façade systems or upgrades to existing façade systems with emphasis on energy performance, daylight harvesting and relation to whole building design.

2. Operations & Maintenance

Success stories and lessons learned from the post-occupancy phase of new construction and retrofit projects, including training programs.

3. Building Performance & Modeling

Measurement & verification of building performance including energy and water use, air quality testing, and post occupancy evaluations. Also proposals which focus on energy modeling as design tool and predictor of performance.

4. Scientific Research & Technological Innovation

New technologies or systems with direct relevance to building envelope systems, measurement, or verification of building performance, or with timely relevance to green building in general.

5. Envelope Systems

Proposals which examine the thermal and other performance characteristics of individual envelope systems.

Content Topics - General:

6. Climate Change Impacts

Proposals which identify the physical, financial and policy challenges of adapting urbanized coastal areas to climate change.

7. 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.

8. 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.

9. Financing Green Building

Proposals that describe green lending or financial programs; including Federal stimulus, state, local, or private programs or incentives. Also proposals that describe the cost-benefit analysis of whole buildings or individual systems.

10. 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. Proposals describe uncommon approaches to design problems.

11. Urban Retrofit Case Studies

Explores the challenges and benefits of retrofitting existing buildings or greening of public infrastructure or amenities, or describes new construction within an urban context or directly relevant to existing building retrofitting.

12. Urban Site & Landscape Design

Describes the particular challenges of urban landscape design and the development of a robust urban ecology.

13. Water Conservation

Water conservation measures, systems or products.

14. Urban Stormwater Control

Large and small scale urban stormwater source control projects.

15. Existing Building Passive Systems

The design, implementation and operation of passive heating, cooling and lighting systems in existing buildings.

16. Renewable Energy Systems

Renewable systems with broad urban application.

17. Indoor Environmental Quality

Controlling indoor environmental quality during construction and post occupancy.

Content Learning Level:

- **100 Level – Introductory**

Courses at this level are intended to introduce students to green building issues, and provide general information, including terminology, specific facts, principles and theories.

- **200 Level - Understanding**

Courses at this level delve deeper into a specific issue and are focused on helping students grasp the meaning of informational materials.

- **300 Level – Implementation & Application**

Courses at this level challenge focus on the implementation and application of green building theories and systems and typically involve a realized or built project.

- **400 Level - Mastery**

Courses at this level examine information and develop conclusions by identifying causes or motives, making inferences, and/or finding evidence to support generalizations.

PROPOSAL APPLICATION & SELECTION

Proposals must be received by Urban Green Council no later 5:00 pm on June 15th, 2010. Proposals will be selected by the Urban Green Expo 2010 Education Committee. Successful applicants will be notified by June 23rd.

Applications must be submitted through the Urban Green Expo 2010 website:
<http://urbangreenexpo.com/education/proposals/>

PROPOSAL SELECTION

Proposals will be selected by the Urban Green Expo 2010 Education Committee.

POLICIES

The Urban Green Expo 2010 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 only one 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 professional 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 13th, 2010.)
- No handouts will be allowed at Urban Green Expo 2010 educational sessions.
- All presenters will receive free exhibit floor passes. Presenters wishing to attend conference sessions other than their own must register and pay for a full conference pass at the discounted rate of \$175 no later than September 1st, 2010.

QUESTIONS

For assistance with questions regarding the Call for Proposals, please email:
expoproposals@urbangreencouncil.org